



PRODUCTIVITY & PROFITABILITY

series

THE HUMAN 'AGRONOMY' OF FARMING

Presenter: Sally Murfet, Inspire AG



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Housekeeping

- Webinar is being recorded
- Ask Questions @ [slido.com](https://www.slido.com) #J2024



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Tonight's Speaker – Sally Murfet



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Disclaimer

- This webinar is designed to provide general information and insights.
- It does not constitute professional advice.
- Attendees are advised to consult with appropriate experts or professionals before making any decisions following this presentation.
- Remember, **information is powerful**, but **tailored advice is invaluable**.



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Internal & External Environment



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Internal & External Environment

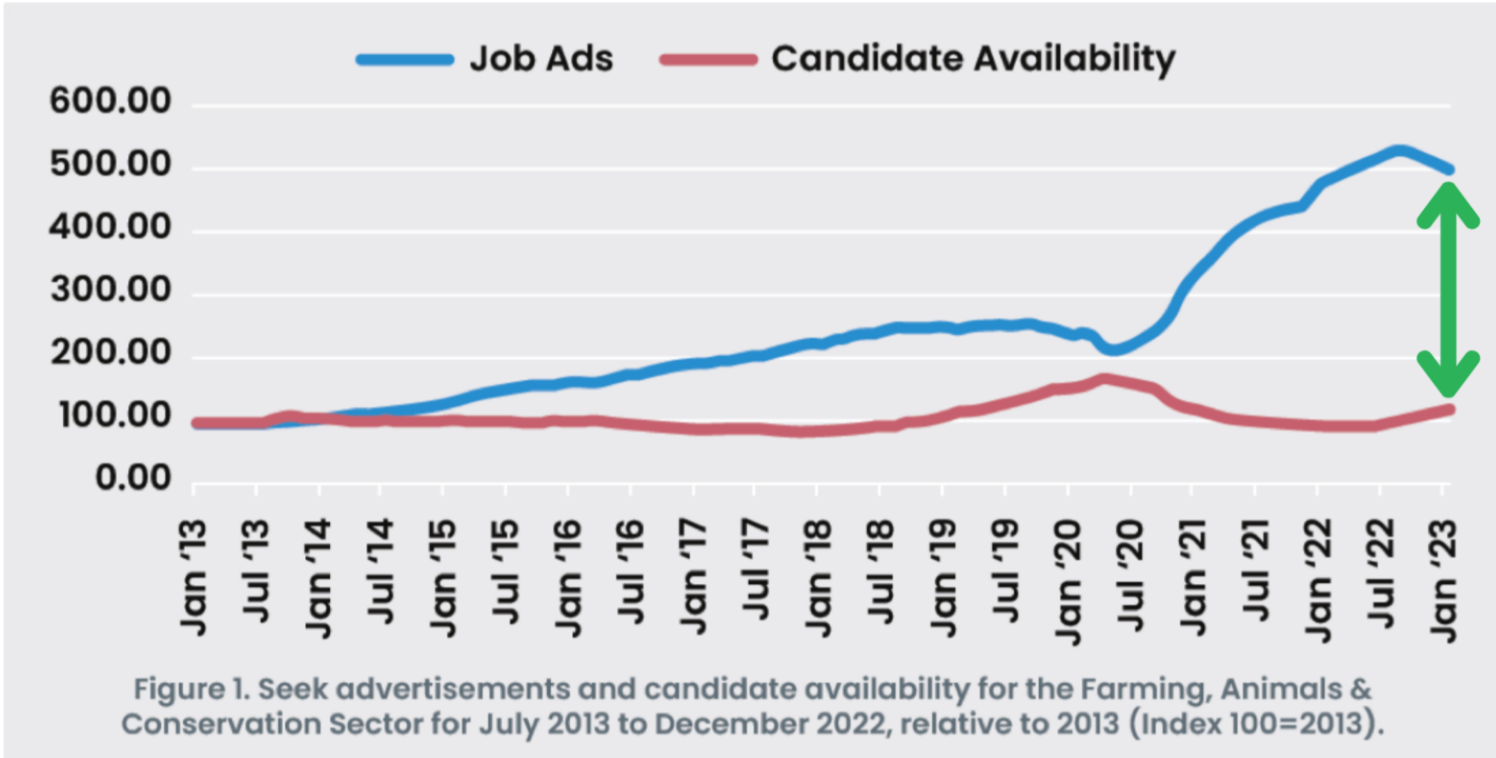


Source: PESTLE



To suggest future topics scan here:

External – Labour availability



The gap:
Job adverts &
Candidate supply

Source: Agricultural Appointments, 2023 Salary & Trend Report



To suggest future topics scan here:



News

Ag jobs boom peaks as help wanted ads decrease

Doubts over the scale of the agriculture worker shortage have emerged with new data suggesting the number of job vacancies has fallen dramatically.

Jason Gregory

 2 min read September 8, 2023 - 5:00AM [The Weekly Times](#)

 [0 comments](#)



External – Demographic challenges



Increasing
average age



To suggest future topics scan here:

External – Demographic challenges



Increasing average age



Increasing management age



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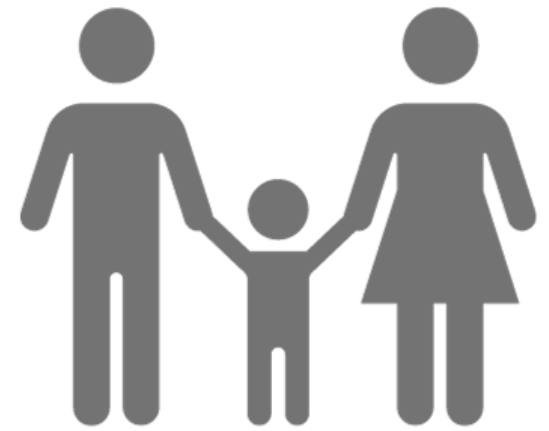
External – Demographic challenges



Increasing average age



Increasing management age

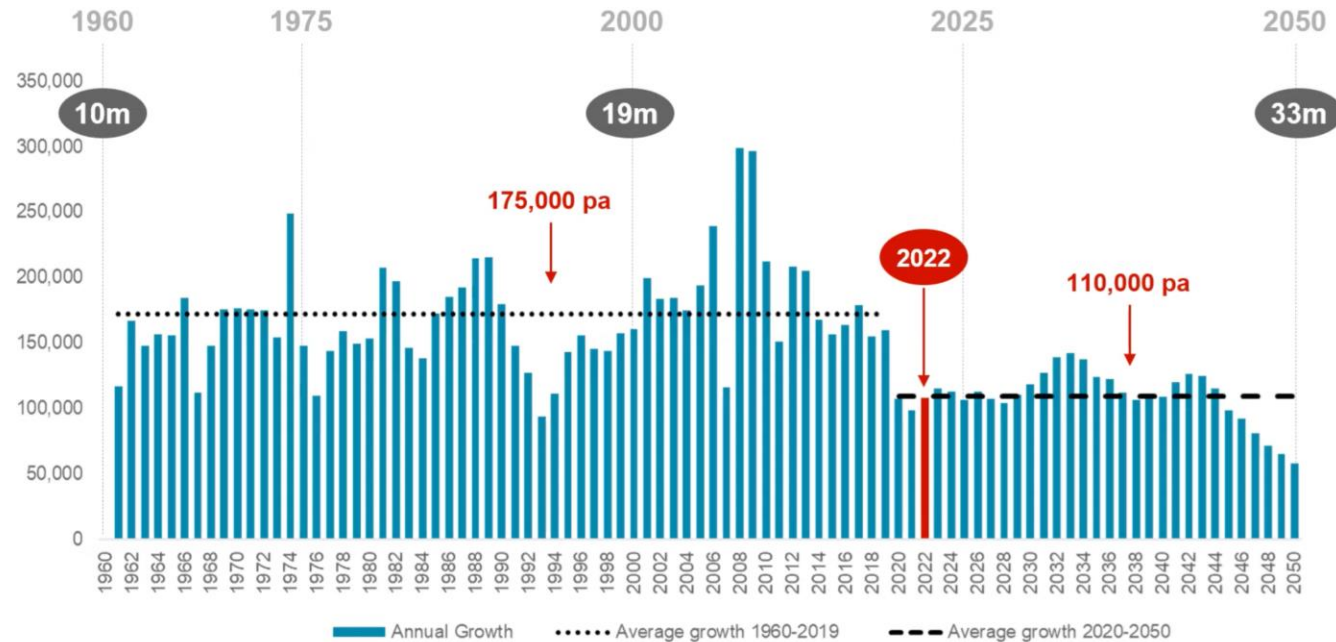


Generational dynamics



To suggest future topics scan here:

External – Working age population



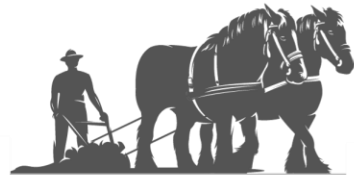
Net annual growth in Australia's working age population (15-64) between 1960 and 2050



To suggest future topics scan here:



External – Industrial revolution



INDUSTRY 1.0

Mechanisation,
steam power,
weaver loom.



INDUSTRY 2.0

Mass production,
assembly line,
electrical energy.



INDUSTRY 3.0

Automation,
computers,
electronics.



INDUSTRY 4.0

Internet of things,
networks.



To suggest future topics scan here:

External – HR evolution



INDUSTRY 1.0

Mechanisation,
steam power,
weaver loom.



INDUSTRY 2.0

Mass production,
assembly line,
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INDUSTRY 4.0

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HR Evolution

Welfare Officer
1890 – 1913

Labour Mgt
1914 – 1939

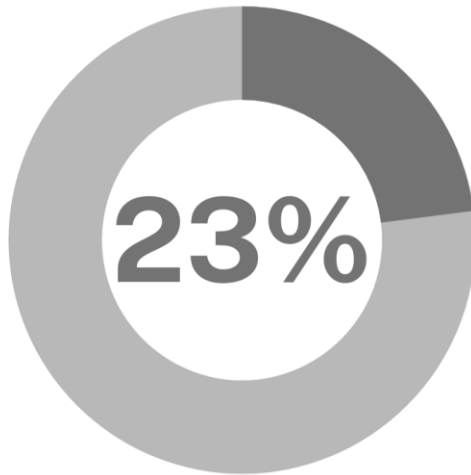
Personnel Mgt
1945 – 1979

HRM
1980 – 1990

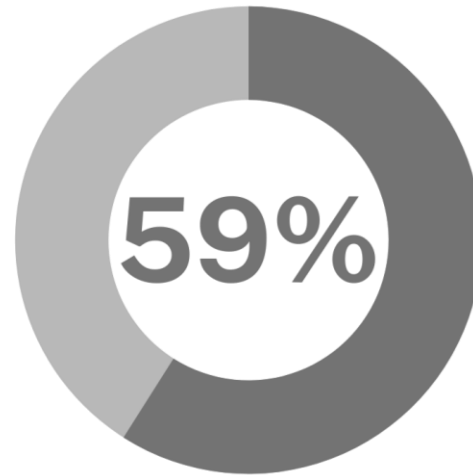
Strategic HRM
2000 – current



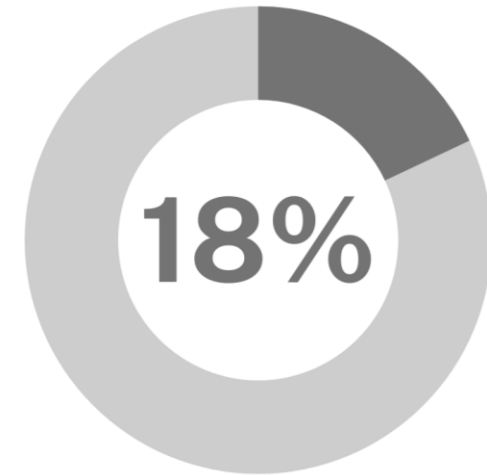
External – Workforce trends



Thriving at work
(engaged)



Quiet quitting
(disengaged)



Loud quitting
(actively disengaged)

Source: Gallup State of the Global Workforce 2023 Report



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CLARITY



Clarity – Business fundamentals



”

“Purpose-driven companies **make more money**, have **more engaged employees**, and are **better at innovation** and **transformational change**.”

Source: The business case for purpose - The Harvard Business review



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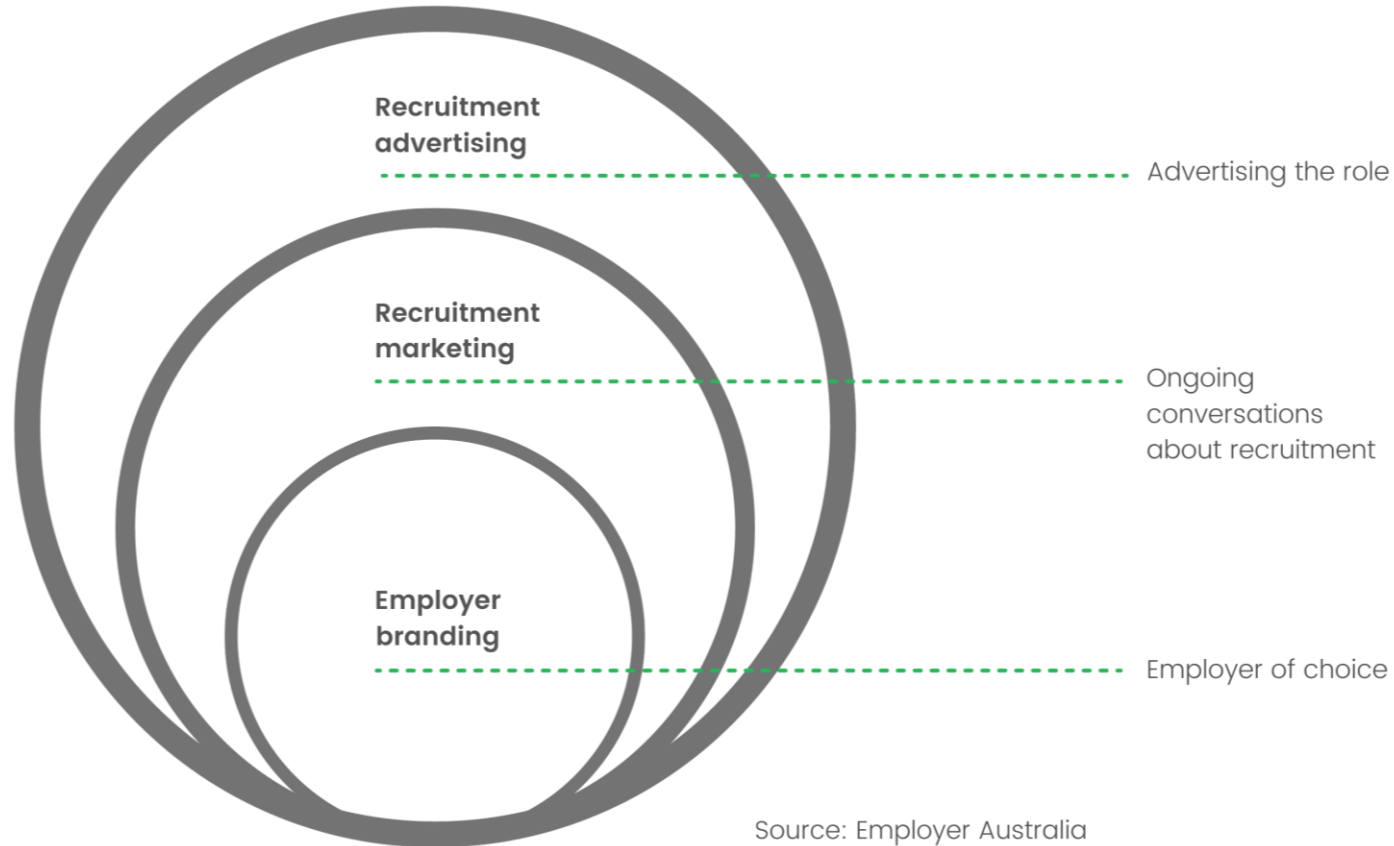


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CONNECTION



Attracting candidate interest



To suggest future topics scan here:



SITUATIONS VACANT

Stockman required 20 hrs/wk to feed bulls. Must be a non smoker, wear his hat with the peak to the front and be capable of wearing his pants around his arse not knees. Also needs to be able to divorce himself from his phone for more than 2 hrs at a time. This may turn into a permanent job.

.....

Labourer required to help pour 800 cubic metres of concrete. Can be a smoker - but will not have time.

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COMMUNICATION





...AND THAT IS HOW THE FIGHT STARTED!

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First, we must understand ourselves before we can lead or help others.

Francis Littauer



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70% variance
in team
engagement
is influenced by the **manager!**

Source: Gallup, 2012



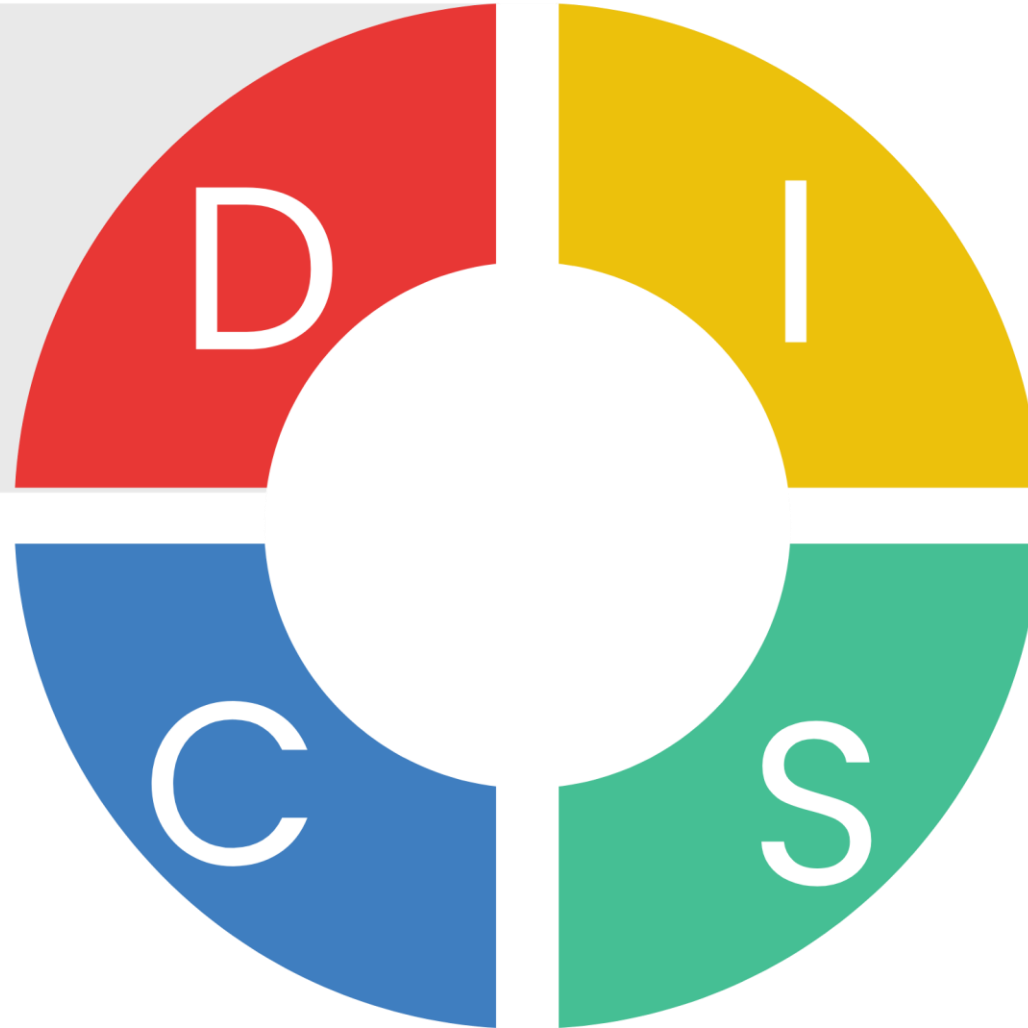
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Dominance

Direct
Competitive
Driven
Determined
Decisive



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Dominance

Direct
Competitive
Driven
Determined
Decisive

D

Influence

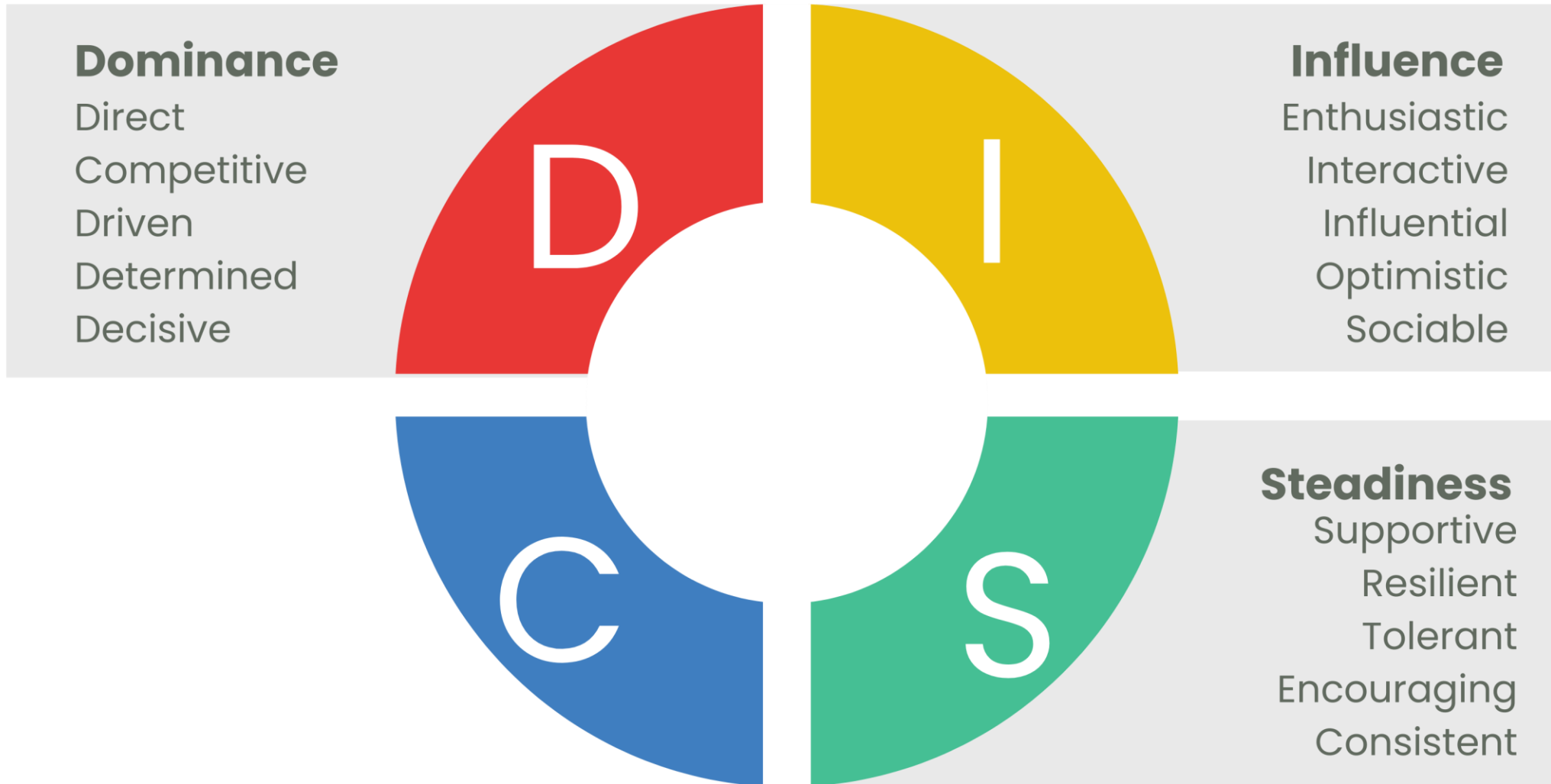
Enthusiastic
Interactive
Influential
Optimistic
Sociable

I

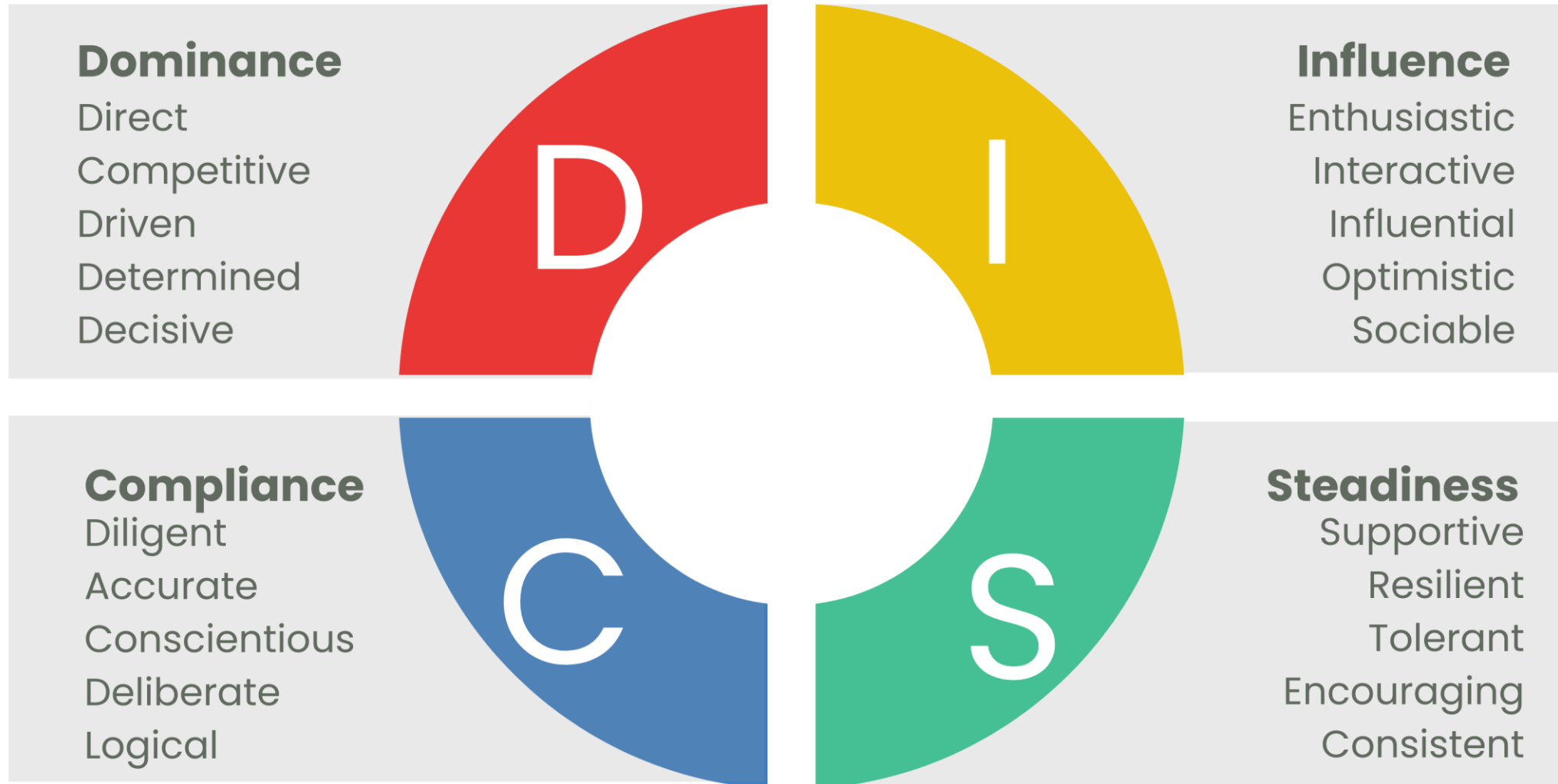
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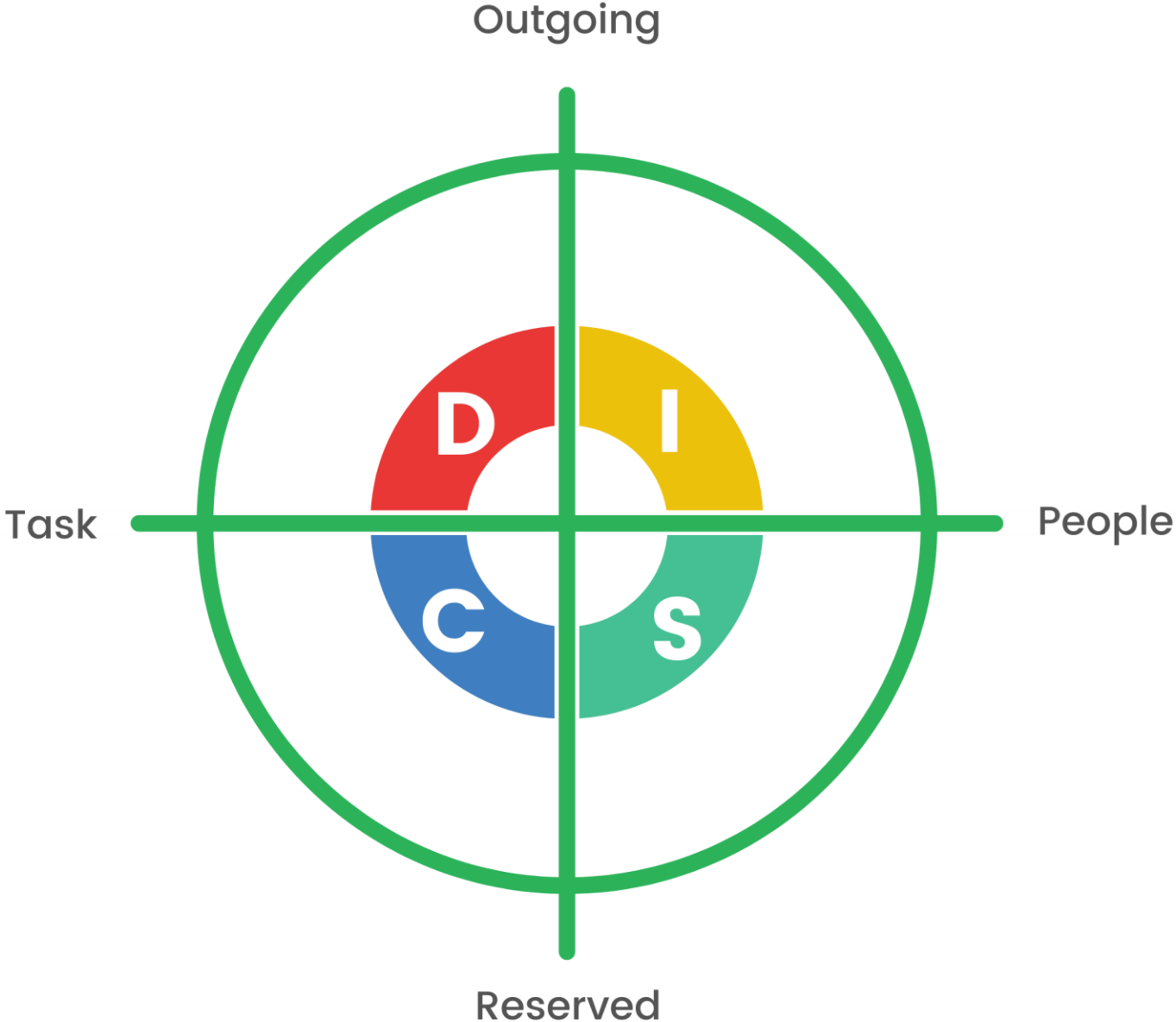
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CULTURE



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Employees are **10.4 x**
more likely to quit a
bad culture
than leave for money reasons.

Source: MIT Sloan Management Review.



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To suggest future topics scan here:



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When you recruit, you're not just
hiring an employee.

You're also sowing **and** nurturing the seeds

TO YOUR TEAM CULTURE.

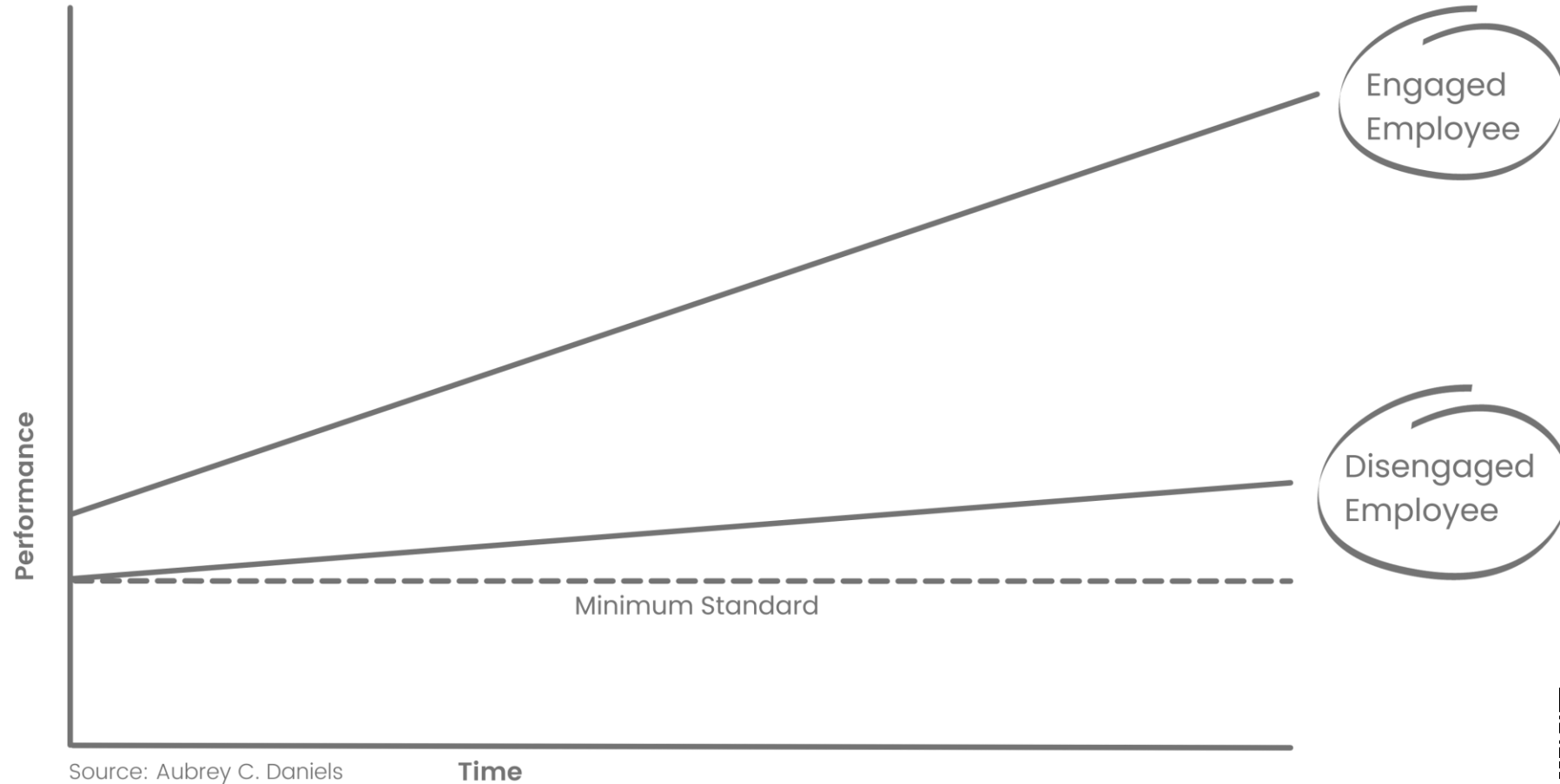
Sally Murfet



To suggest future topics scan here:



Employee engagement



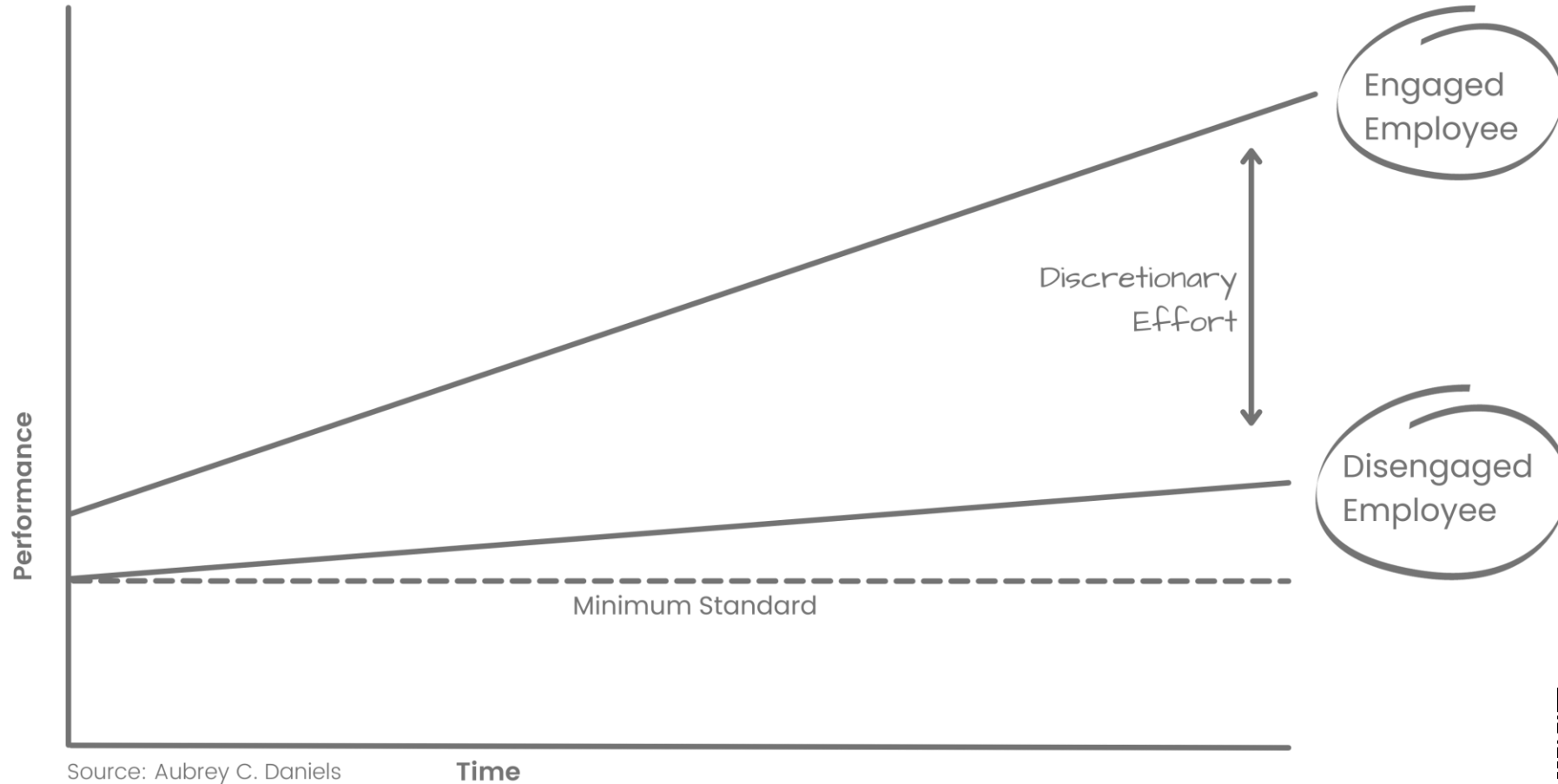
Source: Aubrey C. Daniels

Time















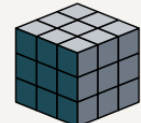

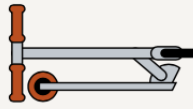







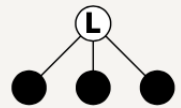
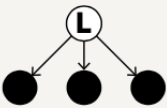
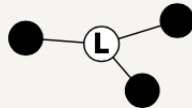
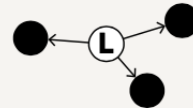
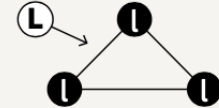



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Employee engagement



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Category	Builders Born: 1925-1945	Boomers Born: 1946-1964	Gen X Born: 1965-1979	Gen Y Born: 1980-1994	Gen Z Born: 1995-2009	Gen Alpha Born: 2010-2024
Slang terms	 We prefer proper English if you please	 Be cool Peace Groovy Way out	 Dude Ace Rad As if Wicked	 Bling Funky Doh Foshizz Whassup?	 Fam GOAT Slay Yass queen	 lit yeet hundo oof rn idrc
Social markers	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	COVID-19 2020
Iconic cars	 Model T Ford Final, 1927	 Ford Mustang 1964	 Holden Commodore 1978	 Toyota Prius 1997	 Tesla Model S 2012	 Autonomous vehicles 2020s
Iconic toys	 Roller skates	 Frisbee	 Rubix cube	 BMX bike	 Folding scooter	 Fidget spinner
Music devices	 Record player LP, 1948	 Audio cassette 1962	 Walkman 1979	 iPod 2001	 Spotify 2008	 Smart speakers Now
Leadership style	 Controlling	 Directing	 Coordinating	 Guiding	 Empowering	 Inspiring
Ideal leader	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator

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CONDUCT



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OWNERSHIP
ACCOUNTABILITY
RESPONSIBILITY

THE LINE



BLAME
EXCUSES
DENIAL



To suggest future topics scan here:



The SCARF model

STATUS

How we feel we compare to others

CERTAINTY

The desire for familiar

AUTONOMY

The freedom to make our own decisions

RELATEDNESS

To feel part of a team

FAIRNESS

The need to be treated fairly

Source: David Rock, 2005



To suggest future topics scan here:



Modern employment relationships



Employment



Social



Psychological



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 sally@inspire-ag.com.au

Our Socials:



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Questions?

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- Code #J2024



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