

A woman with long blonde hair, seen from behind, stands in a field of tall, golden grass. Her arms are raised high in the air, and she is looking towards a bright sunset. The sun is low on the horizon, creating a warm, golden glow that fills the sky and the field. The background shows a line of trees under a clear blue sky.

Advancing Women

{ Life Skills for Leadership ~ Women in Ag Conference }

Managing Kids, Career and Family.



The Early Days

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The Early Days



Wake Up

Do the
Chores

Have breakfast
and get ready

Run for
the bus!!!

Go to
school

practice

More
Chores

Eat and
some tv

BED!

Moments of Truth

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What are you
going to do with
your life???



My First Children

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BURNBRAE
FARMS • FERMES



Finding A Mate



Raising Real Kids

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Becoming the President

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When you have been raised to follow a strong entrepreneur, it is a very difficult thing to transform yourself into the person expected to lead the organization. But unless you want to see the family farm / business sold, it is a necessary transformation you must make. And when you are a woman the journey is even harder and less expected and accepted by others.

- Some qualities that can guide you:
 - Strength
 - Resiliency – never give up, never go away
 - Willingness to accept and learn from mistakes
 - Learn to Listen – truly listen to others
 - Be Careful who you trust – make them earn it
 - Faith in self, trust your own instincts
 - Decisive and Assertive



Becoming President

- Some qualities that can guide you:
 - Courageous
 - Compassionate
 - Ethical
 - Consistent
 - Firm, Fair, Fun
 - Work really hard
 - Innovate, innovate, innovate



- Set the rules from the start with your employer, especially if this is a parent
 - Don't allow your new boss (also your parent) treat you like their child at work - seek help to ensure you set reasonable boundaries on how you will be treated and the hours expected of you



- Set the rules from the start with your spouse
 - If you are expected to put in full time hours and pay half the bills, you can't be expected to do ALL the work at home – undo the stereotypes set by our parents' generation – get them to help – FROM THE START – it is hard to make new rules part way through

- Don't Expect to be able to do it all
 - Afford help if you can
 - Accept all help offered – spouse, friends, family, parents, work, kids
- Give up on Perfection
 - It isn't going to happen, especially with kids
- Focus on the most important things and let some of the others slide



- Spend time alone with your spouse – and start that right away
 - On a routine basis, take time to do something you love to do together – monthly supper, annual weekend away, a trip if you can – cultivate that relationship
- Cultivate Relationships with Girlfriends / Sisters



Thoughts on Succession

- Family-owned companies account for 80% of all businesses worldwide, and about one-third of them are owned by women.
- According to North American statistics, female-owned family firms experience greater family loyalty to the business, agreement with its goals, and pride in the business.
- Woman-owned family firms have a 40% lower rate of family member attrition in the business.



Thoughts on Succession

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67% of family businesses don't make it to the 2nd generation and 88% don't make it to the 3rd generation.



- When dealing with succession:
 - Healthy Family, Healthy Business
 - Family before personal wealth maximization
 - Seek out the advice of a good family counsellor as well as legal and financial advice
 - Start now to think about succession
 - Get the next generation involved early
 - Train them to be stewards



Thoughts on Succession

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Parting Thought

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AN EGG
A DAY IS
OKAY!



Thank You!!!

