

FARM FORWARD MENTORSHIP

2020-2022 PROGRAM OVERVIEW

Today's farmers are American agriculture's greatest asset. The scope of their knowledge goes far beyond the field. The Farm Forward Mentorship program is designed to share this wealth of knowledge with agriculture's next generation.

VALUE TO MENTOR:

- Satisfaction of helping and teaching the next generation
- Learn new ideas and experience topics from another generation's perspective
- Gain experience in the art of mentorship

VALUE TO MENTEE:

- Gain broad knowledge of industry dynamics and practices
- Network with key industry contacts
- Understanding the business model of agriculture today

PROGRAM TIMELINE AND DETAILS:

December 2020	Initial one-day training in East Lansing, Michigan
Dec. 2020 - Spring 2022	Site visit to mentee farm Site visit to mentor farm Five or more one-hour mentoring conversations
Spring 2021	Mentor best practices/check-in conference call Mentee best practices/check-in conference call
Throughout 2021	Educational event(s) hosted by GreenStone (topic(s) based on participant input)
Spring 2022	Program evaluation and Celebration in East Lansing, Michigan

Professional business coaches and mentoring consultants will facilitate the mentorship process and guide the participants throughout the year.

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PROGRAM HIGHLIGHTS

INTRODUCTION TRAINING:

In early December of 2020, GreenStone will host all mentor/mentee partnerships in East Lansing, Michigan for a one-day “kick-off” training event lead by the program experts Carl Jessen, former GreenStone CEO and business coach, and Susan Combs, coaching and mentoring consultant.

ONE-ON-ONE CONVERSATIONS:

- Mentors/mentees will participate in seven one-hour conversations throughout the program.
- Mentoring conversations preferably should be held in-person or by phone if needed.

Possible discussion topics:

- Elements of an effective business plan
- Managing risk effectively
 - Crop insurance
 - Life insurance
- Utilization of resources
 - Costs and benefits
 - Professional development
- Timing and flexibility in business
- Planning for business success
 - Day-to-day operations
 - Strategic planning
 - Succession planning
- Key business factors of each operation
- Operational do's and don'ts
- Problem solving barriers to success
- Pursuing a great business opportunity

EDUCATIONAL OPPORTUNITIES:

During the program, GreenStone will invite mentors and mentees to participate in additional networking and educational events. Program topics will be derived from past and present participant input.

END OF PROGRAM CELEBRATION:

At the conclusion of the program in the Spring of 2022, GreenStone will host all participants again in East Lansing for a celebration in their honor.



THE MENTOR ROADMAP[™]
GUIDING THE NEXT GENERATION OF BUSINESS LEADERS

