Recruiting and Retaining a Precision Ag Team

Mark Waschek, VP Agronomy, Ag1Source
“You can have all the greatest strategies in the world, but they aren’t worth much without the right people.”

Jack Welch
So Many Excuses...

70% of US workers are not engaged at work (Gallup 2012)

Kids these days....

20,000 agricultural jobs go unfilled each year (USDA 2015)

10,000 baby boomers are turning 65 each day in the U.S.

College graduates with ag degrees declined rapidly from 1980 – 2010
Turnover Costs An Organization 2.5x The Employees Salary
EMPLOYEE TURNOVER

It’s not about the money!
People are hired for what they can do, and fired for who they are.
How does this compare to your hiring?

Are you diagnosing with old data (resume) and a phone call?
Are You Hiring Without Answers To These Questions?

1. Why will this candidate thrive, where others have failed?
2. Can this prospect perform to my expectations in the first 12 months?
3. How will this person outperform their peers?
4. Will this candidate’s employment retention exceed our average?
5. Will this candidate meet my expectations for communication and/or attention to detail?
Nurture And Nature: You won’t find them on a resume’

• Nature – Behavioral Style

• Nurture – Generational Differences
Use The Right Tools For The Job

- Predict effectiveness
- Enhance accuracy of interviews
- Direct onboarding plan
- Increase retention
Dominance
- Teller/Authoritative
  - Direct, Concise
  - Likes saying things only once
  - Speaks forcefully, frankly
  - Competes, debates, sounds decisive
  - Focuses on results
  - Shows competitiveness
  - Speaks with intensity & authority

Extroversion
- Seller/Persuasive
  - Positive, optimistic
  - Enjoys talking, presenting
  - Inspires, motivates
  - Shows empathy, encouragement
  - Articulates ideas
  - Creates enthusiasm
  - Encourages participation

Conformity
- Guarded/Cautious/Exacting
  - Conscientious, sincere
  - Focuses on accuracy, quality
  - Presents details, clear directions
  - Points out negative impact
  - Speaks with accuracy, details
  - Organizes comments

Pace
- Casual/Careful
  - Friendly, easy-going
  - Shows patience, accommodation
  - Waits for others
  - Holds things within, reacts calmly
  - Persistent and deliberate
  - Takes time to listen
  - Mediates, diffuses confrontation
We Each Respond To Different Things

- **HIGH DOMINANCE**
  - Responds best to:
  - Concise, direct messages
  - Problem-solving for results
  - Communication focused on goals and winning

- **HIGH EXTROVERSION**
  - Responds best to:
  - Opportunities to promote ideas, personal skills
  - Friendly affirmation, recognition
  - Being included in team discussions

- **HIGH PACE**
  - Responds best to:
  - Time to process upcoming change
  - Agreement on agenda, time frame
  - Consistent, clear directions, priorities

- **HIGH CONFORMITY**
  - Responds best to:
  - Proven procedures, written guidelines
  - Respectful language and tone of voice
  - Understanding the importance and impact of change
Leadership

Dominance above
Extroversion – tell vs sell

Pace is lowest trait – act now vs wait

Conformity – “Company Hook” Follows rules, but not constrained by them. “Out of the box” thinker
Sales Representative

**Extroversion above Dominance:** seller vs teller

**Low Pace:** act now vs wait patiently

**Conformity “hook”:** AKA “company person.” Innovative, usually follows protocol
Support/Technical Team

**Conformity:** highest trait – pride and emphasis on quality. Time for accuracy

**Pace:** above Midpoint – easy going, versatile, supportive

**Extroversion:** Above midpoint

**Dominance:** lowest trait – Supportive and collaborative
People are hired for what they can do, and fired for who they are.
What you see, may not be what you get
Increase Your Accuracy

Face-to-face interviews have less than 50% predictability.

Assessment tools increase predictability to 75%.

Validated Phone Interviews and Behavioral Assessments increase overall predictability to ....... 92%. 

Korn Ferry Inst. Kenexa
LEVERAGE YOUR TALENT FUNNEL

- Employees
- Referrals
- Industry Connections

Applicants

Behavioral Assessments

Validated Interviews
Define Your Roadmap To Success

- Improve a manager’s ability to motivate and communicate
- Enhance accountability
- Improve team communications
- Establish meaningful performance evaluation criteria
- Form effective teams
- Identify succession opportunities
- Target educational needs
- Define company culture
UNDERSTAND YOUR TALENT!

Attract:
Understand what motivates them to come to work for you

Predict:
Determine how employee styles will think, act, and behave

Retain:
Train managers to understand how each style is motivated and/or demotivated in their work, educate teams to be cohesive and successful, enable employees to leverage their strengths
Join Us Tomorrow!!
Hiring and Team Building For Performance Workshop!

Mark Waschek
VP Agronomy, Ag1Source
markwaschek@ag1source.com
(620) 327-0341
www.ag1source.com