

Foundations for the Future – Pathways in Ag...

Stuart Austin - Founder & Managing Director
Positive Perfection



Yeo Valley Organic

<http://www.youtube.com/watch?v=eOHAUvbuV4o>

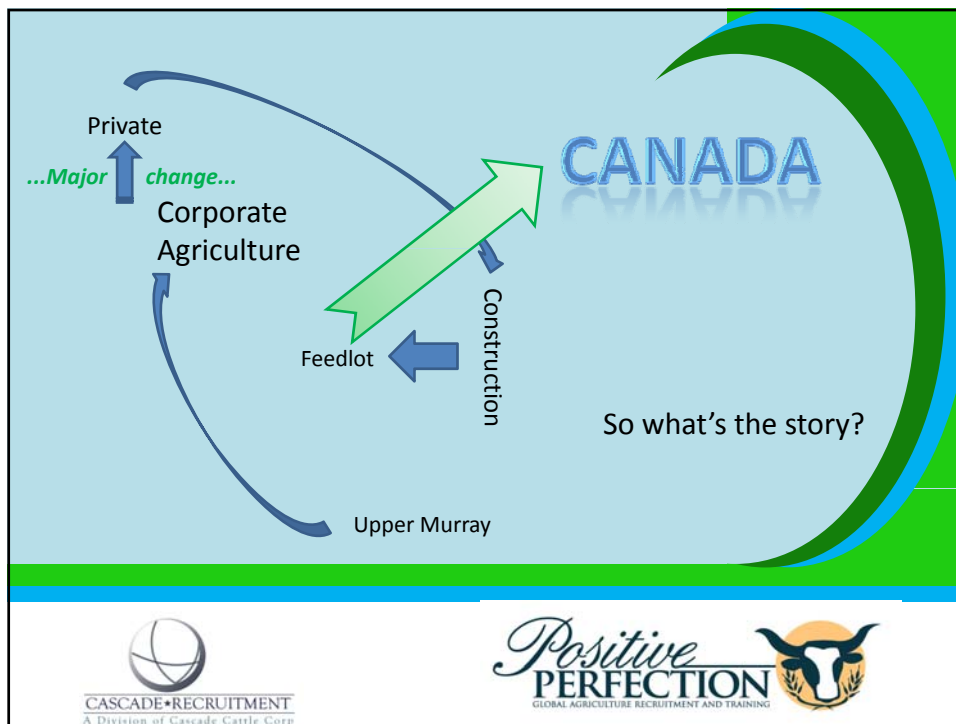


Be open minded



Seek perfection through a positive lifestyle





Training

Travel

Talking

Trading....people!

TODAY



So how did it all happen...

- Positive Perfection
- Challenged myself
- Seized opportunity
- Never stop learning
- Work hard



Read this book:

YOU Inc

John McGrath



Buy it from: Total Real Estate Training

www.tret.com.au

1800 335 336



Challenge or opportunity?

Every action has an equal and opposite reaction.

How about this one....

Every **CHALLENGE** ...
has an equal and opposite **OPPORTUNITY!**



The **CHALLENGE**

Is to turn the **OPPORTUNITY**

Into **REALITY!**



How?

Ask yourself these five questions....

- What are your dreams?
- Who are your mentors?
- What is your sustainable competitive advantage?
- What are your goals?
- What is your Professional Development and Continuous Learning plan?



Now compartmentalise these answers....

Work

Business

Life

Volunteer

Family

But no more than 5 parts...



Find your mentors...or wingmen

Lt. Col. Rob "Waldo" Waldman - ***The Wingman*** – is a professional leadership speaker and author of the New York Times and Wall Street Journal bestseller [*Never Fly Solo.*](#)

Waldo overcame massive claustrophobia and a fear of heights to become a highly decorated combat fighter pilot with over 65 missions in Iraq and Serbia.

Push it, push it, push it!



Waldo Wingman Video

<http://www.yourwingman.com>

02.15



The time is now – life is happening

So make a plan...

- Write down your goals, objectives, and ambitions.
- Identify learning opportunities and plan to be there.
- Seek business and financial advice.
- Write a 5 year plan.
- Write a 12 month strategic plan.
- Work.



Fundamental points...

Know **Y**our cost of production

Business Plan

Marketing **P**lan

Financial Plan



Actions required

- Network outside beef
 - Look for the three I's - Inspiration, Information, and Innovation in other industries and convert it to beef production.
- Get involved
 - Actively create change
 - Support peak bodies – avoid fragmentation
- Champion beef
 - Educate consumers – Tell your story...**positively!**



Thoughts on succession...

Think sustainably!

- Diversify
 - Breeders, Stud, Background, Feedlot.
 - Grain, Horses, Horticulture, Small Business, Shares, Real Estate.
- Vertically Integrate
 - Grow your own feed, direct market to butcher, buy the butcher!
- Think laterally
 - Rent land, agist cattle, share farm.



We all have the tools...now the task is to

Seek perfection through a positive lifestyle.

Thank you.

