

# Elaine Froese

YOUR FARM > YOUR FAMILY > YOUR CHOICE

## Passion, Practicality and Purpose...

These are just three of the many reasons to invite Elaine Froese to speak to your audience.

Investing time with Elaine brings results, as **people act after they hear her catalytic message**. A professional farm family business coach, who deals with the emotional issues surrounding change as well as the practical ones, Elaine **speaks to the heart of her audience**.

Elaine believes that **change is an opportunity, not a threat**, and she's an expert at helping people **identify, discuss and take action on some of the most important changes** they'll ever face... the things that change lives, dreams and entire futures.

A skilled communicator, compassionate coach and part of a farm family herself, Elaine **has worked with families in business for more than 22 years**.

**She has survived two family successions** and knows what it takes for businesses to succeed. Her family's farm and seed business are top producers.

Elaine grew up on a farm and currently operates a large farm with her husband; **she understands the culture of agriculture and her audience's world** – their needs, wants and challenges.

Studies show that farm families who talk are 21% more profitable. When Elaine's clients meet and discuss the tough issues – results happen. **Her expertise is sought after across Canada and the U.S. farm states**.

She is an award-winning author, regular columnist for Grainews, and former guest on Canada's national AgVision TV. Elaine is also a member of the Canadian Association of Farm Advisors, and the Canadian Association of Professional Speakers.

Her **powerful combination of speaking, writing and coaching**, keeps the message "hitting home" long after the meeting is over. **People often say: "I wish I had met you 10 years ago."**

### When Elaine speaks, audiences will also receive:

- Real life examples and success stories.
- Audience participation through turning point clickers and questions.
- Time to share ideas and practical advice.
- Practical learning materials with tips and tools for reference.

**CAPS** 

Canadian Association  
of Professional Speakers

**CAFA**

Canadian Association  
of Farm Advisors

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## Speaking Topics

### Who Wants the Farm and When?

The topic of “Who Wants (or Gets) the Farm?” can be an emotional one, and many farm businesses, often worth millions, become stuck in the process of succession planning. Issues around communication, resistance and an actual timeline for action may go unaddressed – for years. Elaine creates a safe place to deal with the emotional factors affecting planning, and coaches families to meet, discuss, get clear and get active in creating a profitable and successful future for their farm business.

### Discuss the Undiscussabull™

As a certified coach Elaine has coined the term “undiscussabull”™ Using practical tools to help the audience embrace rather than avoid conflict, Elaine identifies the key tough issues that people need to face – and talk about – in order to start courageous conversations for change. Aided by a few props such as a bull, a wrench and a slinky, Elaine offers a fun and practical reminder that you have to face “the bull in the room” of your farm business meeting.

### Planning for Change...

Change, like a slinky, has lots of curves and stretching points for us all. With her training as a certified Hudson Institute of Santa Barbara coach, Elaine outlines the cycle of renewal and four stages of change people go through, and how to navigate them. She addresses the generational issues that challenge families in managing the right task for the right age group. Elaine helps people understand where their life and business stage sits, and what steps are necessary to be aligned with their purpose and goals for the future. And there are also things that people need to “unlearn.”

### Encouraging the Heart of Your Business: Coaching

Everyone likes to be appreciated. And lack of appreciation is one of the key stumbling blocks in succession planning. Elaine coaches farm family businesses on-site, meeting with each family unit in confidence, and then a three-hour intensive family meeting with her flipchart. This often helps families start making meetings a habit, and as communication improves so do profits, action plans and accountability. Coaching can be done at the farm or via the phone and Skype.



**Elaine Froese** CAFA, CHICoach

Your farm. Your family. Your choice.

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