Peer Group Network

Operating a successful agricultural business in a small town can be lonely, and continually improving and growing your enterprise is no easy task. Implementing new strategies, behaviors and habits takes ongoing support and reinforcement. Pinion organizes and facilitates peer groups for production agriculture professionals to support you in that journey.

The value of a peer group is two-fold:

1. Access to ongoing executive education content that provides skills, resources and connections
2. Peer support and advice in a non-competitive setting to learn and grow together

Each group's content and schedule evolve to be customized to the specific needs of its members, and that flexibility adds to the value.

Peer Group FAQs

What topics do we cover? A combination of management topics (e.g. strategy, HR, finance, growth, leadership skills), technical aspects (e.g. agronomy, health, new technology or equipment) and ownership topics (e.g. succession planning, estate planning, family business dynamics). Each meeting includes members sharing goals and progress toward those goals so that group members can provide advice and accountability.

Who leads the meeting? The meeting is organized and professionally facilitated by the peer group team at Pinion. The content is delivered by a combination of Pinion expertise, external speakers, and peer group members learning from each other's expertise. We strive to bring in viewpoints, experiences, and tours outside of production ag regularly because members value the fresh perspective they don't hear elsewhere.

When do we meet? Twice per year for 2-3 days; winter meeting is in December-March in a central city location, summer meeting rotates to visit members' businesses. The summer meeting at a host farm is organized for the peer group to serve as ad-hoc advisory board to the host. The host invites fellow members to give candid advice on specific topics of the host's choice. This is a powerful process that continues in future meetings with accountability for implementing action plans.

Peer Group FAQs (cont.)

How big is the group? 6-12 member businesses, which may have 1-3 participants each.

Which team members attend? Ideally one participant remains consistent through all the meetings for relationship continuity, but others can rotate attendance to maximize value for your business. Your team can be a combination of owners and key non-owner managers. Members from different generations are welcome, and their different perspectives are valuable to the group.

Will there be competitors there? No. We manage membership to prevent competition with geographical separation of 50-100 miles at least. In cases where members are competitors or are geographically closer, it is agreed by both parties.

How candid can I be? Confidentiality is critical for a peer group to succeed. You will be asked to sign a confidentiality pledge to reinforce how important it is. The value you receive from this experience depends on a trusted, non-competitive space for members to be frank and share valuable ideas and resources.

What types of members are you looking for? These are our criteria for successful group members:

- Progressive business with eagerness to learn and improve
- Willing to check ego at the door in spirit of self-improvement
- Willing to invest in others--the peers within the group
- Can honor the time commitment for consistent attendance
- Can be trusted for hold information confidential

Do you offer any groups specialized for specific roles? Yes, we do! We design groups to be specialized for the needs of interested participants. We lead groups specifically for finance and accounting leaders—typically people in a controller or CFO role. Those groups have a narrower topic focus on their specific tasks. We are considering groups specialized for human resource leaders or cohorts focused on succession or value-added enterprises.

Questions?

Questions? Please contact Davon Cook at davon.cook@pinionglobal.com or 913.871.5883