



2022 GRAIN & FEED INDUSTRY CONFERENCE

JANUARY 11-13, 2022

EMBASSY SUITES HOTEL

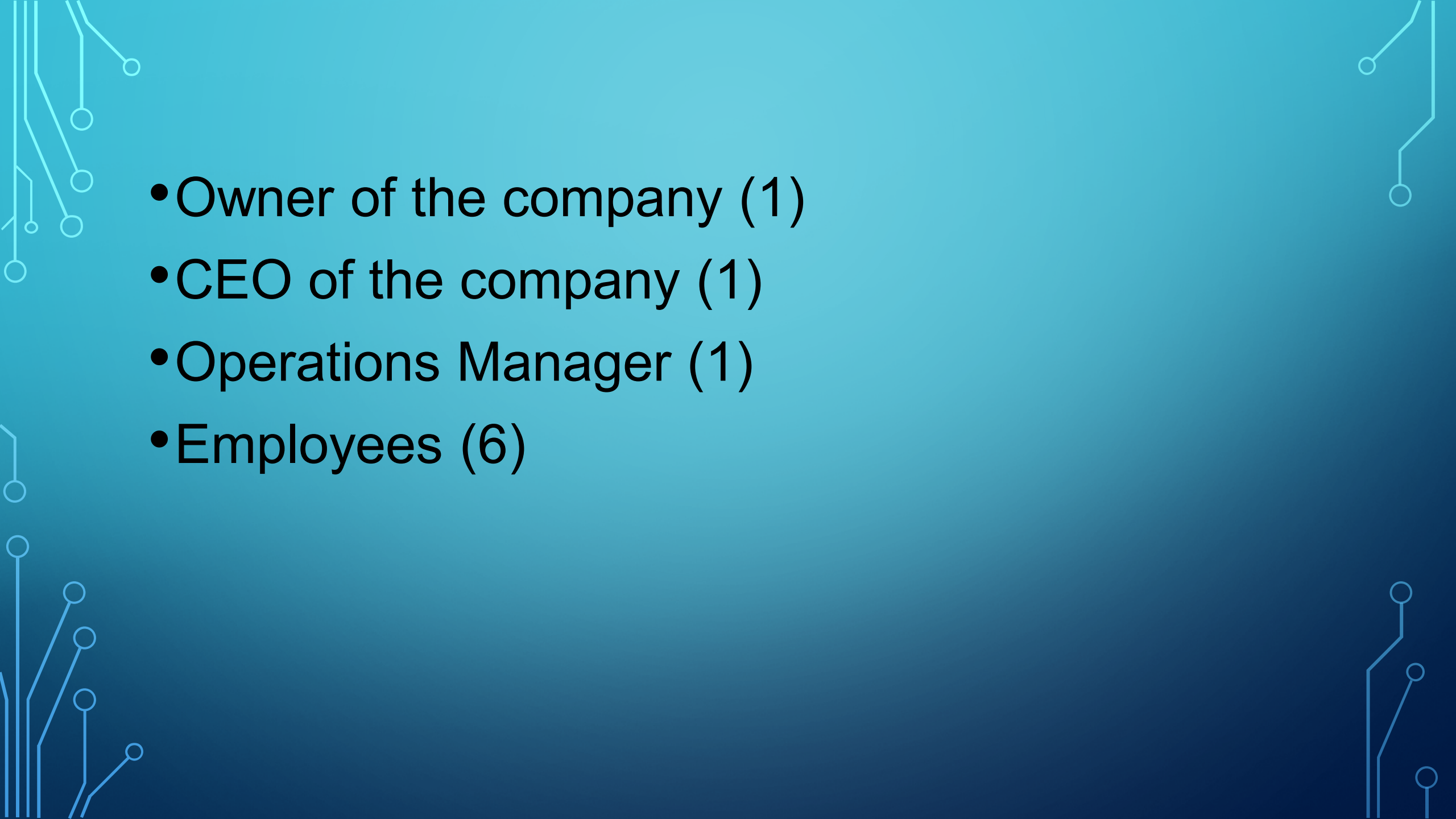
MONTEREY BAY

The background is a solid blue gradient. In the four corners, there are decorative white line-art patterns resembling circuit boards or neural networks, with lines connecting to small circles.

Do you listen as well as you hear?



January 12, 2022

1988—Mike Rutherford
Mike and the Mechanics
In the Living Years

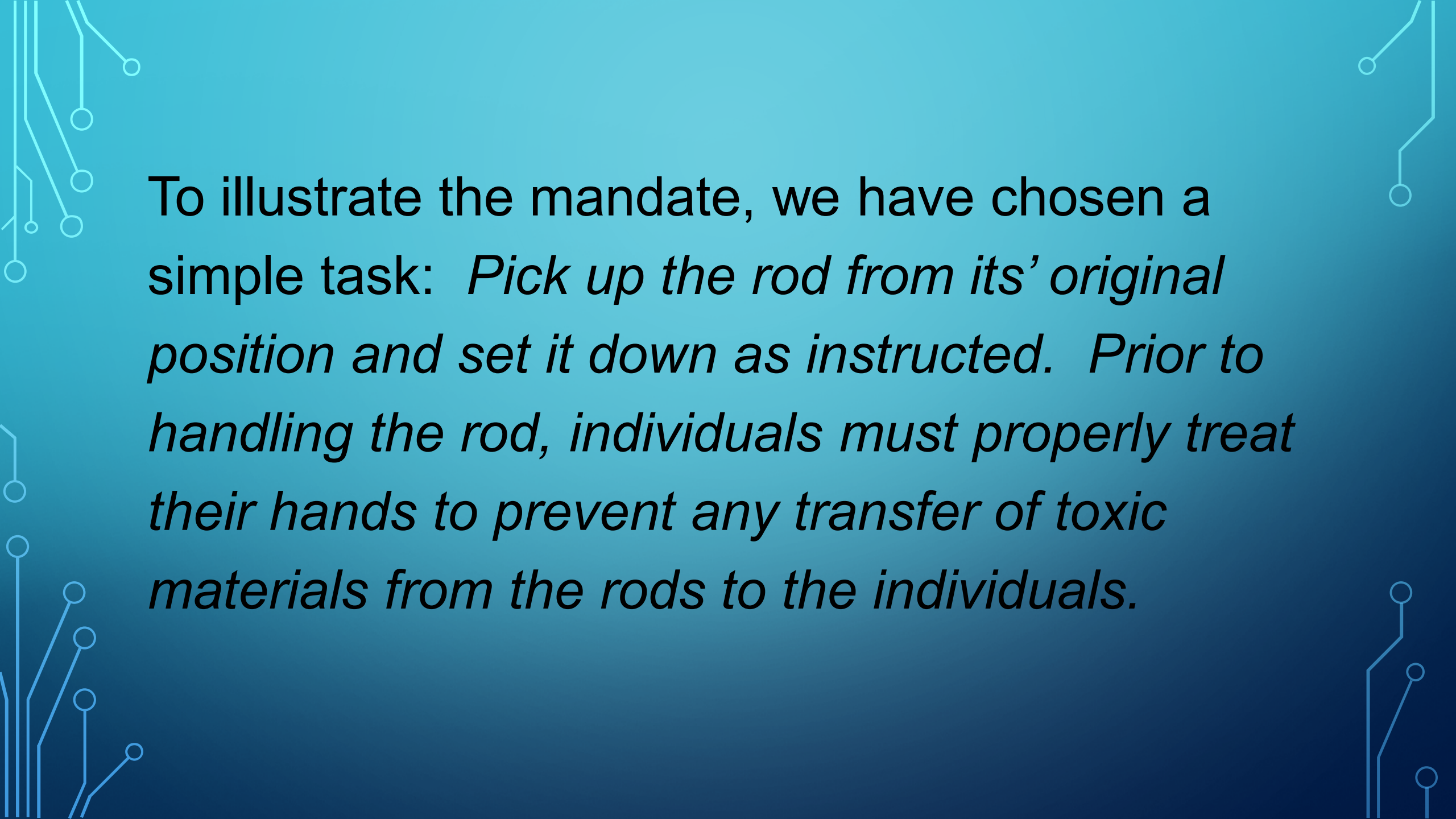
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- The background is a solid blue gradient. In the four corners, there are decorative white line-art elements resembling circuit traces or a network diagram, with small circles at the end of the lines.
- Owner of the company (1)
 - CEO of the company (1)
 - Operations Manager (1)
 - Employees (6)



- The Exercise

- 1--Explain the process to the Owner without the others in the room.
 - 2—The owner explains the process to the CEO w/o the others in the room.
 - 3—The CEO explains the process to the Ops Manager w/o the others in the room.
 - 4—Ops Manager explain to the individuals.
 - 5—30 minutes to complete the task.
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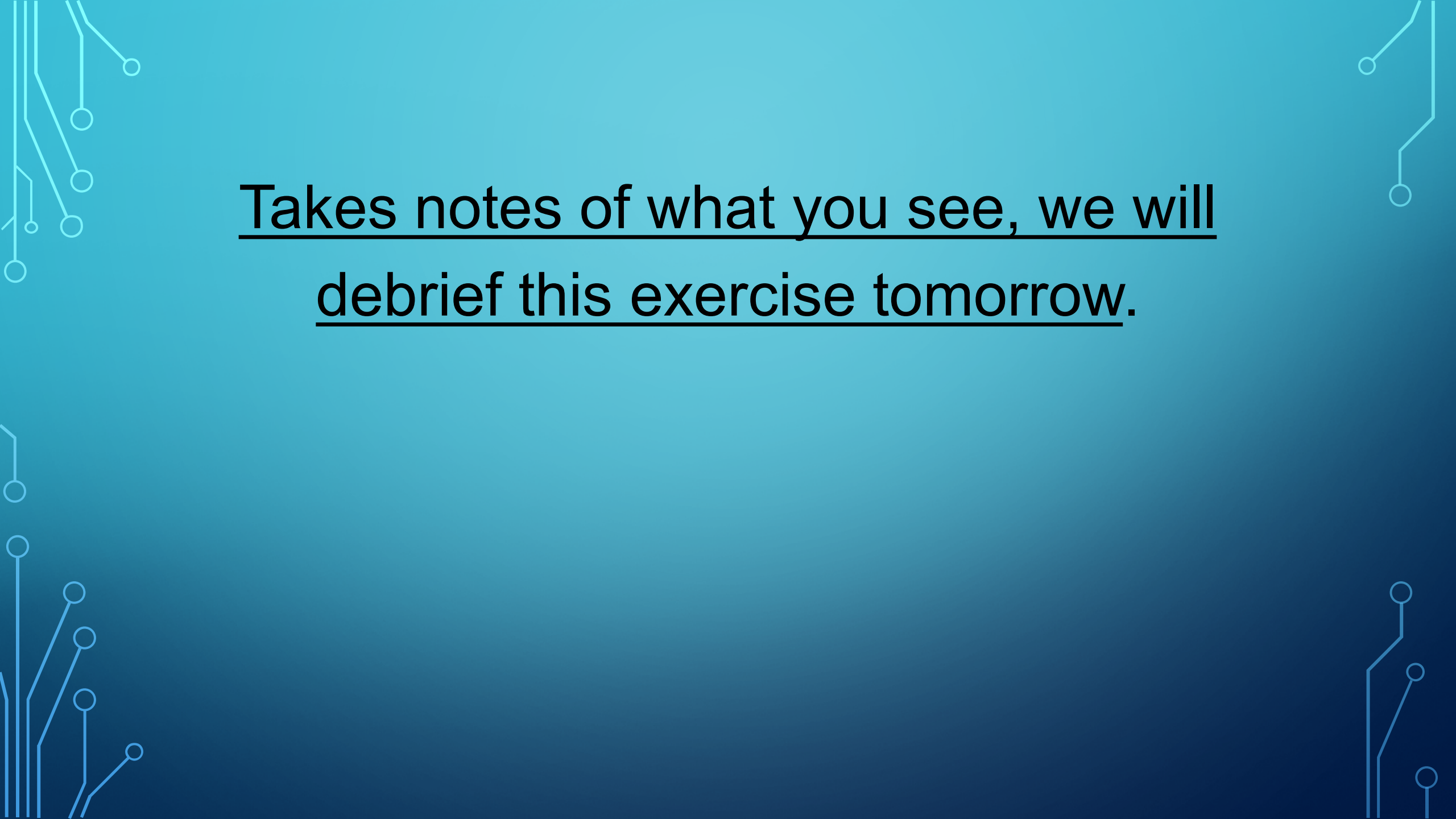
A new government mandate has been issued and the organization must implement the appropriate changes on a timely basis or face financial penalties and/or a possible shutdown. It is imperative that the procedures regarding this task are followed EXACTLY, as the consequences to the individuals or the company could be severe.

The background is a dark blue gradient. In the corners, there are decorative white circuit-like lines with small circles at the ends, resembling a PCB layout. These lines are positioned in the top-left, top-right, bottom-left, and bottom-right corners.

To illustrate the mandate, we have chosen a simple task: *Pick up the rod from its' original position and set it down as instructed. Prior to handling the rod, individuals must properly treat their hands to prevent any transfer of toxic materials from the rods to the individuals.*

It is imperative that the three step process to treat the individuals hands be followed in sequence prior to touching the rod and in reverse sequence once the task has been completed.

- Step one: Spray hands with reagent #213
- Step two: Spray hands with reagent #221
- Step three: Spray hands with reagent #131

The background is a solid blue gradient. In the four corners, there are decorative white line-art elements resembling circuit traces or a network diagram, with lines connecting to small circles.

Takes notes of what you see, we will
debrief this exercise tomorrow.

The background is a gradient of blue, with decorative white circuit-like lines in the corners. The lines consist of straight segments and small circles, resembling a network or data flow diagram.

Debrief

*Do you listen as well
as you hear?*

January 13, 2022

DEBRIEF

- Specifically, what did you see/hear?

360 COMMUNICATION WITHIN YOUR SPHERE OF INFLUENCE

- On a scale of 1-10, how would you rate the effectiveness of communication within your organization?
- Where or who is the problem?

HAVE YOU HAD FORMAL TRAINING IN . . .

- Reading?
- Writing?
- Speaking?
- Listening?

AS A COMMUNICATOR:

- Do you multi-task?
- Are you approachable?
- Do you use “mood management?”
 - Does your ego get in the way?

AS A COMMUNICATOR:

- Ineffective: “I need to make sure people understand my point of view.”
- Effective: “I have greater influence with others if I truly understand them first.”

THE INTERPRETATION OF THE WORDS WE USE

- Break into groups of 6-7.
- Write down every word that comes to mind.
- Person with the fewest responses goes first.
- How many matches (where everyone in the group has the same word)?

DO YOU . . .

- Consider yourself a good listener?
- Interrupt?
- Use autobiographical responses?
- Use Active Listening skills?
(Content and emotion)



Dilbert.com DilbertCartoonist@gmail.com



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The background is a gradient of blue, darker at the bottom. In the four corners, there are white, stylized circuit board traces with circular nodes at various points.

DO YOU . . .

Listen with the intent to understand

Or . . .

The background is a gradient of blue, darker at the bottom. In the four corners, there are white, stylized circuit board traces with circular nodes at various points.

DO YOU . . .

Listen with the intent to simply respond?

The background is a dark blue gradient. In the corners, there are decorative white lines resembling a circuit board or neural network, with small circles at the end of the lines.

**AS YOU LEAVE HERE TODAY . . .
PLEASE REMEMBER:**

**To the world, you may just be one
person.**

**But to one person, you may be the
world.**

IN THE LIVING YEARS

- <https://www.smoothradio.com/features/the-story-of/living-years-mike-mechanics-lyrics-meaning-video/>

The background is a blue gradient with white circuit-like lines in the corners. The lines consist of straight segments and small circles, resembling a network or data flow diagram.

Thank you!

Marty Jakosa

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