

Farm Business Management: The Fundamentals of Good Practice

Chapter 12: Understanding the Human Factor

Tasks

1. Describe the attributes of someone you regard as an 'expert'. How does your list compare with the generally accepted attributes of 'experts'?
2. In dealing with people, what do you think are the most important attributes to ensure successful interactions? Can these attributes be learnt? Give reasons.
3. Consider two people you know particularly well. Describe their personalities and consider the reasons you believe they have the personality components you observe.
4. List out the intelligence attributes you believe are most important in farm decision making. Consider how best to improve these attributes with examples. Do you know any farm managers who have improved their ability using the methods you suggest?
5. Discuss what you understand as being a person's 'motivation'. Consider the methods you would use in improving someone's motivation. Explain any experience you have in using the suggested techniques.
6. Consider and explain your learning style. Have you found this to be a problem in formal learning situations?
7. Examine your own 'locus of control'. Is it realistic and how do you think you can change it to be more realistic. Give your reasoning.