



December 2007

Traction: Skills to Grow Workshop

Focus Areas:

- **Taking Stock**
- **Innovation**
- **Communication**
- **Goal Setting & Planning**

Traction: Skills to Grow is a program developed by Guelph-based Juice Inc. The program has been well received by farmers and producers within the agricultural community, who are attending with their spouses and family members to ensure they are aligned in the planning of their farm's future.

Traction participants, ranging in age from their early 20s to their late 60s from various commodity groups, have consistently rated the program a 4.9 on a five-point scale. Uniquely designed in conjunction with producers, advisors and industry leaders, Traction provides a pragmatic and process-based approach to four main areas: Taking stock, Innovation, Communication, Goal Setting & Planning.

Taking Stock

Participants take part in a self-assessment process that highlights their business and personal strengths. They discuss the implications to their farming business and the relationships with their family members and people within the value chain.

This high energy program gave me new tools to take home that will keep the ideas flowing.

"Being successful as a farmer requires ongoing development of not only your industry knowledge but your communication skills. This high energy program gave me new tools to take home that will keep the ideas flowing."

Traction Participant

Innovation

By working through an innovation process, participants generate new, more and better ideas, and they learn how to turn problems into opportunities.

"I feel I have a tool box with tools to solve situations and problems. Innovation suddenly became realistic & obtainable instead of something only reserved for geniuses."

Jim Coneybeare – Honey Producer

Communication

An approach to conversation that helps people gain more clarity, diffuse emotion and negotiate more easily enables participants' to approach succession, family and supply chain discussions more effectively, and with less tension.

"I left inspired, feeling like I had tools to equip me for tasks of communicating and problem solving.."

"Seeing real-life examples helped me to see how understanding the other person's point of view can solve problems that otherwise seem impossible to solve."
Traction Participant

Goal Setting & Planning

Participants learn how to use a tool that allows them to take a situation, idea or problem to create realistic goals and plans. This tool helps them to create focus so they can break down seemingly large and unattainable goals, into smaller, manageable next steps.

"I left inspired, feeling like I had tools to equip me for tasks of communicating and problem solving. A problem that we have been wrestling with for over a year was solved in one hour. This really works!"

Nathan & Ali, Green Being Farm



For upcoming Workshop
Dates & Locations
Visit us online at
www.tractionskills.ca

Networking & Cross Pollination

In addition to the formalized learning within the program, participants connect in an informal way, providing opportunities for producers and their spouses from all generations and sectors to get new perspectives and ideas, insight and wisdom from each other.

For upcoming dates and details about Traction visit the web site at www.tractionskills.ca.

Traction meets requirements under the **CASS** and **OPTIONS** programs. To find out if you are eligible for funding, visit www.ontario.ca/cass.