



Choosing Partners: A Key Element for Success

Choosing Partners

- What are some key characteristics to consider?
- What should you be looking for in a 'partner'?
- What can you bring to an arrangement?

Choosing Partners

- Similarity versus Complementarity
 - We tend to associate with people “like” us
 - Can make communication, decision making easier
 - But may result in redundant skills and knowledge
 - If group members bring different skills, strengths and interests to the group, “the sum may be greater than the parts”

Source: Baron, R. and S. Shane, Entrepreneurship: A Process Perspective, p, 109-113.

What should we look for?

Similarity

- Farm Characteristics
- Unique Skills
- Work Habits
- Personal Traits

Complementary

- Farm Characteristics
- Unique Skills
- Work Habits
- Personal Traits

Choosing Partners Exercise

- Each of you select up to FOUR ***Farm Characteristics*** that best reflects your farm operation.
- Characteristics should be selected from the *Farm Characteristics* card handed out.
- If an important characteristic is not listed, feel free to add.

Choosing Partners Exercise

- Discuss the items amongst your group and select 4 or 5 items that are important and share why.
- Report back to the whole group.

Farm Characteristics

- Grain only
- Livestock only
- Mixed grain and livestock
- 8 or 16 row equipment
- 12 or 24 row equipment
- Have 30" rows
- Have narrow rows
- Primarily "Heavy" soils
- Primarily "Light" soils
- Outstanding shop facilities
- Have extra labor available
- Have extra eqpt. capacity
- Spouse heavily involved
- Off farm obligations
- Land base is scattered
- Land base is centralized
- Primarily "Green" mach.
- Primarily "Red" mach.
- "Rainbow" mach.
- Sound financial condition

Choosing Partners Exercise

- Each of you select FOUR *Unique Skills* that you could bring to a sharing arrangement.
- Characteristics should be selected from the list of cards handed out.
- Add an item if you think it is missing.

Choosing Partners Exercise

- Discuss the items amongst your group and select 4 or 5 items that are important and share why.
- Report back to the whole group.

Unique Skills

- Mechanical repair
- Record keeping
- Accounting/Finance
- Marketing
- Fabrication
- Agronomy
- Animal Science
- Commercial Driver's License
- Commercial Applicator's License
- People management
- Negotiating
- Computer skills

Choosing Partners Exercise

- Each of you select FOUR *Work Habits* that you could bring to a sharing arrangement.
- Characteristics should be selected from the list of cards handed out.
- Add an item if you think it is missing.

Choosing Partners Exercise

- Discuss the items amongst your group and select 4 or 5 items that are important and share why.
- Report back to the whole group.

Work Habits

- Early riser
- Night owl
- Work at a steady pace
- Get it done quick
- Weekends off
- First to start – first to finish
- Wait until conditions are "right"
- Fix it "right" the first time
- Fix it quick and keep going
- Neatness counts
- Prefer to work on a job alone
- Prefer to work as a team
- Punctual
- Finish one job before beginning another
- Stay organized

Choosing Partners Exercise

- Each of you select FOUR *Personal Traits* that you think best represents your qualities.
- Characteristics should be selected from the list of cards handed out.
- Add an item if you think it is missing.

Choosing Partners Exercise

- Discuss the items amongst your group and select 4 or 5 items that are important and share why.
- Report back to the whole group.

Personal Traits

- A planner
- Flexible on what land is planted first
- Detail oriented
- "Big picture" thinker
- Problem solver
- Creative
- Understanding
- Outgoing
- Quiet
- Independent
- Conservative
- Persistent
- Peacemaker
- Optimistic
- Desires change
- Diplomatic
- Accepts challenges
- Enthusiastic
- Quick learner

Choosing Partners

- Self – Assessment
 - What do you bring to the table?
 - What do you need?

Source: Baron, R. and S. Shane, Entrepreneurship: A Process Perspective, p, 109-113.

Choosing Partners

- Self – Assessment
 - Knowledge base
 - Experience, education
 - Specific Skills
 - People skills, Financial management skills
 - Motives
 - Commitment
 - Desire to see things through

Source: Baron, R. and S. Shane, Entrepreneurship: A Process Perspective, p, 109-113.

Choosing Partners

- Self – Assessment
 - Personal attributes -“Five Big Dimensions”
 - Conscientiousness
 - Extraversion-introversion
 - Agreeableness
 - Emotional Stability
 - Openness to Experience

Source: Baron, R. and S. Shane, Entrepreneurship: A Process Perspective, p, 109-113.

Choosing Partners

- Similarity versus Complementarity
 - Which is better?
 - Complementarity important for knowledge, skills, experience, equipment, land type
 - Similarity – eases communication, facilitates good personal relationships. Can be important with respect to motives.

Source: Baron, R. and S. Shane, Entrepreneurship: A Process Perspective, p, 109-113.

What Characteristics Best Compliment Your Machinery Sharing Needs?

Choosing Partners Resources

- Local Bankers
- Local Machinery Dealers
- Local Extension Service
- Farm Bureau Spokesman
- National Groups like “Machinery Link”