

# Report from Worshipful Company of Farmers Challenge of Rural Leadership Course facilitated by Duchy College

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Dear Nuffield Australia,

It is with great pleasure I write to share the experiences of the Worshipful Company of Farmers Challenge of Rural Leadership Course facilitated by Duchy College. I would like to considerably thank Nuffield Australia, the Tony and Dawn Kelly Bursary, ITravel Griffith (Chontell Giannini), Duchy College and the Worshipful Company of Farmers for placing the trust and faith in me to attend the course in January 2015.

It was hosted by Richard Soffe and attended by Kelly Manton Pearce (2012 Australian Scholar), Zoe Daniels (2011 UK Scholar) and 13 other delegates from countries including the Isle of Man and Slovakia.



**2015 Worshipful Company of Farmers Challenge of Rural Leadership Course**

After being inducted at Dartington Hall, we acted as non-executive directors for Alvis Bros Cheeses (See: <http://www.lyecrossfarm.co.uk/>) advising them through their COO Mick Green (2004 UK Scholar) and John Alvis (Past chairman of Nuffield UK and proprietor of the family owned company).

Our findings from the case study of Alvis Bros, and the subsequent advice, were received with a great deal of enlightened vision for its future through the presentation we collectively gave.



**2015 Worshipful Company of Farmers Challenge of Rural Leadership Course – group activity**

After the first week of collective group activity, the second week was set-aside for personal leadership development where we analysed ourselves, built upon our capabilities and focused on areas to develop.

During the second week we were also asked to present our own businesses and experiences to the group and invited guests; which were received with great admiration regarding the complexity of Australian farming.



**2015 Worshipful Company of Farmers Challenge of Rural Leadership Course – Kelly Manton Pearce**



**2015 Worshipful Company of Farmers Challenge of Rural Leadership Course – International Night  
(note the Australian Fosters lager)**

During the course we listened to addresses from a truly incredible array of leaders who provided a concentration of insights from all angles that created a three dimensional view of leadership. Starting at 8:30am and ending at 10:00pm, we continually ran over time and reduced the ability of the speakers to finish their presentations due to the spontaneous enquiry of the group. The leaders including but were not limited to backgrounds from:

- Global education;
- Military;
- Farming advocacy;
- Professional acting;
- Corporate business;
- Family business;
- Religious leaders;
- Media leaders;
- Political leaders (House of Lords and House of Commons);
- Environmental activist groups;
- Banking;
- Social media; and
- Critical care.

All the content was underpinned by a motivational thought-and-action facilitator who structured the content and learnings into traction for participants.

Overall, I believe Nuffield Australia should utilise Richard Soffe's training culture and the course content to leverage the Nuffield experience in the future.

Where I believe a version of this course fits well above and beyond the current offering is prior to the GFP. This is when a deep understanding of leadership is required, an awareness of self and understanding of others is paramount to successful GFP tours.

At the conclusion of the course, the Australian delegates were asked to give the final address to the 45 delegates and dignitaries, including the Grand Master of the Worshipful Company of Farmers and the CEO of Cornwall University, at the closing awards dinner. This was a true honour for Nuffield Australia which concluded in a standing applause, reflecting the deep bond created over the fortnight.

I believe that Duchy College is a great ally for Nuffield Australia Farming Scholarships as they are now part of the largest college group in the UK, turning over £82 million per annum. The course is particularly good for networking and our group will have a reunion in Australia in 2018.

I really look forward to building on this opportunity. As a result of the course, I have already:

- Written 15 letters to the presenters to develop opportunities;
- Been asked to report regularly to a UK radio and separate UK rural newspaper; and
- Been encouraged to start a collaborative campaign to help the UK dairy industry.



**2015 Worshipful Company of Farmers Challenge of Rural Leadership Course - participants**

With your help, I look forward to delivering change in agriculture.

With gratitude,

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**Longreach, Queensland.**  
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For the purpose of gaining greater understanding of the course depth, I have included an extract from the Psychometrics testing we did prior to leaving which was shared across the group.

## **OCCUPATIONAL SUMMARY – JAMES WALKER**

**From what James says about himself, his satisfaction and stimulation appears to come from pioneering new ideas and instigating fresh initiatives.**

**People with James' profile can be described as 'developers',** because they are always looking to enhance their repertoire in some way or other. Enterprising individuals such as this tend to seize opportunities when they present themselves. (They are normally quite vigorous in how they approach challenges and generally follow through on their objectives.)

**This delegate comes across as an extremely goal oriented, focused person;** someone who is ambitious in the eyes of others. These types are attracted to tough situations. James will always set himself targets and then strive to reach them. Competitive situations frequently appeal and he will like to get to the point and not prevaricate or procrastinate unnecessarily. This style generally delegates the more routine, repetitive aspects; leaving themselves free to look at the bigger picture.

**James understands the importance of confidence in any situation.** Although he is thoughtful and analytical, he won't undermine his effectiveness by questioning his own ability. His self-belief is exceptionally strong and he will probably believe that he can overcome most challenges, when he sets his mind to it. These sorts display a can-do attitude that rubs off on others.

**Judging by his responses, this is someone who operates best in a dynamic atmosphere.** James will become impatient, if he feels he's not advancing or making progress in some way or other. Driven characters such as this don't appreciate doing the same things over and over again. They put pressure on themselves and others to achieve and are usually quite effective when it comes to juggling changing priorities.

**In his desire to overcome barriers and resistance,** James could be quite challenging. Never the less, he cares about people and won't deliberately do anything to disadvantage another human being. This is somebody that can tune into thoughts and feelings, if he takes the time. Currently, financial or material benefits appear to be an important consideration.

**On the Aptitude Assessment** James scored twenty out of a possible thirty. The exercise was conducted on-line and within the prescribed time constraints, so this is nearly seventy five percent above the average for the UK working population. He appeared to run out of time, making very few mistakes.

**People shouldn't be fooled by James' soft interpersonal style. He's not particularly gregarious or outgoing, but has great inner strength and resolve. This is someone who can also understand quite complex problems and issues. He won't be easily daunted by challenges; in fact he will always need fresh projects to test and stretch hm. This sort rejects the status quo, because they always need to feel they are developing in some way or another. James presents a completely different style at home, where he's much more patient, fitting in with other people's requirements. As a**