



# Agricultural Leadership Training 2024

**A program for those looking to strengthen their personal leadership skills.**

**Success as a farmer requires leadership – join a practical training program to gain control over your leadership DNA and communication skills.**

This training is tailored for farmers and is suitable for anyone with managerial responsibilities within their company. It focuses on general leadership understanding and personal leadership.

**Instruction is provided in both English and Danish.**

**Funding: The program is conducted as an AMU course and is therefore eligible for VEU compensation.**

During the leadership program, a personal profile test will be conducted to form the basis of the leadership development journey. You will learn how to lead and communicate effectively. Gain insights on preventing and handling conflicts before they escalate and affect both collaboration and well-being.

You will acquire tools to uncover effective communication strategies, giving you techniques that work right from day one. Understand the underlying causes of communication and conflict and learn techniques for mastering conflict-resolution dialogues.

You will learn methods for managing employee expectations as a leader, allowing you to maintain composure and clarity when daily operations become demanding. Additionally, you will be introduced to easy and effective tools for planning and prioritizing your daily tasks.

The goal is to find sustainable solutions that your employees can support, fostering self-management among them. Simultaneously, you will enhance your ability to understand communication and handle challenging situations in your daily life.

After completing the leadership program, you will find yourself better equipped to communicate and manage conflicts. You will be able to act swiftly and decisively. Collaboration between you, your employees, and colleagues will be characterized by increased trust and understanding of differences.

Module Titles and Content:

- Module 1 focuses on the role of leadership, your leadership DNA, and highlights specific communication tools that enhance your impact through personality understanding.
- Module 2 delves into your personal experiences, providing deeper insights into conflict reduction and conducting difficult conversations with tools that strengthen your leadership.

**The program adopts a PRACTICAL APPROACH, where short presentations relate to concrete situations and everyday experiences.**

## Majcom

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**How to Register:**

Send your name and company address to Arent Michael Jensen, [amj@majcom.dk](mailto:amj@majcom.dk), or Karina Mikkelsen at [farestaldseliten@outlook.dk](mailto:farestaldseliten@outlook.dk).

**The registration deadline is May 31, 2024.**

**Time, Location, and Cost:**

Module 1: June 28, 2024 – 09:00 to 16:00. Brogaarden Middelfart

Module 2: September 04, 2024 – 09:00 to 16:00. Brogaarden Middelfart

Brogaarden - Abelonelundvej 40, Strib 5500 Middelfart

The course is held as an AMU course in collaboration with Tønder Business School, which will charge a participant fee of DKK 416 for the AMU.

**Funding Opportunities:**

The course is conducted as an AMU course, allowing eligible participants to receive VEU compensation of DKK 940 per course day, totaling DKK 1880.

Majcom charges a fee covering e-stimate personality profiling, teaching materials, refreshments, venues, follow-up, and coaching.

The more participants, the lower the cost per individual. Refer to the model below; the final price will be determined after the registration deadline.

	10+ participants	15+ participants	20+ participants
Majcom Fee	Kr. -10.900,00	-8.900,00	-7.900,00
AMU Charge	Kr. -416,00	-416,00	-416,00
VEU Compensation	Kr. 1.880,00	1880,00	1.880,00
Net Price Total	Kr. -9.436,00	-7.436	6.436,00

Prices are per participant and exclude VAT.

For questions regarding content and benefits, contact Arent Michael Jensen at 20 72 58 70, [amj@majcom.dk](mailto:amj@majcom.dk).

