Setting your team up for success

FARMIQ®

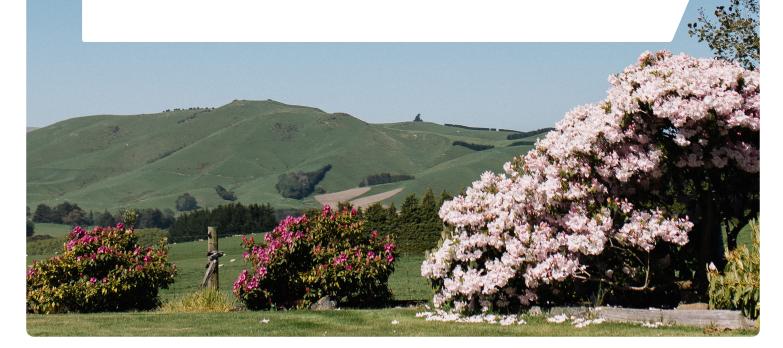# Are you struggling to get your team using FarmIQ?

Getting a team of people to change their behaviour can be tricky.

Getting anyone to do anything new or different takes time, investment and repetition – but it's worth it and there are some sure-fire ways to get you and your team on the right track.

Sit down with your team and fill in this workbook together. It will help them understand why it is important to use FarmIQ, and it will help you figure out how to motivate them to do so.

This guide will take you through eight steps to success:

1. Determine what you want to use FarmIQ for and why
2. Clearly define how you will use FarmIQ
3. Provide all necessary tools and training
4. Lead by example
5. Incentivise the behaviours you want
6. Use the programme as a team
7. Invest in the team and play for the long term
8. Don't give up

1. What do you want to use FarmIQ for and why?

Sit down as a team and talk about the WHY. What problems are you trying to solve? Give them a reason to believe and a reason to change. If they don't believe, then they won't change. Make it a team project to transition to digital recording.

Tips

It doesn't matter if you start with "what" or with "why". Just make sure you have looked at both of these before moving on to step 2.

Is this enough to get your team fired up? Maybe not. You need to make it relevant to them.
For example...Talk about what happened last time your farm was audited. How having good records in FarmIQ would have made that situation easier. We get a lot of feedback from farmers about how easy an audit is when using FarmIQ compared to the stress of doing it the old, paper based way.

What	Why
Example: Keep up to date animal health treatment records.	*Example: Make it super easy to meet farm assurance requirements.*

Write your "Why" and your "What" up on the wall where the whole team can see it. Better yet, get someone from your team to write it up!

2. How will you use FarmIQ?

Start slow with something simple like timesheets and animal health treatment recording or pasture covers. Build up to more complex tasks like mob moves and farm plans. It's easy to get overwhelmed, start with small steps. Rome wasn't built in a day.

What	How
Example: Record health treatments	*Example:* *1. Keep an accurate stock reconciliation - record all sales, purchases, deaths, losses, births and found stock*.* *2. When you treat stock, record what you did in FarmIQ.*

*Ability in FarmIQ Performance+ and Pro Packs

3. Tools and training

Give people the proper tools and the training they need to succeed. If you have to invest in new phones and training for the team then do it. In the long term, the benefits of quality records will far outweigh the costs. It's not reasonable to expect people to make a change of any significance if they don't have the tools for the job.

We're here to help and we'll train your team for you if you let us.

What does your team need to succeed?	Are there any obvious barriers in the way?

4. Lead by example

You've got to walk the talk and be seen to be doing the work online yourself. Your team is looking to you for guidance and will smell weakness. If you're not 100% committed, they won't be either.

Make a list of what you, personally, want to do in FarmIQ
Example: Do a pasture walk every ten days, record the pasture levels (covers) and view the pasture cover heatmap and the pasture wedge (both are good for working out where to graze your stock next).

5. Incentivise the behaviours that you want to see

People love games, they also love to win. Reward the person that uses FarmIQ most frequently each day/each week with a prize.

Communicate with those people who don't come along for the ride that they've let the team down; effort and precision from the whole team is vital to getting rich data in and out of FarmIQ. A simple weekly list of best to worst performers can be a very powerful tool.

Perhaps a box of beer on the lowest user of the month?

What are your team's incentives?
Example: A box of beer, a $50 voucher, early clock-off on a Friday

6. Use the program as a team

At the end of each week get the team together and take a look at what you've recorded. Make it feel like an accomplishment and build a sense of pride in good quality record keeping.

Set weekly / monthly FarmIQ goals and celebrate success properly and make sure the team feel accountable for recording what they need to.

Team member	Goal for the week	Done and dusted or room for improvement?
Example: Rachel	*Example: Enter all animal health treatments into FarmIQ*	*Example: All animal health treatments for sheep mobs entered into FarmIQ on the day it happened*

7. Invest in the team and play for the long term

Experience with FarmIQ is a transferrable skill. Farm workers with experience using FarmIQ should find it easier to find future employment. Make sure the team understands this and offer to coach them and give them a reference that references their skill level.

8. Don't give up

Don't expect to change everyone's behavior overnight. That's not how humans work. Be sensitive, firm, take time, be the coach and get the balance between stick and carrot right and you'll be fine. It might take weeks or even months, but it will happen. Don't give up!

And remember, we're here to help. Give us a call on 0800 327 647 and we'll talk you and your team through whatever it is you are struggling with. We are your biggest fans.

Have a question?
We're here for a yarn.

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