



DISCUSS THE UNDISCUSSABULL™

HELPING FARM FAMILIES COMMUNICATE, RESOLVE
CONFLICT AND PLAN A SUCCESSFUL TRANSITION

Welcome – Monitor Farm Scotland Programme Manager
Grace Reid



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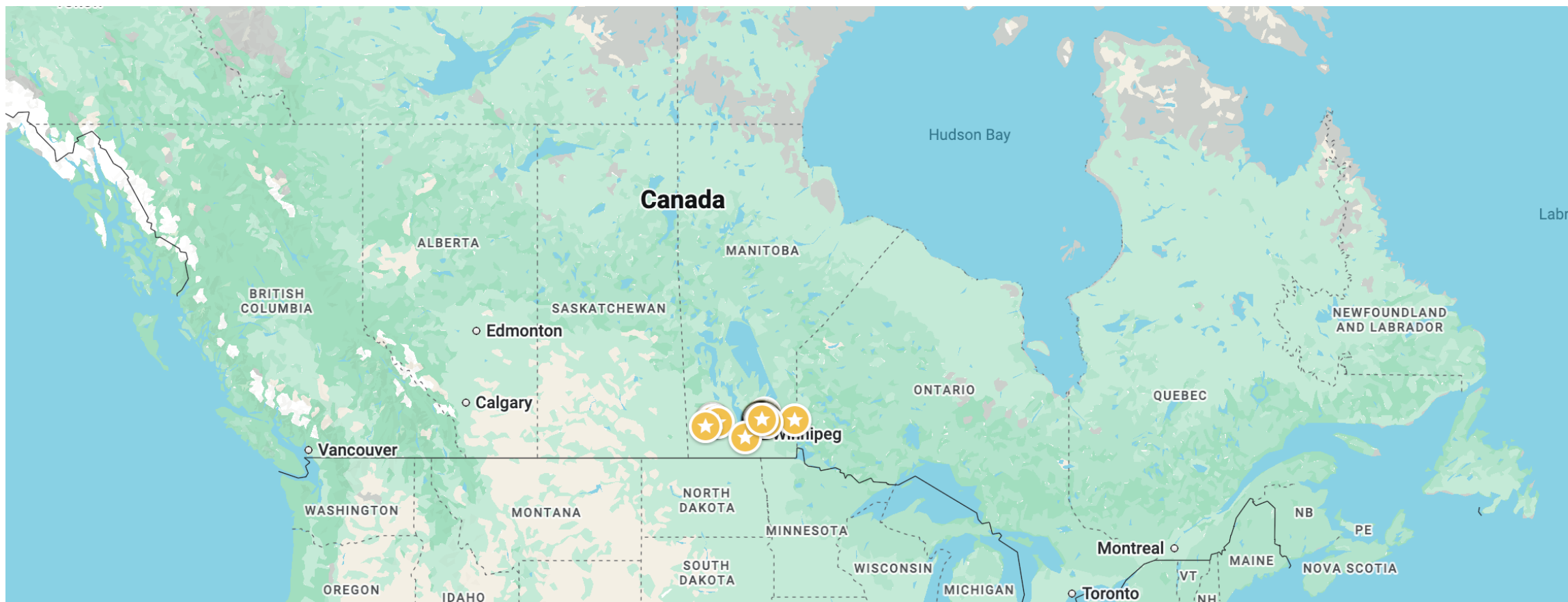
www.farmfamilycoach.com

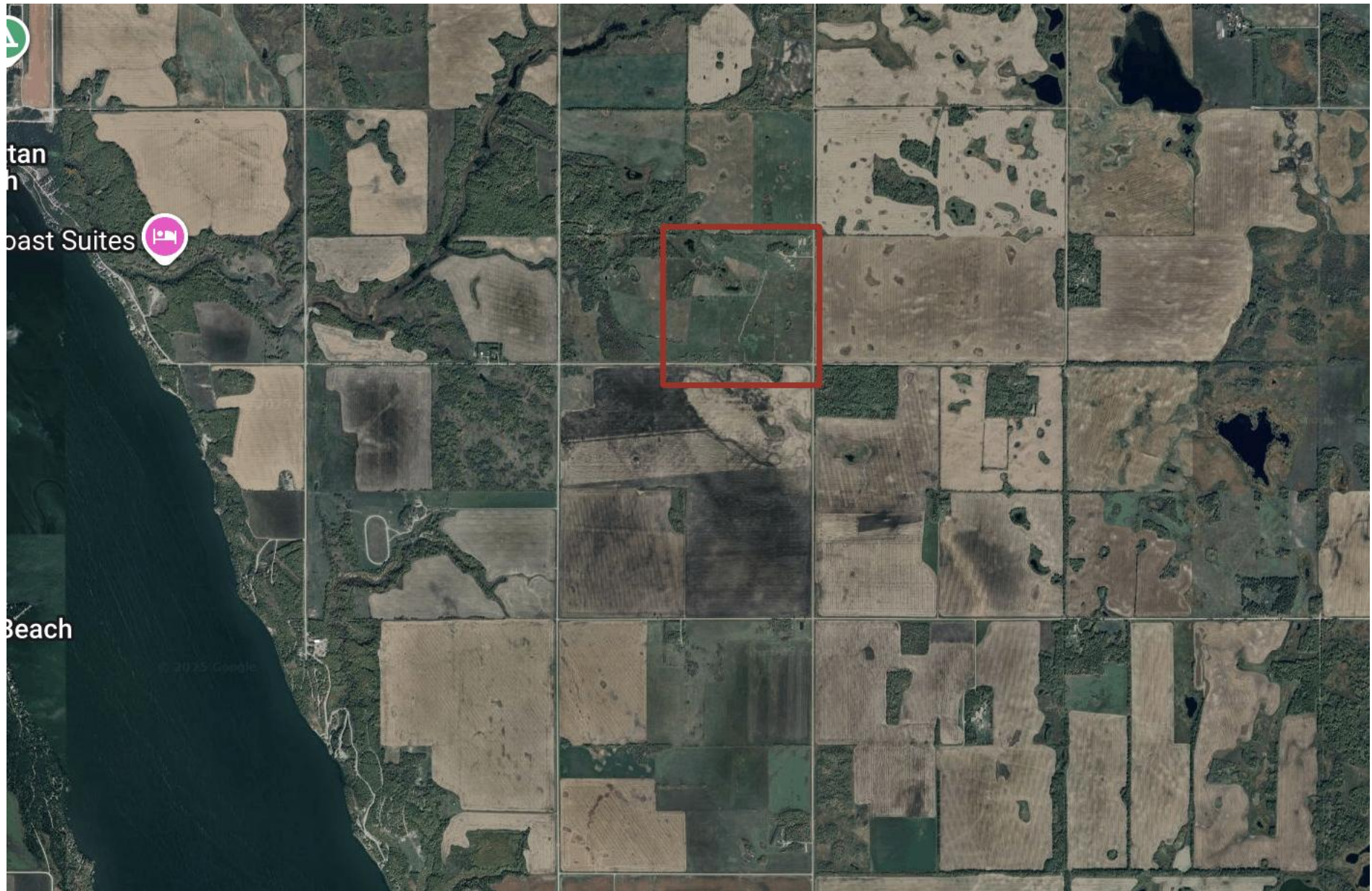


Lydia

WhatsApp contact



















Risk Management
"What if" & "Why Not"

Practice of Curiosity &
Non Judgement

Communication (clarity
of expectation,
certainty of timelines
and commitment to
action)

Identity & Family
histories (Narrative
inquiry)

Financial transparency
(How to talk about
money, profit, value)
and increase financial
literacy

Concepts = e.g Three
Circle Model of Family
Business & 5
Dysfunctions of a Team



Facilitation/Mediation/Negotiation work



Getting farm/ranch families to come to the table



Conflict resolution



AI generated symbol when I typed “conflict”.

This is a warning symbol that indicates a potential danger or hazard.

Conflict is not bad! You can be in “good” conflict.



Facilitation/Mediation/Negotiation work



Getting farm/ranch families to come to the table



Conflict resolution

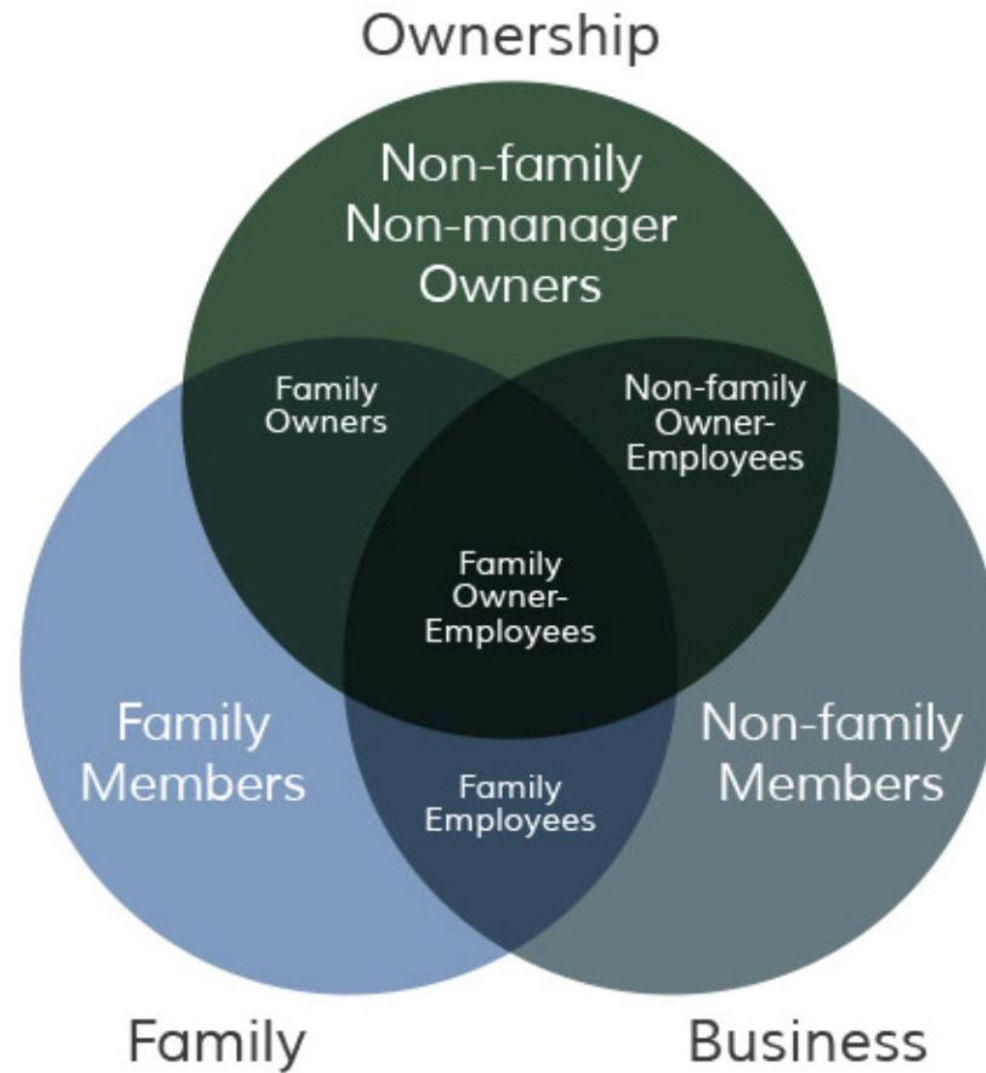


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THREE-CIRCLE MODEL OF THE FAMILY BUSINESS SYSTEM



Overcoming the five dysfunctions of a team.

Concept by Patrick Lencioni.


BiteSize Learning



- Clarity of expectation.
Vision. Goal
- Certainty of Timelines
- Commitment to Action





- 
- lawyers (tactical)
 - accountants (tactical)
 - facilitator/mediator (strategic planning, HR, communication & conflict support, process consulting)



- Self-Efficacy

belief in your ability to successfully transition your farm

High self-efficacy allows farmers to confidently face challenges, communicate with family, and develop a comprehensive plan

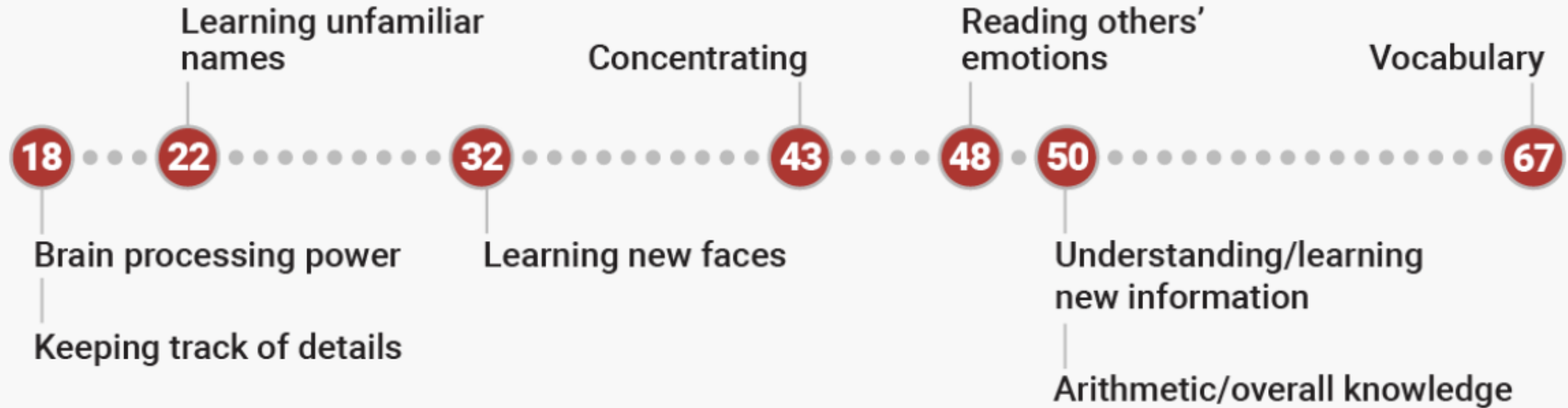


- Self-Efficacy
 - low self-efficacy can lead to avoiding the process or delaying it indefinitely.

Ages & Stages

- 20...making it
- 30...success, mastery, future vision
- 40...taking charge, desire for security, future planning, building equity
- 50...quality of living
- 60...legacy, starting over, future cashflow & health
- 70...mentoring, meaningful life
- 80...elderhood, blessing, deal with death
- 90...hand it all over

THE AGE YOUR BRAIN PEAKS AT EVERYTHING



SOURCE: Science Direct; Sage Journals

BUSINESS INSIDER

Skye Gould / Business Insider

A photograph of a young child wearing a red, white, and blue plaid shirt and a dark cap with an orange logo. The child is holding a green ceramic mug with both hands. An adult's hand, wearing a white long-sleeved shirt, is holding another green ceramic mug over a wooden table. The background is blurred, showing what appears to be a white fence and some foliage.

How to start the conversation...

Income streams
Divorce
Debt servicing
Ownership transfer
Fairness
Roles

Where do conversations typically happen on your farm?

Who is there? Who is missing?

How do conversations start and end?

How do you manage tensions?

What next steps do you leave with?

Timelines? By when?

When is the next meeting?



Conflict (is not bad!)

- Come from Curiosity
- Assumptions & the stories we tell ourselves
- Leadership & Drivers
- Family Story – the power of sharing narratives.



Stay Curious.

- Tell me more.
- What can I do differently?
- What do you need?
- Tell me what a good day on the ranch/farm is like for you?
- Where do you feel burden or overwhelm on this farm/ranch?
(mental wellness and mental health)
- Manage defensiveness



Destructive Responses

- Winning at all costs
- Displaying anger
- Demeaning Others
- Retaliating
- Avoiding conflict
- Yielding
- Hiding emotions
- Self-criticizing



Constructive Responses

- Perspective Taking
- Creating Solution
- Express Emotion
- Reaching out
- Delay responding
- Adapting

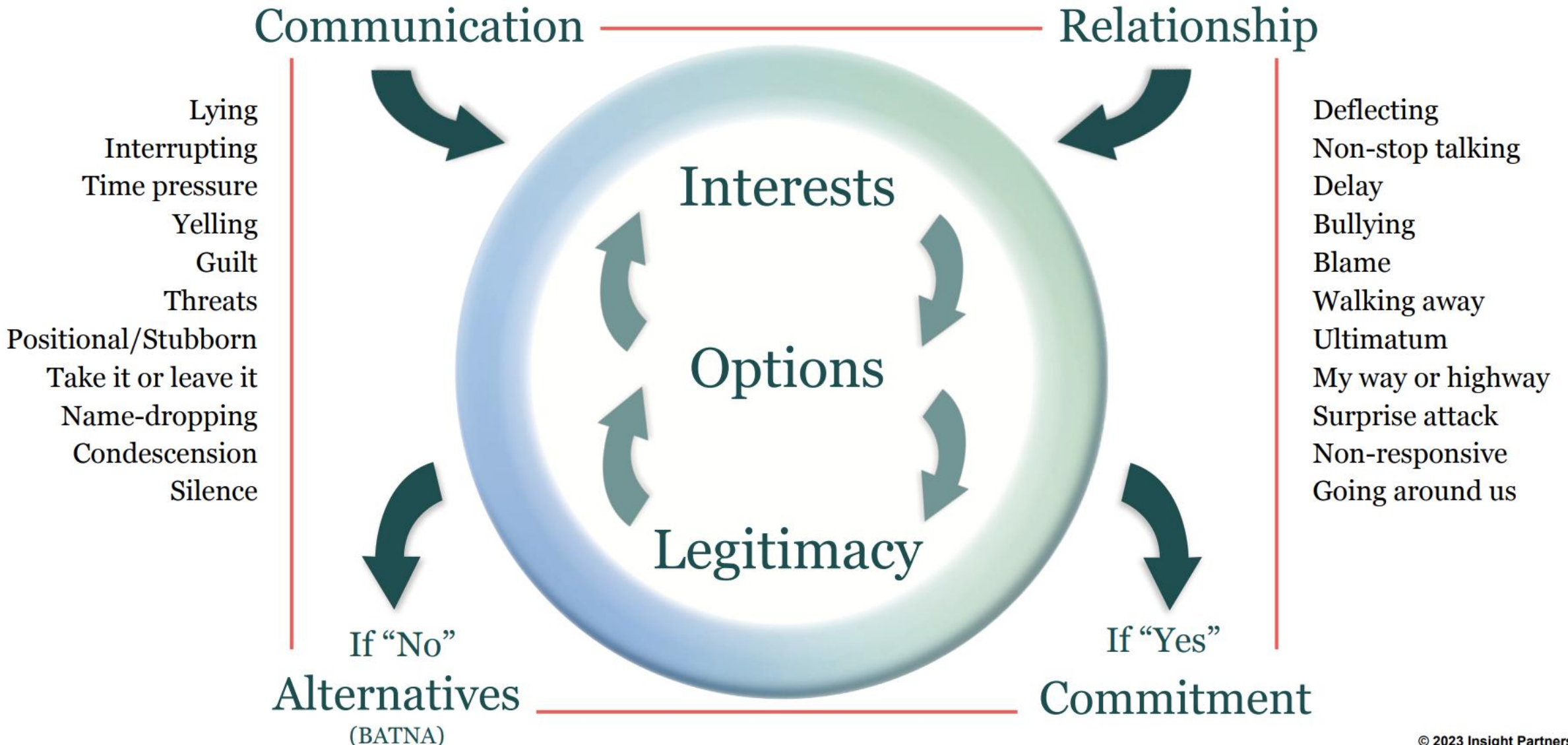


Hot Buttons

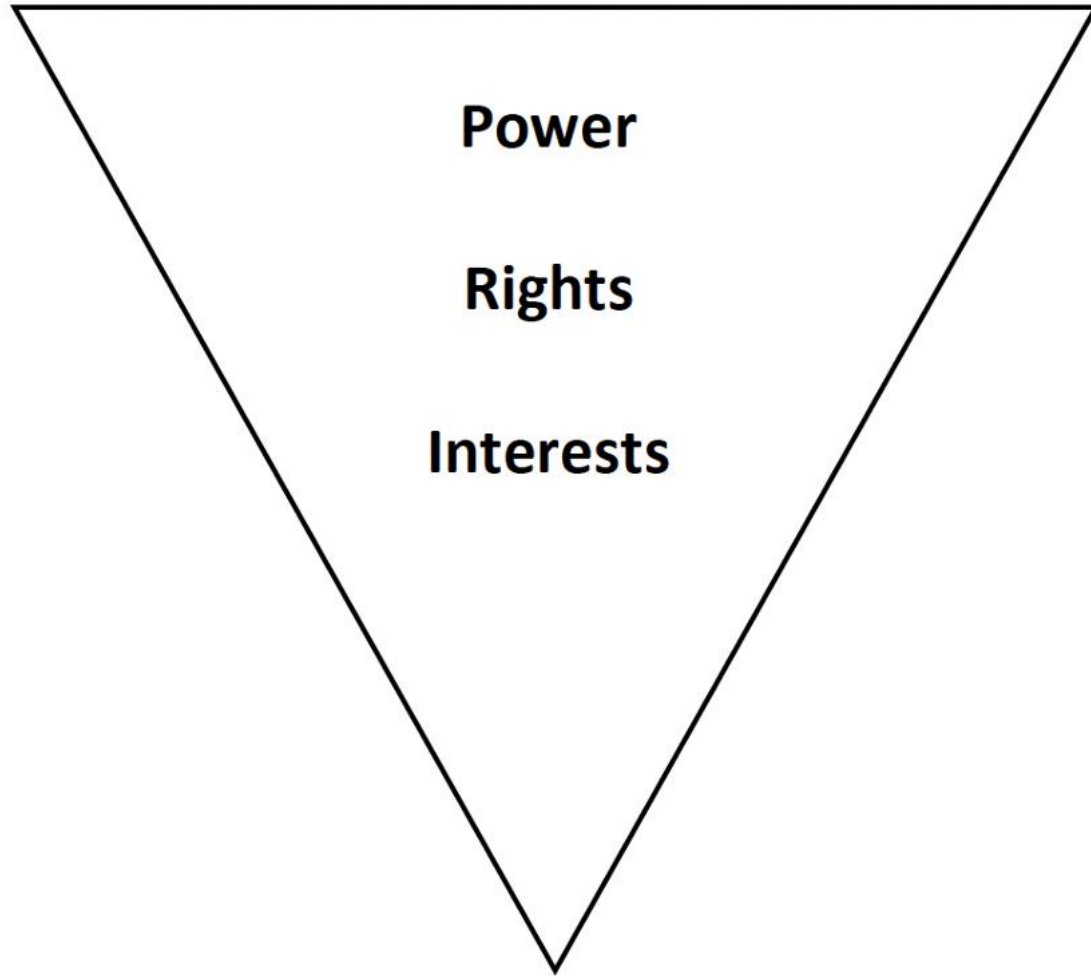
- Abrasive
- Aloof
- Hostile
- Micro-Managing
- Overly-Analytical
- Self-Centered
- Unappreciative
- Unreliable
- Untrustworthy



Diagnosing Difficult Tactics



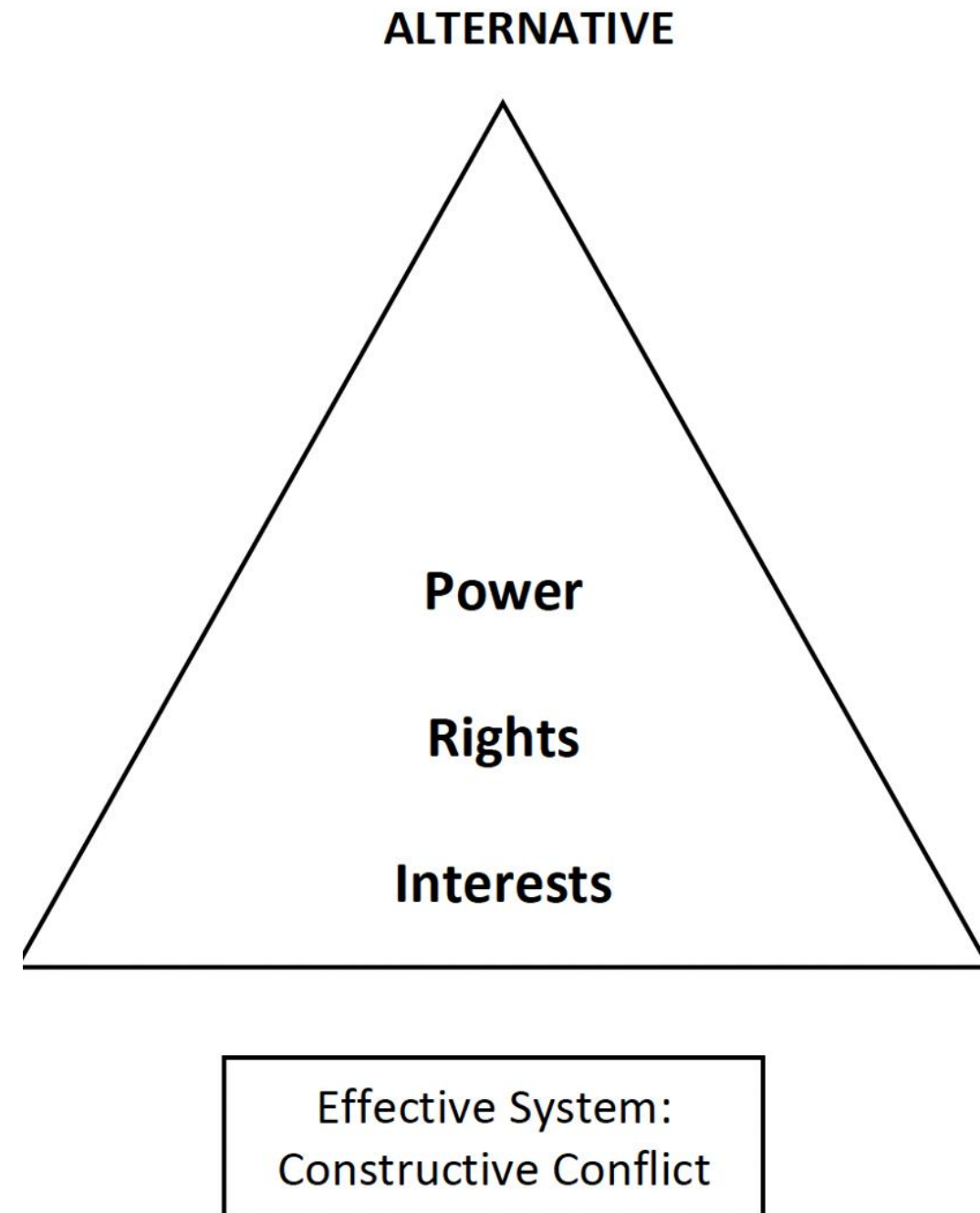
COMMON



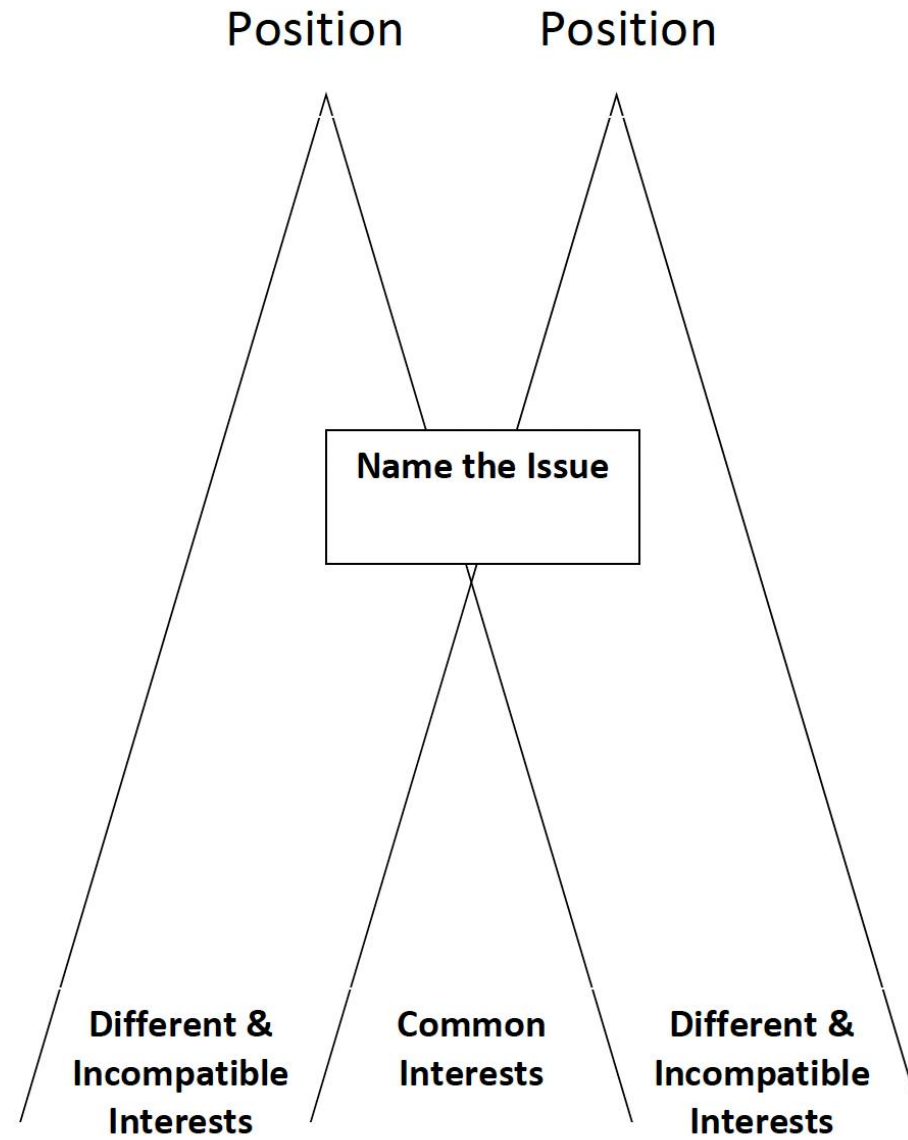
Distressed System:
Destructive Conflict

- First Determine who is more powerful and then they get to determine the outcome.
- Second is to determine who is right frequently defines by rules and regulations.
- Rooted in an assumption that the other party must be overcome in order to accomplish one's goals.

- Third to reconcile the different needs and interests of the two parties involved.
- Interest based and is about paying attention to both party's needs, wants, fears and concerns.
- These interests are openly explored in the discussion in the hopes of finding a solution that both parties can live with.
- * When you don't agree it is important to explore EVERYONES interests, fears and concerns *
- E.g* Shift in practices *







Benefactors & Successors

Estate Plan or Transition
plan for your farm
business?



Business or Lifestyle (awareness)


- Profitability
- Financial Literacy
- Financial Transparency
- Business Planning & Structure
- Clarity about lifestyle and lifestyle expectations



leg·a·cy
/'legəsē/

the long-lasting impact of
particular events, actions, etc.
that took place in the past, or of
a person's life.



- 
- Value and Attitudes
(believe, behave,
decide)
 - Stories
 - Family culture
 - Community culture
 - Life beyond the
farm/ranch



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Lydia

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Finding Fairness in Transition

Canada's Farm Whisperer & Trailblazer,
Elaine Froese

Froese Family Farm



Legacy

Rich in relationship.
Clear plan for the future.







204-534-7466

Text Elaine on What's app

INCOME STREAM

HOUSING



FAIRNESS

**INCOME
STREAM**

HOUSING

FAIRNESS


Farmers want




- to have hard work appreciated
- to be respected & heard
- to keep land base intact
- profitable business
- harmony with siblings



Emotional factors...it starts
with people.



Believe. Behave. Decide.
Culture of your farm.



Culture is the invisible stuff
that glues the farm together

A silhouette of a person's head and shoulders is shown in profile on the left side of the image. The person appears to be resting their head on their hand, suggesting a state of deep thought or contemplation. The background is a sunset or sunrise scene with a bright sun low on the horizon, casting a warm, golden glow across the sky. The horizon line is visible, separating the dark land or water from the bright sky. The overall mood is reflective and inspiring.

Mindset shift

helping all be successful



Fairness is
helping everyone be successful.

A large, cylindrical hay bale sits in the foreground of a golden-brown field. In the background, several more hay bales are scattered across the field, and a single tree stands on the horizon under a clear, light blue sky. A semi-transparent dark grey band across the middle of the image contains white text.

conflict avoidance

creating solutions is the goal



Your farm. Your family. Your choice.
Elaine Froese, Farm Family Coach

FAIR

- financial transparency
- attitudes
- intent
- role expectations

Finances

- personal wealth bubble
- debt servicing
- gifts to heirs
- viability of farm
- income stream expectation

A red piggy bank is positioned in the background, slightly to the right of the center. It is a classic piggy bank shape with a coin slot on its back and small black dots for eyes and nostrils. The background is a soft-focus image of a landscape with a blue sky and green hills.

Income stream

personal wealth bubble ?



Debt service

How much ? Buying & gifting.



THANKSGIVING

Viability

This biz supports how many folks?

A photograph of a brown piggy bank with a red coin slot, sitting on a dark surface. It is surrounded by a large pile of US pennies. The piggy bank is positioned in the upper center, and the coins are scattered around its base, filling the lower half of the frame.

Viability
"financial awareness of the
big picture, risk mgt."
Operating agreements.

Attitude

- money scripts
- economically equal ?
- What does money mean to you ??

A rectangular mosaic artwork is displayed on a light-colored wall. The mosaic is composed of numerous small, irregular pieces of glass or stone in various colors, including shades of blue, green, brown, and red. The artwork depicts a dense forest scene with tall, slender trees and a path leading through them. The text "What does money mean to you?" is overlaid in white, sans-serif font across the center of the mosaic.

What does money mean to you ?



Money
does not equal love.

A man with glasses and a dark t-shirt stands in a field of tall, golden-brown corn stalks. He is smiling and holding a blue plastic tray with both hands. A green object, possibly a piece of machinery, is visible on the left side of the frame. The background shows more corn stalks and a clear sky.

Believe

purpose, vision, values, trust

A close-up photograph of a person's hand holding a large pile of bright red, knotted string or yarn. The hand is positioned at the top and right, with fingers slightly curled. The red string is piled in the center of the palm, creating a textured, bumpy surface. The background is a plain, light color, making the red string stand out. A semi-transparent dark grey rectangular box is overlaid on the center of the image, containing the text.

Values

drive how you operate core beliefs

A young boy wearing a red baseball cap with a logo, a red t-shirt, and dark pants is pulling a red wagon through a muddy field. The wagon has the word "Radmaster" written on its side. In the background, there is a weathered wooden barn with a large X-shaped door and a ladder leaning against it. The scene is reflected in a puddle of water in the foreground.

great advisors

choose a team you trust

A photograph of a sunset over a field of dry grass. Two dark green plastic chairs are positioned in the foreground, facing each other. The sun is a bright, glowing orb in the upper center of the frame, casting a warm, orange glow across the sky and the field. The horizon is a straight line in the distance.

Listen well.

Respond carefully to concerns.

Intent

- Founders' needs
- Farm manager needs
- Family needs
- Farm vision

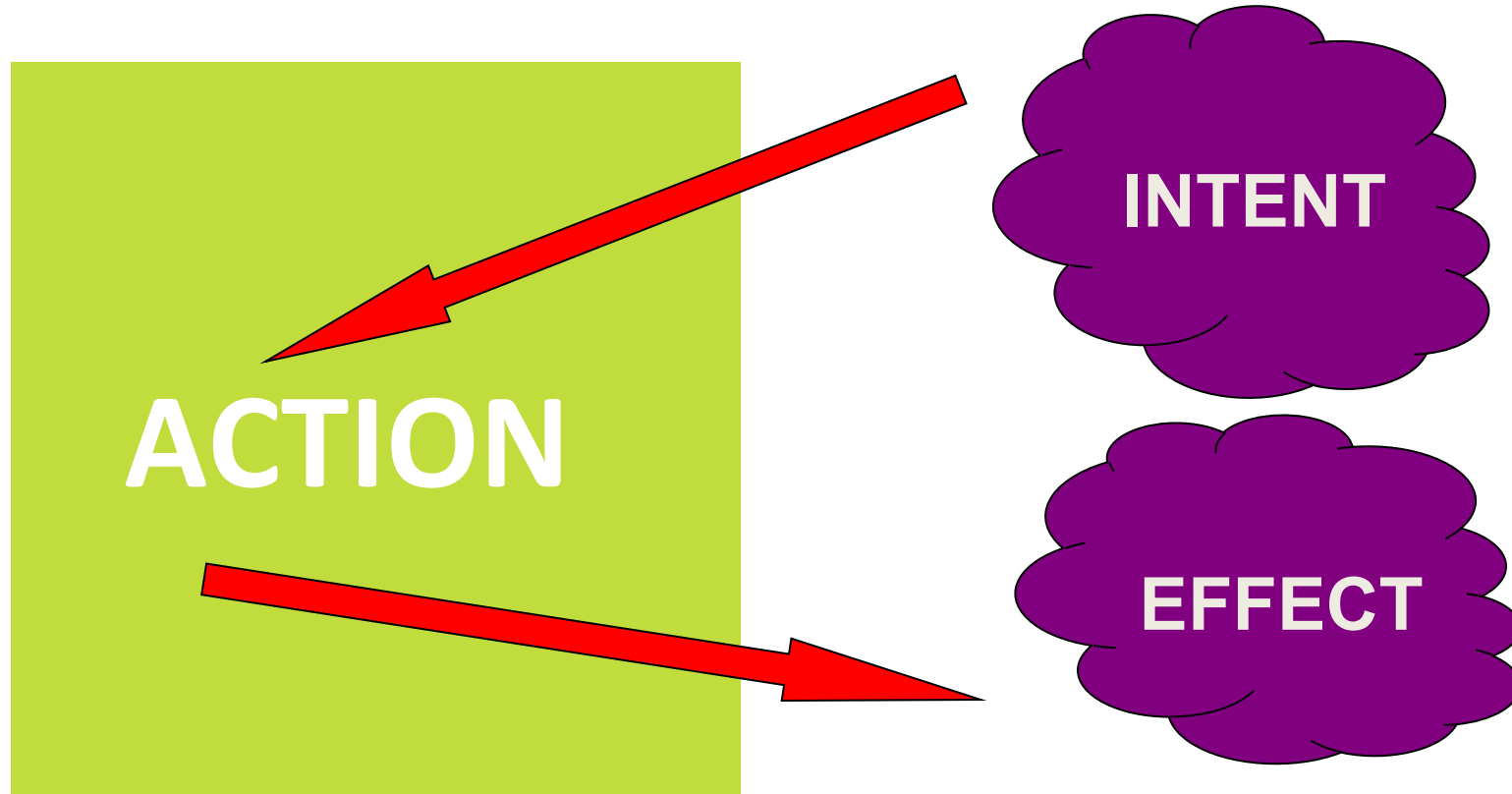
A yellow diamond-shaped road sign with a black border and a black arrow pointing diagonally upwards and to the right. The sign is mounted on a post against a blue sky with scattered white clouds. A semi-transparent dark grey horizontal band is overlaid across the middle of the image, containing the text.

Why initiate?

Share your intent

Intent, Action, Effect

-





Vision

Do the founder spouses agree?

Roles & Rebels

- Fair DNA pay
- Birth order, skills
- Capture farm wealth
- Unreal expectations



Fair is helping

everyone be successfull.

Role Success

1. Vision & Passion
2. Viability
3. Relating with listening
4. Collaborative decisions
5. Written agreements
6. Life beyond the farm

A photograph of a red Kenworth truck with a trailer and a white GMC pickup truck parked in a field at sunset. A person is standing on the roof of the truck. The sky is filled with colorful clouds. The text "Behave" is written in large white letters, and "roles & responsibilities" is written in smaller white letters below it.

Behave


roles & responsibilities

A woman with her hair in a bun, wearing a grey hoodie, blue denim overalls, and brown rubber boots, stands in a muddy field. She is holding a chain attached to a wooden post. In the background, several black and white cows are gathered behind a rusty metal fence. The setting is a rural farm with green hills and a cloudy sky.


Validation of farm women...

A person is sitting on a bed of straw, wearing an orange t-shirt and plaid shorts. Their arms are crossed over their chest. The t-shirt has a graphic that appears to say "4a" in a stylized font. The background is a field of straw.

Successor skill set
passion to manage risk



Explore expectations
no assumptions or secrets

A close-up photograph of a person's hand, palm up, holding a small, dark, heart-shaped object. The background is out of focus, showing soft, glowing light spots in shades of blue and green. The text is overlaid on the center of the image.

Being fair is an intention of
your heart.
Elaine Froese

A red triangular road sign with a white border and the words "GIVE WAY" in black capital letters. A black bird is perched on the top edge of the sign.

ACT

- financial planner
- talk and listen
- embrace conflict
- explore role expectations
- ask powerful questions

We want to hear from you!

Send us your feedback
from the event and stay
connected.



A spiral-bound notebook with a black metal spiral binding is shown at an angle. The notebook's pages are lined and feature a calendar grid. The grid includes days of the week (W, T, FR, SA) and numbers (1-19). A semi-transparent dark grey horizontal band is positioned across the middle of the notebook, serving as a background for the text.

Deadlines

make people think

When things don't work

- Necessary Endings :
Dr. Henry Cloud
- Signs it is time to go
- Being logical, rational



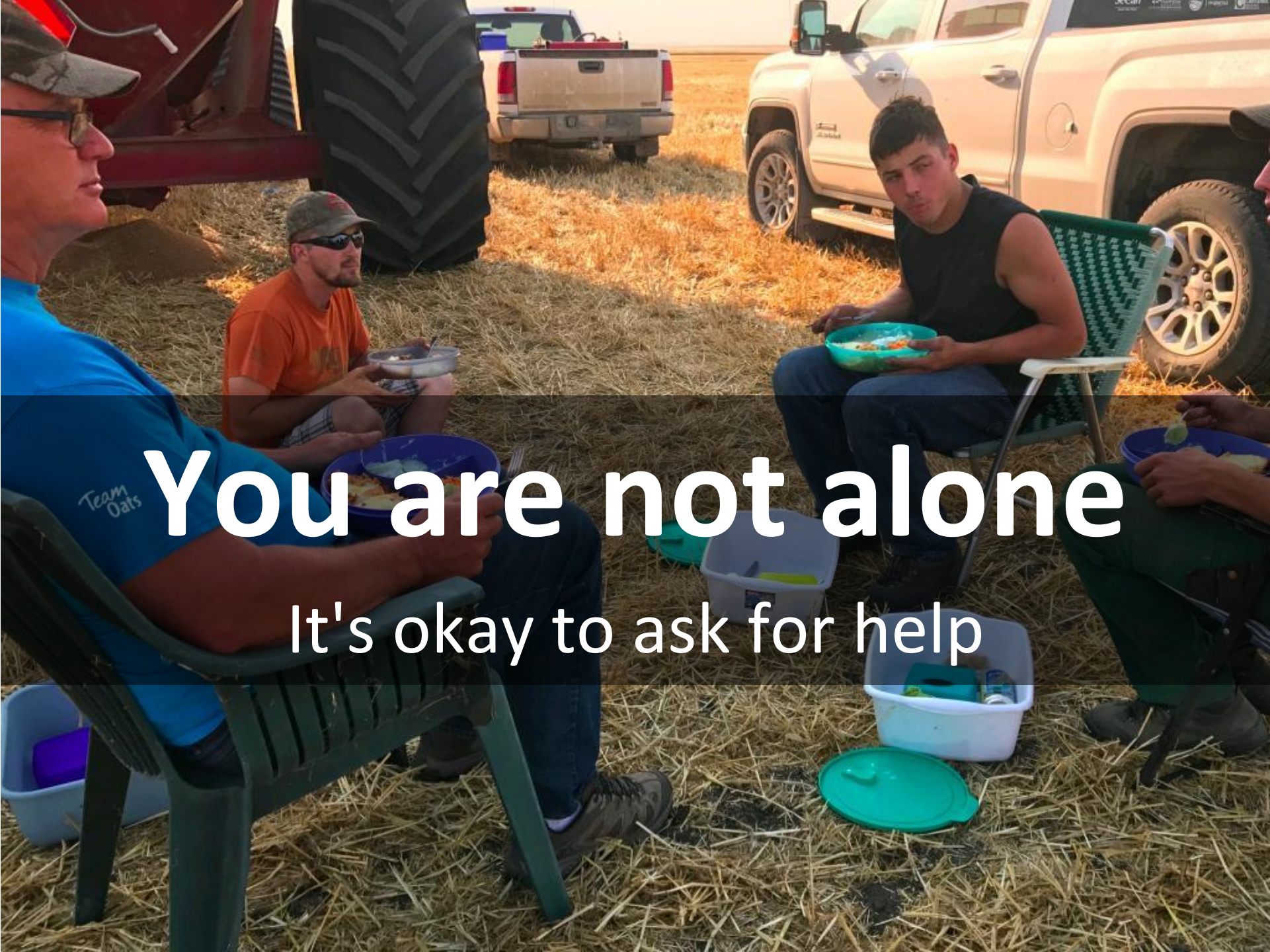
Trust

How are you building trust ?



Copy success


Learn from others, share story



You are not alone
It's okay to ask for help



conflict avoidance
& procrastination have to stop !



What does fairness
look like to you ?


FAIR

- Finances
- Attitude
- Intent
- Role



A photograph of two men standing on a construction site, likely on a roof or a high platform, against a clear blue sky. The man on the left is older, wearing a dark jacket, light blue jeans, a baseball cap, and sunglasses. The man on the right is younger, wearing a dark t-shirt, light-colored overalls, and safety gloves. A semi-transparent dark blue banner is overlaid across the middle of the image, containing white text.

What energizes you?
Manage money, energy ,empower
family



Focus & execute

Get 'er done, rock n' roll farm

Audiobook

BUILDING YOUR FARM LEGACY

*...tools to empower
better family communication*

ELAINE FROESE CANADA'S FARM WHISPERER



Find harmony through understanding™

www.elainefroese.com







RSABI

Supporting People
in Scottish Agriculture

FOR 125 YEARS

Founded 1897

Josie Barclay and Harry Seran

Email: helpline@rsabi.org.uk

Helpline: 0808 1234 555

Website: www.rsabi.org.uk



► We provide emotional, financial and practical support for those working or retired from farming, crofting and all those involved in Scottish agriculture

► Our confidential helpline is open 24 hours, 365 days of the year

► Webchat also available on our website

► Alternatively, you can email us at:
rsabi@rsabi.org.uk

Support Available

Offer a listening ear
and emotional
support

Free counselling
available

Short-term financial
support to cover
essential costs, like
food and heating

Work with
specialists and
other agencies to
find solutions to
problems.

Offer emotional
support during
animal welfare
investigations /
farm audits

Monthly financial
support for those no
longer able to work
due to ill health or
retirement

Support to cover
the cost of items
like washing
machines, cookers,
furniture etc.

Organising farm /
business reviews

On farm visit where
appropriate

Some common issues

Elderly farmer/crofter struggling to care for livestock, falling behind with administration and animal welfare

Single farmer managing farm but also caring for elderly parents who live at home

Recently bereaved or separated and falling behind with paperwork etc. as never had to do it before

Undiagnosed dyslexia

Poor mental health leading to issues escalating and/or relationships breaking down

Health Huts

- ▶ Bringing healthcare checks to markets and shows across Scotland
- ▶ Nurses and GPs from agricultural backgrounds
- ▶ Repeat visits
- ▶ Collaboration
- ▶ Themes
- ▶ Focus on health & wellbeing both physical and mental health



Mental Health First Aid - 900+

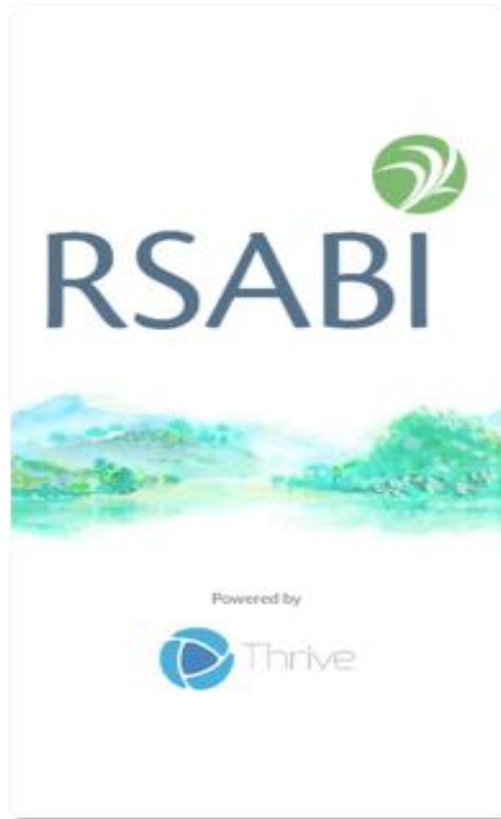
- ▶ NFU Mutual Charitable Trust
- ▶ Throughout Scotland
- ▶ Excellent feedback



NFU Mutual
Charitable Trust



Thrive: Wellbeing App



Suicide Prevention Lead

- ▶ In March 2025 RSABI introduced new Suicide Prevention Lead
- ▶ This role will focus on collaboration between organisations involved in Suicide Prevention across Scotland
- ▶ Will oversee a three-year PhD Research Project specific to the suicide risk in agricultural communities
- ▶ To deliver Applied Suicide Intervention Skills (ASIST) training within our community





#KeepTalking

- ▶ #AreEweOkay?
- ▶ Stand by Me – Farmers' Choir
- ▶ Counselling support
- ▶ Practical Support
- ▶ #KeepTalking tour
- ▶ Support from ambassadors to raise awareness





Gordon Davies

Mediation in a Scottish context





Monitor Farm Scotland Tour

Discuss the Undiscussabull



3rd Nov – Elgin
Alix Ritchie

Programme Director
alix@farmstrongscotland.org.uk



7th Nov – Ingliston
Clare Dickson

Community Engagement
clare@farmstrongscotland.org.uk

Today's Outline

- What is Wellbeing?
- Baseline Research, Monitoring & Evaluation
- Resources
- Events & What's Next?
- How could we work support each other?
- Questions



What is Farmstrong?



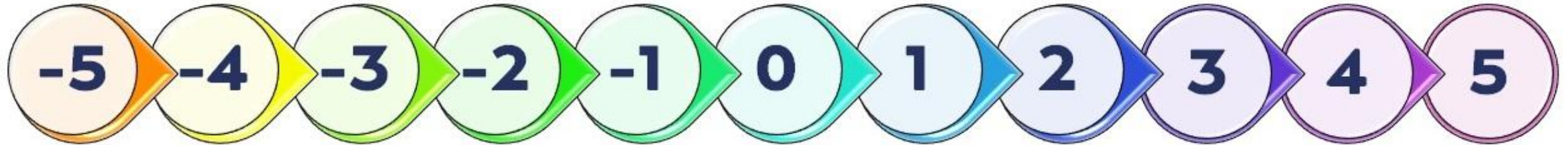
- Based on Farmstrong in New Zealand
- For farmers, crofters and the agricultural community in Scotland
- Designed through research
- Story sharing
- Peer-peer knowledge transfer
- Equips farmers, crofters and those in ag with skills, tools & capacity to live well to farm and croft well.



FARM STRONG

Scotland

WELLNESS SCALE



- Physical, mental, emotional & social wellbeing
- Better wellbeing = better business
- Better wellbeing = reduction in farm accidents and injuries

Survey 2024 Results



- More than **one-third of respondents** fell into the **low wellbeing** category.
- When compared with the national population, the mean wellbeing score is **lower for the farmer and crofter sample at every age range**.
- 62% of those who had engaged with Farmstrong say that it has had a **positive impact on their wellbeing**.

Key Issues Highlighted:

1. Managing tiredness/fatigue – getting better sleep
2. Work:Life Balance – getting time off farm
3. Techniques to stop worrying/managing stress
4. How to use time efficiently

It's so refreshing to hear other people's stories. It makes you feel encouraged to talk your health more seriously, and to talk about it. Thank you

Respondent 2024

Those who had engaged with Farmstrong reported a **slightly higher wellbeing score** and **greater improvements to their wellbeing**, than those who had not.

Wellbeing Bank Account

Investments



Habits that can boost
your wellbeing accounts.

Withdrawals



Things that can drain
your wellbeing accounts.

5 Ways to Wellbeing



International research has found that people who thrive, do these five things in common...



TALK & LISTEN,
BE THERE,
FEEL CONNECTED



REMEMBER
THE SIMPLE
THINGS THAT
GIVE YOU JOY



Your time,
your words,
your presence



EMBRACE NEW
EXPERIENCES.
SEE OPPORTUNITIES.
SURPRISE YOURSELF



DO WHAT YOU CAN.
ENJOY WHAT YOU DO.
MOVE YOUR MOOD

Podcasts & Playlists



Agri Podcasts

John Scott
Rory Christie
Michael Blanche
Cora Cooper
Iona Murray
Jim Smith
Rob Wainwright
Michael Goldie
Callum Lindsay
Wallace Currie
Russ Mill & Glen
McLellan
James Logan



Bonus Podcasts

Give Wellbeing a Sporting Chance -
Isla MacKenzie
Stafford MacDowell

Webinar Recording:
Sam Whitlock

Expert Podcasts

Mindset -
Kirsty Ritchie

Stress Spotlight -
Heather Meikle

Sleep Special –
Alyson O'Brien

Farmstrong NZ –
Gerard Vaughan

Menopause –
Dr Heather Currie



Playlists

- Farmstrong Song Playlist
- Farmstrong Podcast Playlist
- Farmstrong Library

Resources

Snoozing Success

Not getting a good night?

Here are some top tips to help improve your sleep



Live Well Farm & Croft Well

How tired are you?

Circle the number that best describes you

QUESTION	NEVER	SOMETIMES	OFTEN	ALWAYS
Do you fall asleep in front of the tv?	1	2	3	4
Are you grumpy at home or at work?	1	2	3	4
Do you fall asleep as a passenger on car journeys?	1	2	3	4
Do you sleep more on your days off?	1	2	3	4
Does your partner or friends complain you are not interested in doing things on your days off?	1	2	3	4
Do you have trouble following instructions?	1	2	3	4
Do you feel tired and have difficulty concentrating during the day?	1	2	3	4
Do you have to make an effort to do things you used to enjoy?	1	2	3	4
Add up your score to find out your fatigue level. Under 10 - low fatigue 11 to 18 - moderate fatigue 19 to 32 - high fatigue	YOUR SCORE			

For help addressing high fatigue or sleep disorders, please contact your GP.

Further information is available on the NHS Sleep website, the Sleepio App (free for NHS Scotland Patients) or by contacting Sleep Action on the National Sleep Helpline: 03303 530 541

Stressed out?

Here are some questions that can help you get through.

Am I getting enough sleep?

Do I have downtime to recharge?

Am I talking to someone about what's on my mind?

Am I eating well and keeping physically active?

Do I have a list of what is realistic to achieve each day?



Live Well Farm & Croft Well

Top tips for managing stress

1. Treat yourself as your farm's/croft's **number one asset**. Make your health and wellbeing a business priority.
2. Build **rest and recovery** into your daily and weekly work schedule. All top sports teams allow for downtime as no one can go 110% all the time without a break.
3. **Prioritise** during busy times. What are the top two tasks you need to work on today? Once you're feeling back in charge your stress levels will go down.
4. Look after **the basics**. Eat well, get enough quality sleep, keep active and get 'farm fit' for busier periods.
5. Talk to mates and **stay connected**. Others have been there and everyone needs support. If you're in a relationship talk things through together.
6. Get off farm/croft and **do stuff you enjoy** — fishing, team sport, coaching, wild swimming, walking, volunteering, meeting a friend for a cuppa — whatever helps you recharge.
7. Think in ways that keep things in **perspective** and that help boost your mood.

New this month...



FARM  STRONG
Scotland

The Menopause

Starting an important conversation
in the agricultural community

Find our menopause resources at
www.farmstrongscotland.org.uk



Blether Together
PODCAST

MENOPAUSE
SPECIAL EPISODE
with
special guest
Dr Heather Currie MBE

Menopause Webinar: 10th November 6.30 – 7.30pm

Blether Together LIVE!
Menopause Special

Hosted by
Sarah Stephen
16 October
Guardswell Farm
food served from 6.30pm

with
Special Guests...
Caroline Millar and Dr Hannah Went

In partnership with
 PERTH & KINROSS COUNCIL

FARM  STRONG
Scotland

Register online today

Five ways to support

How could you **Support** Farmstrong?

1. Think about your own wellbeing
2. Sign up to the Farmstrong Newsletter & follow our Socials
3. Invite Farmstrong Scotland along to organised events, or host one for us
4. Join in or help create a Farmstrong Community Group
5. Fundraise or donate to Farmstrong Scotland
(every £1 donated is match funded by Movember Foundation up to £350K!).



Survey 2025 Now Open



Please share with your networks
[2025 Survey link](#)



ADDITIONAL SUPPORT

Farmstrong do not provide 1-2-1 support.

If you are concerned about yourself or someone else,
talk to someone.

Contact:

- ❖ Samaritans (24 hours): 116 123
- ❖ RSABI (24 hours): 0808 1234 555
- ❖ Breathing Space: 0800 838 587
- ❖ Your doctor

You can also find practical tips and stories from young people at the **Are Ewe OK website**.



Farmstrong's Vision

Our Vision:

To have a **resilient and thriving** agricultural community in Scotland who experience a **high level of wellbeing**, feel supported, and are prepared to **handle challenges and adapt to change**.



From all of us at Monitor Farm Scotland,
thank you for being part of today's
Discuss the Undiscussabull event.
We hope you leave with new insights,
connections, and conversations to
continue at home.

