“Pick NZ” Slideshow for Phase 3 Kellogg’s Rural Leadership Programme 2004

R.L. Collin
An outline of a Process for Change based on the “PickNZ” concept

Qualify the problem

- Recognise the issue
- Face up to it
Process for Change

Quantify the problem

- Get the right parties involved around the problem
- Always target those with much to lose
- Always target those that are busy
- Don’t be surprised by the wide extent that the problem affects
- Produce results that are based on fact, keep the emotion to a minimum
Process for Change

_Demonstrate that the industry is helping itself_

- Show what you are doing
- Don’t ask anyone to help if you are not prepared to help yourself
- Back yourself
Process for Change

*Turn the problem into a challenge*

- Plan well
- Set a path and stick with it
- Produce an argument based on fact and show outcomes
- Get the Buy in – a new term to explain “I understand” and be understood.
- Use what you already have
- Don’t underestimate local, regional and central government - they actually want to help
- Partnerships are good
Process for Change

*Timing is everything*

- A poor plan is just an unwanted one
- A successful plan is a needed one
- A great plan is a just a plan when it arrives just in time
Process for Change

Maintain the momentum

- Make a point of focus
- Securing the funds
- Acknowledge the real contributors
Process for Change

Evaluate later

- Use the 80:20 rule
- Ask why 5 times
- Unless the horizon changes stick with the plan
main objective

Address labour shortages in the horticulture, viticulture, agriculture and hospitality/tourism industries by attracting seasonal tourist workers to Hawke’s Bay