



**KELLOGG**

RURAL LEADERSHIP  
PROGRAMME

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**Growing  
tomorrow's  
leaders**

**The Kellogg Rural Leadership Programme has been designed specifically for the agribusiness and agrifood sectors and has been developing rural leaders for New Zealand for nearly 40 years. It targets individuals who want to grow their leadership knowledge and skills, industry knowledge and networks and have a desire to contribute in the community, business or their industry.**

**A key feature of the programme is the diversity of its participants, drawn from across industry sectors, geographical location, gender, and role within the rural industry.**

#### **What do I get?**

- Leadership tools and skills to apply personally, to your team, and business
- A unique, dynamic learning environment which combines expertise, practical learning and real-life examples
- Confidence and support to take the next step up in your career
- Greater understanding of the political and economic environment, influencing and advocacy skills
- Opportunity to explore and present a project of your choice, incorporating tools and skills learned from the programme
- Insights and understanding of New Zealand's agribusiness and agrifood sectors into the future
- New networks within the group, and exposure to industry leaders and strategic influencers
- Graduation from a highly respected industry leadership programme with a proud history, and extensive alumni.

#### **Is the programme right for me?**

The programme is for any individual motivated to develop their leadership skills within the rural sector. Participants traditionally come from all areas of the agribusiness and agrifood sector: farmers, growers, producers through to agribusiness and agri-food representatives.

#### **How is the programme delivered?**

Each course combines residential courses and self-directed project work.

The residential delivery format allows participants to dedicate focused time away from their business, in three blocks over 6 months. This provides the opportunity for participants to immerse themselves in the experience of learning, discussion, debate and network building within the group and with those involved in working with the group.

#### **When is the programme held?**

Each programme is six months in duration. To meet the different sectors' seasonal pressures, there are two course options per year:

**Course 1:** January – July

**Course 2:** June – November

#### **What will be covered?**

The 17 day course is undertaken in 3 'phases' with an individually selected project undertaken between the residential blocks and presented in Phase 3.

#### **Phase 1: Leadership and Industry**

A nine day residential phase at Lincoln University, focusing on skills and tools for leadership in practice, primary industry strategic direction and leadership overview.

#### **Phase 2: The Political and Economic Context for Leadership**

A four to five day residential phase in Wellington. Discussions and learning from industry leaders and political stakeholders, developing knowledge and understanding of advocacy and influencing.

#### **Project Work**

The application of tools and skills from the course to deliver a report and presentation on a topic of interest targeted for an identified audience and presented to colleagues in Phase 3.

#### **Phase 3: Leadership in Practice**

A four day residential phase at Lincoln University, with project presentations, case studies, leadership insights and future development planning.

#### **How much does the programme cost?**

The cost of the programme is heavily subsidised by our industry partners, enabling the cost to the individual to be kept to a minimum.

Each individual participant's contribution to the programme is \$4,900 excl GST (includes all course delivery, catering, course materials etc.)

Accommodation and travel (if needed) are additional but provided in the Lincoln University halls of residence (Phase 1 and 3) and in a well priced hotel in Wellington (Phase 2).

*Note: Some funding support is available through trusts and other rural organisations.*

#### **How do I apply?**

Applicants must submit an application form accessed by submitting an expression of interest (Eoi), which can be completed on-line or downloaded.

A selection committee will consider all applications, ensuring diversity of the mix of participants in each programme across industry sectors, geographical location, gender, and role within the industry.

Successful applicants are advised of the outcome of their application at least two months prior to the start date of the course applied for. Unsuccessful applicants are encouraged to re-apply and will be assisted with advice on future application preparation.

#### **Ready to take the next step?**

**Call:** +64 21 139 6881

**Email:** admin@ruralleaders.co.nz

*Visit the website for more details and to apply* **www.kellogg.org.nz**

**Twitter:** @KelloggLeaders

**LinkedIn:** www.linkedin.com/company/kellogg-new-zealand

**Facebook:** www.facebook.com/KelloggRuralLeadership



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A programme  
delivered by:



**2** intakes per year  
**24** students per course  
**17** day programme over 6 months

*The Kellogg Rural Leadership Programme would not be possible without our partners:*

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