

# Case Study

## Little River Landcare Group Inc

*Positive Farming Footprints*



**Keys To Success**  
Professional Learning Specialists



**Little River**  
**Big Picture**  
Little River Landcare Group Inc.

**Industry:** Community Services Industry

**Project:** Building Resilient People, Ecosystems and Agricultural Communities—*Positive Farming Footprints*.

**Project aim:** To support rural families to adapt to and withstand social, environmental, climate and economic change.

**By:** **Mary Brell**  
*Director, Keys to Success*

**Pip Job**  
*Education Manager,*  
*Little River Landcare Group Inc*

## Background

Little River Landcare Group Inc is a community owned not-for-profit Landcare group which supports the communities and environments of the 320,000 hectare Little River catchment area in Central West NSW. The organisation supports a membership base of 200 business enterprises and 516 individuals, providing educational and training opportunities.

Little River Landcare has been recognised for its work as an innovative, vibrant, effective and participative leader in Australian Community life, winning many awards. In 2009, The Australian Rural and Outback awards acknowledged Little River Landcare as the leader in adding value to their rural and regional enterprises, encompassing new technologies, protecting the environment and contributing to the wider community.

## The opportunity

Little River Landcare recognise that by looking after their members they are able to bring about true long term environmental change. Because of this philosophy, Education Manager for Little River Landcare, Pip Job realised that the integration of the Whole Brain® Thinking would be central to support this change.

As Pip Job explains, “We realise that farming families need to be able to communicate effectively at all levels, so that they become more robust and resilient farming family businesses. The very nature of farming and families combined, necessarily creates added complications and challenging dynamics.”

## The solution

Pip was able to source funding from a Federal Funding Round—Caring for our Country—to develop and offer the specific program *Positive Farming Footprints*.

Mary Brell, Director of Keys To Success was engaged to help Little River shape the program. Mary’s rural background and knowledge ensured credibility with the landholders, thereby creating greater levels of trust.

An integral component of the *Positive Farming Footprints* program was the Herrmann Brain Dominance Instrument® (HBDI®), as it enabled participants to think more broadly and be opened minded to the challenging concepts that would be presented throughout the program. After completing the HBDI, each participant was able to identify their own strengths.

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The knowledge gained through the first HBDI debriefing session became integral throughout the next 8 modules of the program. Feedback of the program was constantly monitored by using an evaluation form based on the 4 quadrants of the Whole Brain Model™. The constant review of the Whole Brain Model reaffirmed the participants' knowledge and understanding of their own strengths and skills.

As Dionne Mitchell, participant stated, "Today I learnt how my brain works. I knew I was wired differently to my spouse but couldn't understand why. All this blue, green, red and yellow stuff makes sense and will help not only our enterprise but in my personal relationships. My brain is capable of all these things, some just need hard work—I'm sure it will be worth it!"

As Michelle Gianisis, Admin officer, Little River Landcare says, "I have been able to identify people's strengths more easily and then adapt my style of communication so that more effective relationships occur."

## Results

Pip Job has been thrilled with the outcomes achieved in using the HBDI as part of rural landholder training programs.

"We could not have anticipated that farmers and their families would respond so well to this information. It has made a significant difference in the mindset of these primary production enterprises and has enhanced the family unit and their business performance. We would not hesitate in using the HBDI in future training programs, even to the point of making it a mandatory component. It has been the missing link in engaging landholders in a holistic style of thinking. If people don't understand themselves, how they think and how their communication impacts others, then how can we expect them to make sustainable decisions about their family and business, let alone the environment".

Farming family enterprises have found that as a result of the knowledge gained by understanding thinking preferences, they have been able to improve business performance.

# better results through better thinking

## Clients

Herrmann International Asia's clients include:

<b>Air NZ</b>	<b>Flotech</b>	<b>Rutherford Group</b>
<b>ANZ</b>	<b>Frucor</b>	<b>St George Bank</b>
<b>Australian Central Credit Union</b>	<b>Janssen-Cilag</b>	<b>Southern Cross Healthcare</b>
<b>AXA</b>	<b>IBM</b>	<b>Telecom NZ</b>
<b>Bank SA</b>	<b>Manukau City Council</b>	<b>Transfield Worley</b>
<b>Bendigo Bank</b>	<b>Manukau Water Limited</b>	<b>The Warehouse</b>
<b>Coca Cola Amatil</b>	<b>Microsoft</b>	<b>Victorian Curriculum and Assessment Authority</b>
<b>CPA Australia</b>	<b>Ministry of Education</b>	<b>Warehouse Stationery</b>
<b>Department of Community Services QLD</b>	<b>Nestles</b>	<b>Westpac</b>
<b>Department of Conservation NZ</b>	<b>PNB Paribas</b>	<b>Worley Parsons</b>
<b>Department of Primary Industries</b>	<b>PricewaterhouseCoopers</b>	<b>Zespri</b>
<b>E-Time</b>		

## International clients

Herrmann International clients include:

<b>Allstate Insurance</b>	<b>GE</b>	<b>Nortel Networks</b>
<b>American Express</b>	<b>Home Box Office</b>	<b>Novartis</b>
<b>AT&amp;T</b>	<b>IBM</b>	<b>Procter and Gamble</b>
<b>Bank of America</b>	<b>Johnson &amp; Johnson</b>	<b>PR Donnelly &amp; Sons</b>
<b>Barclays</b>	<b>Kaiser Permanente</b>	<b>Shell Oil</b>
<b>Boeing</b>	<b>Marriott Hotels</b>	<b>US Navy</b>
<b>Coca Cola</b>	<b>Morgan Stanley</b>	<b>Weyerhaeuser Corporation</b>
<b>Disney University</b>	<b>MTV Networks</b>	<b>Wharton School of Business</b>
<b>DuPont</b>	<b>National Semiconductor</b>	<b>Xerox</b>
<b>Frito Lay</b>		



The Originators of Whole Brain Technology® and the Creators of the Herrmann Brain Dominance Instrument® (HBDI®)

### Asian Headquarters—Sydney

PO Box 383  
Pymble NSW 2073  
Australia  
Phone: +61 2 9880 2333  
Fax: +61 2 9880 2343  
www.herrmann.com.au



Professional Learning Specialists

8 Illamatta Way  
Orange NSW 2800 Australia  
Phone: + 61 2 6361 2222  
Fax: +61 2 6361 7095  
www.keystosuccess.com.au