

2007 Cattle Industry Annual Convention & Trade Show

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Not Business As Usual

Keynote speaker encouraged cattlemen to add fun, customer service, uniqueness to business model.

by Micky Wilson

NASHVILLE, TENN. (Feb. 1, 2007) — It was anything but business as usual as motivational speaker Kevin Freiberg encouraged cattlemen to have the guts to blow the doors off, branding themselves as a junction box for knowledge and having fun while doing it. Freiberg was the keynote speaker Feb. 1 during the Opening General Session of the 2007 Cattle Industry Annual Convention in Nashville.

Freiberg encouraged attendees to be “insanely great,” and to ask themselves, “What are you learning today that would add value to the people you’re serving tomorrow?” The learners, he said, will inherit the future.

Those same people also make connections, selling their products the old-fashioned way: through relationships established via word-of-mouth, which Freiberg still considers the best kind of marketing.

He then challenged attendees to become activists for the beef industry. “Be fanatical, evangelist, activist,” he said. “Dare to be radically different, and find out what makes you unforgettable.” Though this may seem a huge challenge, there also lies tremendous opportunity for greatness.

Leading into his junction box for knowledge, Freiberg introduced information warehousing and de-commoditizing, using Planet Honda, a different kind of car sales company, as an example.

“Eighty-five percent of decisions in American homes are made by women,” he reminded attendees, starting his example.



Keynote speaker Kevin Freiberg asks cattlemen, “What are you learning today that would add value to the people you’re serving tomorrow?”

Recognizing this, Planet Honda started the “WOW” Program: Women On Wheels. It’s a program showing women simple car care tactics, such as how to change a tire on a busy freeway, and how to set up jumper cables to charge a dead car battery.

Find a way to add value to the product, Freiberg concluded from his Planet Honda story. Make it unique, different, special, unforgettable.

If you’re not ready to put in this extra effort, he said, “Get ready to play by the rules someone else made for you. Can you deal with that?”

As his finishing point, Freiberg advised

attendees to make work fun. Take competition seriously, take safety seriously, but don’t take yourself too seriously. Show the people you’re leading a willingness to have fun yourself, he added. Freiberg said people like to do business with fun people because it fosters vulnerability and authenticity, stimulates creativity and innovation, lowers attrition and absenteeism, and it’s healthy.

“Lead through vivid living personal examples,” he closed, asking, “What legacy do you want to leave behind?”

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