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Agbiz congress students attend leadership summit

Agbiz congress students recently attended a 2-day leadership summit in Bloemfontein, hosted by BathoPele Agri Development Institute in conjunction with John Deere Financial and Absa Agribusiness.

The summit focused on empowering students to develop a magnificent career in agriculture by understanding their own strengths and weaknesses, by making positive choices and by setting goals.

“Leaders today have to be unifiers and healers. So you would need to learn how to build new bridges and succeed through the efforts of other people, as and when the occasion arises,” Director of BathoPele Agri Development Institute, Emmie Pietersen told the students.

The programme consisted of different topics related to leadership.

- Emmie Pietersen, founding member and director of BathoPele, dealt with the topic of leadership in the African context.
- Brenda Myburgh, facilitator of leadership and management skill programmes, shed some light on personal leadership styles and the impact of personal brands on leadership.
- Yolanda Maartens Brown, radio and media personality with qualifications in communication management, shared her approach to building a network of reliable business contacts.
- Ernest Beck, director of BathoPele Agri Development Institute, presented a motivational speech on how to lead diverse individuals to work together as a team towards reaching a common goal. Beck of BathoPele is responsible for the project management of a multitude of training and development programmes that run with more than 50 companies in South Africa and Africa annually.
- The executive round robin session granted each student a 15-minute slot with various influential leaders in agriculture to gain from their life and business leadership insights. This was followed by case studies of leadership in agriculture presented by Antois van der Westhuizen (John Deere Financial), Joe Maswanganyi (Senwes) and Stefan Oberholzer (OVK).

Antois van der Westhuizen said he is very impressed with the calibre of the young people coming into the sector.

Jennifer Roets, Communications Officer at Agbiz, represented Agbiz at the leadership summit.



Sponsors, facilitators and agribusiness leaders who contributed to the success of the summit were Emmie Pietersen (Director, Bathopele ADI); Corine Steyn (RPO); Joe Maswanganyi (Senwes); Henk Vermeulen (Free State Agriculture); Eben Myburgh (Absa); Antois van der Westhuizen (John Deere Financial); Jerry Maritz (NWK); Dawie Maree (FNB); Stefan Oberholzer (OVK Group); Belinda Louw (Director: Bathopele ADI) and Ernest Beck (Director, Bathopele ADI).



The leadership summit was concluded with a graduation ceremony.