

## **SHINE at AGRIBusiness Course**

### **BUSINESS MANAGEMENT SKILLS**

#### **AFFORDABLE & ACCESSIBLE**

\* Improve RESULTS via money, mindset, mentoring & mental health!

\* How to feel more 'on top' of everything

\* Understand what your numbers are telling you for real-time decision making

\* Understand when your numbers are not the key indicators

\* Control the Controllables....manage & mitigate the rest

\* How to manage team / time / tasks / turnover

\* How to manage debt & work with banks

\* How to build your resilience and resourcefulness

\* Build solid foundations for your farm and family

\* Basic financial literacy – understand the fundamentals

\* Understand tax structures and implications

\* Loads of recorded resources for your access



\* Consider who's who in your team... and where they fit in

\* Establish 'fair exchange of value' principles

\* Consider Succession – no matter your current age

\* Hear specialist speakers on various industry sectors

\* Mastermind with your peers, connect with others in your industry/ sector

\* Build a circle of influence you can rely on

\* No need to leave home, online live/recorded sessions for your convenience

\* Efficient use of your time and investment

\* Personalised Strategic Planning included

\* Step-by-step workbooks for your customised Business Plan

\* Dedicated coaches to ensure one-on-one training

\* What to ask your accountant and financial planner

Based on Dianna's **AgriBusiness White Paper** published by SAGE Publishing, © 2025  
Link to brief <https://sk.sagepub.com/cases/agri-business-the-pillars-of-success> for a preview

Course conducted by Ag industry specialist & generational farmer **Dianna Jacobsen**

12-month course begins Feb 2026:

4 terms of 10 weeks; 2 hour commitment per week :

- 1 hour / week live, online lesson & workbook = your customised business plan
- 1 hour / fortnight with your assigned coach
- 1 hour / fortnight with your assigned mastermind group

Online Membership Hub containing:

- All lessons recorded for future viewing
- All downloadable workbooks and templates
- Loads of resources for your access

Additional Value:

- **SHINE at Business** e-book & audio book
- Personal coaches assigned from ag industry
- Personal consultation/s for strategic planning with Dianna Jacobsen
- Tailored Business Plan, customised to your personal needs & circumstances
- Mastermind Group (5-6 ppl / couples) for fortnightly workshop/ support
- Optional 'on-site' gathering, Sept 2026 (Albury NSW) (fits with Henty Field Days)
- Connections / introductions to advisory / industry experts
- Resources & Templates
- Experts/ mentors from Ag industry sharing their wisdom
- No time or expense in leaving home/farm/family
- Accessible & attainable by all
- Affordable fees, no hidden extras, practical & flexible payment terms
- \$6000+gst : \$132 pw over 50 weeks; 10% Discount for upfront payment
- Possibly other personal gatherings, depending on participant locations

Our Mission:

**To Keep Australian Farms In Family Hands, & To Keep Australian Families On Their Farms**

ENROLMENTS BEING TAKEN NOW: [Info@SHINEatBusiness.com.au](mailto:Info@SHINEatBusiness.com.au)

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...and watch out for us on Facebook...