Becoming your own personal brand: How to market your talents and experiences for maximum results.

July 11, 2011
Agenda

- Welcome/Introductions
- Brief Overview of Land O’Lakes, Inc.
- Recruitment Process
  - Behind the scenes
  - Personal branding
  - Samples/Tips
- Hiring Manager’s Perspective
  - Real life example
- Checklist
Introductions

- Cindy Johnson
  - Director Talent Acquisition & Diversity, Land O’Lakes, MN

- Dr. Cindie Luhman
  - Ph.D, Land O’ Lakes Purina Feed, LLC., Gray Summit, MO
Land O’Lakes, Inc. Company Overview

*Strong growth has created a company with $11 billion of net sales*

- **Formed in 1921** as a farmer-owned marketing organization.

- **9,000 employees in 50 states**, with a presence in over 70 countries.

- Entered agricultural inputs business in 1929.
  - 1970 merger brought size and scale in Agronomy and Feed

- **100% owned by co-op members**
  - **Second-largest cooperative in the U.S.**
  - Dairy members provide Land O’Lakes with a reliable source of raw milk.
  - Agricultural Services members purchase farm inputs from Land O’Lakes system and provide a stable, long-term customer base.

*Performance driven, market-facing cooperative*
Land O’Lakes Vision:

To be one of the best food and agricultural companies in the world

By being:

— Our customers’ first choice
— Our employees’ first choice
— Responsible to our owners
— A leader in our communities
Mission:
We are a market- and customer-driven cooperative committed to optimizing the value of our members’ dairy, crop and livestock production.

Values:
- People
- Performance
- Customer commitment
- Quality
- Integrity
Land O’Lakes Business Focus

- Dairy Foods
  - Milk Procurement
  - Manufacturing
  - Marketing
- Feed
  - Lifestyle Feed
  - Livestock Feed
- Winfield Solutions
  - Seed
  - Crop Protection Products
- Layers/MOARK
  - Commodity
  - Specialty Branded Eggs

2010 $11.1 billion Net Sales

- Dairy Foods, 4.1
- Feed, 3.3
- WinField, 3.7
Leading Market Positions

- #1 Deli Cheese
- #1 Share of Retail, Branded Butter
- #2 Share of Shelled Eggs
MOARK, LLC

- In 2000, Land O’Lakes re-entered shell eggs when it created a joint venture – MOARK, LLC
- Top-two market position in shell egg marketing
- #1 Branded Specialty Egg Marketer
Feed Facts

- Leading animal nutrition company in the U.S.
  - #1 in livestock
  - #1 in lifestyle
  - #1 Young Animal Milk Replacers
- Top brand names: LAND O LAKES Feed, Purina Mills®
- Superior research and development capabilities
Winfield Solutions

- WinField Solutions, a crop protection and seed marketing entity owned by Land O’Lakes, Inc.
  - #1 Seed and Crop Protection Product Wholesaler
  - 25%-30% market share in U.S. Crop Protection Products sectors
  - Strong Proprietary Brands
    - AgriSolutions™
    - CROPLAN GENETICS®
- Answer Plot® program dedicated to maximum grower profitability
  - 182 Answer Plot® locations nationwide
International Development Division

- **Background**
  - Created in 1980 as a non-profit division of Land O’Lakes
  - Expresses the values and goodwill of Land O’Lakes members
  - Transfers know-how and skills

- **Experience**
  - More than 160 projects in more than 70 developing and transitional countries
  - Currently operating in 20+ countries
  - Primary funding sources are USAID and USDA

- **Resources**
  - Staff of 300 employees worldwide
  - Work with multiple implementing partners
  - Access to wide network of experienced qualified consultants and volunteers
Land O’Lakes International Development Activity

Where We Work
- Current Operations
- Since 1981

LAND O’LAKES, INC.
INTERNATIONAL DEVELOPMENT

LAND O’LAKES, INC.
growingtogether
INTERNATIONAL BUSINESS
International Business

- **Feed export business**
  - Milk Replacer, Livestock and Lifestyle Feeds, Lab diet and Zoo Feed

- **Asia joint ventures**
  - Great Wall Group/DaChan Food Asia- dairy started in Taiwan in 2004, China 2005, with value-added dairy feed
  - Swine started in 2009, young animal/sow feeding program, value-added products

- **WinField export business**
  - Corn and beans in Mexico and Canada
  - Alfalfa/forage seeds in Argentina

- **Dairy Foods exports**
  - Industrial bulk products like cheese, butter, whey
  - NonFat Dried Milk
  - Value added branded products for retail and bulk
RECRUITMENT PROCESS
(BEHIND THE SCENES)
Recruitment Process - behind the scenes

**Step 1:** Hiring Manager and Recruiter have a strategy meeting.
- Determine education, skills and experiences required and preferred for the position, along with the type of person needed on the team.

**Step 2:** Recruiter designs and implements a sourcing strategy.
- Post the position to job boards, search databases like LinkedIn, asks for referrals from employees and colleagues.

**Step 3:** Recruiter finds the most qualified candidates on ‘paper’ and conducts ‘phone screens’.
- Besides having the right resume and cover letter the phone screen is your next critical opportunity to present yourself.
  
  **Treat phone screens as real interviews. Be ready.**

**Step 4:** If the ‘phone screen’ goes well, and there is mutual interest, then interviews are scheduled.
RECRUITMENT PROCESS
(PERSONAL BRANDING)
Recruitment Process – branding yourself

- You must have the right elements in place well before you are invited to an interview.

- It’s critical you understand what you want, as well as what you can bring to a job from the company’s perspective.
  - Know your strengths, what energizes you, your developmental areas.
  - What are your ‘unique selling points’.
  - The company wants you to present yourself in a way they can ‘see’ you in the job and can see you with the company long term.

- It’s important that you leverage the resources around you.
  - Have the right resume & cover letter. Get professional critiques, first impressions are important.
    - Let your resume and cover letter stand out.
  - Ask people to refer you that really know the value you can bring beyond what’s on paper (mentors, professors, career advisors, industry colleagues).
    - Let your references and reputation set you apart.
What does this mean to you?

- **Get organized – use project planning skills**
  - Understand yourself, do you want academia, business or non-profit?
  - Focus on your personal brand. Where have you been most successful and energized in your career thus far, with your education and work experience?
  - Make a long and short list of where you want to look for jobs and know where and how they recruit, do your research!

- **Practice- be prepared**
  - After making an inventory of your strengths, development areas, results oriented achievements- have examples of these ready (2-3) so you can use them in the interview.
  - Have your ‘elevator speech’ ready, practice!
  - Ask career advisors or mentors to ‘interview’ you and give critiques.
Interview Questions – behavioral/competency based

- Behavioral-based competency interviews focus on past experiences which tend to predict future job performance.
  - Actual experiences with both ‘what’ you did and ‘how’ you did them.

- Practice answering questions in the STAR model. Sample questions:
  - We all tend to have ‘too much on our plates’, describe a situation in which you were pulled in a variety of directions and were required to multi-task. How did you manage the situation? How did you prioritize?
  - We are all faced with challenging personalities in our work groups. Tell me of a time you had to deal with a difficult person that was preventing your success on a project. What was the situation? What actions did you take? What was the result?
  - Describe one of the most complex problems you have been asked to solve. How were you able to be creative in your approach?
  - How do you know when to stop analyzingcollecting data and make the decision?
  - Give me an example of a good decision you made recently. What alternatives did you consider? Why was it a good decision? How did you know? How did you communicate it?
Marketing Your Personal Brand

- After you understand your personal brand and your ‘unique selling points’ use all the resources around you to get your message out.
  - Career services offices, key professors, colleagues, former employers, internet/job boards, career fairs.
  - **Network, network, network**
- Remember, even before your job search begins you are always being considered by future employers.
  - **Your reputation precedes you.**
- After you apply with a company it’s important to continue marketing yourself, appropriately.
  - Communication vehicles are important to be professional, including in emails, avoid slang or abbreviations.
  - **Be respectful of people’s time.**
Networking and Interviewing Tips

- Be yourself.
- Be positive.
- Stay away from overpraising and controversial topics.
- Make a connection.
- Maintain interest.
- Have good questions ready to ask:
  - What would you say sets your company apart from others in the industry?
  - What has your organization accomplished of which you are the most proud?
  - Why did you choose this company? What makes you stay?
  - What type of career development/training is available?
  - I’ve read through the job description for this position, could you elaborate further?
  - How long is the hiring process, what should I expect?
  - May I contact you if I have any more questions?

Always follow-up conversations with a thank you note.
HIRING MANAGER’S PERSPECTIVE
REAL LIFE EXAMPLE
Checklist

- Prepare your personal brand, know yourself.
- Make a job search plan and then work the plan.
- Stand out on paper with your resume & cover letter.
- Prepare & practice your responses for interviews.
- Practice your small talk & your ‘elevator speech’.
- Network, network, network.
- Follow-up interviews with proper etiquette of thanking those who took their time to talk to you.
- In each communication reiterate the value you could bring to the company.
- Keep all options open, stay positive, never give up!

The right opportunity will come along!

www.landolakesinc.com or www.landolakes.jobs