

This course has been designed as an efficient, affordable solution for service-leavers and veterans who are seeking an accessible way into business roles in the sustainability & climate change technology, food & farming or land-management sectors.



It is suitable for service leavers, project managers, logistics experts, planners, operations managers, potential sector entrepreneurs and anyone with prior leadership or management experience seeking a follow-on management career in the sustainable economy.

Until now, the only route available to a rural business role has been to undertake a one to two year postgraduate career course which, for most, is unaffordable and unsuitable.

Course Features

- Built around a series of live, on-site case studies interspersed with group workshops, delegates will gain a clear understanding of how a wide range of rural businesses function and learn the common challenges and opportunities faced by each.
- Working in small groups for some activities delegates may be asked to present findings to the wider course group.
- Individuals will receive personal, tailored coaching support to help them take their first tangible step to a “gateway job” in the sector, with the option to participate in an alumni mentor programme.
- There will be several opportunities to build individual networks in the sector through the visit programme, evening “fireside chats” by sector leaders as well as a specific networking lunch with industry personalities.
- Professional headshot photography will also be offered - for use on LinkedIn etc.



Over this 2 week course, you will cover and gain:

- **UK food, farming and land management context**
- **Major global trends**
- **Business basics**
- **Personal wrap-around coaching programme to personalise your own career development plan**
- **Rich networking opportunities with sector leaders.**



OUTCOME: Successful delegates will have the necessary confidence and understanding to effectively apply their previous career experience to leadership roles in the land-based sector.

PRE	Pre-course Career Change Coaching Call					
	Preparation for Day 1 Interview Exercise					
WEEK 1	Induction	CASE STUDY Cows, Cereal & the Curious	Industry Overview Global Context	CASE STUDY Strategic Estate Management - including government policy, diversification & new technologies	CASE STUDY Small Business with Big Plans - starting up, scaling up	AM
	Overview of Contemporary UK Rural Business Sector		Forest Walk Agro-Forestry Biomass			Review of Week 1
	Workshop Transferable Management Skills		Business Skills Analysis & Finance	PFLA Journey		EVE
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	
	Introduction to Week 2	CASE STUDY Resilience, Risk & Reward - budgets, aligning enterprises & adding value	CASE STUDY Technology & Climate-SMART Horticulture	CASE STUDY Integrating Business, Land-care & Food Networking Lunch Rural Business Panel	Course Review Mentor assignment Coaching check-ins	AM
Workshop Food System Logistics	Keynote					
WEEK 2		FARM491 Fayre	Veteran Stories	Course Dinner		EVE
	Post-course Career Change Coaching Call & Course Evaluation					
POST						