

# Law of the Farm Leadership aka fully human leadership (Who Before Do).



*The destination is transformation.*

*The daily journey is progress.*

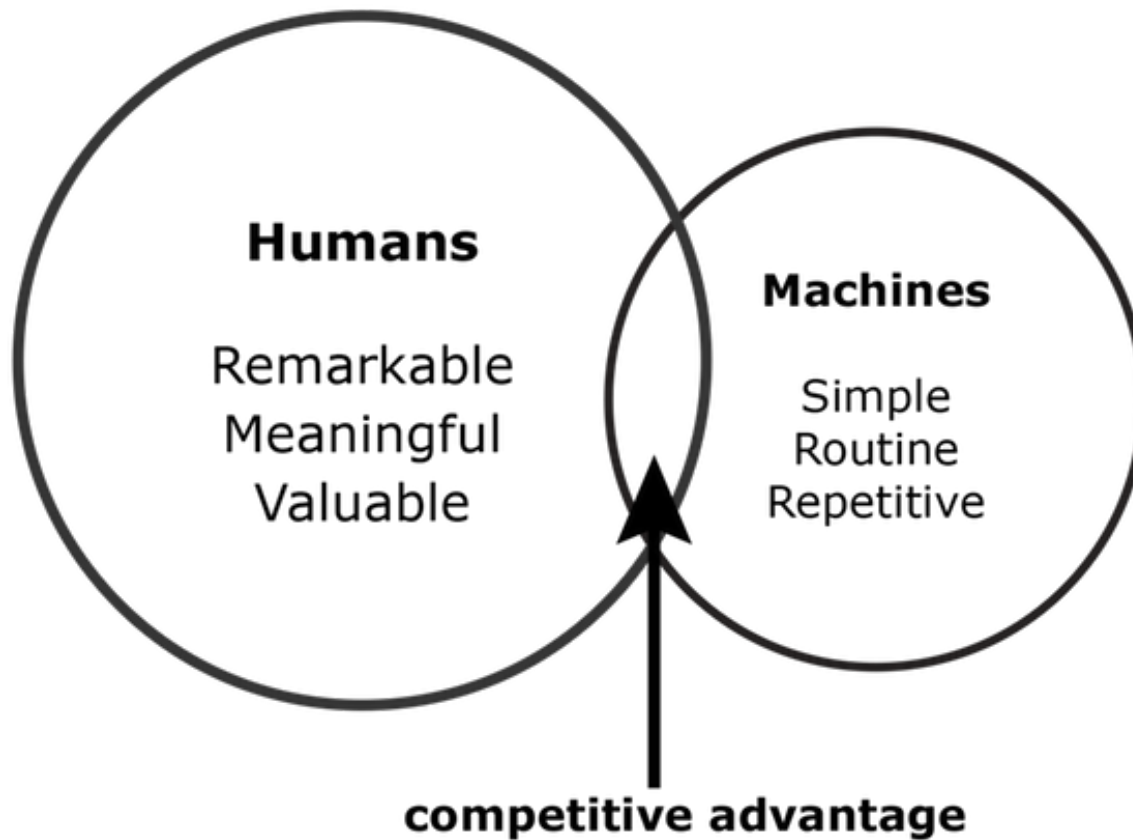
Ian Berry

**Law of the  
Farm  
Leadership**

why genuinely  
putting people first and  
following proven processes  
guarantee better business  
results at less human  
and business cost

Ian Berry

## *The New World of Work*



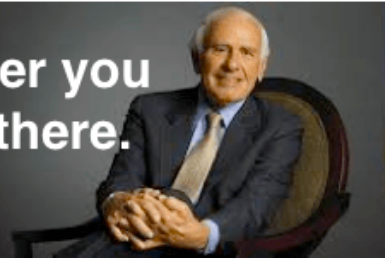
# A key barrier to progress is change fatigue



**1) Change isn't being  
embraced in a human way.**

Wherever you  
are, be there.

Jim Rohn



**2) People aren't being fully  
present in the moment.**



**3) People are being snared  
by subtle traps.**

**opinion overload,  
sea of sameness,  
and media mania are the big 3.**



Simplicity is the  
ultimate form of  
sophistication

- Leonardo da Vinci -

Image - [www.leonardodavinci.net](http://www.leonardodavinci.net)

**4) We've overcomplicated  
pretty much everything.**

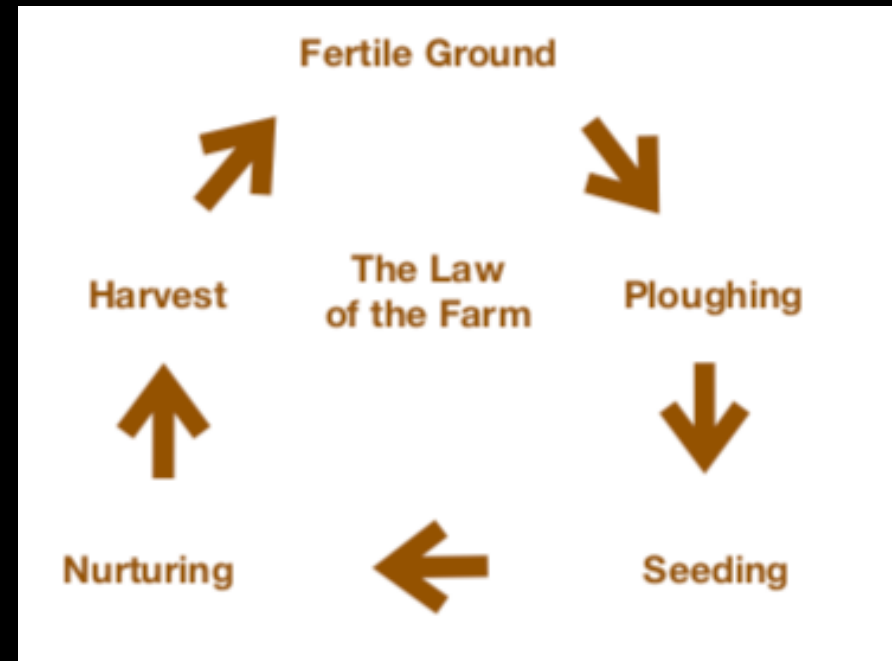
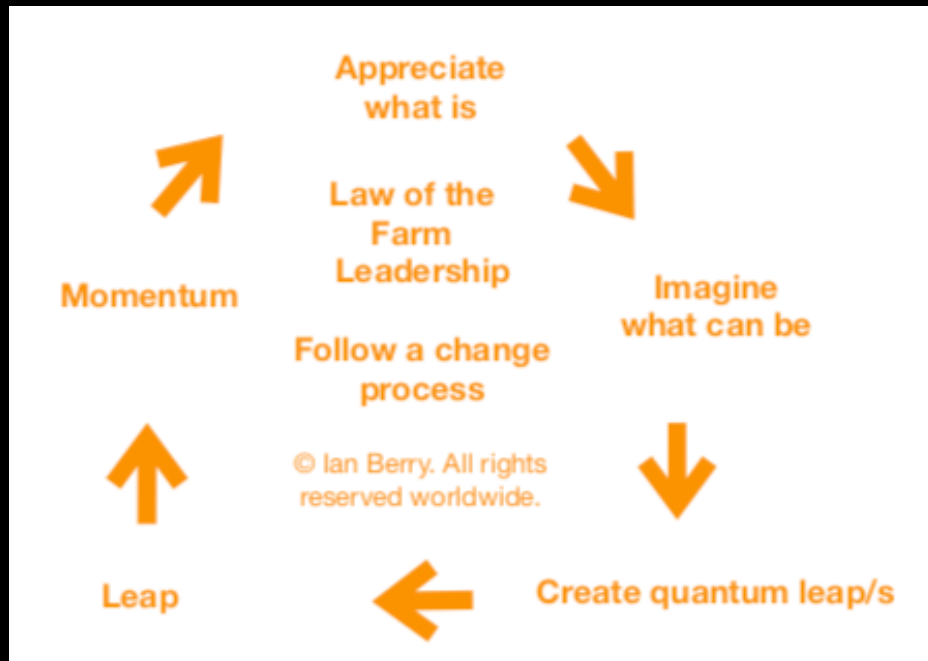


# We need a human change process, never a material change program



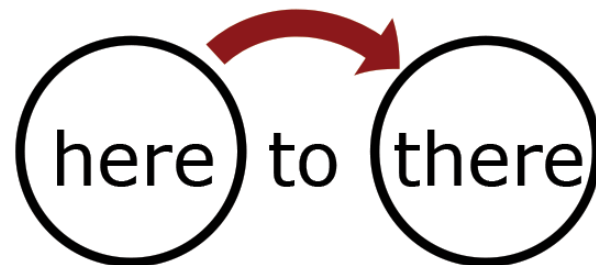


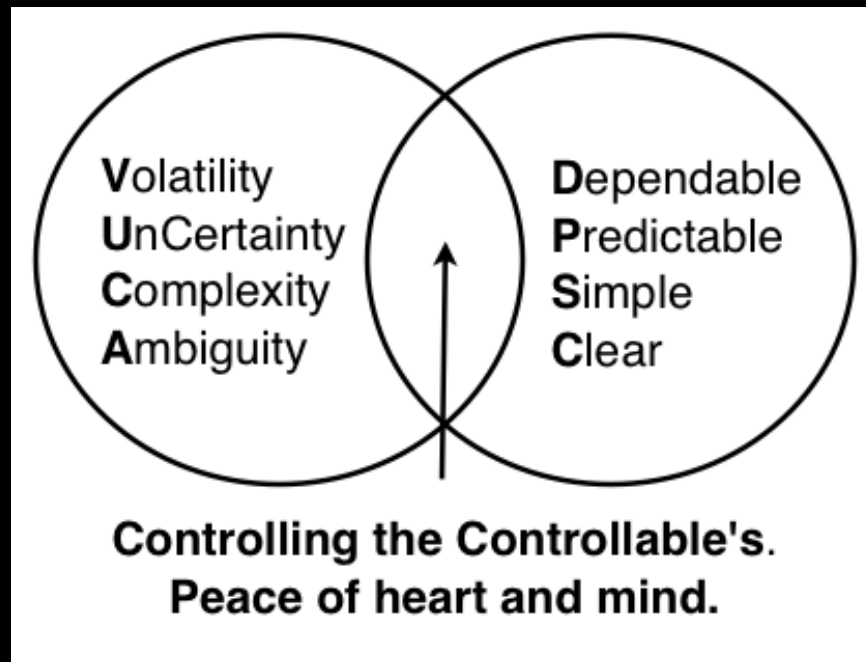
# We need a human change process, never a material change program



Common misconception:

A "quantum leap" does not mean a big jump, even though many people use it that way. In fact, it's an infinitesimally small change, but the key is that it's a direct jump from





<http://blog.ianberry.biz/2017/11/change-processes-and-predictability.html>



**What  
never  
changes?**



***Commit to a process  
(system), not a goal.***  
James Clear

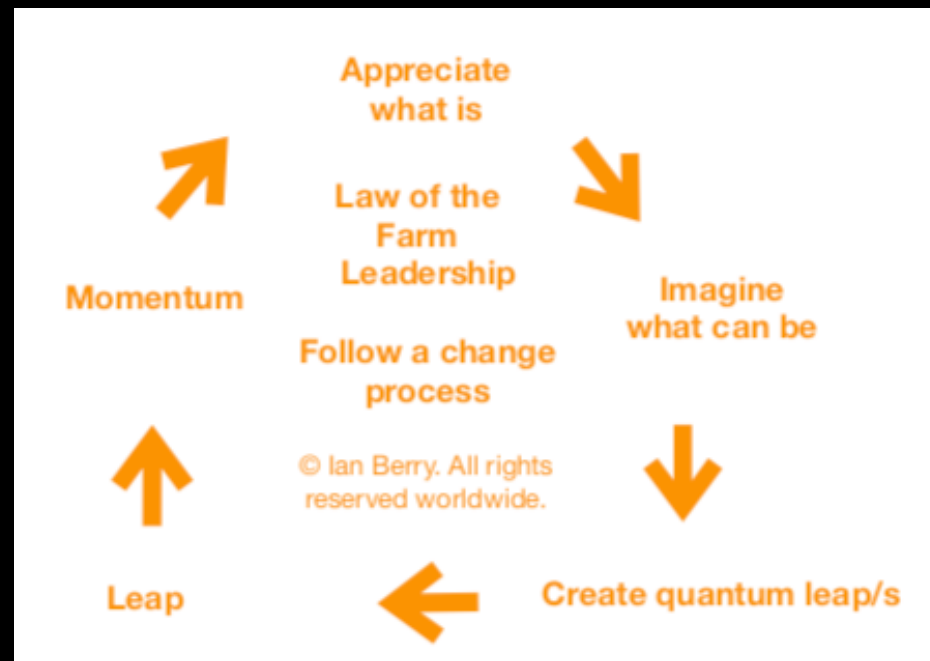


***We keep bringing  
in mechanics, when what  
we need is gardeners.***









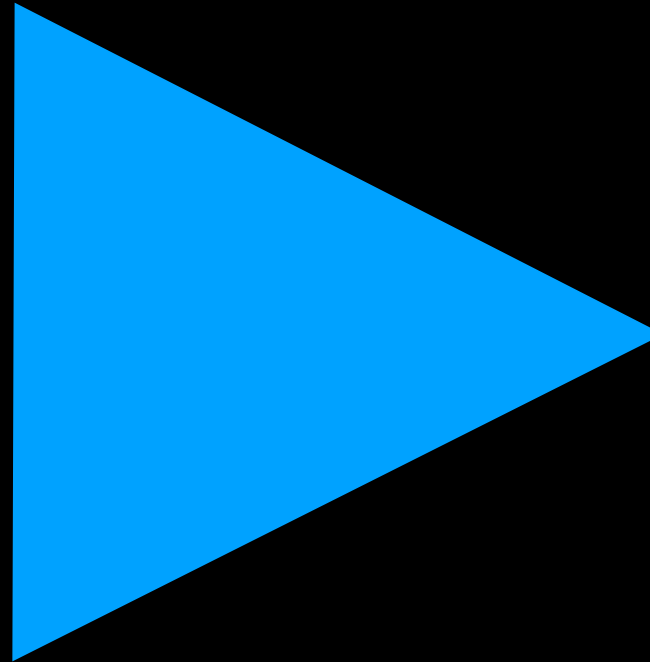
***A bad system will beat  
a good person every time.***  
*W. Edwards Deming.*

***Commit to a process  
(system), not a goal.***

James Clear

<https://jamesclear.com/goals-systems>

**Compete with yourself**



**Customer delight**

**Collaborate**

