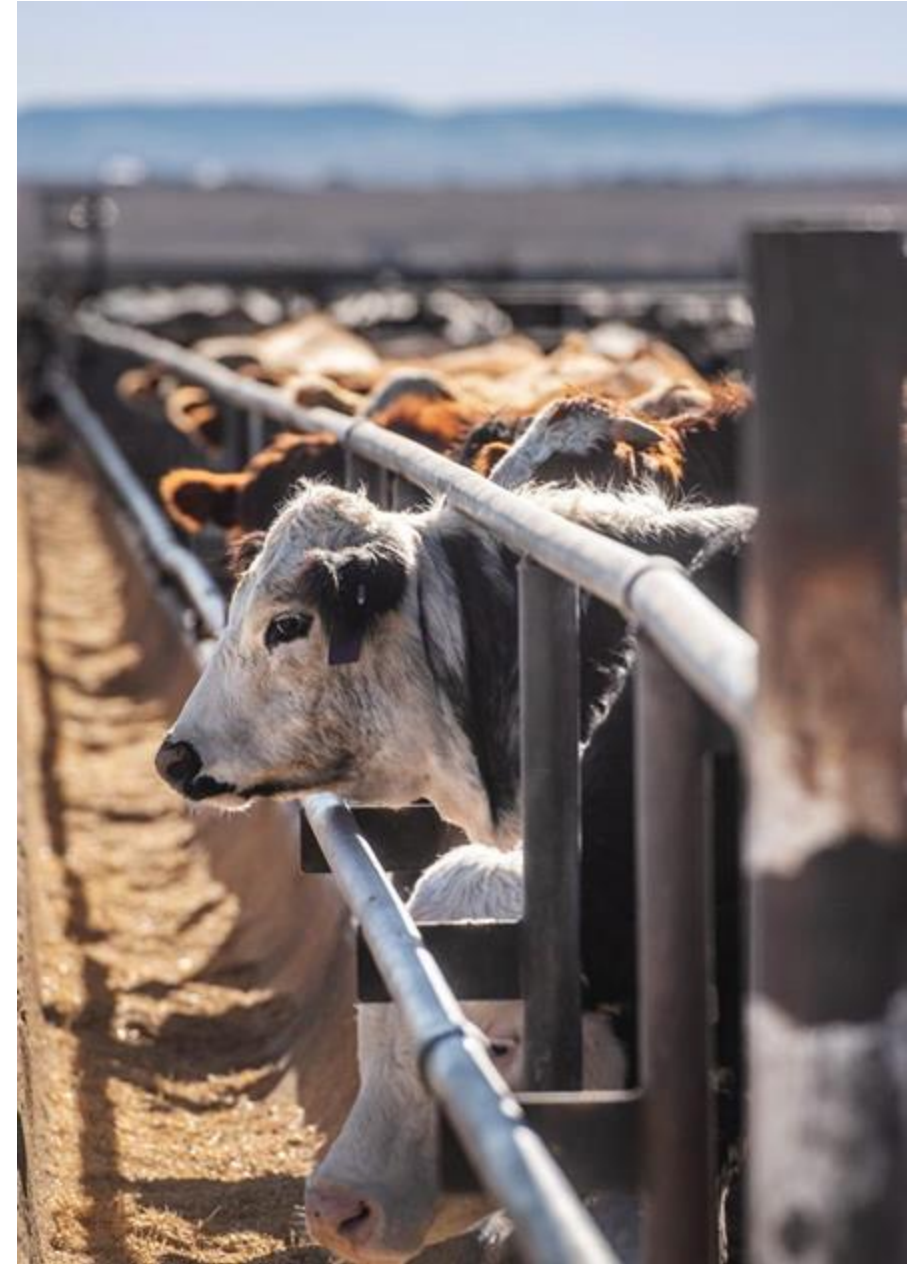




Mentorship for Innovation

Presented by: Virgil Lowe
July 3, 2023
Beef Improvement Federation,
Young Producer Symposium



Introduction

- Business Enablement, Animal Agriculture at TELUS Agriculture
- Raised on a mixed farm / feedlot / ranch near Nanton, Alberta - live there today
- Relevant past experiences include:
 - Co-founder of Sendero Limited
 - Chaired task force to develop Canadian Cattle Youth Council
 - Various other volunteer & paid roles in cattle industry



What is Open Social Innovation?

utilizes the participation of multiple stakeholders in the process from generating ideas to scaling solutions

Why does Innovation matter?

because it is the fundamental element to “being right” on the journey of continuous improvement

“...being right is not the result of adhering to consensus; it's the result of having accurate first principles and using those as a foundation for critical thinking and innovation.”

- *Breaking the myopic parallel in agtech*, Dan Schultz, June 21, 2023

How does Mentorship enable Innovation?

an accelerant of innovation, mentors are key stakeholders who use their experience to channel the innovator / mentee's energy

Canadian Cattle Youth Council

- A new process to get young producers exposed to industry leadership
- Past 10 years
 - over 50 young producers have held a seat on the council board
 - almost all are active in the industry today and about 25% have gone on to further volunteer roles

Sendero Limited

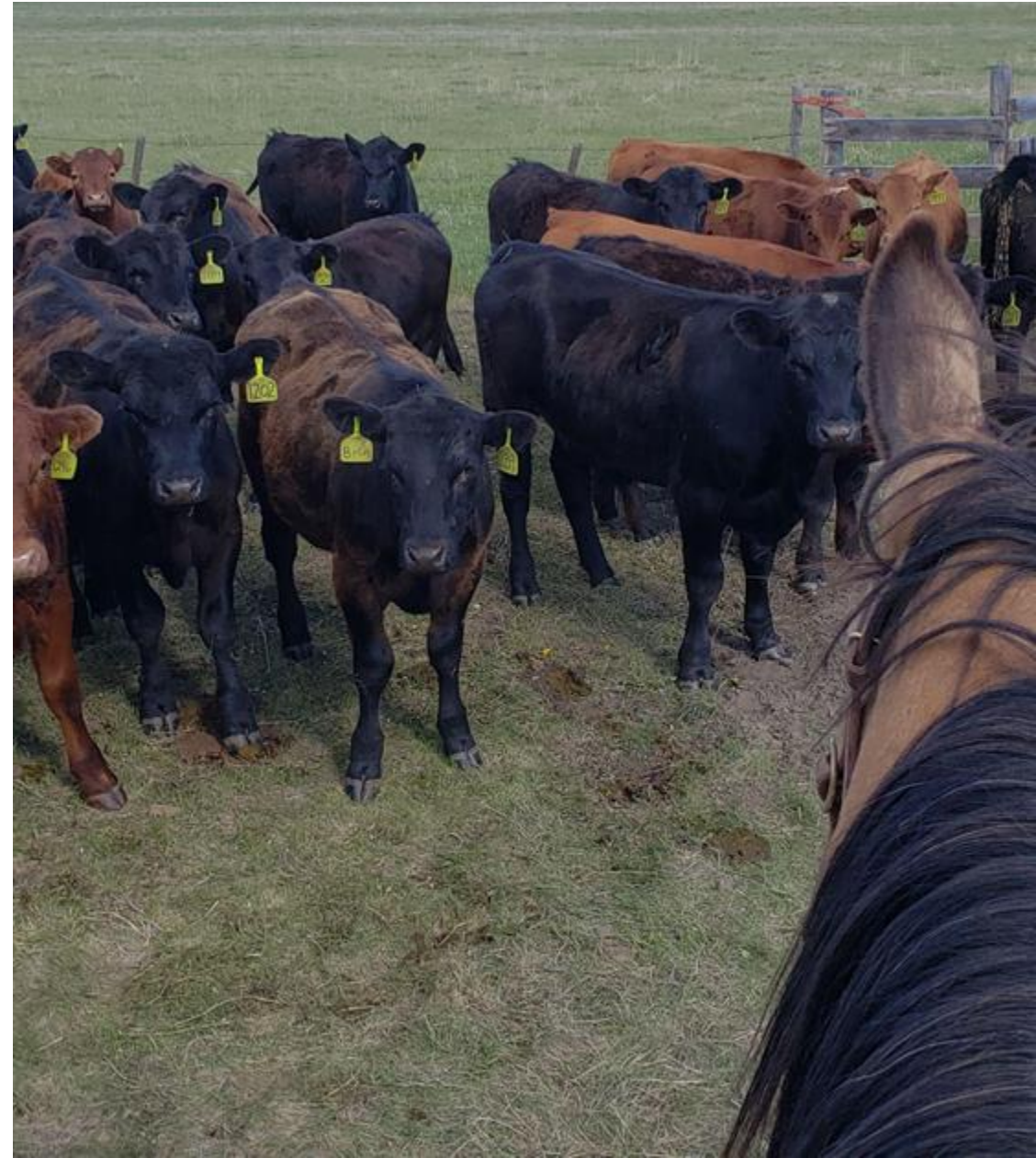
- Started with lots of ideas and little execution experience
- Numerous mentors provide direction in many areas spanning technical, industry and business

TELUS Agriculture

- Very strong systems of formal technical innovation (team approach / academia) and business innovation (generation / connection / scaling)
- Both rely on internal AND external mentorship
- Both result in a funnel of new innovations which drive value for customers & efficiency in the business

Mentee's responsibilities

- Observe processes - looking for areas to improve with mentor's guidance
- Listen to your Mentors - even when you don't understand what they are saying
- Personally invest
- Pay it forward



Questions?

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