

 **LAND O'LAKES, INC.**
growingtogether



**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

Land O'Lakes Mission & Values

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



Business Units



Dairy Foods

Feed

Winfield Solutions

MOARK, LLC

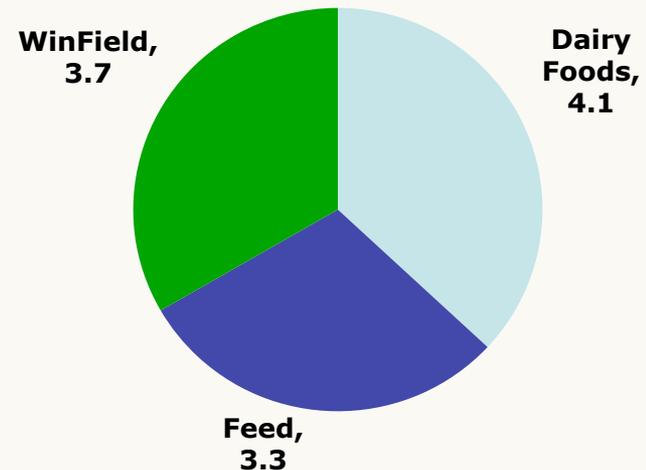


Land O'Lakes Business Focus

- 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





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





LAND O LAKES[®]
Feed

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

- **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





LAND O' LAKES, INC.
INTERNATIONAL DEVELOPMENT

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





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 analyzing/collecting 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

 **LAND O'LAKES, INC.**
growingtogether



QUESTIONS?