

# OUR WORK

FOR LANDMARK IMPLEMENT

JANUARY 2018

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## EMPOWERED BY ... PERSONAL & PROFESSIONAL DEVELOPMENT

LandMark Implement is a multi-location, growing John Deere dealer headquartered in Holdrege, Nebraska – population 5,555. LandMark Implement is one of the top 15 North American dealers for John Deere equipment and services. The company has grown through existing store growth as well as through mergers.

As the organization has grown, LandMark Implement now has over 300 employees across 16 different locations in rural, Nebraska and Kansas communities. LandMark Implement values their employees and realizes employee success is directly correlated to company success. Roots & Legacies was hired by LandMark Implement to develop and execute a customized, professional development curriculum for existing location managers as well as employees selected for the LandMark Leadership Academy.

With guidance from LandMark Implement's executive leadership team, Roots & Legacies identified three primary objectives for each one-day training:

- Provide an overview of the state of the agriculture economy – regional, national and international.
- Enhance each employee's alignment of their values with the organizations' values.
- Explore key leadership, teamwork and communication topics team members may apply to their individual roles and responsibilities.

The curriculum and subsequent trainings were well-received by LandMark Implement's leadership and the leaders who took part in the training. In their follow-up evaluation, LandMark Implement shared, **"J.J. did a remarkable job relating to the audience. We appreciated all the pre-communication before the event helping us tailor his presentation to fit our program perfectly."**

LandMark Implement will continue to utilize Roots & Legacies for their organizational and professional development needs.

