SOCIETY OF AGRICULTURE®
Lead.Connect.Grow.

NATIONAL FEDERATION OF YOUNG FARMERS' CLUBS

Initial Leadership Development Programme

2027

15th - 19th March 2027
Harper Adams University



Programme Overview.

www.soc-ag.org events@soc-ag.org 01174 521 134

Is this programme for you?

The Initial Leadership Development Programme is designed for ambitious individuals at the beginning of their leadership journey or career changers who want to grow, contribute and make a difference.

- Early career professionals
- Career changers
- Young farmers
- Agri-tech
- Horticulture
- Researchers
- Consultants
- Food businesses
- Rural businesses
- Environmental professionals
- Land managers



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Why this programme?

This programme is built around four key outcomes that will support your leadership journey.



Lead Yourself

Build confidence, resilience and self-awareness



Work Together

Learn how high-performing teams succeed.



Influence Others

Develop practical communication and influencing skills.



Shape the Future

Build the confidence to make a positive impact within your organisation and the wider rural sector

What you'll experience

An inspiring blend of learning, challenge, reflection and real-world experience.

Leading Self
Build confidence, resilience and self-awareness.

Influencing without authority
Develop communication and influencing skills.

Team Challenge Day
Step outside your comfort zone and achieve together

Collaboration & Inclusion
learn how diverse teams thrive and succeed.

Career Planning
Explore career pathways and future opportunities

Reflection
Reflect, reset and plan your next steps.

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The Leadership Journey

A **five-day** programme. A clear journey to growth.

Monday
Lead Self

Understand yourself, your strengths and how you lead.

Tuesday
Influence Others

Build communication skills and learn to influence without authority.

Wednesday
Build Teams

Understand yourself, your strengths and how you lead.

Thursday
Understanding Organisations

Explore how organisations work, make decisions and create culture.

Friday
Shape the Future

Plan your impact and take the next step in your leadership journey.



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Programme Director



Corrina Urquhart is an experienced senior leader with a career spanning agriculture, research, policy, and professional development.

She has held senior roles across the agricultural and land-based sector, including Chief Executive of BASIS Registration Ltd and Director of External Relations at Lantra. Her wider career includes senior leadership positions within research and higher education, including the Natural Environment Research Council and The University of Warwick.

Corrina now works as an independent consultant, combining fractional leadership roles with strategic advisory and project work across the sector. Her work focuses particularly on strategy, market development, stakeholder engagement, policy, and building collaboration between organisations and across different parts of the industry.

Throughout her career, Corrina has worked at the interface between industry, government, education and professional bodies, leading change, developing partnerships and translating complex issues into practical action. She is passionate about developing the next generation of agricultural leaders and encouraging leadership that combines strategic thinking with curiosity, collaboration and the confidence to challenge established ways of working.

What you'll gain

This programme will equip you with the skills, confidence and network to suceed in your career and make a real difference.

Greater Confidence
Lead with purpose and self belief

Practical Leadership Skills
Tools you can apply straight away.

Better Communication
Speak with impact and clarity

Professional Network
Lifelong connections across the sector

Stronger Teamwork
Build trust and achieve more together

Personal Leadership Plan
A clear plan for your future success

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How to book

ONLINE: www.soc-ag.org/events

EMAIL: Forward your booking form to **events@soc-ag.org** with confirmation of BACS payment to 'Society of Agriculture' | **Account Number:** 03990346 | **Sort Code:** 20-68-15

If you require a VAT invoice, please retain a copy of this form for your records
VAT Registration Number GB 504 4990 89 (VAT charged at 20%)

Society of Agriculture/ NYFC Member	**£950** (+VAT)
Non Member	**£1200** (+VAT)

Delegate's Full Name	Delegate's Email Address	Delegate's Company / Organisation (if applicable)

This programme will equip you with the skills, confidence and network to suceed in your career and make a real difference.

Funding opportunities
For funding opportunities please refer to the FAQ document.

What's included
Workshops, activities, expert facilitators, materials and certificate.

FAQs
Visit the booking page for this training programme via www.soc-ag.org/events

Department for Environment Food & Rural Affairs

Thanks to funding from Defra, this first pilot delivery creates an accessible new leadership development opportunity for those at the beginning of their leadership journey.



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About the **Society of Agriculture.**

SOCIETY OF AGRICULTURE®
Lead.Connect.Grow.

The Society of Agriculture is the UK's independent professional body for agricultural excellence.

We bring together expertise from across farming, consultancy, rural business and the environmental sector to support professional standards, strengthen leadership and encourage collaboration across the industry.

Who is the Society of Agriculture for?

The Society of Agriculture is for everyone working across the agricultural industry — from farming and food production to advisory, research, education, land management, agri-business and rural enterprise.

Why join Society of Agriculture?

If you are committed to developing your agricultural career, business or professional network, membership of the Society of Agriculture gives you:

- Recognition as part of the UK's independent body for agricultural professionalism and leadership
- Access to a collaborative professional community across the sector
- Career-long development opportunities, mentoring and thought leadership
- Independent strategic insight and guidance
- Networking through national and regional events with trusted experts and peers
- A platform to help shape the future of agriculture through shared expertise and innovation

Why work with a Society of Agriculture member?

Choosing a Society of Agriculture member means working with a trusted professional who:

- Operates independently, with expertise grounded in evidence-based insight
- Is committed to continuous professional development and high standards
- Connects you with the wider networks and knowledge shaping UK agriculture
- Provides clear, impartial guidance to help you make strategic decisions with confidence
- Upholds professional values of integrity, collaboration and innovation

Our Mission.

We serve as the independent professional foundation for agricultural excellence, connecting trusted expertise across the sector, championing fresh thinking, leadership and collaboration, and helping to secure a strong, resilient future for UK agriculture.