

# Mid career training Turkey's horticulture

Peter Vermeulen  
November 14th 2005



APPLIED PLANT RESEARCH  
WAGENINGEN UR

# Levels of knowledge

- Recognize differences in knowledge level
- Approach everyone at its own level



# Levels of knowledge

- Reasons for the differences
  - Age
  - Education
  - Culture
  - Character
  - Competent and experience
  - Size of the company



# Levels of knowledge exchange

Levels	Way	Knowledge
Transfer knowledge	What? How?	15 oC night
	What? How? Why?	For setting sweet peppers Lower night temperature
	What if? Why?	To lead assimilates to fruits, you have to lower the night temperature
Exchange knowledge	Share visions	Strategy to get fruits on the right time



# Types of knowledge exchange

- Personal advisor
  - Periodic visiting → What now? How?
- Training session at school
  - Theoretical education → Why? What if?
- Education groups
  - Sharing experiences → Why? What if?
- Groups of entrepreneurs
  - What are the topics dealing with my company
  - How can we deal with it



# Knowledge awareness

- Four levels:
  - You don't know, you haven't the competent
  - You do know, you haven't the competent
  - You don't know, you have the competent
  - You do know, you have the competent



# Competent of an entrepreneur

- To run your company you need to be
  - A professional
  - A manager
  - An entrepreneur



# Training of the professional

- Focus: how can I grow my crop
  
- Subjects:
  - Climate control
  - Fertilization
  - Pest control
  - Plant grow
  
- Training
  - One tot one consulting
  - Theoretical training





# Training of the manager

- Focus:
  - How can I manage my company
  - What are the processes
- Subjects:
  - Tuning of the processes
  - Planning of the staff
  - Data management
- Training
  - One tot one consulting
  - Theoretical training

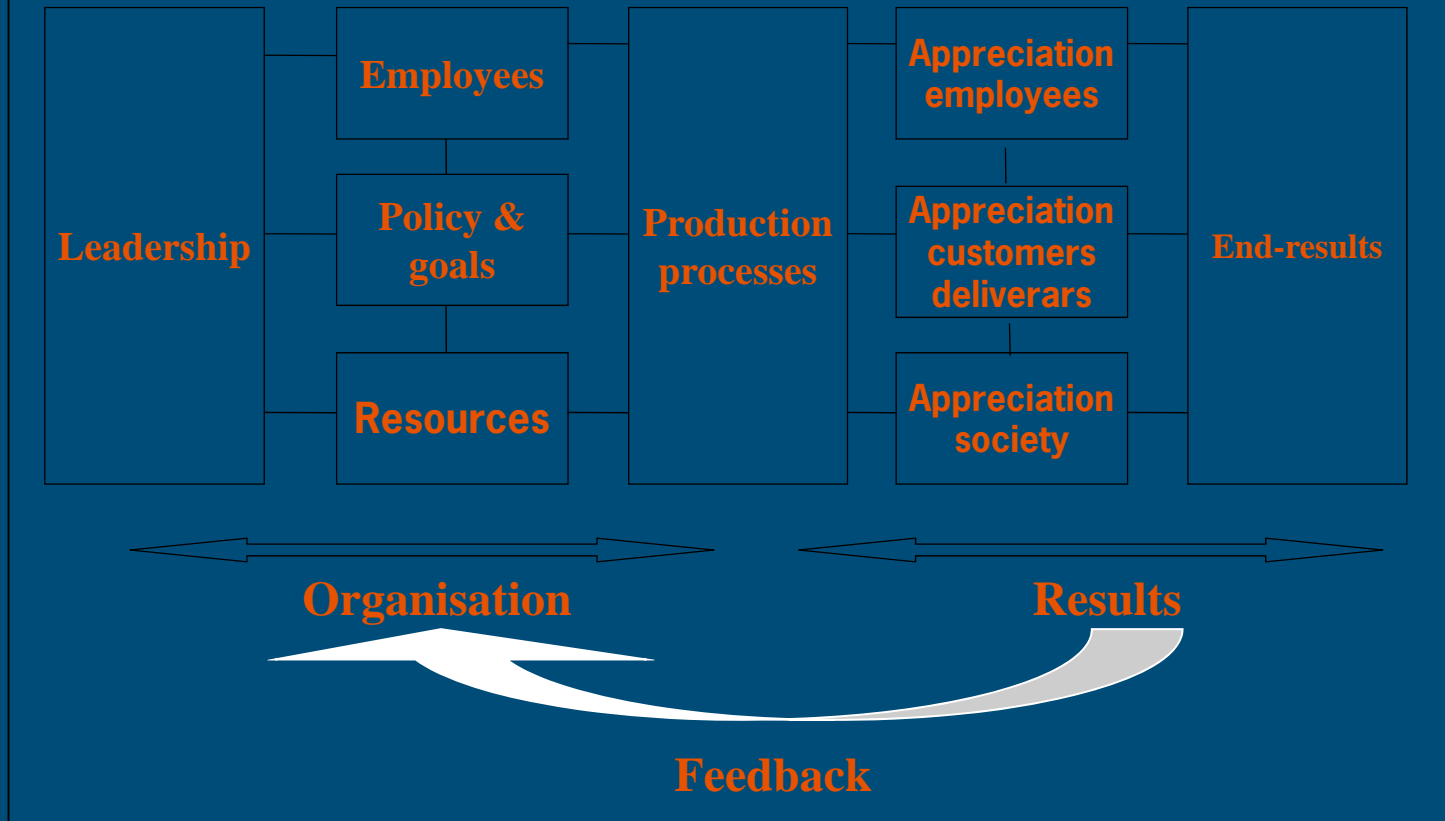


# Training of the entrepreneur

- Focus:
  - What is the mission and what are the goals of my company
  - What do I need to realize that goals
- Subjects:
  - INK-model
- Training
  - Groups sessions with other entrepreneurs
  - Theoretical training



## TQM-Model of Instituut Nederlandse Kwaliteit (INK)



# Orientation phases TQM:

<b>Orientation</b>	<b>Focus firm</b>	<b>Focus employer</b>
Product	Product	Decides alone
Process	Production process	Listen to the direct concerned people
System	Tunes internal processes secure and control	Involve the concerned people in the decision-making.
Chain	Tunes internal processes with chain processes	Involve the chain in the decision-making
Society	Takes its responsibility in the society	Anticipates society demands



# Subjects personnel management

- A clear vision of the future, translation of this into a company strategy and the implementation of this policy by the entrepreneur.
- The knowledge and skills (degree of competence) of the entrepreneur as employer
- Organization and planning of work
- Recruitment and selection of staff
- Education and training
- Involvement and responsibility
- Work consultation and work evaluation meetings.



# Training “Look ... my company”

- The training “Look ... my company”



# Training “Look ... my company”

- The training “Look ... my company”
  - 4 groups
  - 8 – 12 persons each group
  - 6 meetings
- Mixture several type of entrepreneurs
  - Age / experience
  - Plant
  - Company size



# Training “Look ... my company”

- Contents
- Start point: own company
  - To exchange experience with a process speculator
  - House work task
  - Theoretical part docent
  - Discussion concerning practice application





# Training “Look ... my company”

- Question articulation: input own submits
- Topic meetings:
  - Market & chain
  - The entrepreneur himself
  - Staff management
  - Future & strategy
  - Finances and investments
  - Cooperation
  - Experience small business



# Training “Look ... my company” lessons

- Realisation by means of group treatment works good!
- Buddy concept has arisen spontaneously
- Return to own company essential
  - Especially at “workers”



# Thanks

© Wageningen UR



APPLIED PLANT RESEARCH  
WAGENINGEN UR