

Elaine Froese

Keynote Presentations

Elaine Froese (pronounced phrase) is a professional speaker, writer and coach who specializes in helping farm families work through issues surrounding succession, business or that family favourite – communication.

Elaine believes that change is an opportunity, not a threat, and she's an expert at helping people identify, discuss and take action on some of the most important changes they'll ever face... the things that change lives, dreams and entire futures.

For more than 22 years, Elaine has worked with families in business; and now she's coaching the next generation.

A catalyst for change, Elaine's clients get results when they start meeting, and talking, about the tough issues.

Studies show that farm families who talk are 21% more profitable. By creating a safe place for farm families to meet and communicate, Elaine's coaching inspires courageous conversations, new scenarios and, yes, often more profitable businesses.

With her powerful combination of passion and practicality, Elaine gives people the specific tools and action steps they need to move forward. Many of her clients say: "I wish I had met you 10 years ago."

A professional business coach, with certification from the Hudson Institute of Santa Barbara, Elaine has years of experience in conflict resolution and mediation, as well as a degree in Home Economics.

She is a member of the Canadian Association of Professional Speakers, and an award-winning author of two books: *Planting the Seed of Hope: A Celebration of Prairie Life* and *Do the Tough Things Right*.

Elaine writes a regular agricultural column for *Grainews*, and previously appeared on Canada's national AgVision TV.

She grew up on a farm, lives on a farm, and understands agriculture from the ground up. Her expertise is sought after across Canada, and farming areas in the U.S.

She currently farms with her family in southwestern Manitoba.