How to Engage Talent to Feed the World?

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What are the changes that we face as scientists?
Those were the days my friend, we thought they would never end...
Daddy...crazy... incredible...It prints while you type!!!

My son  Marcos
Sharing our experience in the Business School of University of São Paulo towards building and engaging talents...

First of all...
Where are we?
Ribeirão Preto

From Wikipedia, the free encyclopedia

Location of Ribeirão Preto

Coordinates: 21°10′42″S 47°48′24″W

<table>
<thead>
<tr>
<th>Country</th>
<th>Brazil</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region</td>
<td>Southeast</td>
</tr>
<tr>
<td>State</td>
<td>São Paulo</td>
</tr>
</tbody>
</table>

**Government**
- **Mayor**: Dárcy Vera (DEM)

**Area**
- **Total**: 651.37 km² (251.50 sq mi)

**Elevation**: 546 m (1,791 ft)

**Population** (2012): 619,746

**Postal Code**: 14000-000
**Area code(s)**: +55 16

**Website**: Ribeirão Preto, São Paulo

**Demography**

Data of the Census of 2010
- **Total population**: 605,114
  - **Metro**: 603,401
  - **Rural**: 1,713
  - **Men**: 290,286
  - **Women**: 314,828
What are the drivers of the complex environment for talents?
Is it only food coming from the farms?
The Bio Era...Everything is coming from the farm!

Where do people (talents) come in the global competition?
Triangle Trends Model...

1 - 9 Billion People
2 - Urbanization
3 - Economic Development
4 - Income Distribution
5 - Biofuels
6 - Biocomponents
7 - Consumption Behavior

1 - Land
2 - Water
3 - People and Education
4 - Technology
5 - Information
6 - Connectivity/Digital
7 - Credit
8 - Institutions and Government
9 - Storage
10 - Transport and Logistics
11 - Management Capacity

So... where and how do you create and engage talent to feed the world? How do you do it?
1 - Learning at the University

2 - Learning by transfer... connections - (full time transfer of knowledge within them... PhD’s MSc.. Und... Consultants, Executives)

3 - Learning by doing together (hands on) in a team work
What did you create to build this chemistry?

A kind of think tank!
Markestrat Team
12 partners, 20 associates, 18 internships

Dr. Marcos Fava Neves
Dr. Roberto Fava Scare
Dr. Luciano Thomé e Castro
Dr. Matheus Alberto Consoli
Dr. Leandro Angotti Guissoni
MSc. Frederico Fonesca Lopes
MSc. Carla Martoni Gomes
MSc. José Carlos de Lima Junior
MSc. Lucas Sciencia do Prado
MSc. Mairun J. Alves Pinto
MSc. Rodrigo Alvim Afonso
MSc. Vinicius Trombin
What is our expertise?
BRAZILIAN BEEF PRODUCTIVE CHAIN
Sum of Sales of the Various Links: US$ 167.5 billion in 2010

Livestock (millions of heads): 209.5
Slaughtering Capacity (heads/day): 198,731
Cattle Slaughtered (millions of heads): 42.8

BEFORE FARMS
US$ 11.4 billions
- Genetics
  US$ 1,313.9
- Mineral Supplements
  US$ 1,307.3
- Feed Supplements
  US$ 553.3
- Vitamins & Additives
  US$ 23.1
- Animal Health
  US$ 496.1
- Pesticides
  US$ 1,084.2
- Fertilizers
  US$ 332.4
- Forage Seed
  US$ 203.0
- Agricultural Lime
  US$ 108.0
- Diesel Oil
  US$ 3,757.2
- Fencing & Posts
  US$ 1,684.2
- Tractors & Implements
  US$ 527.9
- SISBOV Ear tags
  US$ 3.4

FARMS
US$ 31.4 billions
- Animals sent to slaughter
  US$ 30,770.4 millions
- Finished Steer
  US$ 19,646.0
- Cows
  US$ 7,162.3
- Young bulls
  US$ 3,953.5
- Veal
  US$ 8.6

Exports of Live Cattle
US$ 658.7 millions

INDUSTRIAL INPUTS
US$ 1.7 billions
- Packaging
  US$ 804.3
- Electricity
  US$ 496.0
- Maintenance Parts & Equipment
  US$ 151.1
- Fuel Oil for Boilers
  US$ 83.2
- Chemicals for Cleaning
  US$ 41.9
- Refrigerant Gas
  US$ 41.4
- Water Filters
  US$ 37.1
- PPE
  US$ 27.4
- Lubricants
  US$ 8.9

Exports: 4.8

SLAUGHTERHOUSES
US$ 42.0 billions
- Meat
  US$ 35.8 billions
  Domestic Sales: 37.2
  Exports: 4.8
- Other Products
  US$ 6.2 billions
  Domestic Sales: 5.2
  Exports: 0.9
- Leather
  US$ 1,147.6
- Offal & Glands
  US$ 1,110.2
- Industrial Meat
  US$ 887.9
- Feet, Intestine, Stomach, etc
  US$ 741.5
- Tallow
  US$ 722.3
- Prepared & Canned Foods
  US$ 498.2
- Tripe
  US$ 437.6
- Byproducts for Industry
  US$ 322.8
- Meat Meal & Bone Meal
  US$ 194.6
- Bladder
  US$ 75.5
- Blood Meal
  US$ 31.3

Exports: 4.8

DISTRIBUTION
US$ 57.6 billions
- Trading
  US$ 246.8 millions
  Meat: 163.2
  Byproducts: 83.6
- Distributors/Wholesalers/Trading
  US$ 14,740.6
- Retailers
  US$ 42,883.3

Exports: 4.8

Facilitating Agents
US$ 23.4 billions
- Freight and Diesel: 2,252.2
- Farm Credit: 17,100.6
- Payroll: 3,913.3
- Traceability: 23.0
- Transport
- Agregated Tax: 16,531.6
- Research: 23.1
- Animal Register: 10.0

Figure 3. Brazilian Beef Chain (gross revenue).
60 Books in 9 countries
(Brazil, Argentina, Uruguay, South Africa, China, Singapore, USA, Netherlands, U.K.)

Marketing and Strategy

Agribusiness

Internationals
Last message...
Under a individual point of view...
How to be a talent???
Sharing our views as a professor (academic) and also employer of 50 young talents
The Global Competition for Talented People

Industry Speaks

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Abstract

This article discusses “people challenges,” and is gathered from the authors own research working with both public and private sector businesses. It is divided in two sections: the first addresses the new environment of “doing more with less” and how this affects labor. The second part focuses on the personal and professional characteristics valued by public and private organizations. These characteristics include: tuned, simplified, adaptive, innovative, investor, related, broad, dreamer, results-driven and communicative. A brief description follows.

Keywords: talents, labor, self-improvement, education
1 - TUNED TALENTS: stay tuned to the macro-environment (politics, economics, socio-cultural and technology), reading, watching paying attention and listening. Develop a global view, with cultural sensitivity.

2- SIMPLIFIED TALENTS: learn how to simplify things, being practical, searching for basic and faster solutions and solving the problems given.

3- ADDAPTIVE TALENTS: the capacity to adapt in a fast changing environment is one of the most important characteristics.

4 - INNOVATIVE TALENTS: innovate and create own business, own solutions, differentiating, getting away from the basic.

5 - INVESTOR TALENTS: never stop studying, progressing and wishing to learn. Zero accommodation

6 - RELATED TALENTS: the capacity to relate with others, to build teams, work in groups and share knowledge and solutions. Respect the differences and allocate people at their best positions. Motivate and be competitive and try to include and give value to people, improving their confidence.

7 - BROAD TALENTS: give opinions and respect different opinions, to have good arguments and to think also why the opinions are different. Read editorials, opinion articles and learn always to see the facts with different lens, balancing the points and arguments in equilibrium.

8 - DREAMING TALENTS: keep dreaming that the targets, results and wishes will be possible. Search for more, for excellence, wish more. People that don’t dream tend also to accommodate.

9 - RESULT DRIVEN TALENTS: a human resource has to deliver results. Personal discipline is important, managing the head, the health and the happiness. Develop a passion for efficient planning and measurement of results, being present and available.

10 - COMMUNICATIVE TALENTS: Communicate not in excess, trying to sell yourself, but not silent to what is being achieved and searching for equilibrium and elegance to share with the team the major achievements.

Thank you!

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