

## Focussed Farmers: Participant Profile

### KATRINA DUNFORD

“The programme has helped me adjust my focus as I venture into the next phase of running the farm and restructuring the business”.



### BACKGROUND

Katrina (46), lives in Shepton Mallet, Somerset with her 3 children.

She has run two 250 cow dairy farms (spring block calving and autumn block calving) since the death of her husband in 2010. Taking on the enterprise with responsibility for cattle, land and employees with no prior experience has been a considerable but rewarding challenge.

2018 sees the end of the tenancy which is the home to the autumn herd, leading to restructuring and scaling back of the business.

Katrina is goal oriented in both her work and personal life and combined with her physical fitness led her to run the 2017 London Marathon in a time of 4 hours 13 minutes and 40 seconds. She hopes to get a faster marathon time at some time in the future!

### BENEFITS GAINED FROM THE VIDEO SERIES AND 8 WEEK PROGRAMME

This programme has given me many benefits including;

- A toolkit to manage stressful moments.
- The ability to focus and quickly get things into perspective – cancelling out useless thoughts.
- Helped me manage daily challenges in a constructive way.
- Led me to sleep better and more often!

**TIME COMMITTED TO THE PROGRAMME:** 3-4 HOURS PER WEEK

“The Focussed Farmers Programme has given me the tools and ability to focus and quickly get things into perspective – cancelling out useless thoughts.”

**Katrina Dunford, Dairy Farmer, Somerset, UK**

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## RESULTS

|                 | Overall Average | Discipline & Focus | Conceptual Self | Results | Work/Life Stress |
|-----------------|-----------------|--------------------|-----------------|---------|------------------|
| Current hMMI    | 5.93            | 6.48               | 5.32            | 6.00    | 4.42             |
| Previous Scores | 5.29            | 6.00               | 4.21            | 5.65    | 5.12             |

