



TRANSFORMATIVE SPEAKING & CONSULTING SOLUTIONS

A.I. & AGRICULTURE'S FUTURE

- Overcoming fear of A.I. to understand consumer concerns and future trends.
- Discerning how agriculture can amplify accurate information in A.I.

SCIENCE COMMUNICATION

- Translating science at a heart level to build trust and understanding.
- Moving contentious issues such as animal welfare, GMOs, chemicals, and antibiotics off of emotional center.

LEADING AGRICULTURE

- Understanding how the brain processes information about modern ag practices.
- Celebrating ag through meaningful storytelling that goes beyond the choir.

STRESS MANAGEMENT & MENTAL WELLNESS IN AGRICULTURE

- Normalizing mental health discussions and practical stress management tools.
- Learning the signs of stress - just as we do with our animals and crops.

STRATEGIC PLANNING

- Creating stakeholder engagement to build buy-in for your organization.
- Crafting an action plan to challenge your organization's future direction.



CLIENT FEEDBACK

"Michele provided a safe, enthusiastic, and understanding environment for our producers to address difficult topics, such as mental health and managing stress. She combined science with reality to connect with the audience and show them the importance of taking care of themselves, just as well as they care for their animals and businesses."

— Zoey Dinkla,
Iowa Pork

"Kentucky Agriculture was in need of a roadmap to the future. Michele Payn helped provide that for us. Working with the Kentucky Agriculture Council, she engaged over 300+ agricultural leaders from all across the state and coordinated working groups of leaders to surface nine themes, followed by 37 tactics, to provide us a roadmap to the future. Throughout the process, Michele kept the masses engaged and merged all the lanes into an outcome document to serve as a guiding map. Besides her knowledge and experience, she brings a dynamic ability to make everyone feel important and have their input included."

— Dr. Tony Brannon,
Kentucky Agriculture Council

LET'S TALK ABOUT WHAT YOU NEED

Agriculture's future requires innovative thinking, proactive leadership, curiosity, and collaborative brain power. I'd love to help you drive meaningful change – reach out today to discuss ways we can work together.



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INSPIRING ACTION TO LEAD AGRICULTURE

A NOTE FROM MICHELE...

Food connects us all – but too often, conversations around it are filled with confusion and fear. At the same time, those who grow and advocate for food face immense stress and pressure from changing regulations, shifting markets, and misinformation.

I've invested 24 years helping agriculture cut through the noise – whether it's translating complex science into meaningful conversation, building trust in farming through neuroscience, or managing the mental load of our evolving business. I believe in authentic storytelling that reaches the heart, seeking perspectives around the plate, and having difficult conversations make us more effective leaders.

Why work with me? I blend a lifetime on the farm with research-driven insights, having authored four books and engaged in thousands of meaningful conversations around the food plate. Whether you're dealing with consumer trust, mental wellness, strategic communications, or the impact of A.I. on agriculture, I'm here to deliver meaningful tools.



*Engaging. Energizing.
Effective.*

Michele brings passion, wit, and a deep understanding of agriculture around the world. She helps audiences laugh while learning – and leaves them with ideas they can implement. Known for moving hearts to move minds, Michele encourages difficult conversations around agriculture's toughest issues, creates trust through human connection, and equips people with creative tools to navigate the shifting challenges of our business.

HOW CAN WE WORK TOGETHER?

INTERACTIVE KEYNOTES & TRAINING TO MOVE HEARTS AND MINDS

- Making A.I. work for agriculture
- Using neuroscience and psychology to build trust
- Offering farmer and rancher stress management tools
- Communicating science that connects with emotions
- Overcoming food myths and misinformation
- Helping producers proactively lead into the future

STRATEGIC CONSULTING PARTNER TAILORING SOLUTIONS FOR YOU

- Customized strategic planning to evoke action
- Communication coaching that builds confidence
- Global agriculture development projects
- Unique leadership training and adult learning models
- Advocacy action plan for different target markets



WORDS FROM A CLIENT OF 20+ YEARS...

"Michele's keynote rocked the room! There was laughter, quiet moments, audience participation and interaction – including real-time text responses to her questions. We had 500 young farmers leave feeling inspired to advocate for their livelihood, better equipped to do the job, and feeling pretty darn good to be an important part of agriculture! She's even more interactive with smaller groups, and has helped me design projects such as interviewing consumers about food production and understanding activists' tactics. Leaders are amazed at the difference between where they started – "educate consumers" – to creating action plans that make true connections from Michele's training."

– Mary Foley Balvanz, Iowa Farm Bureau