



Cooperative Producers, Inc.

Interview Guide

1. Mike talked about starting his career "in the trenches" and working his way up. Why do you think that kind of experience is valuable?
2. What are some ways Mike stayed open to change throughout his career? Have you ever experienced a change that helped you grow?
3. Mike mentioned the importance of mentorship. What qualities would you look for in a mentor, and why?
4. In what ways did Mike's experience in sales help shape his leadership style later on?
5. Mike said, "If you're not part of the evolution, you become a casualty of the revolution." What do you think this means, especially in the context of advancing ag technologies?

Curious to learn more? Our guest would love to connect!

Mike Battin

mbattin@cpicoop.com