

## TRANSFORMING LEADERSHIP AND RURAL SUCCESSORS

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Curso: Professional Master of Business Administration

Área: Social Sciences

Resumo: The preparation of successors in rural areas is a challenge for the cooperative system, as the sustainability of properties depends on the permanence of people in the countryside. One of the investments of Brazilian agro-industrial cooperatives in learning addresses the theme of leadership. Therefore, this paper is an experience report about awareness meetings with potential successors associated with the Santa Catarina cooperative system. The topic was transformational leadership. The sessions took place in three cities of Santa Catarina, Brazil: Itaiópolis, Bela Vista do Toldo and Colonel Freitas. The meeting took place in June and July 2019 and lasted 8 hours individually. The successors represented 104 farms, and cooperative employees also participated. Through the exposition of theoretical contents, experiential techniques, reading, discussions, and self-evaluations, it was possible to clarify the concept and characteristics of transformative leadership, promote self-knowledge about leadership styles, analyze and discuss possibilities of applying knowledge in the daily lives of participants.

Palavras-chave: Transformative leadership. Rural successors. Family businesses. Learning in organizations.

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