



Soft-skills in Daily Work

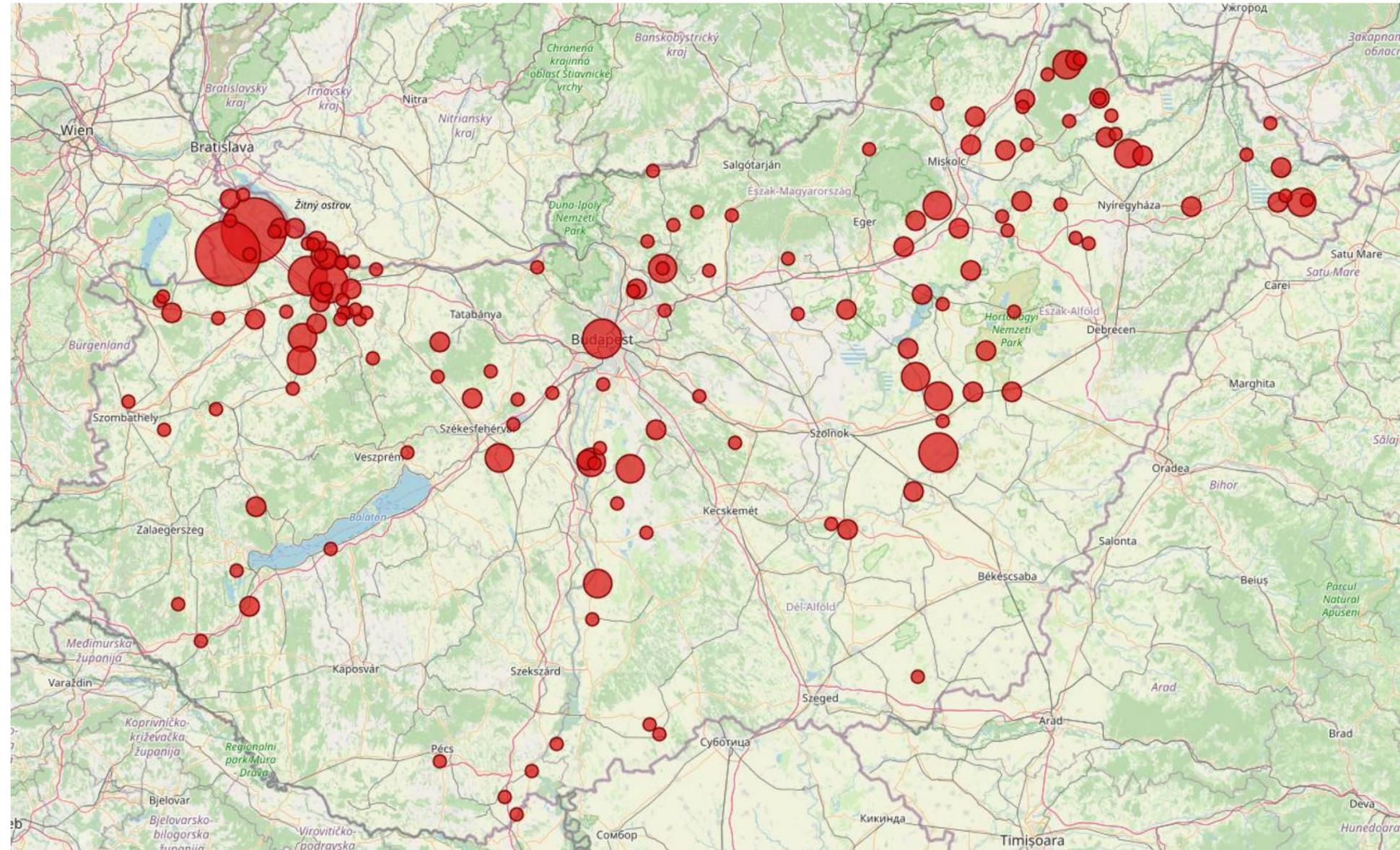
Tibor Bányai
Gazda Kontroll Kft.

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The company



- provides advisory services for agricultural clients
- since 2015
- more than 500 clients
- nationwide coverage



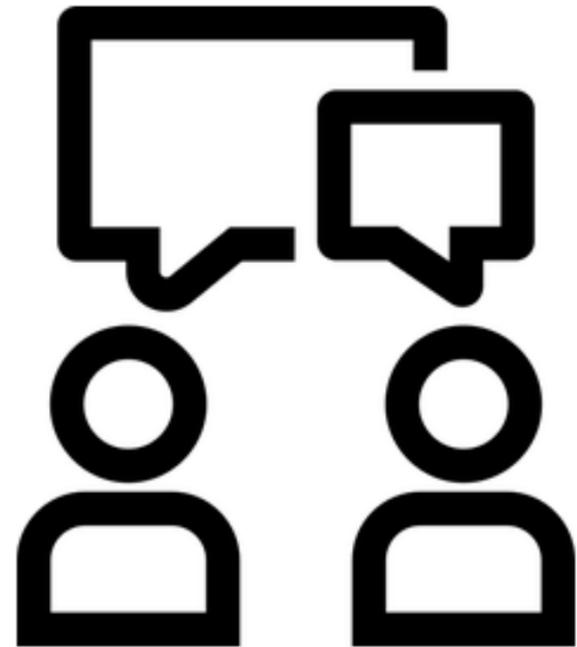
Advisory in general

- advisor: coach, leader, innovator, educator and organizer in one person
- main goal: support clients in decision making, adapting innovations in their business activity → increasing productivity and profitability, improving their standard of living, contributing to societal goals
- acting as a bridge between research, education, governance and regulation (AKIS)
- 4 main category by their aim



1. Communication and interpersonal skills

- effectiveness is based on trust and relationship building
- long-term relationship with farmers (base of the trust)



active listening

effective questioning

structured and clear communication

constructive feedback

non-verbal communication

education and knowledge-transfer

proactive and assertive communication

self-presentation

2. Analytical and decision-support skills

- the main goal is the problem solving
- from trust-building to evidence-based decision support
- main aim: well-considered, transparent, and sustainable decisions



structured decision facilitation risk assesment
analytical thinking
scenario analysis critical evaluation of alternatives
observation skills
adaptive thinking problem diagnosis
data interpretation

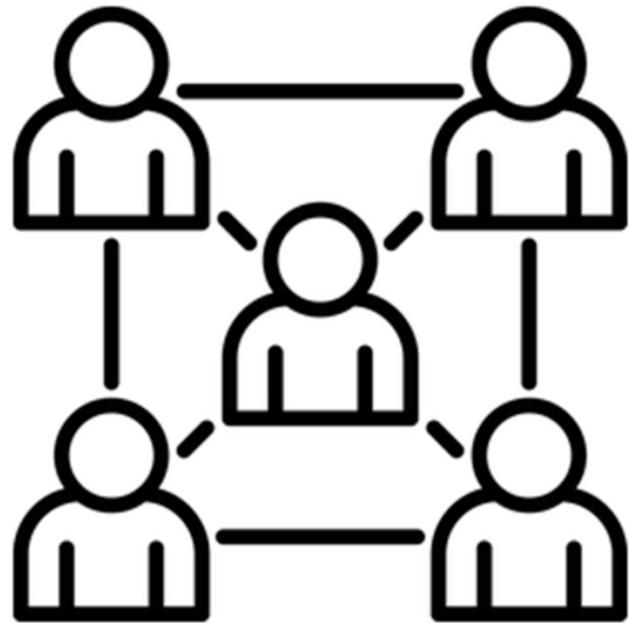
3. Professionalism and ethical competence

- long-term credibility depends on professionalism and ethical integrity
- decisions have economic and long-term consequences: professionalism and ethical competence ensure objectivity, responsibility, and trust



boundary management time management
appearance accountability conflict-of-interest management
maintaining professional independence fast and easy learning
ethical decision-making able to convince and motivate

Conclusion



- agricultural advisory is more than technical expertise - it is expertise applied through human understanding
- half professional knowledge — and half psychology
- this profession is ultimately driven by one essential motivation: the genuine intention to help



Thank you for your attention!

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