John and Ann need to talk to Kent and Vicky about making some changes at Brown Family Farm. They are gathering data to make a business case for their ideas, but know that Kent hasn't been particularly open to change in the past. Robert, the one John calls on to help mediate difficult conversations hasn't been able to be involved this fall and has made it clear that John needs to take the lead on this discussion and not to count on him to be there. He is supportive of John's ideas and has offered his finance knowledge, but his own work and family demands have removed him from many of the discussions recently.

John knows that Ann can be passionate in her ideas and spouts off without thinking, in her enthusiastic way. This usually causes Kent to react with "you don't have enough experience to know what you are talking about" look which pushes Anne's buttons and causes Vicky to retreat in her shell. She usually ends up leaving the room when the conversations get a little "spirited".

The last thing John wants to happen is for his dad to get frustrated, Ann to throw her hands up in frustration and have his mom to leave the room yet again. Yet John has a hard time holding his emotions in check when the family starts to disagree. In the past he has deferred to his dad's demands and things settle back down emotionally, although the health of the farm isn't addressed. He doesn't want to be disrespectful to his parents, yet he knows that things can't continue without some change. He just doesn't know how to even think about approaching this conversation.