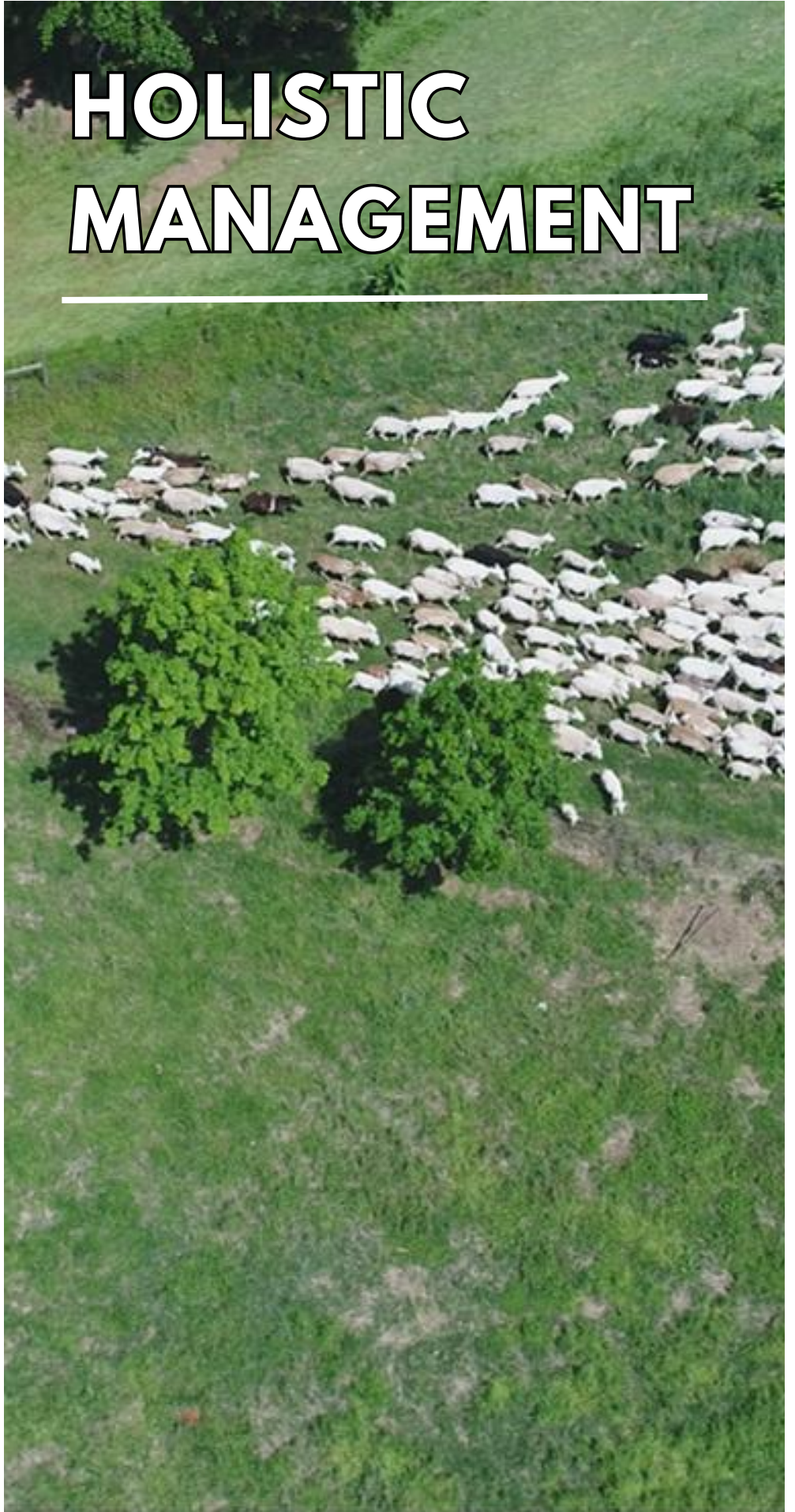


PRIMER

IRELAND

HOLISTIC MANAGEMENT



HOLISTIC MANAGEMENT PRIMER

TABLE OF CONTENTS

(CLICK TO NAVIGATE)

Why now?

What is it?

How does it help?

Does it work in Ireland?

What if you think and manage holistically?

Potential next steps?

WHY NOW?

We live in a time when new thinking is required.

Albert Einstein famously said:

“We cannot solve our problems with the same thinking we used when we created them.”

The Holistic Management Framework grew from a hard truth: even with all our science, we were failing to stop the spread of desertification — a pattern of land degradation as old as humanity itself.

Learning to **manage holistically** opens the door to **new thinking** that is exactly right for our times.



Viewed more than 9 million times, this [TED Talk](#) tells the story of the emergence of Holistic Management.

WHAT IS IT?

Holistic Management is a framework.

Holistic Management isn't a set of tips. It's a framework — a structured way of thinking that helps you make decisions in line with the future you want.

What's a framework?

A framework is a steady guide. It offers principles and clear questions that keep you centred when choices get complicated. Rather than telling you *what* to do, it helps you decide *why* and *how* in a grounded, consistent way.

Why do we need a framework?

A framework keeps your purpose in view when things get uncertain. It lets you pause, test options, move forward with clarity instead of guesswork.

Why can't we simply apply best practices?

No two farms, organisations, regions or nations share the same Holistic Context. What works elsewhere may not suit your soil, goals, or resources. A framework helps you shape good principles to your own situation, so your decisions fit the life and land you're responsible for.



This three-minute video shows it better than any words ever could.

[Watch Now](#)

THE HOLISTIC MANAGEMENT FRAMEWORK

Used across millions of hectares globally
to regenerate land, livelihoods, and local communities.

WHOLE UNDER MANAGEMENT

Decision Makers	Resource Base	Money
-----------------	---------------	-------

HOLISTIC CONTEXT

Quality of Life	Future Resource Base	Statement of Purpose
-----------------	----------------------	----------------------

ECOSYSTEM PROCESSES

Water Cycle	Mineral Cycle	Energy Flow	Community Dynamics
-------------	---------------	-------------	--------------------

ECOSYSTEM MANAGEMENT TOOLS

Human Creativity	Technology	Fire	Rest	Living Organisms	Money & Labour
------------------	------------	------	------	------------------	----------------

ACTIONS AND DECISION MAKING

Objectives, Goals, Tactics, Strategies, Policies
Customary Selection Criteria (past experience, expert advice, research, etc.)

CONTEXT CHECKS

Cause & Effect	Weak Link	Marginal Reaction	Gross Profit Analysis	Energy/Money Source/Use	Sustainability	Gut Feel
----------------	-----------	-------------------	-----------------------	-------------------------	----------------	----------

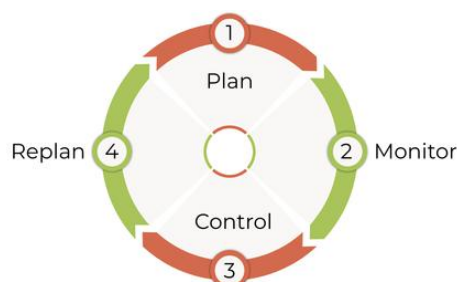
MANAGEMENT GUIDELINES

Time	Stock Density & Herd Effect	Cropping	Burning	Population Management
------	-----------------------------	----------	---------	-----------------------

PLANNING PROCEDURES

Holistic Financial Planning	Holistic Planned Grazing	Holistic Land Planning	Holistic Policy Development	Holistic Research Orientation
-----------------------------	--------------------------	------------------------	-----------------------------	-------------------------------

THE FEEDBACK LOOP



HOW DOES IT HELP?



WHOLE UNDER MANAGEMENT

Identify the whole you're managing.

Every farm, business or household is a whole. Naming it clearly shows who's involved and what resources you have to work with — including people, infrastructure and money. This clarifying step grounds every decision.



HOLISTIC CONTEXT

Set your compass.

Your Holistic Context anchors the life and landscape you're aiming for. It keeps you and your team aligned around your North Star, even under pressure.



ECOSYSTEM PROCESSES

Read the land correctly.

These four processes — Water Cycle, Mineral Cycle, Energy Flow and Community Dynamics — are the engine of *all* life. This is the heart of ecological literacy and reading the land.



ECOSYSTEM MANAGEMENT TOOLS

Choose the right tool.

Every change requires a tool — human creativity, technology, fire, rest, living organisms, money, labour. Matching the tool to the job helps you work with nature instead of against her.

HOW DOES IT HELP?



ACTIONS & DECISION MAKING

Turn purpose into action.

Your goals, plans, and strategies flow from your Holistic Context. This keeps you acting toward the life and land you want, not toward habits or outside pressures.



CONTEXT CHECKS

Keep decisions honest.

Context checks ask: Are we tackling the root cause? Strengthening the weakest link? Using time and money well? They prevent distraction and keep you on track toward your Holistic Context.



MANAGEMENT GUIDELINES

Work with nature's rhythms.

Guidelines show how timing, animal impact, cropping, burning, and population management shape the land. Knowing these patterns helps you work in step with nature.



PLANNING PROCEDURES

Manage with confidence.

Financial, grazing, land, and policy planning turn clear thinking into reliable results. These protocols keep the whole operation running with purpose instead of stress.

HOW DOES IT HELP?

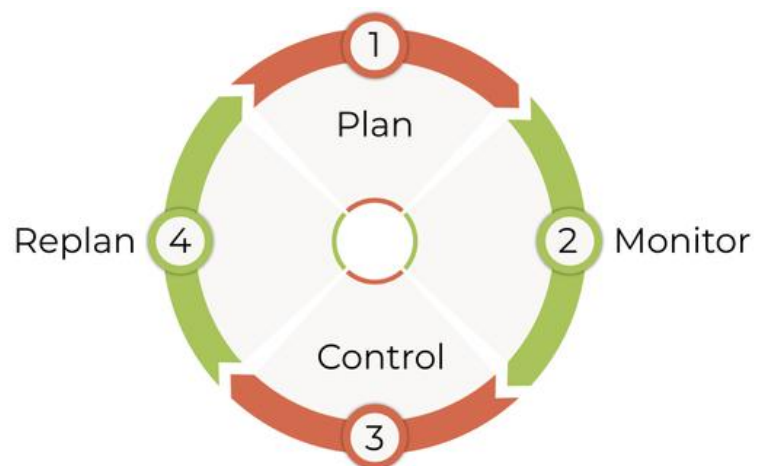


THE FEEDBACK LOOP

Learn and adjust early.

Nature changes, so we must too. The feedback loop — Plan, Monitor, Control, Replan — helps you spot issues quickly and adjust before damage is done. This is how learning becomes regeneration.

THE FEEDBACK LOOP



DOES IT WORK IN IRELAND?

Yes — Holistic Management works in Ireland and we have proof. See RESULTS for examples.

Holistic Management has been used globally since 1985. Many of the well-known stories come from dry parts of the world — the USA, Mexico, Argentina, Australia. In those brittle climates, nature is less forgiving, so the need for change becomes urgent and visible. Gabe Brown's story in, *Dirt to Soil*, is one such example of a farmer rebuilding soil and profitability through holistic thinking.



Gabe Brown is able to produce commodities at a fraction of the cost of conventional farming methods.

Holistic Management is not a “dry-climate method.”

It works anywhere because it is built upon an understanding of how Nature functions, regardless of rainfall, latitude, or soil type. Once you understand the ecosystem processes — the Water Cycle, Mineral Cycle, Energy Flow, and Community Dynamics — you can shape tools and timing to suit.

The Key Insight is the Brittleness Scale.

Every landscape responds differently depending on how moisture is distributed through the year. Holistic Management teaches farmers to notice those patterns and select tools that fit their moisture conditions.

WHAT IF YOU THINK AND MANAGE HOLISTICALLY?

What if...

- Policies were shaped to deliver economic, social *and* ecological outcomes?
- People had access to food, fibre and fuel grown on regenerating soil?
- Schoolchildren were taught ecological literacy in school?
- Farmers who restored their land prospered?

We would create a virtuous cycle

By regenerating soil, we change everything!



Healthy soil leads to healthy plants, animals and humans. Prosperous farmers strengthen communities. Healthy people living on abundant landscapes don't need to migrate to other countries to survive. Healthy, prosperous people have time and energy to be good parents, responsible citizens, and visionary leaders.

Good decisions ripple outward — restoring landscapes, supporting livelihoods, and giving the next generation a bright future.



POTENTIAL NEXT STEPS?

Subscribe to the 3LM newsletter and receive Savory Institute's Ebook, *The Foundations of Holistic Management*. Stay connected with courses, field days, stories, tools, and insights from across Ireland and the UK.
[Subscribe now.](#)

Take a look at the Holistic Management Curriculum. Find out what you will learn. [Open document.](#)

Take our quick survey to discover your learning style. Answer 6 questions and receive the booklet, "What's your best way to learn?" [Click here to take the survey.](#)

Book a conversation with a real person. If you'd like support choosing your next step — or simply want to talk it through — we'd be happy to help.
[Book your free consultation now.](#)



We also love an old-fashioned phone call — it's a quick way to get things sorted.

3LM Ireland
Tel: +353 1578 7059
[Email: info@3lm.network](mailto:info@3lm.network)