

Define Your Goals 2024



Consider: Land Base and Production, Finances, Quality of Life



Can you think of an area where you may be **efficient**, but not very **effective**?



What might a 'stop doing list' look like on your farm?

Crafting Your Mission Statement

(What is your purpose?)



What are your core values?

What is your customer value?

What is your owner value?



VISION STATEMENT

(What does it look like when the mission is realized?)

Ask the question,

“What do I want this business to be like in 5 years?”



Tip: Consider every angle of the business including finances, infrastructure, environmental, personnel, family dynamics, land base, soil health, farm business structure, leadership and succession

Tip: Include every decision maker in the business

Tip: Take a half day (!!!) to work on this with NO distractions

Source: www.ica-usa.org



SWOT ANALYSIS

strengths, weaknesses, opportunities, threats



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O	T

