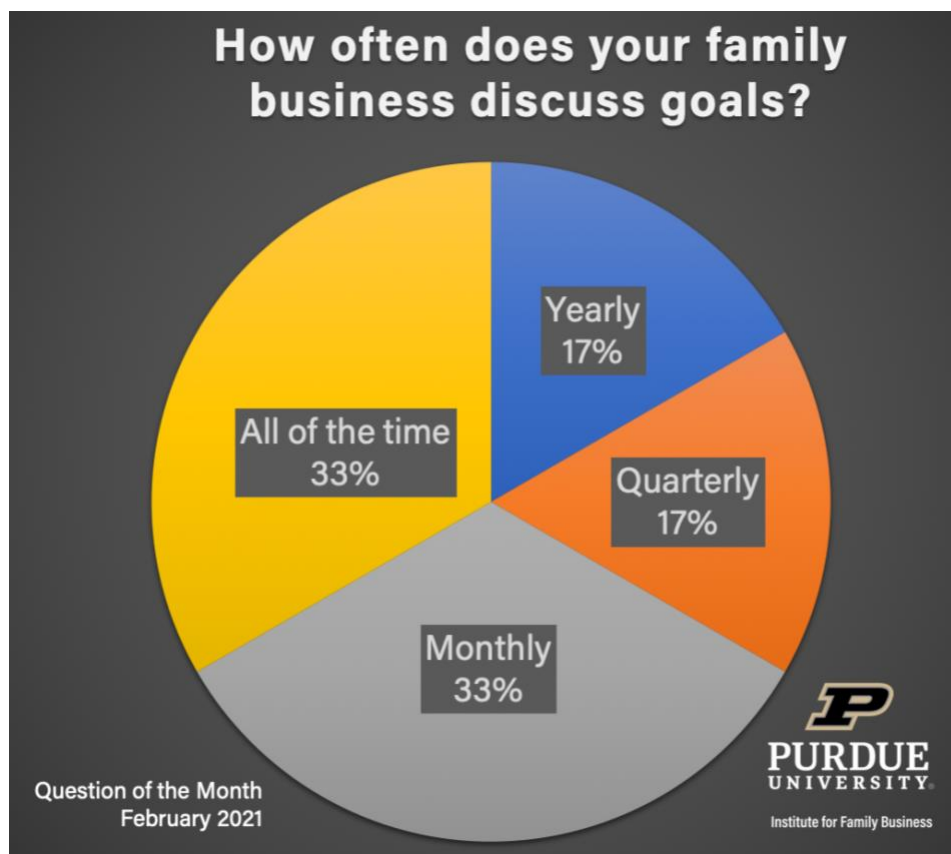


## Does Your Business Discuss Goals? Who is Included?

The February question of the month results explore goal discussion in the business, including who is involved in that discussion and how often it occurs. Some progressive conversations can occur when goals are discussed on a regular basis and include a variety of the family and business members. Below, you can see that all of our respondents discuss goals on a regular basis. Half of our businesses reported having a mix of family and non-family owners along with employees included in their goal discussions. A third of respondents just included family owners and 17% included all family members only (owner or not) in their discussion.



In studying farm and family businesses, we have found that some businesses prefer to include only the senior generation in decision-making, while others prefer to include both senior and junior generations. February 2021 question results showed that 83% of respondents include both generations in goals discussions, while 17% only included the senior generation.

Don't miss out on our [latest newsletter](#), focused on succession planning. March's question of the month inquires about the critical task of writing a business plan. PIFB has released some videos as part of a Family Business Video Series, available on [our YouTube channel](#). As always, we will continue to post resources and webinars for farm, family, and small businesses to our [PIFB Homepage](#) and our [Upcoming Events page](#) as they become available.

Click [here](#) to participate in the new **March** question of the month!  
Don't miss out on PIFB's next newsletter – [SUBSCRIBE HERE!](#)