

Developing a Business Vision/Mission

A vision is a mental picture of a preferred future state, a description of what the farm would be like some years from now. It is more than a dream or set of hopes; it is a commitment. The vision provides the context for designing and managing the changes that will be necessary to reach goals. It provides guiding direction for developing strategy, searching out key opportunities, and making resource allocation decisions. Visions are rooted in reality but focused on the future.

Vision/Mission Questions

If our farm could be what we want in ten years, what would it be?

What new activities will our business be pursuing? What business will you be in?

Who will be the customers of our business?

What customer needs will our business satisfy?

What will be the new roles and responsibilities of family members and employees involved in the business?

What will we be especially good at? What will make our business unique?

What do we envision for our family?

Vision/Mission Worksheet

In each of these important business areas state your mental picture of your current business situation and your preferred future state.

| | Now | Future |
|---------------------------------------|-----|--------|
| Business units, products, or services | | |
| Production Practices | | |
| Business Size and Scope | | |
| Markets and Linkages | | |
| Management structure | | |
| Social Responsibilities | | |
| Work Force (number and skills) | | |

Statement of Our Business Vision

In ten years our business will be:

We will be recognized by our ability to:

We are pursuing these activities because:

Long-Term Business Goals

Long-term goals help provide direction in moving you toward your vision; they present challenges that affect you positively, and they are easy to visualize. Remember long-term goals DRIVE—they are directional, reasonable, inspiring, visible, and eventual. Business goals can be influenced by individual and family goals. In the spaces below, write down your long-run goals for your business, and how they might be influenced by individual or family goals.

1. Business goal: _____
Influence by –
Family goals _____

Individual goals _____

2. Business goal: _____
Influence by –
Family goals _____

Individual goals _____

3. Business goal: _____
Influence by –
Family goals _____

Individual goals _____

4. Business goal: _____
Influence by –
Family goals _____

Individual goals _____

5. Business goal: _____
Influence by –
Family goals _____

Individual goals _____

Long-Term Goals

6. Business goal: _____

Influence by –

Family goals _____

Individual goals _____

7. Business goal: _____

Influence by –

Family goals _____

Individual goals _____

8. Business goal: _____

Influence by –

Family goals _____

Individual goals _____

Short-Term Business Objectives

With short-term business objectives, we are going to be much more specific. These objectives should be SMART: specific, measurable, attainable, rewarding, and timed. The short-term objectives help accomplish the long-term business goals. Write your long-term goals below, and beneath each, list the supporting short term objectives.

1. My long-term goal is: _____
My short-term objectives to accomplish this are:

2. My long-term goal is: _____
My short-term objectives to accomplish this are:

3. My long-term goal is: _____
My short-term objectives to accomplish this are:

4. My long-term goal is: _____
My short-term objectives to accomplish this are:

5. My long-term goal is: _____
My short-term objectives to accomplish this are:

Short-Term Objectives

6. My long-term goal is: _____
My short-term objectives to accomplish this are:

7. My long-term goal is: _____
My short-term objectives to accomplish this are:

8. My long-term goal is: _____
My short-term objectives to accomplish this are:
