

ACTIVITY #1

GOAL SETTING

Goal setting requires creative thinking; goals reflect your values and beliefs, the resources you have and the opportunities/limitations that you face.

Adapted from: <http://agebb.missouri.edu/mgt/settingfandfgoals.htm>

Step 1. To determine where to go in the future, assess your past.

Review some recent decisions, and ask yourself:

- Why did I do that?
- Did the decision move my business in the right direction?
- If so, did I plan it that way, or did it just work out in my favour?

This step will get you thinking about your decision-making process.

Step 2. List your goal(s)... it is important to write them down (Worksheet #1)!

This is the 'big picture'. Where would you like to see your farm in 1 year, 5 years, 10 years, and in the next generation? Your goals for your farm should fit in with your lifestyle and take into account your resources and limitations. If your goals are too hard, time consuming, or too expensive you may quit before you reach them.

Step 3. Prioritize your short-term (1-10 years) and long-term (10+ years) goals.

Priorities can provide clear guidelines for management decisions, similar to a business plan. To help prioritize goals, ask yourself these questions:

- Which goals are most important for family success? For farm success?
- Which short-term goals, if achieved, would help meet long-term goals?
- Which short-term goals do not support any long-term goals?

Step 4. Assess farm resources and limitations (Worksheet #2).

A quick scan of your resources will help you determine which goals are attainable with the resources you have. This step helps you decide what you have to work with in your planning. A list of farm resources could include:

- The land inventory (acres, quality)
- The farm labour supply
- Tangible working assets (machinery, equipment)
- Money and management (disposable funds, the amount of land you can risk)

It is important to balance the potential payback or benefit of your DR with the likely costs of conducting DR. Having a rough inventory of your farm resources will allow you to ensure that your goals are achievable given your resources.

Step 5. Make plans for action... demonstration research design!



KEY CONCEPT Action without planning is fatal; planning without action is futile.

Given your goal, how do you intend to get there from here? Demonstration research can be a valuable tool to assist you in reaching your farming goals. Keep your goal in mind as you move to the next stage: developing objectives.