



OVERVIEW OF PLANNING

BF 102 - Jan 14, 2021

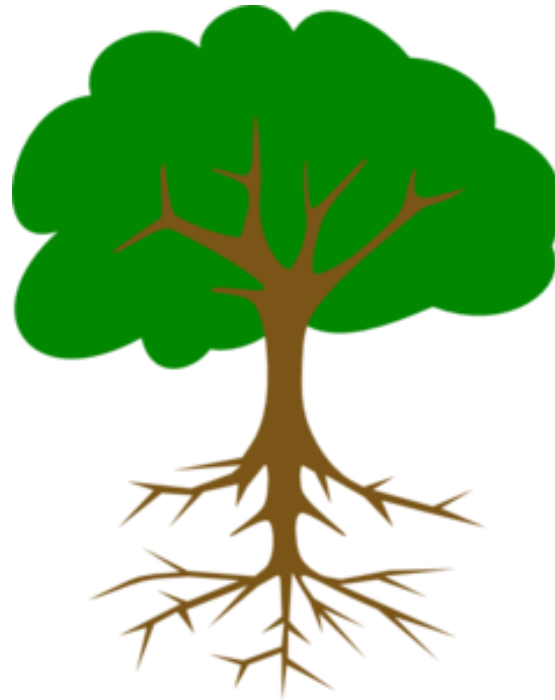
THE PLANNING “HIERARCHY”

- Mission
- Objectives (many)
 - Goals (many for each objective)
 - Tactics (many for each goal)
 - To Do List (lots of items for each tactic)



MISSION

- The reason the business exists.
- The “What” and “Why” you do.
- The basis for all decision making.



Objectives

- Outline of what the business will look like in the future.

Goals

- SMART statements of what is to be done en route to an objective.

Problem: These are used interchangeably.



SETTING OBJECTIVES (LONG-TERM GOALS)

- Clear concept
- Anticipates change
- Observable
- Untimed



IMPROVE APPLE YIELDS.



GOALS ARE:

- Specific
- Measurable
- Attainable
- Rewarding
- Timed



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SMART



GOAL SETTING PROCESS

- What is/was the objective?
- Brainstorm goals to meet it.
- Verify it meets the SMART criteria.
- Obtain commitment.
- Provide support elements
- Evaluate and get/give feedback



GOALS (SHORT TERM GOALS)

- Focus attention and action.
- Mobilize energy and effort
- Increase persistence
- Encourage development of work strategies



IMPROVE APPLE YIELD

- Conduct orchard nutrition analysis by taking soil and leaf samples August 15, 2020. From results determine soil amendments needed and apply by April 30, 2021.
- Prune apple trees by March 31, 2021 to optimize fruit quality and yields.
- Remove (thin) apple fruitlets to prevent over-cropping and poor fruit size in the month of June 2021.
- Irrigate if possible when soil moisture is inadequate in the months of June-August 2021.
- Train employees in harvest quality parameters by Aug 15, 2021.



TACTICS (FOR ANOTHER WORKSHOP)

- What
- Who
- How
- Where
- When
- Materials needed, etc.

(Which then results in a long to do list!)



KEEP THE END IN SIGHT – FOCUS ON THE
END RESULT AND NOT ACTIVITIES TO
ACHIEVE THE GOAL

WRITE A GOAL TO SHOW ACTION!
START WITH A VERB.
END WITH A DATE.



OBJECTIVE: DECREASE DEBT

EXAMPLES OF GOALS.....

- Decrease debt by \$1000 by December 10, 2021.

OR

- Pay down an additional \$250 per month on equipment loan starting April 15, 2021.



BREAKOUT GROUPS

- Pick one person to create an objective
- Brainstorm 2 goals and verify criteria:

SMART



HOMEWORK

- Review Teachable
- Beginning Farmer Checklist
- Know the acronyms and get connected with local “Cooperative Extension”
- Introduction – yourself and comment on others
- Download Resources
- Find: Guide to Developing a Farm Business Plan
- Comment on Mission Statements

