

Helping You Set Goals for Your Farm Business

This strategic planning process is a free service to Kansas farmers and ranchers. To explore how this facilitated planning process might work for you, please contact the Kansas Rural Center.



Support for this planning service comes from the Wallace Genetic Foundation.



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Strategic Planning for Your Farm

Helping you align your
current actions with your
desired future



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Strategic Planning Focuses Your Energy In A Targeted Direction

There is always more to do than what is possible. Strategic planning helps clarify what is most important. It is a management tool to help you do a better job.

Strategic planning enables you to set the future direc-



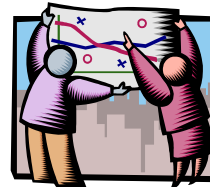
tion for your farm and chart a path to get there. This planning process focuses your management team's energy, ensures you all are working toward the same goals and enables you to adjust the farm's direction in response to a changing environment.

In this planning process you choose a desired future for your farm business, intentionally set goals, and then develop a plan to achieve those goals.

The intention of strategic planning is to not place you on an even faster treadmill. Rather it can clarify what you need to stop doing to enable you do the right things in the right way.

How It Works

Strategic planning focuses on fundamental decisions and actions. It is a facilitated process



that can be custom designed to meet your farm's specific needs. A trained facilitator helps you clarify your expectations, the fundamental decisions you currently face, and who should be involved in the strategic planning process.

It is a creative and at times even a messy process. Fresh insights may reverse past decisions. Together you can take two steps forward

and then a step backwards as you seek realignment.

In general, the planning process involves discussion about your desired future for your farm; an assessment of the strengths, weaknesses, opportunities, and threats to your business; setting goals in response to the fundamental decisions you face; and making a commitment to planned action steps that move you toward your goals.

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