

## 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?