

GOALS AND STRATEGIES

	THIS YEAR	FIVE YEAR	STRATEGIES TO BE USED
FAMILY GOALS			
BUSINESS GOALS			
Marketing:			
Production:			
Financial:			

A goal is a statement of what an individual or family wants to achieve. You are more likely to achieve things you want over time if you identify what you are trying to accomplish.
 A strategy is the means for accomplishing the identified goals.
 OSU WF-244, Goal Setting for Farm/Ranch Families <http://agweb.okstate.edu/pearl/agecon/tax/wf-244.pdf> , is designed to stimulate your thinking about your business and family goals.