MAKE ROOM FOR ME!
Matt Perrier

GOOD COMMUNICATION IS CRITICAL

MOST IMPORTANT RESOURCE?

12 STEP PROCESS TO KEEP THE FAMILY FARMING

- What Matters Most – Core Values
- Wants, Needs, Hopes, Fears
- Vision/Mission, Goals/Objectives
- Human Resource Evaluation
- Who’s in Charge?
- Where do we stand Financially?
- Do We Have What We Need?
- SWOT Analysis
- Evaluate Financial Feasibility
- Develop Business Plan
  – Everyone focuses on this, but it’s nearly last on the list.
- Put the Plan into ACTION

ABOVE ALL, COMMUNICATE.