



Extension
UNIVERSITY OF WISCONSIN-MADISON

CREATE YOUR VISION

Strategic Thinking for the Farm Business

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Vision Statement Development Worksheet

A vision statement declares what is important to a business and what actions should be taken to achieve it. This statement will be the basis for decision-making for the farm and determine how today's actions are made with future consequences in mind.

Step 1: Utilizing your farm's core values, create a vision statement for your farm. Your farm's vision statement should clearly outline the aspirations of your business and what you hope to achieve long term.

- What is the purpose of your business?
- What do you want your business to be known for?
- What do you want your business to look like in the future?
- What do you hope for the future of your business? What is your goal on the horizon?
- How will you use your business's beliefs and core values (identified in Activity 3) to get to that future?

Feel free to use this space below to get creative as you envision your future success. You can begin by answering the questions above, drawing a picture or writing out your own success story. Focus on where you want to be when you've accomplished your goals and mission.

Step 2: Once you have sketched out your answers to the questions you can start crafting your vision statement. Make sure it is not too specific and attainable. Try to keep it short and focused. Can you simplify that dream ideal down to one or two sentences?

Next Steps: Now that you have created your vision statement, the next step is to craft your mission statement. The "Crafting Your Mission" exercise can be found on farms.extension.wisc.edu.

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