

# Planning Your Dairy Farm Future

The dairy industry is rapidly changing. Have you identified a strategy for success? Are you a multi generation farm working to position family members and employees for success?

Planning Your Dairy Farm Future is a 4-session cohort based program. Each class will include short lectures, follow-up activities and group discussion.

## Session Objectives

### Leadership and Personal Introspection

- How your team's personality and communication style influence farm
- Comparing leadership vs management
- Identifying your farm's core values, mission, vision and goals
- Getting started on your farm's business plan

### Positioning your Farm and People for Success

- Identify and assign key leadership, management and enterprise roles for business success
- Create a job summary and write a job description
- Learn new tools to ensure the right people are engaged in work and projects
- Industry and farm business SWOT analysis



### Identifying Options for Business Success

- Strategic decision making and planning
- Develop ideas and evaluate to find the best option for your farm
- Learn new tools to make decisions on your farm
- Hear from other farmers and their decisions

### Further Develop options to Positioning your Farm for the Future

- How to evaluate a complex problem and glean insights
- Develop steps for plan execution
- Resources available to keep learning

**Class Cost:** \$300/farm for non MDI farms  
\$100/farm for MDI farms

(Cost includes lunch at all sessions, assistance in creating a farm business plan and resource binder)

### For more information or to enroll:

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The program is being offered by the Minnesota Dairy Initiative.



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