POINTS TO PONDER

Human behavior specialists say that what a person thinks is possible influences what he or she is able to accomplish.

You are, or can be, what you think you are.

If success is measured in terms of profitability, successful farming is determined by the farmer’s ability to manage his operation.

Successful farm managers think ahead.

When goals are set, farm managers shape events and not let events shape them.

Success in farming, as in any other endeavor, depends on setting and attaining goals.

Successful farmers conduct business operations economically. This means that they use whatever resources are available and make them go as far as possible toward achieving the farm goals.

Farm management is concerned with the decisions that affect the profitability of the farm business.
WHAT IS SUCCESS?
Success is a favorable accomplishment, attainment, issue or outcome.

WHAT MAKES A SUCCESSFUL FARMER?

- Should a farmer be a good mechanic?
  Sure this skill helps, but there are successful farmers who may not be mechanics.

- Should a farmer know about crops, livestock and soils?
  Of course, but successful farmers need not be agricultural scientists, especially if information is available from other sources.

SETTING FARM BUSINESS GOALS

- Successful farm managers are goal oriented.
- A goal is a target which the manager is willing to work toward.
- Goals provide direction for planning.

Goals are defined by the following:

1. Goals should be specific.
2. Goals should be objective and realistic (know your abilities and available resources).
3. Goals should require effort.
4. Goals should include deadlines.
5. Goals should be measurable.
6. Goals should be flexible so they can be altered if needed.
7. Recognize that all goals will not be attained immediately.

DECISION-MAKING STEPS FOR SUCCESSFUL FARMING

- Setting Goals
- Recognizing the Problem
- Obtaining Information
- Considering Alternatives
- Making the Decision
- Taking Action
- Accepting Responsibility
- Evaluating the Decision