Module 1: WHAT IS IMPORTANT TO YOU?
Identifying Values

Online Training Program for
New & Beginning Farmers and Agricultural Entrepreneurs

Cooperative Extension Programs
Florida A&M University
MODULE 1: Identifying Values
What’s Important to You?

✓ Discuss values: what are they and how do they affect business planning and management decisions?

✓ Identify your own values.

✓ Identify common values among your planning team.

✓ Prepare the Values section of the Business Plan.
Values: What are they? How are they important to the planning process?

- **Values** are the standards, beliefs or qualities that you consider worth upholding or pursuing.

- **Values** are not goals. However, **values** can reflect your view on life or judge what you find important.

- **Values** directly shape the business strategy, management choices and ultimately influence operating decisions.
Identify Your Own Values

*Which of following statements are true for you?*

Being “successful” in farming means:

- Paying down expenses.
- Putting money away for the future.
- Farming full time.
- Taking pride in the products produced.
- Creating a place for the next generation to farm.
- Taking time to rest, vacation.
- Being able to save for down times.
- Having a surplus to share with others in need.
- Working together as a family.
- Creating a beautiful landscape and environment.
- Working outdoors.
- Generating ___ % of my income from the farm.
Identify Specific Values

- **Personal** – *What type of life do I want to lead?*

- **Economic** – *What do I consider financially important?*

- **Environmental** – *What role does the environment play in my life?*

- **Community** – *How do I define community and why is it important?*

*To Open, click on Worksheet 1 below.*
Identify Common Values

• Share your values with other planning team members.

• Identify those common values, as well as be aware of the different values held by each planning member.

• Values Identified by Individual Planning Team Members
  – *Begin by simply listing the values identified by each team member.*

• Values Shared as a Planning Team
  – *Then, determine what values are shared as a team.*

*To Open, click on Worksheet 2 below.*
Preparing the Values Section of the Business Plan

• Values are very personal statements about you, your family and other planning team members.

• If the plan is for internal use, it may be important to include a good description of your values in your written plan.

• If the plan is for external use, it may include a concise values statement.

• The previous worksheets will assist you when preparing the Values Section of the Business Plan. Organize your thoughts and rewrite.