

CULTIVATING RESILIENCY *for Women in Agriculture*



About the Webinar Series

Brought to you by: American Agri-Women, District 11 MN Agri-Women and the University of Minnesota - Women in Ag Network and UMASH

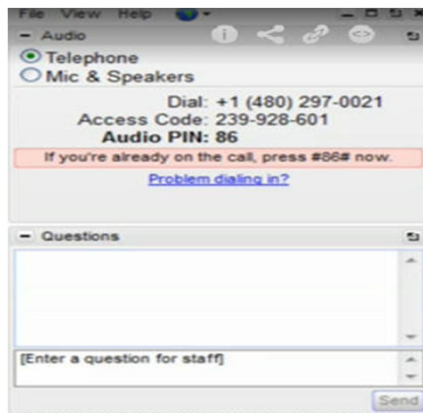
Format 50 Minute Presentation & 10 Minute Question and Answer Segment

Webinar Logistics

- You are in “listen only” mode (muted) during the webinar.
- A recording of this presentation will be made available on the American Agri-Women (AAW) website: www.americanagriwomen.org
- If you are having technical difficulties during the webinar you may ask a question and our moderator will do her best to assist you.

Webinar Logistics

- A survey will launch after the webinar. We appreciate your feedback.
- Please use the “Question” area on your control panel to post a question at any time during the presentation. Questions will be selected and responded to at the end of the presentation.



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Go to www.americanagriwomen.org/webinars/

Past Webinars

Basics of Recordkeeping and Financials for Farmers and Ranchers
Tuesday, February 28, 2017 – 1:00 PM – 2:00 PM CST

[\(View Webinar\)](#)

Presented by: **Megan Roberts**

In this session, you will learn about the basics of farm recordkeeping. Proper farm recordkeeping can save you both time and money. We will learn why it is important to keep records, discuss how to classify assets and liabilities, identify ways to record transactions, briefly overview the four primary financial statements, and talk about electronic recordkeeping systems.

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<http://umash.umn.edu/cultivating-resiliency/>

Megan L Roberts
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New Year, New Goals!



As we start the fresh new year, the webinar addresses strategies to develop more effective farm and personal goals.



Today we are loosely framing this discussion around farm transition, but the concepts are transferable to many situations.



Overview

- Reframing goals
- Using the SMART Goal format
- Why should you write your goals
- Long term, then short term



Poll: Do you typically set New Year's Goals? Resolutions?





The new year is a fresh start, but also it can feel overwhelming.

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Do goals, resolutions, intentions, or whatever you call them, stress you out?

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In our 2019 survey of women in ag, 90% reported agriculture as a stressor.

Many things in agriculture are outside our control. Are there things you can take control of? Set goals for?



SOME COMMON GOALS

- Reduce tax implications
- Protect assets from...
- Ensure farm continues in next generation
- Have retirement income
- Avoid family discord
- Be happy





The graphic displays the acronym SMART in large, stylized, grey letters. Below each letter is a colored banner with a white icon and a label: 'S' (blue banner, target icon, 'Specific'), 'M' (teal banner, bar chart icon, 'Measurable'), 'A' (green banner, line graph icon, 'Attainable'), 'R' (yellow banner, two circles icon, 'Relevant'), and 'T' (orange banner, clock icon, 'Time Based').

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IDENTIFYING GOALS...

- Goals are **statements** of:

Where...

You are and where you want to go.

How...

You intend to get there.

When...

You intend to arrive.

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REASONS FOR WRITING GOALS

- Gives more authority to them
- Reminds us of them
- Clarifies them for everyone
- Provides a written record
- Increases the probability of achievement



MANAGEMENT AND GOALS...

- Management is a goal-directed activity
- Your goals provide direction for all your management efforts



LENGTH OF GOALS

- Long term – accomplish in 5-10 or more years
- Short term – accomplish within 0-2 years

- These are simply guidelines, sometimes you can move through some goals quicker than others



GOOD GOALS

- Highlight a point in time
 - In Two Months, Within Five Years
- Use action verbs
 - Reduce, Increase, Improve, Expand
- Identify a change in...
 - Pesticide Applied, Yield, Attitude
- Specifies how measured
 - Yield, Balance Sheet

SMART GOALS



SOME COMMON GOALS

- Reduce tax implications
- Protect assets from...
- Ensure farm continues in next generation
- Have retirement income
- Be happy



COMMON RETIREMENT “GOAL”

Be happy...



SMART GOAL

During 2020, set aside \$xxxx from asset sales to use for vacations during retirement. Take a one week long vacation as a couple each year beginning in winter 2021.



Think about long term goals, then identify the short term goals needed to reach them.



What are some of your goals?



Can you incorporate
resiliency and
wellbeing goals into
the new year?



Overview

- Reframing goals
- Using the SMART Goal format
- Why should you write your goals
- Long term, then short term





One last thing, it's okay to start with low hanging fruit. It's okay to start small!



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Driven to Discover™

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MAKING A DIFFERENCE IN MINNESOTA: ENVIRONMENT + FOOD & AGRICULTURE + COMMUNITIES + FAMILIES + YOUTH

Next Webinar:
**Supporting Farm Youth Through
Understanding and Intervention
January 24 at noon**

Coffee Chats:
Men Only January 14 at noon
Women Only January 21 at 7 pm

Contact Information

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