



AG BIZ MASTERS

LIVE February Year 1 Webinar

Building a Clear Path to Organizational Success Webinar

Tuesday, February 3, 2026

12:00 P.M. **Welcome**

12:02 P.M. **Crafting Your Future: From Mission Statements to Action Plans with
Johanna Rohrer**

In his session guides beginning farmers through the process of shaping a clear mission and turning it into actionable steps for farm success. Participants will explore the purpose and value of mission statements and develop a concise statement that reflects their personal and business priorities. Building on this foundation, learners will create SMART goals aligned with their mission to support sound financial and operational decision-making. The session concludes with the development of practical action plans that help translate long-term vision into achievable, measurable outcomes.

1:00 P.M. **Alumni Spotlight**

1:25 P.M. **Wrap-Up and Next Steps**

Answer any remaining questions from participants and wrap-up. Please feel free to share any closing remarks on the topics discussed throughout the meeting.

1:30 P.M. **Conclude**



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Meeting Link:

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