

Welcome to the Ag Biz Masters Year One Webinar!

February 3, 2026

12:00-1:30 PM



FARM CREDIT

888.339.3334
HorizonFC.com

Agenda for Today

- Review Farm Credit University Discussion Board Directions
- Strategic Planning and Mission Statements, SMART Goals & Action Plans
- Alumni Spotlight

Farm Credit University Module Check-in

Johanna Rohrer

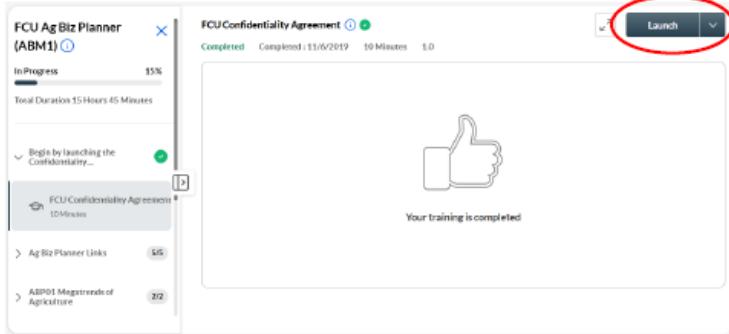


Navigating Career Café for AgBiz Masters Participants

These instructions will show you how to navigate the Career Café and complete the Ag Biz Planner curriculum, which consists of eLearning modules and their respective multiple choice tests.



1. Begin by logging in to the [Career Café](#) using the User ID and Password provided in your welcome email.
2. In the My Training section of the homepage, click on Open Curriculum next to FCU Ag Biz Planner ABM1 or ABM2.
 - Year 1 participants will see ABM1 (Modules 1-5).
 - Year 2 participants will see ABM1 (Modules 1-5) and ABM2 (Modules 6-10).
3. This will take you to the Curriculum Player for Ag Biz Planner. (See below)



Confidentiality Agreement

1. Next to Begin by launching the Confidentiality Agreement in the list, click Launch in the top right corner of the screen.
2. If you agree to the Confidentiality Agreement, click the check box and then Submit. You may then click "Exit Course" in the top right corner to close the Confidentiality Agreement window.

1

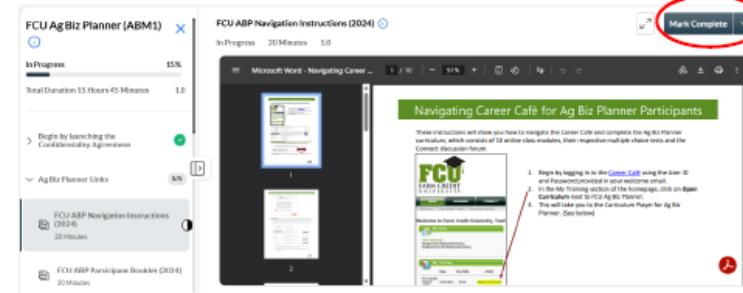


Navigating Career Café for AgBiz Masters Participants



Useful Links

1. In the Ag Biz Planner Links section, there are several quick links to important course documents. Click on each item, Launch the content, and then view it in the window. Click Mark Complete on each item after you have viewed it. You will still be able to Launch these again, if needed. You must mark at least one item as completed before moving on.



- **Participant Booklet:** opens a PDF copy of the Participant Booklet, which contains class details. (This is the same link provided in your welcome email.)
- **Navigation Instructions:** opens a PDF copy of this Navigating Career Café document, for quick reference.
- **Course Workbook:** opens a Word document that you may either print or save on your computer. [This workbook contains all Discussion Questions and Application Exercises for the whole class.](#) Use it to type in/write down your answers to the questions as you proceed thru the class so you will be able to quickly reference your answers as you complete your business plan.
- **AgPlan Business Planning Website:** To create your actual business plan, please use the AgPlan site, or download and use the blank Business Plan Template Microsoft Word file.

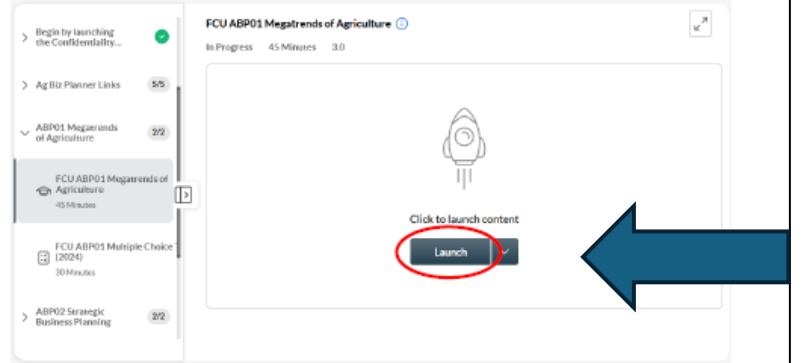
2



Navigating Career Café for AgBiz Masters Participants

Online Modules

1. To begin the eLearning, click on ABP01 Megatrends of Agriculture on the left side of the screen. You will see the Module 1 content and test appear below. Click on each item and Launch to begin.



A screenshot of a course outline titled 'FCU ABP01 Megatrends of Agriculture'. The outline shows various modules and their progress. The 'ABP01 Megatrends of Agriculture' module is expanded, showing its content and a 'Launch' button. A large blue arrow points from the right side of this screenshot towards the next one.

2. The online class will open in the window.



A screenshot of the 'MEGATRENDS of AGRICULTURE' module. The interface includes a play button (A), a progress bar, a 'NEXT >' button, a 'Play (Ctrl+Alt+P)' keybinding, and a 'RESOURCES' button (D). A large blue arrow points from the right side of this screenshot towards the next one.

3. Review the information using the items below:

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Navigating Career Café for AgBiz Masters Participants

- a. **Playbar:** Use the playbar to play and pause, view progress on each slide, and turn audio on and off. You may click and drag the progress bar to rewind and fast-forward.
- b. **Next button:** Click this to continue to the next slide. A Back button will also appear as you progress thru the content.
- c. **Menu:** Use the "hamburger" menu to navigate or jump to specific sections, or view the text script of each slide. Clicking the arrow next to a heading will expand/contract each heading. Click on any heading to jump to that section.
- d. **Resources:** Click here to view/print a PDF [text version](#) of the audio
- e. Click the Arrows at the top right to expand/contract the content window, or click link at the bottom of the window to open the content in a new browser window where it can be viewed larger.

4. Note: For each module to mark "Complete" on your transcript, you must view all slides. Each heading will show a checkmark next to it as it is viewed, for reference.

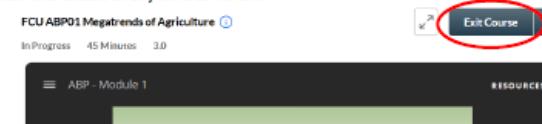
5. Each Online Class lasts approximately 1 hour. Each time you exit a module without completing it and return later, it will ask if you would like to resume and start where you left off last time.



A screenshot of the course content for 'ABP - Module 1'. It shows a 'RESOURCES' button and an 'Exit Course' button. A large blue arrow points from the right side of this screenshot towards the next one.

6. As you complete the eLearning content, refer to the course workbook to record your answers to business planning questions as you go (The workbook is found in the Ag Biz Planner Links section discussed above).

7. At the end of each Online Class, click "Exit Course" in the top right. Ensure that a green checkmark shows up next to this item in the course outline on the left. Note that you can re-launch this course at any time to review.



A screenshot of the course outline for 'FCU ABP01 Megatrends of Agriculture'. The 'Exit Course' button is highlighted with a red circle. A large blue arrow points from the right side of this screenshot towards the next one.

8. After you have completed the online course, you can launch the Multiple-Choice Test by clicking on that item and then clicking "Launch Test" in the window on the right. (If it does not open, double check to make sure the eLearning module is completed first.)

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Multiple Choice Test

1. Click the Launch Test link.
 - a. If you begin a test and are unable to complete it use the Save / Return Later button.

When you are finished entering your answers click the Summary button.

2. Each multiple-choice test has 15 questions. Click "Save" or "Review Answers" as needed.
3. Then Submit Final Answers
4. Click the Review Your Results link to see your completed test responses. Click "Show Details" to see answer choices. Click Close (bottom of page) to return to the curriculum. The test will be marked Completed.
5. If you Fail the test, an option appears to "Retake." A passing score is 80%. You may retake the test until you score 80% or above.
6. Once the test is passed, it will mark Completed and you may Review the details.
7. Continue to Module 2 on the list located on the left side of your screen, and repeat this process. You can complete the Ag Biz Planner modules in any order you wish. After you complete the Online Class for each module, the Multiple Choice test will become available for the corresponding module. The curriculum will mark Completed when Curriculum Progress in the top left corner of the screen reaches 100%.

Navigating Career Café for AgBiz Masters Participants

Connect Discussion Forum

The Connect Discussion Forum allows you to interact with other AgBiz Masters participants by participating in online discussion.

1. On the Career Café homepage, click on the Connect tab and select All Communities.

2. Click on FCU AgBiz Masters Discussion under My Communities.

3. At the main Discussion Forum page, click on Topics. Notice there are also Featured and Trending posts that can be accessed from this page.

4. On the Topics page, you will see a listing of an Introductions folder as well as one folder for each of the 10 eLearning modules (ABP01, ABP02, etc.).

Navigating Career Café for AgBiz Masters Participants

FCU AgBiz Masters Discussion

Main Topics Members

Search within community

ABP01: Megatrends of Agriculture Discuss ABP01: Megatrends of Agriculture here

FCU AgBiz Masters: Introductions & Open Forum Post a short bio, ask questions, and discuss issues with other participants.

Options

5. Click on the Introductions folder, then click on the post in that folder.

FCU AgBiz Masters: Introductions & Open Forum

Manage Topic Create Posting

Sort by Latest Reply Filter By Tag

Postings Author Replies Views Likes

Welcome & Introduce Yourself! Alicia Morris Admin 1/20/2023 5:26 PM

6. The post will open to reveal instructions for posting your introduction to the group by replying at the bottom of the page in the blank box. Feel free to read posts from other participants and learn about them. You may also "like" their post by clicking on the star icon, or reply to any participant using the "reply" icon below their post.

Welcome & Introduce Yourself!

Alicia Morris-Admin posted 1/20/2023 5:26 PM

Welcome to the FCU AgBiz Masters CONNECT Discussion! You can use this forum topic to communicate with and learn from other participants. Please take this opportunity to let other participants know a little about you. Post a forum response about who you are, where you are from, and what type of ag operation you are involved in, along with anything else you'd like to share. Please remember you are communicating with other ag producers and leaders from around the country, so make sure your comments are appropriate for this setting. Just like any social media site, assume that any information you post on this site is public. I look forward to working with you! To respond to this post, type in the "Reply" box below this post. To respond to another participant's post, click on the "Reply" icon directly below their post. Feel free to "like" any post by clicking on the star icon below the post.

Options

Tags: **Featured**

Alicia Morris-Admin replied less than a minute ago I am Alicia Morris, the Director of Students of Farm Credit University training. I work for AgFirst Farm Credit Bank and Dr. Dave Kohl.

7. Navigate back to the Topics screen using the breadcrumb trail at the top of the page. Click "Topics."

Communities FCU AgBiz Masters Discussion Topics FCU AgBiz Masters: Introductions & Open Forum Welcome & Introduce Yourself!

8. Click on ABP01 to see discussion questions for Module 1.

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Navigating Career Café for AgBiz Masters Participants

ABP01: Megatrends of Agriculture Discuss ABP01: Megatrends of Agriculture here

9. Note that there are several questions that pertain to Module 1 in the folder. Choose at least one question to answer for each module.

- Click on any of the posts to read other participants' responses.
- Add your own response by scrolling to the bottom of the page and typing a reply in the blank box.
- "Like" a post by clicking on the star icon below it, or reply to another participants' post by clicking the "reply" icon at the bottom of their post.

Sort by Latest Reply

Postings

ABP01: Interview a respected leader...

ABP01: How are government policy...

ABP01: What are the major global competit...

ABP01: Choose the Catalyst of Change...

ABP01: How does your community stack up...

10. Use the breadcrumb trail or the "back" button on your internet browser to navigate back to a previous page.

11. Click Home to return to the homepage and complete the next training module.

12. Logout in the top right corner of the screen when you are finished.

Search

My Account

Help

Log Out

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Crafting Your Future: From Mission Statements to Action Plans

Johanna Rohrer



Introduction



Johanna Rohrer

Member Education & YBS Program Officer



What can you expect to learn?

- Understand the importance of mission statements
- Develop a clear and concise mission statement
- Set SMART goals aligned with your mission
- Create action plans to achieve your goals

Strategic Planning & Mission Statements

What is Strategic Planning?

- A systematic process of envisioning a desired future and translating this vision into broadly defined goals or objectives and a sequence of steps to achieve them.
- *Source: businessdictionary.com*

Why is it important?

- Required document for financing
- Provides direction & priorities
- Helps all levels of management in decision making process
- Message is clear to all stakeholders and customers
- Provides guidance for marketing efforts
- Makes short-term and long-term budgeting easier

Why do Plans Fail?

- Planning process was flawed (rushed, misguided, misunderstood, unclear)
- Not flexible
- Numbers focused
- Wrong people leading teams
- Unrealistic expectations (people & organizational)

Strategic Planning: The Process

- Assess business
 - What's your story?
 - Why are you doing what you're doing?
 - What solution are you offering to your customers?
 - Financial situation
- SWOT Analysis (think internal and external)
- Mission and Vision statements
 - Purpose of the business
 - Values guiding us
- Clearly define short-term and long-term goals (SMART)
- Cash flow and financial projections
- Assign accountability
- Review and have another person review it!
- Edit & revise when needed



Mission Statement

- A mission statement is a statement of the purpose for a company, organization or person, its reason for existing.
- The mission statement should guide the actions of the organization, spell out its overall goal, provide a path and guide decision making.

Mission Statements

- Answer the following questions:
 - What does your company do?
 - How does your company do it?
 - Reason behind your work – spark, passion, purpose?
 - What values are guiding you?
 - (local, family-owned, sustainable, customer service, etc.)



Mission Statements

- Who should know, follow and believe in your mission statement?
 - Employees, partners, owners
 - Vendors (VERY important)
 - Customers
 - Professional advisors
 - Neighbors
 - Everyone you connect with

Farm Credit Example

- Farm Credit's mission is to support rural communities and agriculture with reliable, consistent credit and financial services, today and tomorrow.
- Broad
- Clear
- Values stated within mission
- We understand a lot about the organization from one sentence.

What Mission Statements do you like here?

“To be one of the world’s leading producers and providers of entertainment and information, using its portfolio of brands to differentiate its content, services and consumer products.” - Disney

“To be a company that inspires and fulfills your curiosity.” - Sony

“To improve its customers’ financial lives so profoundly, they couldn’t imagine going back to the old way.” - Intuit

“To be Earth’s most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices.” - Amazon

Bosche, Gabrielle, 2019. “The 7 Best and 5 Worst Mission Statements of America’s Top Brands” <https://www.linkedin.com/pulse/7-best-5-worst-mission-statements-americas-top-brands-bosch%C3%A9>. Accessed 2/13/2023.

Mission Statement Exercise

Mission Statement Worksheet

A mission statement is the foundation of your organization's strategic plan. It defines your purpose, core values, and vision for the future. Throughout the worksheet, you will:

- Understand why a mission statement is crucial for guiding your farm's direction and decision-making.
- Identify the essential elements that make an effective mission statement, such as clarity, inspiration, and alignment with your farm's values.
- Use provided template below to create a mission statement that accurately reflects your organization's identity. Engage in exercise below to refine and enhance your statement.

What does your company do?	
How does your company do it?	
Why do you do what you do - what's your spark, passion, and/or purpose?	
What values are guiding you? (Local, family-owned, sustainable, customer service, etc.)	
Who should know, follow and believe in your mission statement? (Employees, vendors, customers, professional advisors, neighbors, etc.)	

Draft your mission statement below:

Exercise: Mission Statement

Vision, Core Values & Mission Handout

- Core Values
 - Define what you stand for, values that define you, and how you act everyday
 - Create a list of values or behaviors that you do and expect from your employees & business partners.
- Vision Statement
 - Looks to the future and answers the question where or what do we aim to be?
 - Ex: “Our vision is to be the premier producer of wine grapes in the mid-Atlantic.”
- Mission Statement
 - Answers what you do, how you do it, and the reason behind it.

SMART Goals & Action Plans

Goal Setting

- Set goals that motivate you
- Make them SMART
- Write them down
- Make an action plan
- Stick with it
- Be flexible and forgiving when needed

SMART Goals

- **Specific** - Identify exactly what you want to accomplish.
- **Measurable** - Set a quantifiable result.
- **Attainable** - Dream big but set yourself up for success.
- **Relevant & Realistic** - Goals are based on current conditions. Make them rewarding and significant to the business.
- **Time Based** – Goals should be bound by a deadline or delivery date.

Smart Goals: Example

- Increase milk shipped per full time equivalent worker by 100,000lbs in 2026.

SMART Goals Exercise

SMART Goals Worksheet

Setting goals is crucial for turning your mission into reality. SMART goals ensure that your objectives are clear and attainable.

- Learn what makes a goal SMART (Specific, Measurable, Achievable, Relevant, Time-bound) and why these criteria are important for effective goal setting.
- Follow the step-by-step template to create SMART goals that align with your mission statement.

Specific goals require you to identify exactly what you want to accomplish, leaving no room for ambiguity.

Measurable goals involve setting a quantifiable result, allowing you to track progress and determine when the goal has been met.

Attainable goals encourage you to dream big while setting yourself up for success by being realistic about what can be achieved.

Relevant and **Realistic** goals are based on current conditions and are significant to the business, ensuring they are rewarding and impactful. Finally,

Time-Based goals are bound by a deadline or delivery date, providing a clear timeframe for completion and helping to maintain focus.

Use the template below to draft, review, and refine your goals, ensuring they meet all SMART criteria.

S	Specific What do you want to accomplish?
M	Measurable How will you know when you have accomplished your goal?
A	Attainable How can the goal be accomplished?
R	Relevant What makes this goal a priority? What challenge does it solve?
T	Timely By when will the goal be accomplished?

Action Plans

Lay out HOW you plan to complete your goal:

- No more than two to three sentences
- Include exactly what needs to be accomplished
- Include a completion date range (Spring of 2025, April of 2024)

How will you know the goal is done?

How will the goal be done?

Who is in charge of completing the goal?

Action Plan Template

- Problem:
- Goal:
- Action Plan:
 - Actions (steps you plan to take to achieve your goals)
 - Persons in charge (staff members who will be handling each step)
 - Timeline (deadline for each step)
 - Resources (assets you need to allocate for each step)
 - Potential barriers (factors that can potentially hinder the completion of each step)
 - Outcomes (desired result for each step)
- Evidence of Success:
- Tracking and Evaluation Process:

Description of Goal or Problem: Increase milk shipped per full time equivalent worker by 100,000 pounds in 20XX. Compare results to Dairy Benchmark 20XX and the following year in 20XY

Task/Activity	Who is responsible?	By when?	% Progress	Additional Notes
Create Goal statement and progress poster for break room	Manager	5/1/20XX		Post on break room bulletin board. Review monthly during farm team meeting.
Improve hour tally for unpaid owner and family labor.	Manager	5/1/20XX		Create record sheet for monthly tally of owner and unpaid family labor hours.
Record monthly hours on tally sheet for owners and unpaid family.	Owner	Monthly		
Institute use of small notebooks by all employees.	Owner, All employees and manager	5/1/20XX		
Farm Team Meetings to organize work assignments and task flow.	Owner, Manager, and employees	Begin immediately. At least 3X per week		Begin with 9:00 AM meetings on M,W,F and adjust as necessary.

Action Plan Exercise

Action Planning Worksheet

An action plan outlines the steps needed to achieve your SMART goals. It provides a roadmap for implementation and helps ensure accountability. Below, you will:

- Break down each SMART goal into actionable steps. Use the provided template to outline tasks, assign responsibilities, and set timelines.
- Clearly define who is responsible for each task and establish realistic deadlines. This ensures accountability and helps track progress.
- Learn strategies for monitoring the implementation of your action plans. Understand how to gather feedback, measure progress, and make necessary adjustments to stay on track.

Creating an effective action plan involves clearly outlining how you intend to achieve your goal. Start by specifying exactly what needs to be accomplished in no more than two to three sentences.

To ensure the goal is met, define measurable indicators of success, such as tracking the increase in brand awareness through customer surveys and social media engagement metrics. Detail the steps required to complete the goal, including specific tasks and resources needed. Assign responsibility by identifying who will be in charge of each task, ensuring accountability and clarity.

An action plan template helps you systematically address a problem by outlining your goal and detailing the steps needed to achieve it. It includes specific actions, responsible persons, timelines, required resources, potential barriers, desired outcomes, evidence of success, and a process for tracking and evaluation.

No.	Task/Activity	Who is Responsible?	By When?	% Progress	Additional Notes

Any Questions?

Break

Alumni Spotlight

Next Steps

- Complete today's surveys
- Complete module 3
- **HOMEWORK**
 - Complete Mission Statement, SMART Goals and Action Plan worksheets



Live Course WEBINAR Check-in.

Join for our next live webinar with guest speaker, Winifred McGee who will present on the importance of SWOT.

February 18, 2026

Session Time: Noon-1:30pm

Webinar Prework

Please read the SWOT case study, prior to the next webinar class.



Webinar Survey

<https://www.surveymonkey.com/r/7RW69JB>

Questions?

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