

Ranch Management Objectives and Goals

Strategic ranch management: Seeking equity growth and a successful future by managing all resources to sustain their productivity while meeting ownership objectives. This is complimented by financial, marketing, production and resource use planning.

Strategic management begins by addressing strategic questions:

1. What is the specific business **Mission** or purpose of the business? It tells who the business is and what it does.
2. **Objectives** describe what is desired to be achieved over time
3. Where is the business now? Creating a future begins by knowing where the business is.
4. If no changes are made, where will the business be one year, five years, or ten years from now?
5. If the answers to the questions above are not acceptable, what changes can be made, and what is the expected consequence of these changes?
6. A **goal** is a specific statement that describes what is to be done to achieve the objective. Goals must be realistic, that is achievable, measurable and have time constrains.

Guide to define Objectives and Goals

Objectives are general statements describing the desired achievement over time. Clear objectives have the following characteristics:

Directional	Moves you in the general direction of finding ways to complete mission
Reasonable	Intended accomplishments are practical and attainable
Inspiring	Outcomes are positive and challenging
Visible	Accomplishments are easy to imagine
Eventual	Long-term outlook (ten or more years) in fulfilling mission

Goals are specific statements describing what must be done to achieve objectives. **SMART Goals** define goal attributes as follows:

Specific	States only one intention
Measurable	An observation can be made to indicate fulfillment
Attainable	Realistic, yet challenging
Rewarding	Accomplishment must be valued to maintain persistence
Traceable	Traceable over a specific time period, strategic monitoring

Define the Overall Objective(s) of the Business

Define Goals

Keeping in mind **Smart Goals are:**

S = Specific

M = Measurable

A = Attainable

R = Realistic

T = Traceable over a specific time period