

# Who Will Fill My Shoes: Succession Planning for Landowners and Businesses

## MODULE 4. BRAINSTORM YOUR GOALS, VISION, AND MISSION

### **Long-Term Goals Exercise**

Specify the three long-term goals for the land/business. Remember, your long-term goals DRIVE (Directional, Reasonable, Inspiring, Visible, and Eventual) you toward the vision. After the owners and family members have developed the long-term goals, compare the lists. Are there areas of agreement? Are there conflicts between goals? If there are areas that conflict, be sure to note these areas. Further discussion will be needed in those areas of conflict.

*Example: Long-term goals could include passing the land/business from generation 1 to generation 2 within 15 years.*

Long-term goal #1:

Long-term goal #2:

Long-term goal #3:

**Vision Statement Exercise**

*Description of what/where the land/business would be like some years from now*

In ten years, our land/business will be:

We will be recognized by our ability to:

*We are pursuing these activities because:*

**Mission Statement Exercise**

*The steps that you will take to achieve the vision*

What steps can you take to achieve your vision?

Step 1:

Step 2:

Step 3: