

## Setting Clear Goals

**Goal:** A formal statement detailing a desired impact or outcome, such as the desired future status of your ranch.

### Goals should be:

- **Time Limited:** Achievable within a specific period of time.
- **Measurable:** Definable in relation to some standard scale (numbers, percentage, fractions, or all/nothing states).
- **Specific:** Clearly defined so that all people involved have the same understanding of what the terms in the goal mean.
- **Practical:** Achievable and appropriate.

For example, contrast these statements:

*“Improve forage on XYZ Ranch”*

with

*“by 2023, cool season grass cover has increased by at least 5% in the south pasture.”*

With the first example, what does ‘improve’ mean? Forage quality or quantity; improve by how much, by when? What will you be watching?

### Steps to creating a goal:

1. Think about your current operation. Write down the resource base of your operation and a known limiting factor.
2. Imagine your desired future status of that limiting factor.
3. Draft a goal statement about that desired future status.
4. Evaluate based on the criteria listed above.
5. Revise the statement to make it more measurable and specific.
6. Share with your neighbor when ready and provide constructive feedback on each other’s goal statements.