



Tool 4.4

Developing shared values, personal and business goals

Exercise 1. Values list

Mark 12 values on this list that you believe are of most importance to you:

- | | | |
|--|--|--|
| <input type="radio"/> Affection (love & caring) | <input type="radio"/> Achievement | <input type="radio"/> Democracy |
| <input type="radio"/> Community | <input type="radio"/> Adventure | <input type="radio"/> Effectiveness |
| <input type="radio"/> Close relationships | <input type="radio"/> Change and variety | <input type="radio"/> Honesty |
| <input type="radio"/> Creativity | <input type="radio"/> Challenging problems | <input type="radio"/> Influencing others |
| <input type="radio"/> Friendship | <input type="radio"/> Cooperation | <input type="radio"/> Inner harmony |
| <input type="radio"/> Growth | <input type="radio"/> Competence | <input type="radio"/> Integrity |
| <input type="radio"/> Having a family | <input type="radio"/> Decisiveness | <input type="radio"/> Ethical practice |
| <input type="radio"/> Helping other people | <input type="radio"/> Efficiency | <input type="radio"/> Leadership |
| <input type="radio"/> Involvement | <input type="radio"/> Competition | <input type="radio"/> Personal development (living to the fullest of my potential) |
| <input type="radio"/> Meaningful work | <input type="radio"/> Excellence | <input type="radio"/> Being around people who are open & honest |
| <input type="radio"/> Quality relationships | <input type="radio"/> Expertise | <input type="radio"/> Physical change |
| <input type="radio"/> Self respect | <input type="radio"/> Fast-paced work | <input type="radio"/> Reputation |
| <input type="radio"/> Stability | <input type="radio"/> Independence | <input type="radio"/> Supervising others |
| <input type="radio"/> Intellectual status | <input type="radio"/> Loyalty | <input type="radio"/> Arts |
| <input type="radio"/> Quality of what I take part in | <input type="radio"/> Recognition (respect from others, status) | <input type="radio"/> Country |
| <input type="radio"/> Work with others | <input type="radio"/> Truth | <input type="radio"/> Fast living |
| <input type="radio"/> Status | <input type="radio"/> Job tranquillity | <input type="radio"/> Location |
| <input type="radio"/> Ecological awareness | <input type="radio"/> Freedom | <input type="radio"/> Nature |
| <input type="radio"/> Excitement | <input type="radio"/> Economic security | <input type="radio"/> Pleasure |
| <input type="radio"/> Financial gain | <input type="radio"/> Fame | <input type="radio"/> Responsibility and accountability |
| <input type="radio"/> Market position | <input type="radio"/> Knowledge | <input type="radio"/> Public service |
| <input type="radio"/> Money | <input type="radio"/> Advancement & promotion | <input type="radio"/> Serenity |
| <input type="radio"/> Power and authority | <input type="radio"/> Order (tranquillity, stability & conformity) | <input type="radio"/> Financial gain |
| <input type="radio"/> Merit | <input type="radio"/> Religion | <input type="radio"/> Work under pressure |
| <input type="radio"/> Purity | <input type="radio"/> Privacy | |
| <input type="radio"/> Sophistication | <input type="radio"/> Security | |
| <input type="radio"/> Wealth | <input type="radio"/> Time | |
| <input type="radio"/> Working alone | <input type="radio"/> Wisdom | |

(Source: The Fifth Discipline Fieldbook: Strategies and Tools for Building a Learning Organisation. Senge, P. et.al 1994. Nicholas Brealey Publishing)



After sharing your list of 12 values with others from your farm business team, write the six values you have agreed on as shared values for the business.

A _____

B _____

C _____

D _____

E _____

F _____

Exercise 2. Your vision

Your vision describes what you ultimately want to achieve. It should be closely aligned with your core values and will reflect what you ultimately want to achieve in life. It describes the future state that you would like your business and life to look like.

A vision should contain more about the environment you wish to work in and the manner in which you would choose to live. A vision describes why you are 'playing the game'.

Take a moment to consider your personal vision. You can write it in words or draw what it means to you. Once you have done this, work with others from your farm business to discuss what is important to each of you and determine a shared vision for the business.

Your personal vision:

Your shared vision for the business:

Exercise 3. Your core business

Describe what you are in the business of producing – your core business. Have a look at your current core business and ask yourself the following question:

If we continue doing what we are doing, will this help us achieve our vision?

What business do you need to be in to achieve your shared vision for the business?