



Beyond the Barn: 15-Minute Vision Playbook

A strategic framework for agricultural businesses to bridge generational wisdom with future opportunities. This presentation guides you through creating a vision that honors your agricultural legacy while positioning your operation for success in a rapidly evolving global landscape.

The 15-Minute Vision Framework

Roots & Reach

"Everything changed, but our 20-year lens didn't."



Define the 2045 "What"

Filter demographic & policy tailwinds through your convictions:

- China premiumizes, Africa urbanizes, India stays poultry-heavy
- U.S. IRA & REAP money subsidizes low-carbon investments
- AI dramatically increasing energy needs and potential labor pool

"Vision isn't clairvoyance; it's values x tailwind. Bet where both demographics and policy pay you to win."

Call-to-Action

1. Write your family values. Not a wish list
2. List one 2045 goal it points to where a tailwind exists
3. Write down what needs to happen in 5 years, 1 years, and 3 months to make that goal a reality

"There are no silver bullets....just a lot of lead ones"

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Owner Lens First

Identify your family or partners as the original "**who**" and name 2-3 core values that have survived every market cycle:

- Simplicity and Efficiency
- We do what we say we will do
- Stay vertically integrated

"Before strategy, write scripture. Our values are the gate—ideas get in only if they fit."

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Build the Team to Execute- "Who, not what"

Expand the "who" with:

- **Multipliers** who live your values
- Equity slivers = "skin in the game"
- Spend your time on high leverage activities

"Nobody is perfect. Hire for strength instead of lack of weakness" Ben Horowitz

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☐ "Barns depreciate, people retire, but lived-out family values compound forever."