



Managing Your Farm and Ranch Operation

Overview

- The term “management” means different things to different people.
- Management might be defined as making decisions. Good management could be defined as making the right decisions.
- Management is doing something with your resources.
- Management is getting things done with the finances, people, equipment, and land resources available.

Characteristics of a Good Manager

- Good managers know how to combine available resources for the right outcome.
- Good managers may not always be the best at doing the individual technical tasks, but they look at the total operation and know how to direct and delegate to accomplish the right end result.
- A good manager is a combination of coach, teacher, financier, engineer, architect, and record keeper.
- Good managers have the people skills necessary to inspire those they supervise to put forth the effort to accomplish desired goals.
- Good managers know how to make sure their employees have the knowledge, skills and tools to get the task done.
- Good managers recognize their mistakes, are accountable for their actions, and are willing to change their thinking based on better information.
- Good managers continually analyze and evaluate situations and make the best decisions they can with the most current information available.

Functions of Management

1. Planning – a mental or thinking process to achieve something.
2. Organizing – a framework to support the planning.
3. Controlling – action to measure success or failure.
4. Staffing – the people part.
5. Directing – coaching that requires good communication.

Planning

- Planning is something everyone does.
- We usually think of it as setting goals for ourselves, and then working out a systematic process or set of actions to achieve those goals.
- Planning also involves putting down on paper the details and processes necessary to meet goals and objectives.

Organizing

- Organizing can be thought of as the process of identifying or establishing jobs and positions, chain of command, channels of communication, and delegation of managerial authority within the organization.
- Organizing is also inventorying physical and financial resources, identifying skills and talents among employees, and physically arraying these resources for efficient use.

Directing

- Directing is in many respects coaching, and it involves communicating with employees so they know what is expected of them.
- Directing is the process of creating within each employee the sense of well-being and satisfaction with the job.
- Directing involves discipline to keep the business meet its goals, and educating the employee so the firm's mission and goals become those of the employee.
- Directing includes restraining, providing benefits, and doing those things that set a path or direction for the employee to meet his or her own goals.

The Planning Function

- Planning begins with a challenge or desire – a vision.
- Before any business comes into existence, someone has a vision.
- Planning is continuous and may be imposed by others if a manager does not deliberately plan.

The Vision

- Vision is what you see in your mind's eye; it's what you hope and strive as the course is set for your business.
- The planning process may begin with the vision you have for your life, but by taking action to achieve that vision you begin the physical process of planning.
- Action is the key to planning and making them a reality.

Action Transforms a Vision into a Mission

- The action part of planning involves:
 - Developing a mission
 - Setting goals
 - Determining strategies
 - Implementing the plan
- Action is critical to planning because it requires the manager to make decisions.
- To carry out your vision, you must define a mission statement.
- You take action when you decide how you are going to achieve economic and financial security.

Making a Mission Statement a Reality with a Strategy

- A strategy (or action-decision plan) is necessary to accomplishing your mission.
- Strategies, some specific and some general, are plans for achieving your goals and your vision.
- Strategies are developed at all levels of the business and are dependent on the resources available.

Summary

- By now you will have noticed that management is not an exact science.
- However, information from research and results from businesses comparable to yours can give you helpful guidelines and benchmarks for taking action and measuring success.
- All of the plans, visions, strategies, and mission statements in the world are worthless without action.