



MODULE

COLLECTIVES AND NETWORKING COMPETENCE

Unit 5 | Activity 3 Common SMARTER goals for collectives



60min



- Pen and blank paper
- Meeting space for the potential members (digital or physical space)
- Access to internet

DESCRIPTION

This unit will take you through the steps of creating a micro business collective based on sustainable agriculture. By creating shared long-term goals, we help to strengthen our micro business collective.

THE ACTIVITY

Create your SMARTE goals together with your collective group. Follow the template:



OUR COLLECTIVE SMARTE GOALS



SMARTE goals template, inspired by SMART Goals by George Doran, Arthur Miller and James Cunningham (1981)

THE THEORY

A SMART goal is used to help guide goal setting. S.M.A.R.T.E is an acronym that stands for **Specific, Measurable, Achievable, Realistic, Timely**, and seeing the potential **Effect** that reaching the goal will have.

S.M.A.R.T.E GOALS - For Agricultural Micro Business Collectives

Our common Goal: _____

SPECIFIC

What do you want to accomplish and WHY? What is “the why” behind your goal?
E.g., Our WHY is to protect 80% of global biodiversity by strengthening regenerative and sustainable agriculture and contributing to changing the food system. An issue that the customers are seeking to help resolve, but lack access to a wide selection of ecological, locally grown produce of high quality. Our collective will provide access to this and therefore our customers will be loyal to our farmers market, increasing sales.

MEASURABLE

How do you know when you have reached your goal? What will have changed?
E.g., When we have increased the number of sales transactions by 5%.

ATTRACTIVE

What is your motivation to reach that goal? What social, financial and or environmental value will it bring to others?
E.g.: We have a broad selection of competent members with a variety of produce, born from sustainable agriculture, joint ownership of a retail farmers market, enough variety of product, and all the farmers in the collective will benefit from each other’s success.

RELEVANCE

Is it a relevant goal? And is it realistic to reach it? What barriers will you have to face? How will you challenge eventual barriers?
E.g., Supermarkets provide practicality, with easy access to a variety of produce. But by gathering groups of smaller farmers into our collective, and organising one point of sales, in one marketplace, close to shopping amenities, then we invite the customers to come to us. They can get all that they are looking for, but at competitive prices and higher quality of produce. The focus on ecological food is also a great selling point. Clients are looking for higher quality ecological food.

TIME

How much time do you need to spend to reach the goal? Deadline?
E.g., By the end of the next winter season.

EFFECT

What will be the value, gains and effect of you reaching that specific goal?

E.g., As a group we can share the workload and acquire knowledge and skills from each other with ongoing internal/external mentoring Our networks and knowhow strengthen our access to a broad group of ecologically minded client base and help push for a more holistic approach to cultivation of crops and food products.

By creating shared long-term goals in our collective, we help to strengthen our collaboration.

Use the long-term goal(s) that you decided on in activity 3.5.2 and, together with your group, follow the instructions in this template & to a collective plan for reaching it.

Developed by our organizations



MINDSHIFT
Talent Advisory

