

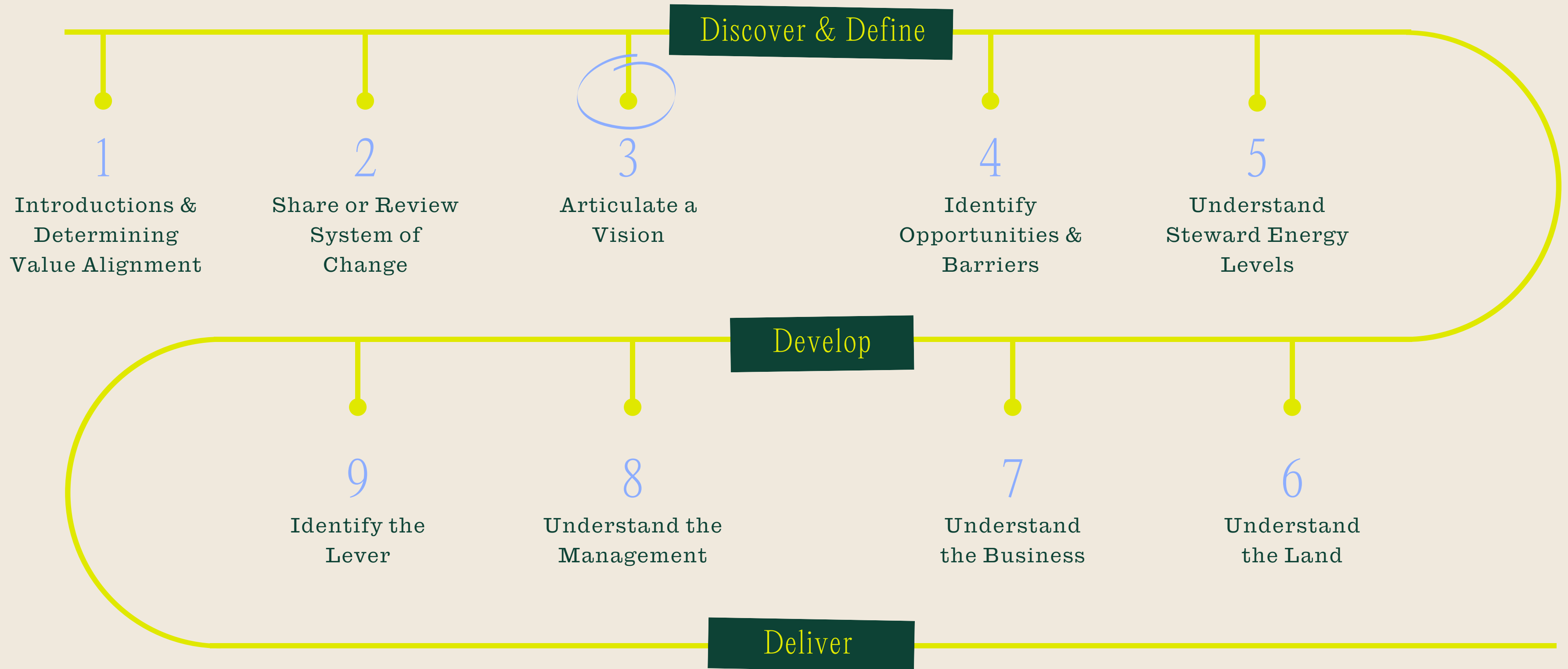
**MAD!**



# CONTEXT AND VISION

Regenerative Stewardship Curriculum: Discover & Define

# REGENERATIVE STEWARD COURSE PLAN





# Overview

## PURPOSE

This tool is used to create a vision that captures the steward's essence and intention by clearly articulating what success would look like if all barriers were removed.

## PREP ITEMS

Whiteboard, flipchart, or a virtual medium for brainstorming.

## TIMING

After the steward is onboarded.



# Overview

## **DELIVERY**

Virtual or in-person facilitation of the decision making group using a whiteboard, providing support as needed.

## **OUTCOME**

A guiding document to refer back to throughout the planning process and into the future of the business.

## **STAFF**

Planner guides the conversation between the farm team and other key decision makers.



**MAD!**



# Why start with context?



We start all planning endeavors with a context because it sets the groundwork necessary for working with a steward toward common visions of place, practice and story for their land based business.

**A well defined context helps stewards take actions that lead to the achievement of their management objectives and other defined successes shared by their team.**

**MAD!**

# Creating Your Context

**Begin with a quality of life statement:**

- How do you want your life to be?
- How will the resources you manage support this vision?
- What do you want your future resource base to look like?
- Consider: your community, nearby wildlife, economic well-being, relationships within the whole, desired growth, purpose, and the things that matter most to you as a land steward.





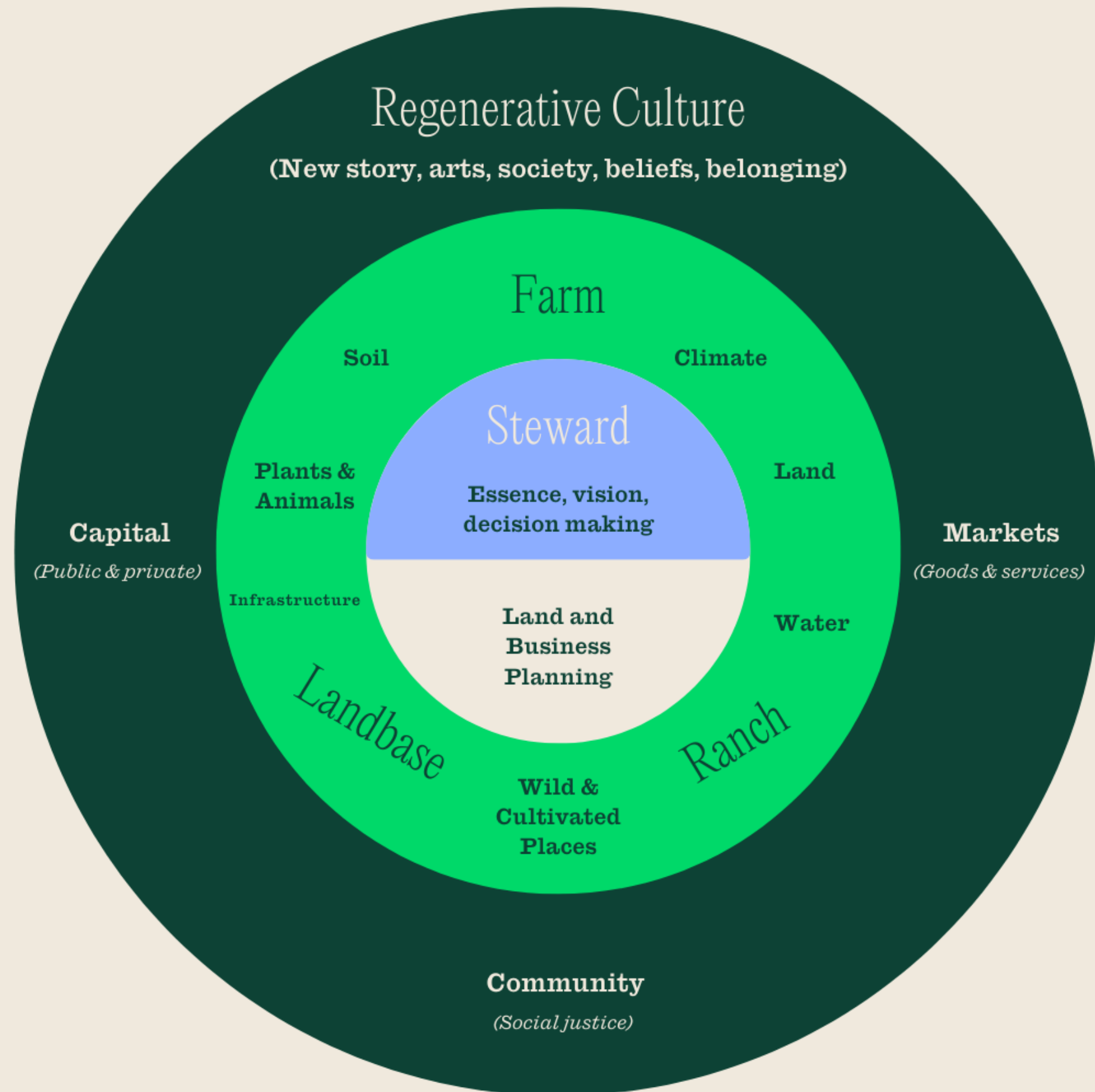
# Creating Your Context

## Tips for your statement:

- Avoid listing specific means and focus on the ends.
- Avoid listing problems—look past them to potential solutions.
- Be sure that the words used in your statement mean the same thing to everyone involved in the development of the context.
- Each idea included in the context should hold equal weight, contributing to the context in equal value.



# Framework of Change



When facilitating the creation of a context and vision, we use our Framework of Change to help stewards answer a critical question:

**What does this place want to be?**

Using the framework to define the land's inherent properties and characteristics, we can determine what can and cannot be changed through management.



# Framework of Change



**The Framework of Change helps us decide where to best place our energy and gain the most return from managing the natural resources.**

The same concepts can be used to better understand the relationships and roles within the land-based business, helping the steward to identify what paradigms they operate under and whether they'd like those to change.



# Guiding Questions



- How would you define success as it relates to your farm and business?
- If all barriers were removed, what is the first thing you would do on your farm?
- What do you want your land to look like in 5, 10, and 50 years into the future?
- Who are the decision makers invested in helping you achieve this vision? In other words, whose livelihood depends on the success of this business?
- What natural resources are you managing to achieve this vision?



# Guiding Questions



- Who are the people you look toward to help achieve this vision?
- How much money would you need to generate to live the quality of life you seek?
- What story would you like to tell your customers about your business?
- What role would you like wild spaces and wildlife to have on your land?
- What do you hope to gain by working with us?

# The End

Continue exploring tools for  
the first phase of our  
**Regenerative Stewardship  
Curriculum, Discover &  
Define, [here](#).**