

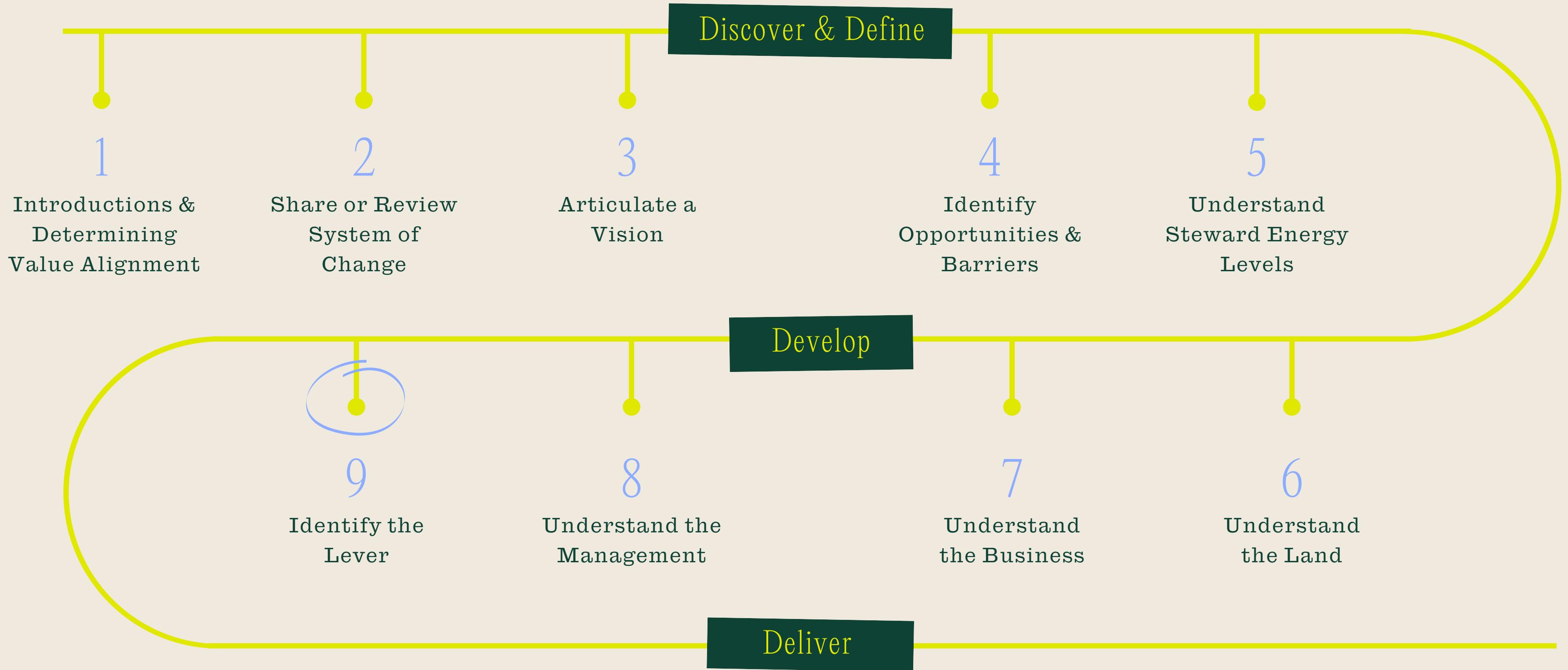
STRATEGY SESSION

Regenerative Stewardship Curriculum: Develop

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REGENERATIVE STEWARD COURSE PLAN



Overview

PURPOSE

The Strategy Session—the final step of the Develop phase—is intended to help the steward see areas of opportunity, identify needs, and solve short-term problems to allow for long-term planning.

PREP ITEMS

A fully-developed context and vision, and all materials from previous steps of the Develop phase.

TIMING

During the second on-farm visit, or after a land walk and some reflection time, once the majority of the system has been digested and thought about by the planner and steward.



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DELIVERY

This session can be held on Zoom or in person. Having a farm map, whiteboard, or large easel pad available is helpful. The follow up document can be an electronic file sent via email.

OUTCOME

A clear discussion and organization of land and business strategies, categorized by labor, capital and return on investment. Strategy and focus for the farm plan is identified and agreed upon.

STAFF

Planner(s) and steward.



Introduction

Strategy sessions are held to organize and focus the observed complexities of the operation into topics. It is also an opportunity to share learnings with the steward from land walks and resource assessments, and to continue to listen to and understand their needs.

Remember to focus on generating solutions that can be tied to budgets, labor and available resources. Problems that planners may not be equipped to address should be noted and designated as issues to address through means outside planning.

Following is a list of example topics that can be discussed during the strategy session.



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Example Topics

PRE-PLANNING PROGRESS

- Summarize what has already been completed.
- The use of a map here can be generative.

HISTORY

- Collect information on past land uses and the successes and challenges of past land-based businesses.
- Understand the natural resources under management.



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Example Topics

EQUIPMENT & INFRASTRUCTURE

- Address existing equipment and infrastructure and any improvements or additions needed.
- This discussion can include water lines, roads, storage, barn structures, and more.

ENTERPRISE LIST

- Discuss the current enterprises that are generating revenue.
- This can lead to a list of opportunities that would synergize and complement existing enterprises.



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Example Topics

BUSINESS PLAN

- This is a good time to review the business plan if it has been created or needs updating.

MANAGEMENT & PRACTICE

- Discuss the management practices and inputs currently being used and any that could complement the strengths of the manager, the land and system.
- Focus on practices that enhance soil health.
- Consider return on investment, keeping the context in mind.
- Share findings from what was observed during land walks and in the resource assessment.

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Example Topics

RECORD KEEPING

- Identify the costs of seed, fertilizer and inputs and ensure that records are being kept or tracked.
- Discuss variables and efficiency.

WILD PLACES

- Identify any opportunities to enhance, establish and regenerate wild places on the land base.



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After the Session

After the strategy session, the planner synthesizes all information collected and produces a list of steps that will help the steward achieve their goals.

While developing the strategy, the planner should:

- Identify the primary desired outcomes of the steward.
- Consider how you can help make those outcomes possible.
- Include other helpful information where applicable, such as marginal and gross profit analyses.
- Clearly list any strategic levers identified during the strategy session.

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After the Session

In a follow-up exchange, the planner shares their insights with the steward. Then, the steward and planner can mutually decide on the first strategic steps to take toward the shared vision.

A table or bulleted list is a great way to help summarize the information contained in the strategy document.

Once the planner and the steward have agreed on a strategy, the primary focus of the plan is established.

Example Prioritized List

Below is an example of a prioritized list of desired outcomes and strategic recommendations, based on a strategy session between a steward and a planner.

Priority	Desired outcomes	Practice	CODE
1	Improve crop profits	Enterprise budget analysis of farm enterprises	
2	Reduce soil disturbance, and time in tractor, and integrate animals to terminate cover crops	Reduced tillage trial	345, 340(Enhanced), 528, 382
3	Value-add to beef	Grassfed Certification (AGA)	
4	Increase market access with freezer beef	Review resources for direct to consumer meat shipping enterprises	
5	Improve access to labor	Facilitate a partnership with Quivira Coalition educational fellowship program	
6	Improve diversity and seasonality of forage on Fleming Ranch Property	Review provided resources for reducing cheatgrass on Fleming Ranch.	550, 382, 528

Codes indicate applicable NRCS conservation practice codes for each practice.



The End

Continue exploring tools for
the second phase of our
**Regenerative Stewardship
Curriculum, Develop, [here.](#)**

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