



Farming with vision

INTERACTIVE STRATEGIC MANAGEMENT (ISM)

LEVELS OF MANAGEMENT



STRATEGIC 2-10 YEARS

TACTICAL
1-2 YEARS

OPERATIONAL
< 1 YEAR

It is important what will happen to the farm in the long term, 2 to 10 years from now.

HERE IS THE FOCUS OF THE TRAINING



STRATEGIC
2-10 YEARS

TACTICAL
1-2 YEARS

OPERATIONAL < 1 YEAR

Decisions at the strategic level affect all other decisions in business.

ISM training - training of farmers in the field of strategic planning on the farm



- Training in the form of interactive workshops;
- 3-day meeting with a small group of farmers;
- Implementation in autumn-winter time;
- Acquisition of new knowledge and competences for more successful managing of farm and achieving set goals;
- Professional support and workshop management from the qualified agricultural advisers;

- Choosing the most appropriate strategy for the farmer of farm development using the SMT tool (Strategic Management Tool)
- The end result: action plan of long-term development of the farm;
- ISM training is suitable for all farmers, regardless the agricultural sectors, and it is especially recommended for young farmers who are just at the beginning of their agricultural career path or they want changes or improvements in further development.



Contact for more info: Darja Pipan, KGZS, darja.pipan@kgzs.si, Mobile: +386 41 728 247



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