

# AG HELP WANTED

## Goals for Success

*Goals reveal or explicitly describe a purpose, result, or state of affairs for the future of the business.*

**Goals** reflect personal values and beliefs, apparent opportunities, resource limitations, and relative priorities. They not only help to establish a sense of direction but also serve as benchmarks for measuring levels of performance and accomplishment. People are more likely to achieve their goals when they know what they are trying to accomplish, by when, and how.

Learn more from *AgHelpWanted - Organizational Planning* at: [AgHelpWanted.org](http://AgHelpWanted.org)



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