

Hippo Camp Outline

1. Achievements/Disappointments
2. Stop Doing/Keep doing/Start Doing
3. Yearly Goals: business and personal
4. Ideal Budget
 - a. Personal income/savings
 - b. Infrastructure investments
 - c. Equipment investments
 - d. Tool investments
 - e. Employee pay rates
5. Make income support ideal budget
 - a. Increase income/sales or decrease expenses
6. Sales + Marketing plan
7. Crop review and plan
8. Field maps and rotations
9. Cover crop plan
10. Fertility plan
11. Systems review/refine
12. Weekly schedule
13. Job descriptions
14. Calendar
15. Important dates (FM, CSA, due dates)
16. Plan backwards
17. Schedule goal review meetings

Winter planning tasks

Item	Due Date
Business retreat	
Seed order	
Field Map/Rotations	
Cover Crop plan	
Fertility plan	
Schedule goal/progress review meetings	
Systems review/refine	
Weekly schedule	
Job descriptions	
Fill in annual calendar	
Create SOPs	