# Define Your Farm Core Values

## Introduction: Why Core Values Matter

When I built my first business, I discovered that defining core values was a game-changer. Now, as the owner of Bluestem Springs Farm, those same principles help me raise sheep and heal the land. In this guide, I’ll help you craft your own core values to bring clarity and purpose to your farm or business.

## What Are Core Values?

Core values are guiding principles that shape decisions and actions. They are the foundation of your mission and a lens through which you evaluate opportunities, challenges, and everyday choices. For example, integrity, sustainability, and community can all serve as core values that define how you operate.

## The 5-Step Process to Define Your Core Values

### 1. Reflect on Your Purpose

What’s your mission? Why does your farm, business, or project exist? For example: 'Bluestem Springs Farm exists to heal the land through regenerative farming while inspiring healthier food choices.'

### 2. Identify What Matters Most

List 5-10 qualities or outcomes you want to prioritize, such as soil health, animal welfare, and profitability.

### 3. Narrow Down to 3-5 Core Values

Focus on what resonates deeply and aligns with your purpose. Test if each value is a 'non-negotiable.'

### 4. Define Each Value Clearly

Write a brief explanation for each value. Example: Integrity: Acting honestly and ethically in all decisions.

### 5. Live Your Values

Embed these values into daily life and decisions. Reflect regularly to ensure alignment.

## Why Core Values Are a Game-Changer

Core values provide clarity and purpose. They help you:
- Make tough decisions with confidence.
- Build trust with customers and team members.
- Differentiate yourself in the market.

At Bluestem Springs Farm, the values guide farming practices, helping us improve the land, raise happy animals and offer habitat for wildlife.

## Worksheet: Craft Your Core Values

### Step 1: Reflect on Your Purpose

What is your mission?

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### Step 2: Identify What Matters Most

List 5-10 qualities or outcomes you want to prioritize:

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### Step 3: Narrow Down to 3-5 Core Values

List your top values:

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### Step 4: Define Each Value Clearly

Write a short description for each value:

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