Use the Row Number to Refer to, if needed.	FIRST, List many examples of common mistakes and/or success strategies that you've observed or heard about.		SECOND, Answer these questions to clarify what needs to be taught and what needs to be included in case studies and scenario-based questions. Note: These questions may create some redundancies. That's okay!				THIRD, Make note of items with similar LEARNING POINTS.
	Common Mistakes	Common Success Strategies	**The Learning Point the Training Should Make**	What Specific Action(s) Should Farmers Engage In?	When Should Farmers Take this Action (or Actions)? In what Situations, at what Times?	What Habit should Farmers Engage in to Enable Success in Taking the Action at the Appropriate Moment?	List other items (in other rows) that may have similar LEARNING POINTS
1.	Unrealistic projections	Use historical data (both production and Financial) and sensitivity/scenario analysis. Start-ups, should lean heavily on benchmarks, existing info, & someone with more experience.	Do your homework or due diligence	Low and high brackets/scenarios; Seek good numbers	Before the enterprise starts. If starting up, scaling, or adding new enterprise.	Providing space and time for planning and analysis. If on-going concern, keep good records. If startup have record keeping system in place	
2.							
3.							
4.							
5.							
6.							
7.							
8.							