



Ranching for Profit School Outline/Agenda

5-Day Ranching for Profit School

The 5-Day Ranching for Profit School starts on Monday morning at 8 AM and ends at noon on Friday. The 5-day school cuts out 1.5 days of curriculum from the 7-day RFP school. Parts removed include grazing infrastructure design, ruminant nutrition, livestock reproduction principles and shortened portions on ecology and grazing. The school still dives deep on business strategy, economics, finance and people management and leadership.

Day 1: Business Leadership, Economics, People

- Differentiate between working in the business (the \$20/hour work) v. working on the business (the \$1,000/hour work)
- Apply Parato Principle (the 80/20 Rule)
- Identify worry areas to address during the class.
- Review Principles to derive maximum value from the school.
- Learn the 3 secrets for increasing profit in any business.
- Apply the 3 secrets for increasing profit to your farm or ranch.
- Begin the search for breakthroughs for your ranch.
- Identify ineffective and highly effective personal, business and industry paradigms.

Day 2: Economics & People

- Learn and apply the 7 step Ranching For Profit Economic Model to your business to project profit or loss and identify profit drivers and “deadwood.”
- Determine how accounts should be organized for your ranch.
- Explore cow depreciation and how you can manage it to increase profit.
- Complete an enterprise analysis for an example ranch
- Calculate gross margins and use them to make better production decisions.
- Draw out ideas, opinions, facts and feelings from others in non-threatening ways to improve communication at home and in your business.
- Establish clear goals for you, your family, and your business.
- Define roles and performance targets for everyone who works in and on your ranch.
- Hold people (including yourself) accountable for results without damaging relationships.
- Develop a management succession plan that ensures continuity into the future.
- Prepare the next generation for management authority and responsibility.

Day 3: Finance, Ecology and Grazing

- Use key performance indicators and benchmarking to find strengths and weaknesses in your business.
- Use benchmarks to identify strategies for increasing profit for your farm or ranch.
- Explore the use of leverage and pros and cons.
- Learn how to calculate key financial benchmarks and understand what they mean to your business.
- Identify options to capitalize and concessionize fixed assets to put your money, currently tied up in unproductive fixed assets, to work.
- Learn the 5 Grazing Principles that work in any environment
- Explore ways to apply the 5 Grazing Principles that make sense economically

Day 4: Ecology & People

- Develop a business structure that fits your environment and works with nature's cycles.
- Compare the profitability of alternative production strategies for enterprises.
- Find strategies to effectively manage the "worry areas" identified on day 1.
- Experience first-hand the value of having an objective, experienced board of peer advisors.

Day 5: People & Management (Class ends at noon)

- Draft a plan to apply Ranching For Profit principles to the challenges facing your ranch.
- Determine a policy for working on your business on a regular basis.
- Finalize your plan to apply Ranching For Profit principles to your ranch.