



Ranching for Profit School Outline/Agenda

7-Day Ranching for Profit School

Schools typically start at 2:30pm on a Sunday afternoon. The first day ends with a dinner hosted by RMC for participants to get acquainted. Days 2-5 (Monday through Friday) typically start at 8 AM and adjourn between 5 and 6 PM each day. Day 7 (Saturday) we begin at 8 AM and adjourn by noon.

Day 1: People, Ecology, Production & Economics (Overview)

- 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.

Day 2: Economics & People

- 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.
- 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: Economics & Ecology

- 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.
- Project and manage your cash flow.
- Understand ecosystem function and why it matters
- Assess the health of your property.
- Identify tactics for improving soil health and the condition of your ranch ecosystem without expensive inputs.
- Determine the carrying capacity of your ranch.

- Increase the carrying capacity of your ranch without seeding, spraying, fertilizing, brush clearing or other expensive, counterproductive practices.

Day 4: Finance & Grazing

- Use key performance indicators and benchmarking to find strengths and weaknesses in your business.
- Find 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 what they mean
- Identify options to capitalize and concessionize fixed assets to put you 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 5: Grazing & Production

- Create a property development plan for example ranch
- Build a feed bank.
- Troubleshoot pasture and animal performance problems.
- Compare the profitability of seasonal v. year-round grazing enterprises
- Drought proof your business.
- Improve the nutrition your livestock get from grazing
- Design a supplementation program that will support high performance and minimize costs.
- Explore the six basic principles for improving reproductive performance in your herd.

Day 6: 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 7: 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.