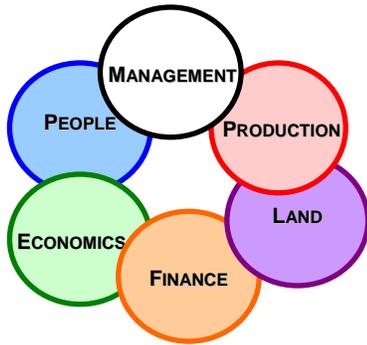




By Dave Pratt

Ranching For Profit
Healthy Land, Happy Families & Profitable Businesses



Can You Walk The Talk?

Vision without action is just a dream.
Action without vision is a waste of time.
Vision with action can change the world.

I've taught hundreds of Ranching For Profit School participants and Executive Link members to use the ICA process to create a shared vision. The statement they create is a good start, but it is only a start. What if the vision doesn't work?

Using the ICA process families often develop statements that include "*a profitable business*," "*financial security*" and "*opportunities for family members*." But how much profit do they need? What feels like financial security to one person may cause sleepless nights of worry to another. What resource base and what enterprises support the vision? What scale and gross margin will be required in those enterprises to provide meaningful opportunities for family members?

This year returning Executive Link members will be creating a detailed picture of what their vision, fully implemented, really looks like. They will quantify inputs and outputs, create a profit target and determine the gross margin, turnover and production targets needed to support it. They will use *ProfitTracker* to determine the economic and financial viability of their vision. If their vision checks out, they will build a capital development plan, a skills development plan and an implementation timeline to show how they will get there. Their Executive Link boards will hold them accountable for its implementation.

If the vision doesn't cut the mustard, they'll work with their board, exploring alternatives until they find one that meets their personal goals and works both economically and financially. This will be hard, fun, exciting and rewarding work. If you'd like to join other Ranching For Profit School alumni who are building sustainable ranches through the Executive Link, please contact us at (707)429-2292.