

## Course Outline and Objectives

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

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. Day one builds a strong foundation, setting the stage for the outcomes you'll achieve for the rest of the week.

### Day 2: Economics & People

- Apply the 3 secrets for increasing profit to your farm or ranch.
- Determine how accounts should be organized for your ranch.
- Improve communication at home and in your business.
- Establish clear goals for you, your family, and your business and develop plans to achieve them.
- Differentiate between *working in the business* (the \$100-\$1,000/hour work) v. *working on the business* (the \$10/hour jobs)
- Define roles and performance targets for everyone who works *in* and *on* your ranch and create a system to hold people 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 & Finance

- Apply the 7 step Ranching For Profit Economic Model to your business and identify profit drivers and "deadwood."
- Complete an enterprise analysis for each part of your business.
- Calculate gross margins and use them to make better production decisions.
- Project and manage your cash flow.
- Use key performance indicators and benchmarking to find strengths and weaknesses in your business.
- Find strategies for increasing profit for your farm or ranch.
- Apply the 3 "R's" of credit and other financial principles to make you more financially secure and make your farm or ranch more efficient.
- Identify options to capitalize and concessionize fixed assets to put your money to work.

### Day 4: Ecology & Grazing

- 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.
- Create a property development plan.

### **Day 5: Grazing & Production**

- Build a feed bank.
- Troubleshoot pasture and animal performance problems.
- Apply the five principles of cell grazing to increase carrying capacity and improve the health of your land while reducing costs.
- Create growing season and dormant season grazing plans incorporating wildlife considerations, production risk, personal needs and other factors.
- Drought proof your business.
- Improve the nutrition your livestock get from grazing.
- Design a supplementation program that will support high performance and minimize costs.
- Apply 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 challenges unique to your business.
- Experience first hand the value of having an objective, experienced board of peer advisors.
- Draft a plan to apply Ranching For Profit principles to the challenges facing your ranch.

### **Day 7: People & Management (Class ends at noon)**

- Determine a policy for working *on* your business on a regular basis.
- Manage your time by applying five principles of time management.
- Finalize your plan to apply Ranching For Profit principles to your ranch.