



Ranching For Profit School Course Outline

Schools typically start at 2:30pm on a Sunday afternoon (Day 1) and conclude at noon the following Saturday (Day 7).

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

- Differentiate between *working in the business* (the \$10/hour work) v. *working on the business* (the \$1,000/hour jobs)
- 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

- Apply the 3 secrets for increasing profit to your farm or ranch.
- Determine how accounts should be organized for your 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.
- Develop and implement a plan to achieve your goals.

DAY 3: Economics & Finance

- Apply the 7 step Ranching For Profit Economic Model to your business to project profit or loss 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 that will make you more financially secure and make your farm or ranch more efficient.
- Identify options to capitalize and concessionize fixed assets to put you money, currently tied up in unproductive fixed assets, 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 that incorporate wildlife considerations, production risk, personal needs and other factors.
- 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.
- 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 "worry areas" identified on day 1.
- 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

- 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.