

# Plan to Profit: course structure

## **12 weeks: 5 interactive group Zoom sessions PLUS 5 individual (confidential) Zoom sessions with your coach (Mike or Tony).**

### **Week 1 – GETTING STARTED**

This is where you get access to our online learning platform so you are ready for your first Group Zoom the following week.

### **Week 2 – ESSENTIALS (Group Zoom)**

Participant data requirements – you need to have access to the last three years' tax returns for the business. If you do not have this, simulated farm data will be provided.

Learning outcomes:

- Understand how to get management performance information out of a business tax return.
- Understand the following terms:
  - Management profit and loss
  - Balance sheet: assets and liabilities
  - Key bank ratios: interest rate cover, overhead cost ratio, equity, and net worth
  - Key business ratios: return on assets managed, return on equity
  - Developing a farm business plan.
- Understand what banks need to know about your business.

Key questions that answer:

- How can I get an understanding of my business' true performance of the last few years?
- What have been my business' key income and cost trends of the last 3 years?
- What has been my business' wealth trend over the last 3 years?
- How has my business performed against key

bank performance indicators?

- Is my business viable?
- How do I get started in putting a business plan together?

### **Week 3 – COACHING (your individual Zoom with your trainer)**

One-on-one Zoom coaching session. At the end of week submit assessment task 1.

### **Week 4 – BUSINESS PLANNING (Group zoom 2 – 2 hours)**

Learning outcomes:

Understand how your goals and objectives can shape your business.

Key questions that answer:

- What are my personal and business goals and objectives?
- What are the strengths and weakness of my current business?
- What are my business risks and how can I manage them?
- How do I use my resources effectively?

### **Week 5 – COACHING (your individual Zoom with your trainer)**

One-on-one Zoom coaching session. At the end of week submit assessment task 2.

### **Week 6 – SEASON (Group Zoom 3 – 3 hours)**

Participant data requirements

- Property paddock/block details of plantings and yield expectations
- Overhead, variable and finance costs
- Prices of grain, wool and fruit delivered
- List of machines and their 'clearing sale' values
- Land and water rates values

Learning outcomes:

- Estimate of this season's key performance measures of profits, equity, key bank ratios and business efficiency.

Understand the following terms:

- Variable costs for each planting
- Estimated Gross Margin for each patch (crop type)
- Cost of production for each crop type
- Key business ratios: Return on Assets Managed, Return on Equity

Develop an estimated monthly cash flow for this season.

Key questions that answer:

- How much better off will my business be at the end of this season?
- What are the key profit drivers of my business?
- What should be my business profits this season?
- What financial information should I be communicating with my bank?
- How can I improve profits?

### ***Week 7 – COACHING (your individual Zoom with your trainer)***

One-on-one Zoom coaching session. At the end of week submit assessment task 3

### ***Week 8 – FUTURE (Group Zoom 4 – 2 hours)***

Participant data requirements

- Future development plans for the plantings
- Future yield and re-development expectations

Learning outcomes:

- Estimate of the next 5 year's key performance measures of profits, equity, key bank ratios and business efficiency.

Understand the following terms:

- Expected growth in business wealth over the next 5 years

Key questions that answer:

- How well is the business going now?
- Is my wealth growing or declining?
- What is the risk profile of my business?
- What does the bank need to know?

### ***Week 9 – Coaching (your individual Zoom with your trainer)***

One-on-one Zoom coaching session. At the end of week submit assessment task 4

### ***Week 10 – SCENARIO (Group Zoom 5 – 2 hours)***

Participant data requirements

- Ideas of alternative strategies you would like to test and see the effect on your farm business.
- Past data on good and bad seasons (drought)
- Understand the following terms:
- Scenario analysis and assess those 'What-if' questions
- Future profitability trends
- Significant ideas and strategy for improving profits and business resilience.

Using scenarios analysis to assess the 'what if' questions of the business.

Key questions that answer:

- What scenarios will help improve business performance?
- Would buying more land help the financial performance of the business?
- Can my business have a successful succession plan?
- How would changing planting financially help my business?
- How well can I manage through drought?

### ***Week 11 – COACHING (your individual Zoom with your trainer)***

One-on-one Zoom coaching session. At the end of week submit assessment task 4

### ***Week 12 – Wrap up***