



WEALTH



CONTROL



CONFIDENCE



GROWTH



PROSPERITY

# ExecutiveLink™

*Empowering people and driving businesses for 25 years*

Giving you the support, skills and confidence to achieve what you want out of life.



## Message from Terry McCosker



Let's look at the reality of Australian agriculture today.

Business as usual isn't working. Debt levels, increasing input costs and general expenses just aren't being balanced by an increase in income and production.

For this very reason, what was profitable in years gone by, unfortunately, is not necessarily going to be profitable today.

A new approach needs to be taken to new circumstances, to challenge and develop a business to a point where it has the efficiency and production to not only survive, but to grow for future generations.

Despite this ever tightening cost price squeeze, there are professional managers in this industry making money.

**The answer lies in what I term 'professional management'.**

Regardless of what a business looks like now, there is always improvement to make. To take advantage of the opportunities we are presented with, we need the skills, support, network and accountability of a professional manager to fully capitalise on them.

After working with thousands of people in this industry, we have

designed and refined, over 25 years, a process that provides both peer support and pressure to make the changes that we can so easily put off. The process helps redefine what we want, and to take control of, and responsibility for, our personal and business outcomes. In doing so, we become professional managers. This process is **ExecutiveLink™**.

It is not possible to predict the outcomes from an **ExecutiveLink™** journey. However, **ExecutiveLink™** members are always in a different place when they graduate from the program by being in control of the important things in their lives.

It's not an easy road, but one where the rewards are more than worth the effort that it takes. I am proud to say that there is no doubt that **ExecutiveLink™** is the greatest support service that RCS has developed for rural businesses.

I hope you will join me for an experience that will change your life forever.

**Terry McCosker**  
Internationally acclaimed educator and consultant.

# Imagine the most important three years of your future life...

Three years that will shape every aspect of the rest of your life.  
Imagine creating a life of control, achievement and lasting fulfilment,  
on your own terms, starting immediately.

## What is included in the **ExecutiveLink™** program?

**Implementation skills** to be a professional manager.

**A great coach** and access to Australia's most trusted rural consultants.

**Your very own Board of Directors** Meeting three times a year as a reciprocal board of directors for each other's business, this no-nonsense program helps you as managers and owners achieve what you want out of life and your business.

**Guest speakers** With a mixture of both national and international speakers, each meeting you'll feel motivated and up-to-date with what is cutting edge information and ideas from a wide range of guest speakers.

**Business analysis and benchmarking with RCS Profit Probe** See how you are performing compared to the rest of your industry. This is a great way to see what the top 20% are doing and then dig down and pinpoint how to move your business towards the top.

**Lifetime access to the RCS vault of models and tools** This alone is worth the value of the entire program – with over three decades of consulting knowledge behind these models and tools, we cannot place a value on the work that has gone into these.

**Annual business audit** Each year we will take you through the RCS "Gap Analysis", which will identify the strengths and weaknesses in your business. This is also a great way to monitor your progress and track performance.

**Business plan** This active document clearly outlines **what** you do, **how**, and **why**. Having a working, active business plan allows knowledge to be taken out of your head and put on paper so that your partners and family can use it for generations to come.

"Doing EL has been one of the greatest, rewarding, challenging and empowering experiences of my life. It has enabled me, through being around like minded people, to make a real difference to my grazing practices and pastures, develop an understanding of the economic side of my business and to kick some pretty big personal goals. I didn't expect to get out of EL what I did; I would have been happy with a tenth of what I got".

– Craig Davison "Gregory Creek" Injune, Queensland

# GIVING PEOPLE THE SUPPORT, SKILLS AND CONFIDENCE TO ACHIEVE WHAT THEY WANT IN THEIR LIFE

As part of the RCS family, you have already taken the first steps down the path to taking control of your life and outcomes. What is the next step? How will you keep the momentum? Experience shows that it's easy to go to a course, go home and go straight back to where you were.

"When I first introduced the **GrazingforProfit™** School into Australia, I realised that no matter how enthused and motivated students were after completing GFP, the busy-ness of life soon enveloped them when they got home. If people were going to make the huge changes they set out to make – then they would need continuing support and peer pressure. I saw that without this support there was no change and a lot of failures." – Terry McCosker

**ExecutiveLink™** provides the circuit breaker to ensure the relevant stuff in **GrazingforProfit™** and other RCS short courses gets implemented.

## STEP 1

MASTER THE BASICS OF ANALYSING YOUR BUSINESS

Imagine having somebody to hold your hand and walk you step-by-step through the process of mastering your own accounts and analysing your business.

Together with your own coach, discover how to break through the monotony of book-keeping for the tax man and produce a set of meaningful financial management accounts that allows you to make important decisions based on fact and absolute understanding of financial literacy.

This is the beginning of the journey to become comfortable with business numbers. Getting the fundamentals right is essential. Once you get the foundations right, the rest becomes **exciting**.

## STEP 2

HONE YOUR BUSINESS AND PERSONAL SKILLS

Now that you've got the basics cemented in, you will have a team of people completely invested and 100% interested in you succeeding.

Experience where you are now in your life, envision exactly where you want to be, and learn how to close the gap between the two. This stage unearths the key areas to increase knowledge and take action. Develop a clear target of what you want in your life and why – in your work, your finances and your relationships as well as make fundamental decisions, build a plan and create strategies for sustained momentum towards these targets.

We get as much if not more knowledge and experience by working with the other members of our board than we do by working on our own business.

## STEP 3

PROFESSIONALLY MANAGE YOUR NEW PLAN FOR THE FUTURE

Those who create an extraordinary life and achieve their highest vision share one fundamental power: the capacity to turn their fears and limitations into positively focused action.

There is a time when **ExecutiveLink™** moves from dealing with current issues to focusing on the future.

With constant work on your vision and goals, along with the development of a comprehensive, active business plan, you will determine the road map by which you can walk into the future of your dreams.

**Focus is your power.**

"There is a powerful driving force inside every human being that, once unleashed, can make any vision, dream or desire a reality." – Anthony Robbins

# \$0 FINANCIAL RISK

We know from experience the impact that **ExecutiveLink™** will have on your life! That's why we're willing to take all the risk out of your decision to attend. Enrol now. You will be blown away. If you're not completely satisfied after the first meeting, simply turn in your workbook and materials. You will not be required to make any payments. You have absolutely nothing to lose – and everything to gain in your life. The real risk is inaction. **BUT YOU MUST TAKE ACTION NOW!**

## LIMITED TIME OFFER

Defer all payments for the first two months. Look at this as a "try before you buy" offer. If the **ExecutiveLink** experience is not for you, then we will happily part ways, all we ask is that you discuss your circumstances with us so that we understand. We want you to see what it is like before you put your hand in your pocket.

**HURRY! LIMITED TIME OFFER**

"Having completed **Farming&GrazingforProfit** it was clear that a number of management changes could make a positive impact on our business and our lives. However changing habits is hard. We joined EL in order to continue learning and to stay on our chosen path."

– Tom and Kellie Deery

Tom and Kellie Deery  
with children  
Liana and  
Jake



THE ULTIMATE JOURNEY FOR THOSE WHO DEMAND THE MOST OUT OF LIFE

*"I would love to see you become part of the ExecutiveLink™ journey, joining a group dedicated to helping themselves. It is a substantial commitment in both time and resources, but one which changes lives. I have the great privilege of sitting in on the final sessions of ExecutiveLink™ boards and it never fails to bring me to tears, listening to the stories and the journeys completed. I hope you will join me for an experience that will change your life forever."*

**– Terry McCosker**



*"I thought my RCS journey was just going to be about cell grazing. I soon realised I was wrong, and thought it was going to be about knowing our business. I was still wrong! After working with RCS and completing ExecutiveLink™, our business is stronger, we are improving our land, we are happier and our marriage has never been stronger."*

– Alice Greenup, Greenup-Eidsvold Santa Gertrudis  
and author of "Educating Alice", published by HarperCollins.

## GETTING A RETURN ON INVESTMENT (ROI)

To get a 100% return on ExecutiveLink™ investment, an average client (based on ProfitProbe data) only needs to increase gross margin by \$5.50 per LSU for a cattle business or increase return on assets (ROA) by 0.16% pa. Historically we have seen an increase in ROA of 3.5% during the three years. That is seven times the return needed for a 100% ROI from ExecutiveLink™. These types of returns are hard to come by in agriculture.

## WHAT IS REQUIRED OF YOU?

- ✓ Enthusiasm and willingness to implement what you've learnt to achieve your personal vision and goals.
- ✓ Commit to attending three meetings each year for a three year period (9 meetings in total, usually March, July and November at locations that are easy to drive/fly to).
- ✓ Be open to new ideas, suggestions and challenges.
- ✓ Be passionate about becoming a professional manager.
- ✓ A financial and time commitment.

To begin your ExecutiveLink™ journey, call Kelly for information on how to get started.

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Empowering People