

ExecutiveLink™

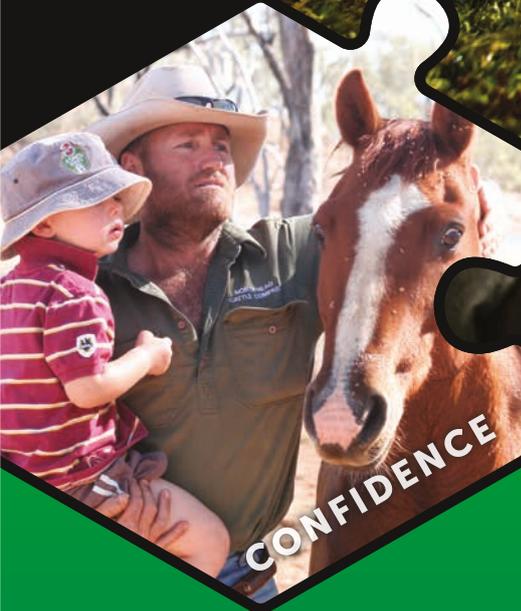
Giving you the **support, skills and confidence** to achieve what you want out of life.



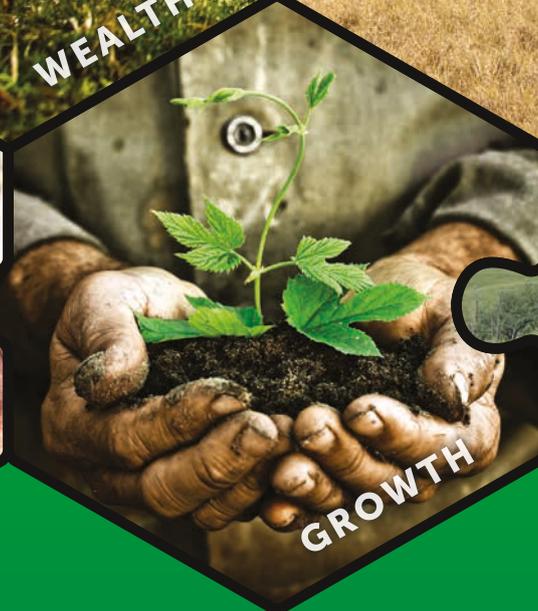
WEALTH



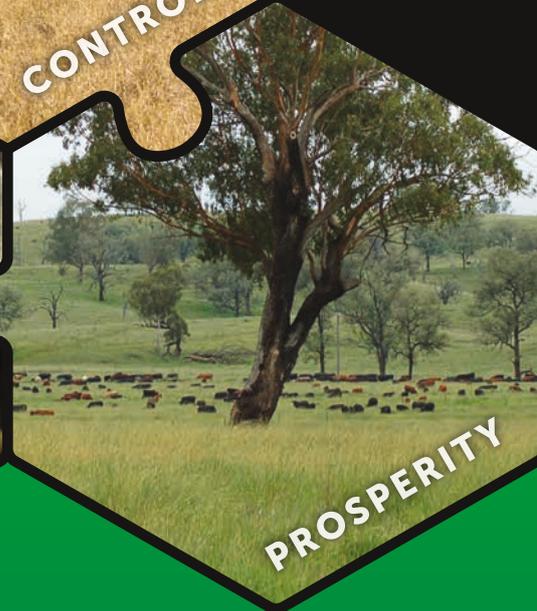
CONTROL



CONFIDENCE



GROWTH



PROSPERITY

EMPOWERING PEOPLE AND DRIVING BUSINESSES FOR OVER 30 YEARS



Message from Terry McCosker



The principles of regenerative soil health coupled with the principles of regenerative grazing, make this the most exciting era of agriculture that I have seen in my 50 plus years. We have come full circle to the fundamentals of agriculture taught by Sir Albert Howard and Lady Eve Balfour, over 100 years ago, but with the added benefits of technology tools.

We are in an era where every manager and land owner can develop a clear path to a more rewarding future. However, the social pressure on anyone who wants to be different to the chemical based, overstocked and overgrazed norms of farming and grazing, are significant and pull us back into the norm. Socially it is no different to an alcoholic who hangs out with non-drinkers: They have a much better chance of staying sober than one who hangs out with a bunch of boozy mates.

There are managers in this industry making change and money. The secret lies in what I term '*professional management*'. To take advantage of the opportunities we are presented with, we need skills, support, a like-minded network and accountability to fully capitalise on them. By working with thousands of people in this industry, we have designed and refined, over 25 years, a process that provides accountability through 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, 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
Director, RCS

What is the program?

ExecutiveLink™ is a unique program, designed to **educate**, **motivate** and **support** professionals in agriculture to take control and achieve their goals. It provides a structured process in which a group of like-minded people can, by acting as advisory directors, work together on their respective businesses to be **economically**, **socially** and **ecologically successful**.

As an ExecutiveLink member, you will be teamed with other suitable people in a **peer advisory board**. You and your board will meet three times a year in a facilitated meeting to review each member business. The program operates for a three year period, and includes annual benchmarking of business, production and people performance through ProfitProbe™.

Furthermore, the ExecutiveLink program includes outstanding continuing education opportunities, designed to challenge your thinking and keep you moving forward. Members work at a level that is unique in the agricultural industry.

"This program, from my point of view is a truly unique process. It's eminently practical and holistic, in that it considers many aspects that come together to create great environments, great properties, great businesses, united communities and deeply bonded families. It does this though a series of very well-conceived processes and techniques that create people thinking in new ways, communicating with less noise, deciding with greater consideration and clarity, and interacting in a collaborative way in which most people only talk about.



In my 30 years of consulting, having worked in many organisations, both government and private, and across many consulting firms, I would consider ExecutiveLink to be the leading edge in continuous new thinking and of constant creation of improvement."

– **Allan Parker, Managing Director of Peak Performance Development Pty Ltd**

What have others said?

"The ExecutiveLink process has given us the edge to continue the learning journey by providing a platform for peer to peer support. The process offers motivation and accountability like no other. It is a powerful process which links like-minded people together on a journey of self-discovery and business improvement. It is what you make it."

– EL Graduate, NSW

"Making the possibility of a better business and better life a realisation. Turning what you may have regarded as an impossibility into an opportunity".

– Joy McClymont, Longreach, QLD

"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 practises and pastures, develop an understanding of the economic side of my business, and kick some pretty big personal goals. I didn't expect to get out of EL what I did. I'd have been happy with a tenth of what I got."

– Craig Davison, Dalby, QLD

"Since completing RCS training and professional development, we completely turned our farming business around. We like to say Grazing for Profit was the "information download", Next Steps was the "Setting up phase" and ExecutiveLink is the "Put the foot down and drive the business experience"!

– Brad and Katie Collins, Wagga Wagga, NSW

What's included?

- ➔ **Implementation skills.** Training and support ensuring you develop a solid and easy knowledge of the fundamentals that drive your operation(s) and lives.
- ➔ **Your very own board of directors.** We will strategically place you on a 'board' with 5 other businesses that will form the centre of your support and networking community. You'll meet three times per year with industry leading facilitators as you grow and support each other to achieve your own personal goals in a structured, confidential and safe environment.
- ➔ **Support.** Have an idea or issue, or just need a sounding board? Book a phone meeting with an RCS advisor to discuss the topic and allow you to move forward.
- ➔ **Guest speakers.** At each meeting, you'll feel motivated and up to date with what is cutting edge information and ideas from a wide range of speakers.
- ➔ **Business analysis and benchmarking via ProfitProbe™.** See how you are performing compared to the rest of your industry, and work strategically to move your business to the top 20%.
- ➔ **Lifetime access to RCS vault of models and tools.** Lifetime access to three decades of consulting knowledge put into models, tools and templates.
- ➔ **Attend the Grazing for Profit™ School.** A great way to refresh and extend your knowledge. You and your partner can do the school for a greatly reduced price.

| FEATURE | VALUE OVER 3 YEARS |
|--|--------------------|
| Industry Benchmarking and Business Analysis | \$6,000 |
| Professional Facilitation | \$18,000 |
| Board-Level review on your business | \$90,000 |
| Training and Education | \$10,000 |
| Advisory Support and Coaching | \$15,000 |
| Attendance Discount to 7-day program | \$2,000 |
| Lifetime access to decision support software | Priceless |
| Far-reaching, like-minded network | Priceless |
| | \$141,000 |

If you were to source these features independently in the market place, **the total value for the three-year program is conservatively worth \$141,000.**



Imagine creating a life of **control, achievement and lasting fulfilment** on your own terms, starting immediately.

Who is eligible?

People who have completed RCS GraduateLink or Next Steps program are automatically eligible for ExecutiveLink™. Individual applications are considered on their merit for people who have completed Grazing for Profit™, Farming and Grazing for Profit™ or alternative training programs. These applicants must be able to demonstrate knowledge and experience necessary to meet skill-level entry into ExecutiveLink™.

What is the investment?

- ➔ Membership is \$8,000 per year per business for a 3 year commitment, or \$800 per month x 33 months.
- ➔ ExecutiveLink Graduate membership is \$6,000 per year or \$600 per month x 33 months.
- ➔ Members are also required to meet catering, travel and accommodation expenses.

Where & when do we meet?

- ➔ Chapters operate in both **Northern** and **Southern** Australia. Meetings are held in March, July and November of each year.
- ➔ Dates are confirmed at least 12 months in advance.

To enquire or apply for this program, contact Kelly McCosker at RCS...

Phone: 1800 356 004 | Email: kmccosker@rcsaustralia.com.au

"I thought my RCS journey was just going to be about cell grazing. I soon realised I was wrong and thought it was 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 of Greenup and Eidsvold Santa Gertrudis and author of "Educating Alice" published by HarperCollins