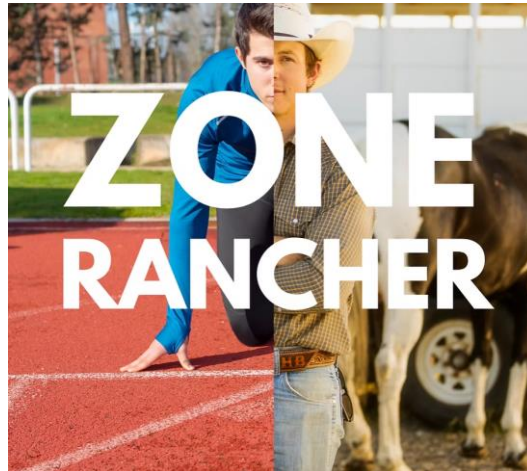




RANCHING.FYI



LEVEL 1 - *Ignition*

High-Performance Leadership Course for Building a Ranch Culture of Success and Profitability

COURSE OVERVIEW

As Founder and CEO of SportExcel Inc., it is my pleasure to bring the Zone Rancher high-performance program to you to help you to build a culture of high performance in your ranching operation.

Based on my highly successful leadership program that has facilitated business, Olympic and professional-athlete successes, this is the third year that this program has been offered to the ranching community in conjunction with Ranch Right LLC and Ranching.FYI.

Specifically designed for the business of ranching, this program empowers you to build a high-performance culture within your operation, where your leadership is never in doubt as you build healthier relationships across the board, manage all your roles in business and life effectively, build balance through better time management and organization, and facilitate the decisiveness of action for profitability and stewardship of your land.

COURSE DETAILS - CONTINUED

Zone Rancher will give you a leadership system with multiple high-performance tools, that will be immediately empowering to you as a participant and equally empowering to those you lead and touch by the actions in your daily decisions. The impact of this culture of empowerment will feel very good to you and those around you. And although it is leadership, not psychology, many are also calling it excellent for their mental health.

WHAT YOU'LL LEARN

In this program, you will learn an actual strategy called the Zone. Be prepared for some interesting changes in your personal life, in how you influence others and in how you run your operation, because the stories you hear about the Zone are true. It does affect all areas and all people in your life. And it is fun.

In Zone Rancher Level 1, *Ignition*, you'll learn how to:

- Take leadership of yourself and apply it to all of your actions
- Acquire the ability to stay emotionally buoyant in your day-to-day work and personal space - this consistent buoyancy is what we call the Zone
- Support your Zone through a System that ensures you effectively execute strategies to achieve your daily outcomes
- Develop new skills fast by modeling excellent ranching leadership role models
- Manage and empower employees (and deal with difficult people) more effectively
- Tackle problems with a sense of urgency and excitement
- Stay motivated and energized
- Generate more fun so you maximize yourself at your best, enjoying life and work

TRAINING SCHEDULE

Zone Rancher Level 1 - *Ignition* will be held weekly every Tuesday and Thursday starting February 4 - 27, 2025 from 1:00 - 2:30 pm MST.

COURSE DETAILS

Zone Rancher Level 1 - *Ignition* consists of six powerful steps within eight modules.

Module 1: Drawing up the roadmap and getting started with the Zone

Step 1 is the Zone (you at your best), a skill that you will learn and practice because it forms the foundational skill for success in all areas of your life.

In Step 1 you'll learn:

- The Zone - The dynamite starting point for excellence

COURSE DETAILS - Continued

Module 2: Creating your future, uplifted by feedback

- Step 2 uses an empowering visualization tool to make the future a “Done Deal”
- Step 3 ensures that you guide yourself to the outcomes (your goals) by limiting negative emotional pushback

Module 3: Drawing on your strengths

Learn the first strategies of Step 4 to:

- Forget bad experiences and move on through emotional housekeeping
- Engage the power of your subconscious to set yourself up for success in any situation

Module 4: Drawing on the strengths of others

Learn additional strategies from Step 4 to:

- Learn from other leaders' excellence by accessing your amazing ability to model them
- Use a powerful physiology to resolve problems and stay in the Zone

Module 5: Reframing your experiences so they work for you

Learn additional strategies from Step 4 to:

- Change your perspective of anything by reframing how you react to it
- Resolve leadership and interpersonal issues with a specific leadership strategy

Module 6: Energy to spare

Learn strategies from Step 4 to:

- Access your core energy and understand how to elevate it when needed
- Manage your energy on an activity to activity level to get the most out of it, no matter when your day starts and no matter when it ends

Module 7: Drawing the System together

Learn the strategies of Step 5 to:

- Apply your Zone and your system tools strategically to all areas of your life

Module 8: Becoming the high-performance expert

Learn the strategies of Step 6 to:

- Take charge as the expert as by this point you have earned your license to drive your high-performance leadership System

WHAT'S INCLUDED

- Eight - 90-minute live, online group high-performance training sessions via Zoom specifically designed for ranchers (two sessions per week on Tuesdays and Thursdays - February 4 - 27, 2025 from 1:00 pm - 2:30 pm MST)
- PDF download for each module to be used as a resource and a reference for what you'll learn in that session
- Complimentary eBook copy of **MIND vs SALES** (business sales)

PRICING

Zone Rancher Level 1 - Ignition Course: \$549 USD/seat

Get a second seat for your ranch at a special rate: \$349 USD/seat

(Add your husband or wife; share the same operation; pay from the same checkbook)

ABOUT YOUR HIGH-PERFORMANCE TRAINER



Bob Palmer founded SportExcel Inc. in 1994, driving high-performance innovation that is transforming how business people and organizations achieve their dreams.

A highly respected and inspiring industry leader and expert, Bob has been instrumental in pioneering a systems-based, leadership approach that has revolutionized how businesses uplevel their leadership skills to create a profitable and empowering culture.

Bob initially designed his high-performance program for athletes and coaches and then further developed and extended the model specifically for sport CEOs and executives. Frank Thompson, a successful Olympic Athlete in international skeet shooting, applied Bob's "sport" high-performance system to his Nebraska ranch operation.

As a result of his success, he introduced SportExcel to Ranching.FYI and John Haskell, and this specifically designed collaboration between the two organizations is the result.

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Learning how to use being in the Zone in my business has given me an elite edge in growing my business. Visualizing my future success with Bob's tools helped make my success quicker and built more confidence along the way! Business, sport and family life can all be massively improved by using the knowledge that Bob shares!

TAYLOR HODGES, CEO - Hodges Financial Services, HP Cashflow and Inspire Gym United