

In many “self help” books the author will often ask the reader to perform a self assessment of him or herself. He or she encourages the reader to ask challenging questions that would elicit action behavior to get headed in, or continue in the direction that will give the desired outcome. Often times, authors present many methods for improving one’s life, whether it be socially, at home, spiritually, etc. However, this advice is futile if the reader does not assess his or her situation, detect the areas that need change, and decide to start on a path that will help them achieve their goals and be successful. This same type of “self help” evaluation can, and should be applied to your cattle operation. In the coming weeks we will work to drive your thinking, and determine what areas you can work on and improve in your operation.

Before we discuss our first topic of this series we encourage you to ask yourself some questions about your operation. The more thorough and honest your answers, the easier it will be for you to determine where you are and what you should do to meet your goals.

- * What are your three most important goals for your operation?
- * What are you actively doing to meet those goals?
- * Which areas of your operation are promoting this?
- * What are some things that are keeping you from being able to meet these goals?
- * Describe the three (or more) greatest strengths of your operation.
- * Describe the three (or more) greatest weaknesses of your operation.
- *What can you do to increase the strengths, and simultaneously decrease the weaknesses of the operation?

It is hard to get where you’re going if you don’t know where you are. In many cases, it may require some extra effort now to set yourself up for success in the future. In other words, you may need to spend more money now so that profitability will be increased in the future. What things are you doing now that will help you get closer to being successful? Are any of the weaknesses you listed able to be drastically improved with just a little extra effort? We believe that spending more to get more, and doing more to benefit more in the long run, is one of the wisest managerial decisions you may ever make. Next week we will begin talking about the first area that may result in increased profit down the road if just a little extra effort is put forth now.

Prices for feeder steers medium and large 1 sold through the Oklahoma National Stockyards on Tuesday, March 17, 2015 are as follows: 485lb- \$292.61, 567lb- \$273.76, 671lb- \$239.74, and 775lb- \$207.07. The price for April 2015 750lb feeder steers on the Chicago Mercantile Exchange was \$210.15 on closing Tuesday, March 17, 2015.

Thanks,
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