



Turn Workforce Pressures Into Profitable Opportunities

Presented by: Zeb Smith, CPA

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About Me



Zeb Smith, CPA

- Biz Owner
- Biz Advisor



“

My passion is spending time with my family hunting, hiking, camping, and all things outdoors.



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“

My mission is to provide outfitters with high & mid-level services so you can worry less about business and finances and enjoy doing what you love with those you love most.



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zebulon

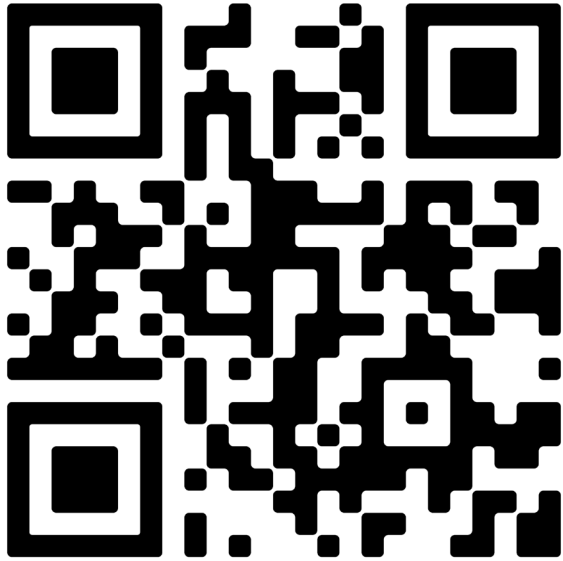
Grow Your Zest For Life

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Turn Workforce Pressures Into Profitable Opportunities



Introduction

- ▶ Top issues affecting outfitters nationwide
- ▶ Case study from one of you

Meat & Potatoes

- ▶ Face the beast
- ▶ Determine your “Salary Cap”
- ▶ Incentive plan
- ▶ Much more...

INTRODUCTION

The workforce pressures affecting outfitters

Workforce Pressures Affecting Outfitters



INTRODUCTION

Case study from one of you



American Adventure Expeditions

Whitewater rafting in Buena Vista, CO





- ▶ The pressures

- State mandated changes

- Labor shortage

- High living costs





- ▶ Their big-vision dreams

Personal growth culture

Above market wages

Two days per week time off





- ▶ The off-season initiatives

Discover

Define

Project

Send it...!





► The results

Higher company-wide wages
Happier employees & guides
End-of-season guide retention
Team-wide ownership in business
Huge manager bonus
Additional net profit





- ▶ The “secret shopper”

My bachelor party experience...

Heard it from on of the guides!

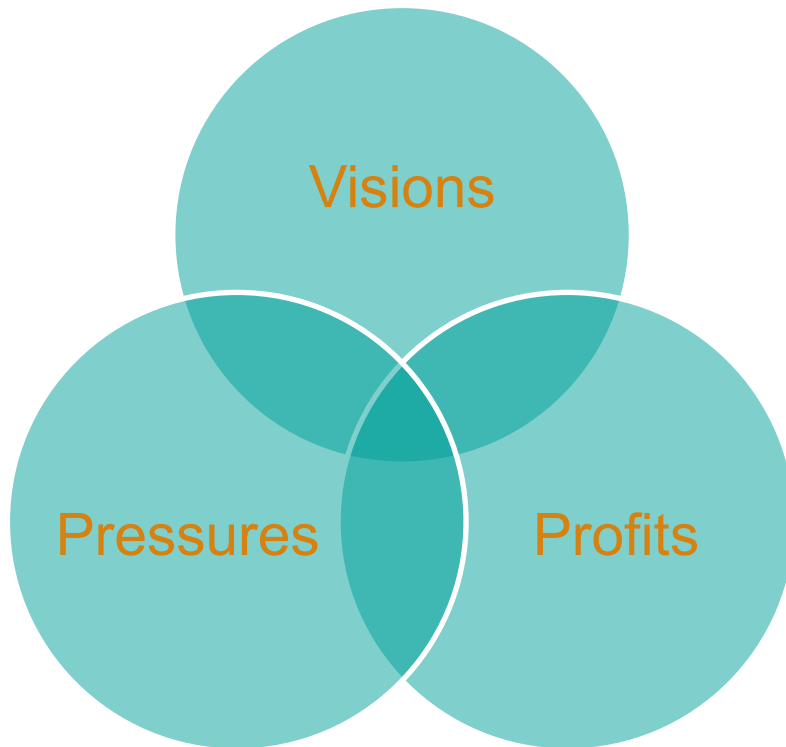
Coollest thing every...



Meat & Potatoes

Turn Workforce Pressures Into Profitable Opportunities

Your Journey To Leadership





Profits

- ▶ Calculate your 'Salary Cap'
- ▶ + \$Revenue
- ▶ - \$Target Profits
- ▶ - \$Non-Payroll Expenses
- ▶ = \$Available For Wages



2021 Revenue	1,289,725
2021 Net Profit	(219,253)
2021 Non-Payroll Expenses	(361,123)
2021 Wages	709,349

2022 Revenue (5% increase)	1,354,211
2022 Net Profit (Target)	(225,000)
2022 Non-Payroll Expenses	(397,000)
2022 Available For Wages	732,211



2021 Owner Pay	95,000
2021 Fixed Wages	124,879
2021 Variable Wages	489,470
2021 Total Wages	709,349
# Pax	10,414
Variable Wages Per PAX	47
# Trips	2,083
Variable Wages Per Trip	235



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Variable Wages Per PAX	47
# Trips	2,083
Variable Wages Per Trip	235

2022 Owner Pay (Target)	125,000
2022 Fixed Wages (Fixed Raises)	153,157
2022 Variable Wages	581,949
2022 Total Wages	860,106
# Pax (10% increase)	11,456
Variable Wagers Per PAX (Raise)	75
# Trips (10% increase)	2,291
Variable Wagers Per Trip (Raise)	254



2022 Revenue (5% increase)	1,354,211
2022 Net Profit (Target)	(225,000)
2022 Non-Payroll Expenses	(397,000)
2022 Available For Wages	732,211

Needed Increase in Revenue	127,894
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Current Avg Customer Spend	118
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Needed Avg Customer Spend	129
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2022 Fixed Wages (Fixed Raises)	153,157
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2022 Owner Pay (Target)	125,000
2022 Fixed Wages (Fixed Raises)	153,157
2022 Variable Wages	581,949
2022 Total Wages	860,106
2022 Revenues (\$129 Avg Spend)	1,482,678
2022 Net Profits (Target)	(225,000)
2022 Non-Payroll Expenses	(397,000)
2022 Available For Wages	860,678



A Change In Profits...

Requires a change in behavior.



Why An Incentive Plan?

- ▶ Retain current employees.
- ▶ Goes beyond hourly exchange.
- ▶ Designed around owner's desired outcomes.
- ▶ Awards good behavior.

Incentivize Your Team





Best practices...

- ▶ Clearly define expectations and pay outs.
- ▶ Use a tiered system.

Incentivize Your Team



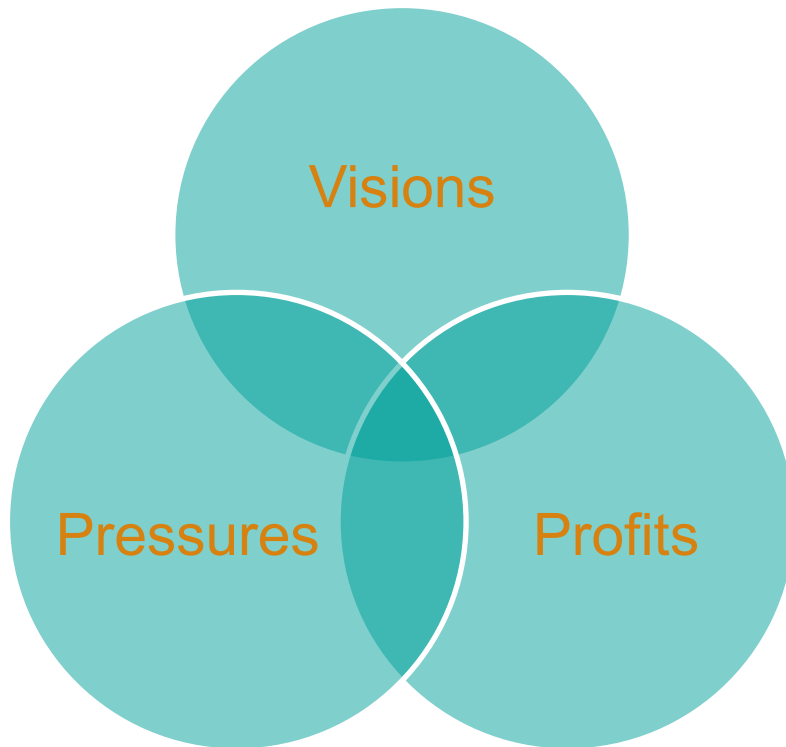
	Below Expectations	Meet Expectations	Exceed Expectations	Above & Beyond!!!
Bonus Amount	\$0	\$500 per person	\$2,500 per person	\$7,000 per person



Final thoughts...

- ▶ Don't get caught in the trap!
- ▶ Equal or greater exchange:
Know your audience.
- ▶ Celebrate wins often:
Give recognition where it's due.

Incentivize Your Team





Templates & Resources

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A large, faint, light-orange geometric logo is positioned on the left side of the slide. It consists of a circle containing several overlapping triangles and a smaller circle, creating a complex, abstract design.

THANKS!

Any questions?

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