the Great Game of Business

All-Stars

2026 WINNER

venturity

HIGHER LAW #3: WHAT GOES AROUND COMES AROUND

WHY VENTURITY BECAME A GREAT GAME ALL-STAR HALL OF FAME COMPANY

Many organizations experience an immediate surge of enthusiasm after implementing The Great Game of Business. The numbers become visible, financial literacy improves, MiniGames™ build momentum, and performance rises across the board.

Then, somewhere along the way, the excitement fades for some. The Huddles become routine. The scoreboards collect dust. The Game slowly becomes something the company used to do.

Venturity chose a different path.

Nearly a decade after launching its Great Game journey in 2017, the Dallas-based provider of outsourced accounting and CFO advisory services continues to evolve, improve, and deepen its commitment to employee ownership. The systems have changed. The leadership team has changed. The business has changed. The commitment to GGOB has not. That consistency, built through thousands of disciplined conversations held week after week, year after year, to unlock the potential of its people, is why Venturity joins The Great Game of Business All-Star Hall of Fame.

HALL OF FAME LESSON #1
CONSISTENCY BEATS INTENSITY

When Venturity first began playing The Game, the challenge was straightforward. The company had spent years trying to improve its gross margin, with only modest success. Leadership understood the financial issues, but employees largely focused on their individual jobs rather than on how the business as a whole created value. Adopting GGOB changed that.

Everyone learned the business's financial drivers. Weekly Huddles shifted from reporting meetings to learning sessions. Forecasting became everyone's responsibility. MiniGames targeted specific operational problems. Employees began solving issues that had previously been left to management. The financial results were remarkable.

Gross margin improved significantly from roughly 35 percent, with sustained improvement over time and several periods exceeding 50 percent. Revenue nearly tripled. Profitability improved year after year. The company confidently and successfully navigated the uncertainty of COVID while delivering record performance. Choosing to implement an Employee Stock Ownership Plan (ESOP) made ownership tangible, reinforcing the link between daily decisions and long-term value.

Year after year, the team kept refining the fundamentals. Each year brought another lesson. Forecasts grew more accurate. Huddles grew more valuable. MiniGames grew more strategic. Conversations grew richer. The company never stopped practicing.

As longtime GGOB coach Wayne Whitesell says,

“HALL OF FAME ISN'T ABOUT HAVING ONE GREAT YEAR. IT'S ABOUT SHOWING UP EVERY YEAR, LEARNING SOMETHING NEW, AND GETTING JUST A LITTLE BIT BETTER.”

HALL OF FAME LESSON #2
PEOPLE SUPPORT WHAT THEY HELP CREATE

One of the most significant changes in Venturity's journey happened quietly. **Former CEO Chris McKee wasn’t part of the company's Design Team.** At first glance, that might sound like delegation. It was something much more profound. The leadership team realized that ownership cannot be assigned. It has to be earned. As Whitesell often reminds companies of one of the GGOB’s Higher Laws: “People support what they help create.

HALL OF FAME LESSON #2

PEOPLE SUPPORT WHAT THEY HELP CREATE

McKee could have continued directing every initiative. Instead, he created space for others to lead. The Design Team evolved into the **Venturity Experience Team (VET)**—a group responsible not only for organizing Huddles or launching MiniGames but also for protecting and strengthening the company's culture with open-book management as its foundation.

Serving on the VET became something employees aspired to because it carried responsibility, not authority. That subtle shift changed everything. Instead of employees participating in management's Great Game, the Great Game became theirs.

"The team continually improves our operations and strives for greater success," says Deanna Walker, Venturity's current CEO. "They are best positioned to make that a reality every day."

HALL OF FAME LESSON #3

THE GAME HAS TO KEEP GROWING

The Great Game Venturity plays today looks very different from the one introduced in 2017. Forecasting evolved from looking a few months ahead to planning years in advance. MiniGames shifted from tactical to strategic planning. The Design Team evolved into the Venturity Experience Team. High-Involvement Planning™ became part of the company's growth approach.

Perhaps the biggest evolution was in how the organization made decisions.

RATHER THAN LETTING GOOD IDEAS COMPETE FOR ATTENTION, EVERY INITIATIVE HAD TO ANSWER A SIMPLE QUESTION: HOW DOES THIS ADVANCE THE COMPANY TOWARD ITS STRATEGIC GOALS? THAT ALIGNMENT TRANSFORMED THE VET FROM AN EMPLOYEE COMMITTEE INTO A STRATEGIC LEADERSHIP ENGINE.

"Vision comes from the top," Whitesell says. "Implementation comes from the bottom."

Venturity's leadership team continues to set direction, but the employee-owners increasingly own the journey. The result is better decisions, fewer distractions, stronger execution, and a culture in which everyone understands not only what they are doing but also why it matters.

HALL OF FAME LESSON #4

YOU'LL KNOW IT'S WORKING WHEN IT SURVIVES YOU

Every company claims to have a strong culture, but very few have the opportunity to prove it. Venturity had two such opportunities.

The first came during the COVID-19 pandemic. Like every business, Venturity faced uncertainty. Instead of retreating into secrecy, the company leaned even further into transparency. Huddles and forecasts continued. Employees understood what was happening inside the business and helped solve problems together rather than waiting for leadership to provide answers.

The second proof came during leadership succession. **As McKee stepped back from his role as CEO and handed the reins to Walker, nothing fell apart. That may be the greatest compliment any founder can receive.** The system no longer depended on a single leader. It belonged to the organization. Hall of Fame cultures don't require constant supervision. They become self-sustaining because ownership has already been transferred to the people.

MORE THAN BETTER NUMBERS

The financial improvements at Venturity over the past decade tell an impressive story. Revenue nearly tripled, gross margin improved significantly—reaching more than 50 percent at its peak—and profitability reached record levels. The company also became 20% employee-owned. These accomplishments are worth celebrating.

But ask longtime Venturity team members what changed most, and many don't start with the numbers. They talk about confidence, trust, and conversations. One of the clearest examples is Tori McLaughlin, Venturity's marketing manager. She joined Venturity as a recent college graduate with a marketing degree and no extensive accounting or finance experience. Years ago, she never imagined she would confidently lead company Huddles or facilitate business conversations. Today, she's one of the leaders shaping Venturity's culture.

> **IT'S AMAZING TO THINK ABOUT THE CONFIDENCE I'VE GAINED, I NEVER WOULD HAVE IMAGINED MYSELF DOING THIS YEARS AGO**

— TORI MCLAUGHLIN,
MARKETING MANAGER

That may be the greatest return on investment The Game delivers. It doesn't just build better businesses. It builds more confident, financially literate leaders, regardless of where they started.

Perhaps the most remarkable thing about Venturity is that they don't act as if they've arrived. **Hall of Fame recognition isn't the finish line. It's simply another milestone.** The team continues to refine forecasts, experiment with MiniGames, develop new leaders, and ask how they can be just a little bit better than they were the year before. That mindset explains why the company has sustained excellence while so many organizations plateau after their first few years of playing the Game.

“GGOB is at the very center of Venturity,” says Walker. “It allows everyone to play a role in the success of the business—not just from a financial perspective, but also from a culture perspective.”

Venturity has also been an incredible ambassador for GGOB, opening its doors dozens of times for tours and visits to help other organizations learn more about the impact of The Great Game of Business.

“THEY OPENED UP THE BOOK AND THEIR HEARTS,” SAYS JACK STACK, THE CEO OF SRC HOLDINGS AND AUTHOR OF THE GREAT GAME OF BUSINESS. “THEY HAVE TRULY MADE AN IMPACT ON THE PEOPLE INSIDE OUR GGOB COMMUNITY”

That's ultimately what separates successful companies from Hall of Fame companies. **Successful companies build systems that deliver results. Hall of Fame companies build systems that develop people.** Nearly a decade after Venturity first opened its books, that may be the most enduring legacy they've created—and the reason they’ve earned their place in The Great Game of Business Hall of Fame.