



The Great Game of Business® Conference 2026 Attendee Agenda

Conference Dates	September 1-3, 2026
Welcome Regi-Ception	Monday, August 31, 2026
Pre-Conference	Tuesday, September 1, 2026
Main Conference	September 2-3, 2026
Location	Hilton St. Louis Union Station St. Louis, MO

How to use this agenda

Each day begins with a simple daily schedule. When a time block includes concurrent sessions, choose one session from the options listed directly under that block. Room assignments, speaker names, descriptions, and notes are shown in the same order throughout.

Monday, August 31

Conference check-in and welcome activity.

Agenda

Time	Session	Location	Notes
6:30 PM - 8:30 PM	Welcome Regi-Ception	Midway West	Check In, Mingle, and Enjoy a Drink on Us!

Tuesday, September 1 - Pre-Conference

Full Experience or Pre-Conference ticket required for pre-conference programming.

Daily Schedule

Time	Activity	Location
7:00 AM - 8:00 AM	Tuesday Breakfast Buffet	Pegram
8:00 AM - 12:00 PM	Morning Workshop Options	See workshop listings
12:00 PM - 1:30 PM	Tuesday Lunch	Pegram
1:30 PM - 5:00 PM	Afternoon Workshop Options	See workshop listings
6:00 PM - 9:00 PM	Gateway to Potential: The Winning Playbook Networking Reception	Monetta Pitch Club, Energizer Park

Workshop Options

Choose a full-day option, or a morning and afternoon combination if available.

Full-Day Workshops

Leading The Game

Time: 8:00 AM - 5:00 PM
Room: Grand C
Speaker(s): Michele Bridges
Description: Coming Soon!
Notes: (Pre-Conference or Full Experience Ticket Required)

CEO Summit

Time: 8:00 AM - 5:00 PM
Room: Regency C
Speaker(s): Bill Roark, Jack Stack, Joe Galvin, John Kennedy, Kris Maynard, Loren Feldman, Mark Steele
Description: The CEO Summit is a focused, one-day gathering for CEOs, owners, and executive leaders navigating growth, uncertainty, change, and the pressure to unlock more from their people and their business.

As part of The Great Game of Business® Conference 2026, this year's CEO Summit builds on the theme Gateway to Potential: From Possible to Powerful. Through executive roundtables, peer benchmarking, economic insight, hot seat discussions, and real-world leadership conversations, attendees will explore growth in a choppy economy, strategy execution, engagement, financial truth, AI in practice, succession planning, and the leadership behaviors required to turn potential into performance.

This is not a day of passive presentations. It is a highly interactive, peer-driven experience built for honest conversation, practical problem-solving, and direct comparison with leaders facing similar pressures. Attendees will leave with a sharper perspective, stronger peer connections, and practical commitments they can bring back to their organizations immediately.

Notes: (Pre-Conference or Full Experience Ticket Required)

Personal Finance

Time: 8:00 AM - 5:00 PM
Room: Regency B
Speaker(s): Marti Ross
Description: Learn how to take ownership thinking home with you. Transfer basic business practices to your home life. This course will help you transfer your work knowledge to your home life. Marti Ross will help you review your personal financial statement while covering topics such as emergency funds, loans, and credit cards, making better credit choices, and controlling, planning, and budgeting for your future.

Notes: (Pre-Conference or Full Experience Ticket Required)

The Great Game Experience - Conference Edition

Time: 8:00 AM - 5:00 PM

Room: Regency A

Speaker(s): Angie Adamick

Description: If you've read the book, The Great Game of Business®, you're probably asking yourself, "Is The Game for real? Can it really produce rapid financial results and lasting cultural change?"

The answer is yes; and for more than 25 years, we've been sharing our proven operating system for educating, empowering and engaging employees at all levels of the company with business people all over the world.

This workshop features:

- a complete Great Game™ overview
- an employee panel Q&A
- a full MiniGames™ training session

Recommended for: attendees from companies considering or just beginning GGOB implementation; employees new to the GGOB concepts (new hires at current practitioners, for example)

To ensure you have the full "Great Game Experience," we further recommend the following breakout sessions on Wednesday and Thursday:

- Huddles and Forecasting (Concurrent Sessions I)
- High-Involvement Planning™ (Concurrent Sessions III)
- Bonus Plan Design (Concurrent Sessions IV)

Notes: (Pre-Conference or Full Experience Ticket Required)

Half-Day Morning Workshop

How Connecting Strategy to Execution Turns Transparency Into Momentum

Time: 8:00 AM - 12:00 PM

Room: Grand B

Speaker(s): Shannon Susko

Description: Open-book management gives every team member a scoreboard. But a scoreboard only creates winning behavior when people understand the game being played—not just the score. Shannon Byrne Susko, author of Metronomics and The M Game and founder of the Metronomics coaching system, has spent 15 years studying what separates high-growth companies from high-effort ones. The difference is rarely financial visibility. It's whether the team can see the 3-year strategic picture and understand how their daily work connects to it. In this session, Shannon walks through the strategy-execution bridge her system has used with 3,000+ companies: how to build a 3HAG™ that's grounded in market reality, how to translate it into annual and quarterly plans the whole team owns, and how open-book visibility becomes a competitive multiplier when it's layered on top of genuine strategic clarity.

Notes: (Pre-Conference or Full Experience Ticket Required)

Half-Day Afternoon Workshop

You're Built for This: How the Next Generation of Leaders Can Rise to the Test

Time: 1:30 PM - 5:00 PM

Room: Grand B

Speaker(s): Erin Hottenstein

Description: Leadership transitions are hard—whether you're stepping into your first leadership role, eyeing the next one, or you're somewhere in the middle wondering how you got here. These are challenges many leaders face, regardless of title, tenure, or experience. Leadership is hard. Not because you're doing it wrong. Because it asks something different of you at every stage—and nobody hands you a map. The moments where you think "everyone else seems to have it figured out" or "I'm not sure I'm the right person for this"—those moments are more common than anyone admits out loud. In this session, Erin Hottenstein names the myths that hold leaders back and gives you practical tools to find your confidence. This isn't a session where you'll be put on the spot. Instead, it's a working conversation among peers who are navigating the same terrain, focused on what actually helps. You'll leave with more than ideas. You'll leave ready to lead differently.

Notes: (Pre-Conference or Full Experience Ticket Required)

Wednesday, September 2 - Main Conference

Day One

Daily Schedule

Time	Activity	Location
6:30 AM - 7:45 AM	Breakfast	Midway West / Pegram
8:00 AM - 10:00 AM	Welcome + Winning The Next Game: Your People Are Your Competitive Advantage	Grand DEF
10:20 AM - 11:25 AM	Concurrent Breakout Sessions I	Choose one session
11:25 AM - 12:15 PM	Lunch	Grand DEF
12:15 PM - 1:20 PM	Mainstage + All-Star Stories	Grand DEF
1:40 PM - 2:45 PM	Concurrent Breakout Sessions II	Choose one session
3:00 PM - 4:00 PM	Curated Small Group Discussions	Reference your name badge for room assignment
4:20 PM - 5:25 PM	Concurrent Breakout Sessions III	Choose one session

Opening Mainstage

8:00 AM - 10:00 AM

Welcome + Winning The Next Game: Your People Are Your Competitive Advantage

Time: 8:00 AM - 10:00 AM
Room: Grand DEF
Speaker(s): Steve Baker
Description: WELCOME AND CONFERENCE KICKOFF
Steve Baker, The Great Game of Business®
Jack Stack, SRC Holdings
Dick Gephardt, Former US Congressman / Author

OPENING KEYNOTE
Kaihan Krippendorff, Winning The Next Game: Your People Are Your Competitive Advantage

AI is reshaping work. Talent is tighter. Supply chains remain unpredictable. In times like these, the companies that win do more than adopt new tools - they unlock more intelligence, initiative, and ownership from their people.

As the opening keynote speaker at The Great Game of Business® Conference 2026, Kaihan Krippendorff will show how you can turn internal potential into innovation, resilience, and growth.

Concurrent Breakout Sessions I

10:20 AM - 11:25 AM

Choose one session during this time block.

The Leaders You're Building: How to Prepare the Next Generation Before You Need Them

Time: 10:20 AM - 11:25 AM

Room: Grand A

Speaker(s): Erin Hottenstein

Description: Most CEOs know they need to develop their next generation of leaders. What's harder is knowing how —when the business is shifting, the talent landscape is unpredictable, and there's no clear roadmap. You've probably tried something — a stack of leadership books, sharing theories, or quick classes. And maybe it helped, for a while. The pipeline still feels thin. And the pressure to get this right is only growing. The next generation of leaders may already be on your floor — they're just not ready yet. And in many cases, nobody has told them what ready actually is. In this facilitated session, Erin Hottenstein will help the group surface what's actually getting in the way — and facilitate an honest conversation with the people in the room who are navigating the same challenge. This is a round-table session. You'll hear what's working across organizations, share what isn't, and crowdsource practical strategies from peers who understand the pressure of getting leadership development. We will identify conditions that help emerging leaders develop the confidence, ownership thinking, and readiness your organization needs from them. You won't just leave with ideas. You'll leave with tools shaped by the room.

The Profit Leaking from Your Teams: How to Find It, Measure It, and Fix It

Time: 10:20 AM - 11:25 AM

Room: Grand B

Speaker(s): Drew Trautman, Eddie Geller

Description: Most companies are losing 15–20% of payroll to team dysfunction they can't see — misalignment, blind spots between leaders and their people, unclear goals, and accountability gaps. That's not a culture problem. That's a profit leak. Eddie Geller, founder of SKOR, will share how to measure team performance across seven critical "muscles" — including accountability, transparency, healthy conflict, and recognition — and connect those scores directly to dollars leaking from the business. He'll walk through real examples where the gap between what leaders believed was happening and what teams actually experienced was costing hundreds of thousands in recoverable profit. But measuring the leak is only half the battle. The session will show how the most effective teams close the gap by embedding insights into the operating rhythms they already run — weekly huddles, visible scoreboards, and MiniGames™ designed around specific team muscles. When your data reveals recognition is a 5.2 and accountability is a 7.8, the question becomes: what goes on the scoreboard? What do MiniGames™ reward? What does your Huddle look like next Monday? Eddie will also share honest lessons on where teams got the data but failed to act — because they skipped the operating rhythm step entirely. If your organization runs on Great Game™ principles, this session shows you how to extend that rigor to measuring team performance and tying it directly to your bottom line. Expect real stories, honest reflection, and a hands-on exercise where you'll estimate your own Profit Leak and map your top gap to a specific Huddle action before you leave the room.

Building Business Literacy that Drives Results

Time: 10:20 AM - 11:25 AM

Room: Grand C

Speaker(s): Steve Baker

Description: What happens when employees truly understand how the business works—and how their daily decisions impact success?

Join Steve Baker and leaders from Harvest Midstream, the 2026 All-Star Award winner, for an engaging exploration of The Great Game of Business® principle Know & Teach the Rules™. Through Harvest's journey, you'll discover how organizations can create clarity, alignment, and ownership by helping employees understand the key drivers of business performance.

You'll learn practical ways any business can improve communication, increase financial and operational understanding, and help team members connect their work to meaningful outcomes.

The session will feature a live Huddle simulation led by Steve Baker, demonstrating how regular communication and shared understanding of the rules of the game can turn information into action, accountability, and results. Whether you're just beginning your business literacy journey or looking to strengthen engagement across your organization, you'll leave with ideas you can apply immediately.

From Endurance to Exit: Building Value and Ownership Options in Uncertain Times

Time: 10:20 AM - 11:25 AM

Room: Regency A

Speaker(s): Drew Mousetis, Hillary Hughes, Tim Garbinsky

Description: What is my business really worth? In a time of economic uncertainty and rapid technological change, that question can feel impossible to answer. Too often, exit planning is treated as a distant, hoped-for event rather than an active operating strategy, leaving value on the table and limiting options just when they matter most.

This session explores how leaders can intentionally build business value while expanding ownership and exit pathways. Participants will learn how value is created through clarity in the numbers, alignment in execution, and a culture of ownership—and how those drivers can be influenced today to increase future opportunities.

Whether your long-term vision includes a third-party sale, family succession, management buyout, direct employee ownership, an ESOP, or other employee ownership models, understanding the factors that drive enterprise value is essential. Attendees will gain practical insight into a range of ownership transition strategies, the advantages and considerations of each approach, and the actions they can take now to strengthen performance, increase business value, and preserve optionality in any environment.

Getting the Most Out of Great Game GO

Time: 10:20 AM - 11:25 AM

Room: Regency B

Speaker(s): TBD

Description: TBD

CEO Confidential - Session 1

Time: 10:20 AM - 11:25 AM

Room: Regency C

Speaker(s): TBD

Description: These sessions are crafted as an extension of the learning started in the CEO Summit. Designed with our CEOs and executives in mind, we will work through a new topic in each session.

Mainstage + All-Star Stories

12:15 PM - 1:20 PM

Mainstage + All-Star Stories

Time: 12:15 PM - 1:20 PM

Room: Grand DEF

Speaker(s):

Description: Join us on the main stage as we shine a spotlight on and honor three outstanding All-Stars. In this inspiring session, we'll celebrate organizations that have set the standard for creating thriving, people-first workplaces where employees and businesses grow together.

Through a casual sit-down conversation with leaders from these exceptional companies, we'll uncover the key practices, strategies, and cultural shifts that have fueled their success. You'll hear firsthand how they've fostered engagement, built trust, and prioritized well-being while driving strong performance.

Whether you're looking for actionable ideas or fresh inspiration, this session offers an inside look at how building a culture of engagement can lead to improved profitability and employee retention.

Concurrent Breakout Sessions II

1:40 PM - 2:45 PM

Choose one session during this time block.

Discovering Your Leadership Style: The True North Approach

Time: 1:40 PM - 2:45 PM

Room: Grand A

Speaker(s): Ben Clutter

Description: This session focuses on helping leaders discover and define their authentic leadership style based on the principles from True North. Participants will explore their personal values, reflect on the life experiences that have shaped how they lead, and identify their natural leadership tendencies and blind spots. Through guided activities and discussion, attendees will develop a clear understanding of what authentic leadership means and why it matters. The session concludes with each participant creating their own Authentic Leadership Statement—equipping them to lead with greater self-awareness, consistency, and purpose.

The Curious Advantage: How Better Thinking Drives Better Results

Time: 1:40 PM - 2:45 PM

Room: Grand B

Speaker(s): Jon Bassford

Description: Curiosity is not a personality trait — it is a discipline. And in a Great Game™ environment, where employees are expected to think, ask questions, and engage with the numbers, curiosity is the leadership habit that makes it all work. This session explores how leaders can deliberately cultivate curiosity to sharpen decision-making, improve problem-solving, and drive the kind of engagement that moves the Critical Number™. Drawing on real-world case studies and practical frameworks from The Curious Leader, participants will leave with concrete tools to build a culture where better questions lead to better results.

Turning Daily Work into Measurable Results

Time: 1:40 PM - 2:45 PM

Room: Grand C

Speaker(s): Anne-Claire Broughton

Description: Great organizations don't improve performance by measuring everything—they improve performance by measuring what matters. The Great Game of Business® principle Follow the Action & Keep Score™ helps leaders identify the activities that drive results and create meaningful scoreboards that keep everyone focused on winning.

Join leaders from Anne-Claire Broughton and Willoway Nurseries, the 2026 All-Star Award winner, as they share how connecting day-to-day actions to key business outcomes helped create greater accountability, engagement, and performance across their organization. Through their story, attendees will learn how to identify leading indicators, track progress in ways that influence behavior, and create visibility around the metrics that matter most.

Whether you're measuring financial results, operational performance, customer experience, or team effectiveness, this session will demonstrate practical approaches any organization can use to align people around common goals and improve execution. You'll leave with actionable ideas for building scoreboards that drive ownership, reinforce priorities, and help teams understand how their actions contribute to success.

Bridging the Gap

Time: 1:40 PM - 2:45 PM

Room: Regency A

Speaker(s): Brianna Beckom

Description: This session will cover how to bridge the gap between top management and the shop floor by use of tools like Continuous Improvement, Software integration, and Standardization to ensure that processes are running as smoothly and efficiently as possible across all levels and departments. We will cover how cross functional teams and MiniGames™ can transform the communication loop and ensure that every associate has a stake in the game. We will discuss real life examples of "when things go wrong" and how to mitigate those as well as how to best develop and support your teams.

CEO Confidential - Session 2

Time: 1:40 PM - 2:45 PM

Room: Regency C

Speaker(s): TBD

Description: These sessions are crafted as an extension of the learning started in the CEO Summit. Designed with our CEOs and executives in mind, we will work through a new topic in each session.



Curated Small Group Discussions

3:00 PM - 4:00 PM

Reference your name badge for room assignment.

Curated Small Group Discussions: Round 1

Time: 3:00 PM - 4:00 PM

Room: See function-based room assignments below

Speaker(s):

Description: Learn and share best practices in this highly interactive session. You will be grouped with others in similar job functions to discuss key issues facing businesses to today, including how The Great Game of Business® is applied in your role.

You will find your room assignment on your name badge AND in the mobile app (click on the menu button in top corner, then click on your name - your assignment will be listed under Small Groups).

Grand A >> Accounting, Administration and IT

Grand B >> Production, Operations

Grand C >> Marketing and Events

Regency A >> Human Resources

Regency C >> President, CEO, General Manager

Notes: (reference your name badge for room assignment)

Concurrent Breakout Sessions III

4:20 PM - 5:25 PM

Choose one session during this time block.

Supporting Leadership Transitions Within Your Organization

Time: 4:20 PM - 5:25 PM

Room: Grand A

Speaker(s): Bill Frommelt, Todd Johnson

Description: Employees are often promoted to positions of leadership based on their performance in their job, and not their leadership ability. This interactive discussion will help you identify and support the growth of your leaders, assessing and enhancing the key skills, values, and behaviors that make an effective leader, in the context of the future of your organization.

Line of Sight to Profit: Helping Employees Make Better Business Decisions

Time: 4:20 PM - 5:25 PM

Room: Grand B

Speaker(s): Catherine Crockett

Description: Every day, employees make decisions that affect profitability, cash flow, and long-term business performance—often without realizing the full impact of those choices. When people understand how the business makes money and have clear line-of-sight to the numbers, they can make better decisions, especially when priorities compete and conditions change.

The Great Game of Business® teaches The Ultimate Higher Law: "When you appeal to the highest level of thinking, you get the highest level of performance." Financial literacy is one of the most powerful ways to unlock that higher level of thinking. By helping employees understand how their decisions influence the business as a whole, organizations empower people to solve problems, evaluate tradeoffs, and act in the best interest of the company.

Join Catherine Crockett of SRC Technologies Group for a practical discussion on how financial literacy transforms everyday decision-making. Through real-world examples, attendees will explore how greater understanding of financial drivers helps teams balance growth, profitability, and operational demands. Topics will include when sales opportunities may not be worth pursuing, how operational variances can erode margins, making strategic investments in SG&A to support growth, and the critical connection between inventory management and cash flow.

Participants will leave with actionable ideas for building business acumen across their organization, giving employees greater line-of-sight to the numbers, and creating a culture where people consistently make smarter decisions that improve profitability and strengthen long-term performance.

Turning Strategy into Shared Action

Time: 4:20 PM - 5:25 PM

Room: Grand C

Speaker(s): Jack O'Riley

Description: The best plans aren't created by a few people in a conference room—they're strengthened when the people responsible for execution help shape the path forward. The Great Game of Business® principle High-Involvement Planning™ creates alignment, accountability, and better results by engaging employees in setting goals, identifying opportunities, and solving challenges together.

Join coach Jack O'Riley and leaders from American SysComptel (ASI), the 2026 All-Star Award winner, as they share how involving people throughout the planning process helped transform strategy into action and created greater commitment to achieving results. Through their story, attendees will explore how organizations can build stronger plans, improve communication, and create clarity around priorities by tapping into the knowledge and experience of their teams.

Whether you're planning for the next quarter, the next year, or the next stage of growth, this session will demonstrate practical ways to engage employees in meaningful planning conversations, connect goals to execution, and create ownership throughout the organization. Participants will leave with actionable ideas for building a planning process that increases alignment, improves performance, and helps everyone contribute to the success of the business.

CEO Confidential - Session 3

Time: 4:20 PM - 5:25 PM

Room: Regency C

Speaker(s): TBD

Description: These sessions are crafted as an extension of the learning started in the CEO Summit. Designed with our CEOs and executives in mind, we will work through a new topic in each session.

Thursday, September 3 - Main Conference Day Two

Daily Schedule

Time	Activity	Location
7:00 AM - 8:15 AM	Breakfast	Midway West / Pegram
8:15 AM - 9:20 AM	Concurrent Breakout Sessions IV	Choose one session
9:40 AM - 10:40 AM	Curated Small Group Discussions - Round 2	Reference your name badge for room assignment
11:00 AM - 12:30 PM	Closing Mainstage & All-Star Stories	Grand DEF

Concurrent Breakout Sessions IV

8:15 AM - 9:20 AM

Choose one session during this time block.

Creating Ownership That Drives Performance

Time: 8:15 AM - 9:20 AM

Room: Grand C

Speaker(s): Dave Scholten

Description: When people have a meaningful stake in the outcome, work becomes more than a job—it becomes a shared commitment to success. The Great Game of Business® principle Provide a Stake in the Outcome™ helps organizations strengthen engagement, accountability, and performance by connecting individual contributions to collective results.

Join coach Dave Scholten and leaders from Paddock Pool Equipment, the 2026 All-Star Award winner, as they share how creating ownership opportunities and aligning rewards with performance helped build a culture where employees think, act, and contribute like owners. Through their journey, attendees will explore how organizations can foster greater commitment, encourage long-term thinking, and reinforce the behaviors that drive sustainable success.

Whether through gainsharing, profit sharing, employee ownership, recognition programs, or other forms of shared success, this session will highlight practical ways any organization can create a stronger connection between performance and reward. Participants will leave with actionable ideas for building a culture of ownership that motivates people, improves results, and helps everyone understand what's possible when they have a stake in the outcome.

Year Two and Beyond: Sustaining Momentum with MiniGames™ and Employee Engagement

Time: 8:15 AM - 9:20 AM

Room: Regency A

Speaker(s): Eric Schultz, Rich Armstrong

Description: The first year of a The Great Game of Business® implementation is often about learning new habits and building foundational systems. Year two is where organizations begin turning those practices into lasting culture and measurable results. Join Eric Schultz of Metro Sales, Inc. and Rich Armstrong as they share Metro Sales' second-year GGOB journey, including the role MiniGames™ played in maintaining momentum, reinforcing priorities, and driving engagement across the organization. Through candid discussion of challenges, successes, and lessons learned, attendees will gain insight into what it takes to keep people focused on key objectives long after the initial excitement of implementation.

CEO Confidential - Session 4

Time: 8:15 AM - 9:20 AM

Room: Regency C

Speaker(s): TBD

Description: These sessions are crafted as an extension of the learning started in the CEO Summit. Designed with our CEOs and executives in mind, we will work through a new topic in each session.

Curated Small Group Discussions - Round 2

9:40 AM - 10:40 AM

Reference your name badge for room assignment.

Curated Small Group Discussions: Round 2

Time: 9:40 AM - 10:40 AM

Room: See function-based room assignments below

Speaker(s):

Description: Learn and share best practices in this highly interactive session. You will be grouped with others in similar job functions to discuss key issues facing businesses to today, including how The Great Game of Business® is applied in your role.

You will find your room assignment on your name badge AND in the mobile app (click on the menu button in top corner, then click on your name - your assignment will be listed under Small Groups).

Grand A >> Accounting, Administration and IT

Grand B >> Production, Operations

Grand C >> Marketing and Events

Regency A >> Human Resources

Regency C >> President, CEO, General Manager

Closing Mainstage & All-Star Stories

11:00 AM - 12:30 PM

Closing Mainstage & All-Star Stories

Time: 11:00 AM - 12:30 PM

Room: Grand DEF

Speaker(s): Steve Baker

Description: Join us as we shine a spotlight on and honor All-Stars for Rookie of the Year & Hall of Fame. In this inspiring session, we'll celebrate these organizations that have set the standard for creating thriving, people-first workplaces where employees and businesses grow together. We will also hear from two inspirational OBMx speakers to bring the Conference to a close and send you off to unlock the Power within your organization.