

The open-book management operating system proven to drive
Rapid Financial Results & Lasting Cultural Change.



THE GREAT GAME EXPERIENCE

Regional - ILLINOIS

the
GreatGame
of Business

Harristown, IL | Tuesday - Feb. 20, 2018 | 8 a - 5 p



Description:

The Great Game Experience Workshop is designed to give you as much Great Game information as possible in one 8-hour day.

You will get a full overview of what The Great Game of Business is all about and a good understanding about how open-book management is used to build rapid financial results and lasting cultural change.



You will leave with knowledge of how to get started with open-book management in your own organization.



GGOB Practitioner Host

Jenner Ag

- ⇒ Practicing The Great Game since 2011
- ⇒ 2% YOY growth before GGOB
10% YOY growth after GGOB
- ⇒ Contributed more than \$2.1 M in cash & 401(k) since 2012
- ⇒ Two-time Great Game All-Star Winner



Event Highlights

- Great Game of Business Overview
- MiniGame™ Training Session
- Practitioner Keynote and Q&A
- Live Practitioner Huddle & Tour
- Free 30-Minute Coaching Session

Register at:
greatgame.com/events

Price:
\$695 pp

info@ggob.com | 1.800.386.2752 | greatgame.com

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the
Great Game
of Business®



We invented gamification in business over 30 years ago to tap into the universal human need to win.

In 1983, Jack Stack, along with 12 other managers, scraped together \$100,000 in cash, borrowed \$8.9 million, and transformed a failing division of International Harvester into one of the most successful and competitive companies in America. Under Mr. Stack's leadership and open-book management approach (which he called "The Great Game of Business"), SRC Holdings Corporation has become a thriving company of 1,600 engaged employees in 13 business units across a variety of industries. Once worth only ten-cents a share, SRC has increased its stock price by over 360,000% and now produces over \$500 million in annual sales.



When employees *think, act and feel* like owners; everybody wins.



EDUCATE

employees by teaching them the rules of business & rallying them around a common goal.



EMPOWER

employees by teaching them how to keep score...and how to improve the score.



ENGAGE

employees by giving them skin in the game...the opportunity to win or lose as a team.

WHY IS THE GREAT GAME OF BUSINESS DIFFERENT?

It wasn't dreamed up by consultants. Open-book management wasn't born in a think-tank or a top business school. It was forged on the factory floors of SRC.

It's refined daily in our living laboratory. Unlike consultants, we practice what we preach. Over 1,600 employees at SRC play The Game every day and have been refining and improving it for over 30 years.

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