

the
Great Game
of Business®

VIEWPOINT

— WITH DENNIS QUAID —

GGOB MEDIA KIT

WHY THIS STORY MATTERS NOW

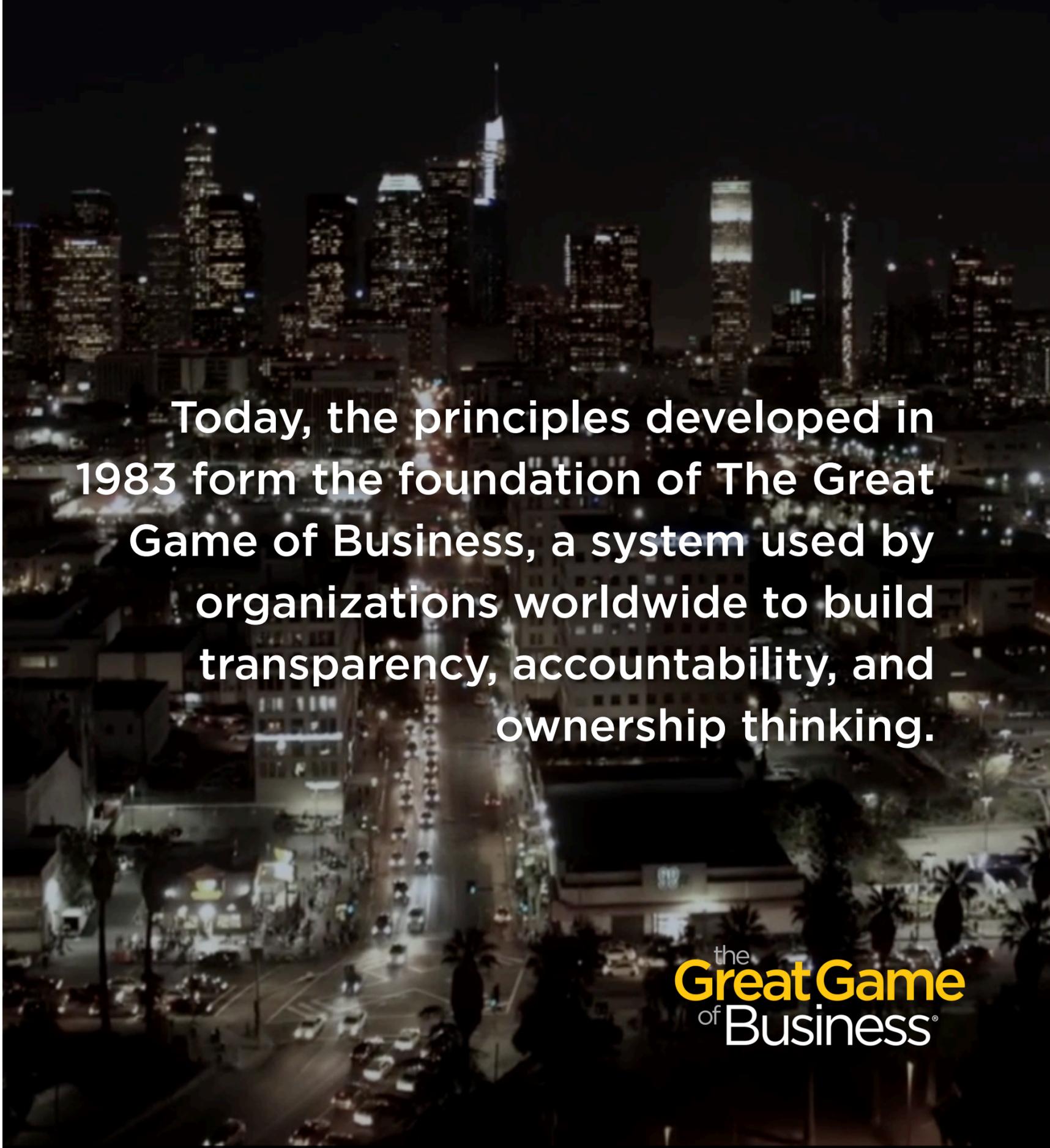
At a time when companies across America are struggling with disengaged employees, leadership distrust, and declining workplace culture, The Great Game of Business offers a different approach: teach everyone how the business works and give them a stake in the outcome.

Born from a real turnaround in Springfield, Missouri in 1983, the system has since inspired thousands of organizations around the world to rethink how businesses share information, create accountability, and build ownership thinking across their teams.

The upcoming Viewpoint with Dennis Quaid segment explores how this philosophy continues to influence companies, communities, and leaders more than forty years after its creation.



Numbers are nothing more than stories about people.
— Jack Stack, Chairman & CEO, SRC Holdings Corp.

A nighttime aerial view of a city skyline with many lit-up skyscrapers and streets, serving as a background for the text.

Today, the principles developed in 1983 form the foundation of The Great Game of Business, a system used by organizations worldwide to build transparency, accountability, and ownership thinking.

the
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THE GREAT GAME OF BUSINESS OVERVIEW

The Great Game of Business (GGOB) is the only open-book business system that solves the people-profits paradox by balancing strong financial performance with the needs of the people who create it. It combines financial transparency with a high-involvement culture—connecting profit and people, substance and soul. It’s about money. It’s about people. It’s both. The Great Game doesn’t just build businesses; it builds people.

Born on the shop floor of Springfield Remanufacturing Corporation (SRC) in Springfield, Missouri, in 1983—led by Jack Stack—SRC was fighting for survival. The GGOB system was created to demystify business by teaching employees, from executives to the frontline, how the company actually makes money. The idea is to share key financial and operational numbers with everyone while giving them a direct stake in improving those results. The result is a culture where people think and act like owners—aligning daily decisions with the health of the business and producing stronger outcomes for employees, the company, and the community.

Over the past four decades, these ideas have helped SRC grow into a family of companies employing thousands of people while inspiring leaders from organizations around the world to adopt similar practices. Today, more than 300,000 copies of The Great Game of Business have been printed in nine languages, and over 5,100 companies globally—including Southwest Airlines, Harley-Davidson, and Whole Foods Market—have visited SRC headquarters. Thousands of organizations—from startups to Fortune 500 companies—have explored or applied the principles of The Great Game of Business to build transparency, accountability, and ownership thinking across their teams.

“The best, most efficient, most profitable way to run a business is to educate everybody on how the business works, give them a voice in how the company is run, and provide them a stake in the financial outcome—good or bad.”

Jack Stack, SRC Holdings Corp.



VIEWPOINT

WITH DENNIS QUAID

VIEWPOINT

Viewpoint with Dennis Quaid is a nationally distributed public television series featuring organizations and ideas shaping the future of business, technology, and society.

The Great Game of Business® and SRC Holdings Corporation were selected to participate in a Springfield-based segment exploring how financial literacy, transparency, and shared accountability can transform organizations and communities.

The segment explores how a high-involvement business operating system developed in Springfield, Missouri—known as The Great Game of Business—helps companies unlock higher levels of engagement, performance, and long-term success.

Through interviews and on-site storytelling, the segment shows how a business operating system born from a real manufacturing turnaround in Springfield, Missouri, grew into a philosophy used by organizations around the world. The Springfield-area feature also includes [417 Magazine](#), [Greene County](#), [Keep Supply](#), and [SRC](#).

ALSO FEATURED



On the pressure business owners carry:



“The Great Game of Business helps transfer some of that pressure so everyone in the business is thinking about the things that normally only the owner is thinking about.”

— Logan Aguirre, 417 Magazine

APPROVED FOR MEDIA USE

Short Description (50 words)

The Great Game of Business® believes the best way to build a successful company is to teach people how the business works, involve them in the numbers, and give them a stake in the outcome. For more than forty years, this approach has helped organizations create stronger cultures, better decisions, and sustainable long-term performance.

Standard Description (100 words)

The Great Game of Business® is built on a simple belief: when people understand how the business works and have a stake in the outcome, they make better decisions and build stronger companies. Since its origins in Springfield, Missouri in 1983, GGOB has helped organizations create cultures of transparency, accountability, and ownership thinking by teaching employees the fundamentals of business and connecting daily actions to financial results.

Through education, shared information, and meaningful incentives, this approach helps organizations align people and performance—creating businesses that are not only more profitable, but also more resilient, engaging, and sustainable over time.

Extended Description (250 words)

The Great Game of Business® was founded on a simple but powerful belief: when people understand how the business works and share in its success, they make better decisions and build stronger companies.

The approach originated in 1983 in Springfield, Missouri, when a group of managers led by Jack Stack purchased a failing division of International Harvester in an effort to save their jobs. Facing overwhelming financial challenges, they realized that survival required more than hard work—it required everyone in the company to understand the financial realities of the business and work together toward a common goal.

What emerged from that experience became known as The Great Game of Business: a system that teaches employees the rules of business, keeps score through transparent financial information, and provides people with a meaningful stake in the outcome. By connecting everyday decisions to financial performance, the system transforms employees into engaged contributors who think and act like owners.

For more than four decades, organizations across industries have adopted these principles to improve financial literacy, strengthen accountability, and build cultures where people understand the impact of their work. The result is not only stronger financial performance, but also more engaged teams and more resilient organizations.

At its core, The Great Game of Business demonstrates that when people are trusted with knowledge, responsibility, and opportunity, they rise to the challenge—unlocking the full potential of both the business and the people who power it.

SPOKESPEOPLE ROSTER



Jack Stack,
Chairman & CEO,
SRC Holdings



Tim Stack,
President,
SRC Holdings



Krisi Schell,
EVP of Human Resources,
SRC Holdings



Michael Ensminger,
Director of Marketing,
The Great Game of Business



JACK STACK

Chairman & CEO,
SRC Holdings Corp.

As Chairman and CEO, Jack Stack has grown SRC Holdings from a single factory buyout in 1983 into a family of ten companies generating nearly \$1 billion in annual sales and employing more than 2,000 employee-owners. After leading the purchase from International Harvester, he pioneered open-book management, later chronicled in his books *The Great Game of Business*, *A Stake in the Outcome* (co-authored with Bo Burlingham), and *Change the Game*.

Under his leadership, SRC has earned national and international recognition for ethics and employee ownership, and Jack became the first sitting CEO named an Executive Fellow at the Rutgers Institute for the Study of Employee Ownership and Profit Sharing. A committed philanthropist in Springfield, Missouri, he also founded the Boys & Girls Clubs “Invest to Invest Club” and remains devoted to his family and community.

SPEAKS ON:

- The 1983 SRC buyout and the origin of GGOB
- Open-book management and ownership thinking
- Leadership, culture, and accountability
- Building long-term value through employee ownership



TIM STACK

President,
SRC Holdings Corp.

Over an 18-year career helping grow multiple SRC divisions in Springfield, Missouri, Tim has championed financial transparency and employee ownership. As a Certified Internal Great Game of Business Coach, he applies the Game's core principles—Know and Teach the Rules, Follow the Action, and Share a Stake in the Outcome—to guide employee-owners and strengthen performance. In recognition of his leadership and deep understanding of SRC's culture, Tim was named to SRC's Board of Directors in 2024 and serves on several additional boards.

A Springfield native, Tim returned home after earning a degree in supply chain management and beginning his career with Kansas City Southern Railroad. Today, he enjoys spending time with his wife, Megan, and their three children.

SPEAKS ON:

- How GGOB is practiced inside SRC today
- Forecasting, huddles, and critical numbers
- Internal strategy and high-involvement culture
- Joint ventures and corporate growth strategy



KRISI SCHELL
Executive Vice President
of Human Resources,
SRC Holdings Corp.

Krisi brings more than 20 years of experience in business and human resources to her role as head of HR for the SRC Family of Companies and member of SRC's Board of Directors. She also oversees The Great Game of Business, helping organizations engage employees through financial literacy and ownership thinking.

A Missouri State University psychology graduate, Krisi built her HR career in the energy and software sectors before joining SRC in 2013. Active in the Springfield community, she serves on several local boards focused on mental health, financial literacy, and education. Outside of work, she enjoys time with her two children and her dog, Jesse Mae.

SPEAKS ON:

- Financial literacy and employee engagement
- Culture, talent, and retention
- HR's role in ownership thinking
- Leadership development in high-involvement companies



MICHAEL ENSMINGER

Director of Marketing,
The Great Game of Business

Michael Ensminger is Director of Marketing at The Great Game of Business, where he leads brand, content, media, and campaign strategy. He serves as the primary contact for media inquiries related to the Viewpoint with Dennis Quaid project, interview coordination, asset requests, site visits, and follow-up information about GGOB programs and resources.

Michael works closely with GGOB and SRC leadership to help translate the story, principles, and impact of The Great Game of Business for external audiences.

CONTACT FOR:

- Interview requests and media coordination
- Site visits, tours, and filming inquiries
- Background on The Great Game of Business, Viewpoint, and featured spokespeople
- Photos, b-roll, logos, and additional media assets

ORIGINS

During the recession of the early 1980s, a small division of International Harvester in Springfield, Missouri, faced closure after years of massive layoffs. With their jobs on the line, Jack Stack and a group of managers raised \$100,000 and bought the company—securing an \$8.9 million loan after being turned down by more than 50 banks.

Burdened with overwhelming debt, they realized survival depended on something radical for the time: every employee needed to understand how the business actually worked. By teaching financial literacy, sharing the company's numbers openly, and giving employees a stake in the outcome, they created what became known as The Great Game of Business®.

On February 1, 1983, Springfield Remanufacturing Corp. was born with a vision to run a company differently. What began as a desperate effort to save 119 jobs grew into one of the most recognized business turnarounds in America and a model that continues to influence organizations around the world.



“Business is a game, after all. It’s not an art or a science. It’s a competitive activity with rules, ways of keeping score, elements of luck and skill, winners and losers.”

— JACK STACK, THE GREAT GAME OF BUSINESS

Today, the principles developed in 1983 form the foundation of The Great Game of Business, a system used by organizations worldwide to build transparency, accountability, and ownership thinking.

- 1982 - Layoffs begin at International Harvester
- 1983 - SRC purchase
- 1992 - The Great Game of Business book is published
- Today - 300,000+ copies printed, 9 language translations, 5,100+ companies have visited SRC to learn the system, and companies around the world apply the principles.

WHAT GGOB TEACHES



OPEN BOOK MANAGEMENT

GGOB (The Great Game of Business®) teaches companies to share financial and operational information broadly so employees understand how the business makes money and how their work impacts results.



FINANCIAL LITERACY

Participants learn to interpret income statements, balance sheets, cash flow, and key performance indicators so they can make informed decisions.



LINE-OF-SIGHT & SCOREKEEPING

Teams identify critical numbers, track performance regularly, and connect daily actions to company-wide goals.



OWNERSHIP THINKING

Employees are equipped to think and act like owners—taking accountability, solving problems proactively, and focusing on long-term sustainability.



ENGAGEMENT THROUGH A GAME PLAN

Organizations create clear annual and quarterly goals, involve employees in forecasting, and celebrate wins to build alignment and momentum.



FAQS

What is Open-Book Management?

It is a system where companies share key financial and operational information with employees so everyone understands how the business makes money and how to improve it.

What information gets shared in Great Game companies?

Companies typically share income statements, balance sheets, cash flow, and critical performance metrics that drive results.

Why is financial literacy important?

Financial literacy empowers employees to make smarter decisions by understanding how their actions impact profitability and cash flow.

How do I teach my staff about financials?

GGOB provides practical tools and trainings to help teams learn business and financial concepts in a clear, real-world context.

What will GGOB do for my company?

GGOB helps align your team around the numbers, increase accountability, and drive stronger financial performance.

Where do I begin?

The Great Game of Business book is always a great place to start, as well as the free Discover the Game virtual workshop that is held monthly.

“ GGOB delivered on everything. Content was relevant and informative. Speakers were subject matter experts and great communicators. GGOB delivered on everything. Content was relevant and informative. Speakers were subject matter experts and great communicators.

– **Greg Knox**
CEO, Knox Machinery

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CEO, Knox Machinery

VOICES FROM THE SEGMENT



BRAND OVERVIEW



PRIMARY



BLACK



WHITE



YELLOW & WHITE

TYPEFACE

GOTHAM - HEADER AND TITLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%^&*()

OSWALD - SUBTITLES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%^&*()

OPEN SANS - BODY TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%^&*()

COLOR PALETTE

GGOB GOLD

#FFC600
CMYK (0, 22, 100, 0)
RGB (255, 198, 0)

SKY BLUE

#A0DAF3
CMYK (40, 0, 4, 0)
RGB (160, 218, 243)

BLUE SLATE

#295F76
CMYK (84, 49, 36, 23)
RGB (41, 95, 118)

SCOREBOARD
BLACK

#27251F
CMYK (0, 0, 0, 100)
RGB (39, 37, 31)

GGOB SILVER

#F1F2F2
CMYK (0, 0, 0, 5)
RGB (241, 242, 242)

PHOTOGRAPHY

Use real employee-owners, real environments, and real moments. Prioritize natural light, active work, teaching, collaboration, huddles, scoreboards, shop floors, and authentic interaction. Favor images that show people learning, leading, solving problems, and engaging with the business. Avoid staged corporate poses, sterile stock imagery, low-light photos, and anything that feels overly polished or disconnected from the real work.



Real huddles & discussions



Authentic moments



Teaching in action



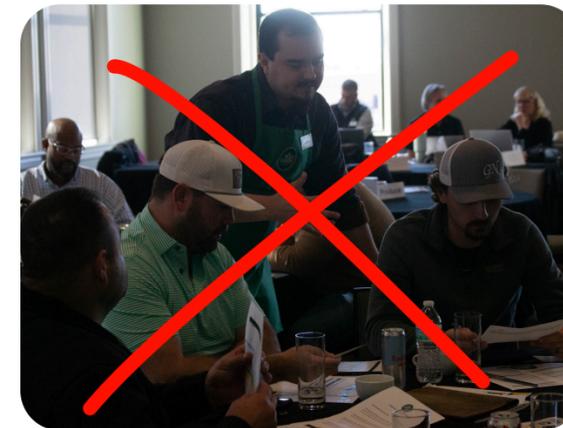
Shop-floor collaboration



Everyday connections



Team planning & learning



Do NOT use poorly lit photos



Do NOT use stock photos

BOILERPLATES & MEDIA CONTACT

The Great Game of Business® is a business operating system that teaches employees how the business makes money, engages them in the numbers, and gives them a stake in the outcome. Since 1983, GGOB has been used worldwide to drive performance and ownership thinking.

The Great Game of Business® is a business operating system that helps organizations build a “business of businesspeople” by teaching employees how the company makes money, involving them in the numbers, and giving them a stake in the outcome. Born out of a 1983 turnaround at Springfield Remanufacturing Corporation, GGOB is used by organizations around the world to drive performance, engagement, and ownership thinking.

MEDIA CONTACT & INQUIRY PROCESS

Contact Michael to request details

Michael Ensminger | Director of Marketing
mensminger@ggob.com | 417.380.5245

