



Wednesday, September 9th, 2015

8:00 AM - 5:30 PM: Full Day Pre-Conference Workshops

Track: Pre-Conference Workshop

Room: Grand A

The Game Overview

Donna Coppock, The Great Game of Business

A full-day overview of the philosophy, principles and practices of The Great Game of Business. Leave with a vision of how Game play creates long-term success for an organization and its employees. Any organization -regardless of industry, location or size, and any individual - regardless of generation- can win The Game!

Track: Pre-Conference Workshop

Room: Grand B

ProfitAbility Business Literacy Simulation

Michele Bridges, The Great Game of Business

Donna Petiford, The Great Game of Business

If each of your people thought and acted like a business owner during their working day, how much would that add to your bottom line and cash flow?

This interactive simulation brings to life the essential know-how needed to run any business, including how profit is made, how cash flow is affected and how each individual can make a difference.

Using a unique, board-based financial simulation, participants compete in teams to run the most successful business. The teams navigate through the monthly sales and delivery cycles and focus on the decisions that really matter - those that impact the financial success of the business.

1:30 PM - 5:30 PM: Half Day Pre-Conference Workshops

Track: Pre-Conference Workshop
Room: Grand F

The Ant In Every Giant

Aaron M. Clay, Amy's Ice Creams
Mark Banks, Amy's Ice Creams

As organizations grow they can become plagued with bureaucracy, politics and distrust. Any institution can have the power of a giant and the nimbleness of an ant. In this session participants will learn principles to help their business think and act like an ant; operating as a unified entity, collectively working to support the organization.

Track: Pre-Conference Workshop
Room: Grand G

Storytelling for Leaders

Tom Bagwell, H3 Team

There's a Native American proverb that states, "Those who tell the stories rule the world." Now more than ever, businesses, workers, and leaders have opportunities to stand out, spread messages, and make change through storytelling. Why? Because few people remember what you said, but everyone remembers how you made them feel. Stories stick in our minds and help us remember ideas and concepts in a way that numbers and PowerPoint don't. In this workshop, learn critical storytelling techniques to make sure your message not only lands in your audience's heads, but more importantly, lands in their hearts. In this highly interactive workshop, you will learn the Four Things Employees Want, the Five Powers of Leadership, and the Four Universal Communication Principles.

Track: Pre-Conference Workshop
Room: Grand H

Creating Customers for Life with OBM

Jim Niekamp, 95% Share Marketing

You're practicing open-book management and seeing benefit on your bottom line, but are you really harnessing the wisdom of the crowd in your organization to maximize your top line? Teach your employees how to create experiences of a lifetime for your customers, and you will create the ultimate competitive advantage - Customers for Life!

6:15 PM - 9:15 PM: A Night at City Museum

A Night at City Museum

City Museum, Downtown St. Louis

Join us for an evening at St. Louis's famous City Museum! Forget any pre-conceived notions you may have about museums - City Museum is unlike any place you've ever been! It's a unique all-ages playground filled with caves, slides and climbing apparatus made from recycled and found objects. Housed in the 600,000 square-foot former International Shoe Company, the museum is an eclectic mixture of playground, funhouse, surrealistic pavilion, and architectural marvel made out of unique, found objects. City Museum boasts features such as old chimneys, salvaged bridges, construction cranes, miles of tile, and even two abandoned planes! And did we mention the caves and the slides?

This event will feature St. Louis-style cuisine, an open bar, and additional entertainment. Busing will be provided to and from the venue from the Hyatt.

Note: City Museum highly recommends that sneakers or closed-toe, closed-heel shoes are worn in the museum. Sandals/flip flops are strongly discouraged. We'd also like to recommend that you consider wearing full-length pants or jeans, as you will want to take advantage of our multiple slides, tunnels and various attractions.

7:15 AM - 8:00 AM: Breakfast

8:00 AM - 8:15 AM: Welcome

8:15 AM - 9:30 AM: Opening Keynote

Track: Keynote

Room: Grand Ballroom

Harnessing the Wisdom of the Crowd
Jim Surowiecki

Under the right circumstances, groups are remarkably intelligent, and are often smarter than the smartest people in them.

In his opening keynote, James Surowiecki, the foremost authority on how to harness collective wisdom for a competitive advantage, will share insights into how groups operate that are invaluable to business leaders. He also offers practical methods for leveraging people and technology to learn what you need to know and make decisions that really serve the organization's goals.

Author of *The Wisdom of Crowds: Why The Many Are Smarter Than The Few and How Collective Wisdom Shapes Business, Economies, Societies and Nations*, Jim will describe systematic ways to organize and aggregate the intelligence available in your organization in order to arrive at superior decisions - often better than those that individuals would make, even if they are 'experts'.

9:50 AM - 11:05 AM: Networking Roundtables

Room: All Breakouts

Networking Roundtable - segmented by industry & size
Various Facilitators

Back by popular demand and promoted to the first breakout session of the conference by participant request, the Networking Roundtables will provide you with an opportunity to network, share ideas and problem-solve in a facilitated environment. Participants will be segmented by industry and company size, connecting those in similar fields to provide an opportunity to learn from others' successes. Professionally facilitated to ensure conversations stay on track and you get the most out of your session.

11:30 AM - 12:45 PM: Concurrent Sessions

Track: Know and Teach the Rules

Room: Grand A

Blue Chip Drivers

Drew Seidel, American Electric Power - Pirkey Plant

Studies have found that how you manage your energy may be even more important than how you manage your time. In this session we will explore this concept for selecting and focusing on the most important things that can drive the success of your business.

Track: Follow the Action and Keep Score

Room: Grand B

Numbers are the Universal Language

Kevin Walter, Tasty Catering + Great Game of Business

Eugenio Rios, Tasty Catering

Maria Perez, NewStream Enterprises Joliet

Track: Provide a Stake in the Outcome

Room: Grand F

ESOP Success: From Here to Prosperity

Rick Rose, Menke & Associates

Ed C. Cler, Paul's Machine

Bev Willis, SRC Holdings Corp.

An Employee Stock Ownership plan can provide a variety of benefits for a company, including corporate tax savings, an owner liquidation strategy, and employee retirement benefits. In this session, you will hear from Rick Rose from Menke & Associates, the nation's premier ESOP advisors, and two of their clients, Paul's Machine and SRC Holdings Corporation. The speakers will explore the evolution of an ESOP company, including initial considerations in choosing to go ESOP, integrating your ESOP with your Great Game efforts, and long-term strategies for maximizing the ESOP's impact on your company and its owners. Along the way, Ed Cler from Paul's Machine will share their seven-year old ESOP journey, and SRC's Bev Willis will discuss strategies that have helped make her company one of the most successful ESOPs ever established (with a share price increase of 435,000% in 32 years!).

Track: Culture
Room: Grand G

ROC (Return on Culture)

Michael (MJ) Johnson, Kiolbassa Provision Co.
Michael Kiolbassa, Kiolbassa Provision Company

Before The Game, there was culture. Kiolbassa Provisions Company, 2014 All-Star Rookie of the Year, invested in their culture to ensure that the company would look and feel the same in the next 50 years as it does now. And while they do not think a great culture is necessary for the GGOB to have an impact, they do believe it is a catalyst to its success. According to President Michael Kiolbassa, it allows a company to take the silos down faster, communication to thrive, and egos to take a back seat. As their results have shown, transparency in numbers and culture work together to create dynamic organization.

Track: Leadership
Room: Grand H

Taking Benefits to the Next Level

Randal L Saul, BKD Wealth Advisors
Keith Boatright, SRC Holdings Corp.
Krisi Schell, SRC Holdings Corp.

Track: Hot Topics
Room: Parkview

From Farm to Table: Organically Growing Your Company Culture

Aaron M. Clay, Amy's Ice Creams
Mark Banks, Amy's Ice Creams

Overcoming business obstacles can be daunting when your employees are not aligned under the same "why." It is vital to the success of any business to educate the staff explaining not only what you do but why you do it. Mark Banks and Aaron M. Clay will use living case studies to show how companies can grow their organizations through an enduring and self-sustaining company culture.

1:00 PM - 1:45 PM: Lunch Keynote

Track: Keynote

Room: Grand Ballroom

Finish Big: How Great Entrepreneurs Exit Their Companies on Top ***Bo Burlingham***

In the next 5-10 years, 1.36 to 2.0 million businesses will trade hands as the entrepreneurial Baby Boomers look to retire. That represents up to 10 trillion dollars in financial activity! In this new talk aimed at the millions of business owners who need to think about their exit strategy (even if it is far off), Bo offers lessons to organizations of any size, and presents great tips for any executive looking to increase their company's value.

1:55 PM - 3:10 PM: Concurrent Sessions

Track: Know and Teach the Rules

Room: Grand A

Harnessing the Power of Our Employees: High-Involvement Planning ***Spencer Williams, West Paw Design*** ***Scott Ogeka, West Paw Design***

How can strategic planning add value if it doesn't leverage the power of employees? Without question the way you produce your plan is just as important as the plan itself. Learn about the power of a one-page plan, employee engagement with a game mentality and the impact of High-Involvement Planning.

Track: Follow the Action and Keep Score

Room: Grand B

Bringing the Team Together: Making The Game Work at Multi-Location Companies ***Patrick Carpenter, The Great Game of Business***

Involving employees in daily financial and operational discussions about your company will improve their understanding of where the business, where it is headed and what they can do to help. The communication and engagement component of The Great Game of Business methodology is called Follow the Action & Keep Score; it includes scoreboards, huddles and forecasting.

But what do you do if your employees are not all in the same location? What if you are spread out across the country, or around the world? How do you include field employees in the huddle process?

Join seasoned executive and Great Game Coach Patrick Carpenter, who will share implementation strategies for playing The Game in multiple locations. Pulling from a variety of real-world examples, Patrick will discuss key considerations for the multi-location Game structure, helpful tools and technologies for information sharing, and ideas for keeping even the most remote employees engaged in The Game.

Track: Provide a Stake in the Outcome

Room: Grand F

Beyond the ESOP: Employee Ownership Alternatives

Martin Staubus, The Beyster Institute, UC San Diego

There's more to employee ownership than ESOPs. This session explores why employee ownership matters - to companies, their owners, their employees, and our society. Find out why SRC and thousands of other companies are owned partly or entirely by their employees, and why this is important to our country. We'll also explore the specifics of how a company can create a practical, effective program of employee ownership that gives every employee a stake in the outcome.

Track: Culture

Room: Grand G

Leveraging Employee Committees

Krisi Schell, SRC Holdings

Jenny Briggs, New Belgium Brewing

Carrie Enders, Walltech

Companies known for their excellent culture put in a lot of work to create and maintain a great organizational environment. Creating an 'ownership culture committee' is one way to help drive ownership thinking and accountability, regardless of whether there is an actual employee ownership structure in place. These committees can take different shapes and forms. In this session, you'll hear how All-Stars SRC Holdings Corporation, New Belgium Brewing and Walltech Corp. designed their committees for maximum employee engagement and the greatest organizational impact.

Track: Leadership
Room: Grand H

Changing Your Monkey Mind: The Value of Organizational Focus
Andy Kanefield, Dialect, Inc.

Our current work environments seem to be on a trajectory of greater and greater distraction with shifting priorities and an explosion of goals, initiatives, projects, and trends to keep up with.

In this interactive session, Andy Kanefield will lead a discussion of how differently your employees see your company and how to promote greater focus in any organization.

Track: Hot Topics
Room: Parkview

Empowering and Engaging the Front Lines
Tom Strong, The Hitachi Foundation
Barbara Dyer, The Hitachi Foundation
Albert Fuller, Integrated Packaging Corporation

Whatever your industry and organizational structure, there are many strategies for empowering and engaging your front lines to improve performance and build more cohesive teams. This session will introduce the Business Action Guide Series, a compilation of effective practices for employee engagement and improved business performance used at a variety of successful companies. We will overview effective approaches on such topics as cross-training, gain-sharing, and performance reviews, and explore their applications within the context of open-book management.

3:30 PM - 4:45 PM: Concurrent Sessions

Track: Know and Teach the Rules
Room: Grand A

The Numbers aren't the Most Important Thing--They are EVERYTHING *Matthew Garrett, TGG Accounting*

In this highly interactive presentation, Matt Garrett utilizes financial information and key financial benchmarks to provide participants with specific techniques for improving business performance through effective financial management. Garrett speaks from experience and shares stories to help participants easily grasp complex accounting and finance topics while learning to improve their business.

Track: Follow the Action and Keep Score
Room: Grand B

The Fundamentals of Facilitation *Elnian Gilbert, ZingTrain (Zingerman's Training)*

A great facilitator can help make a huddle soar, but the truth is that great facilitators are hard to come by. Facilitation is a learned, specialized skill, which takes training, time, and practice to master. Come to this session to find out how Zingerman's trains their staff to excel at facilitation!

Track: Provide a Stake in the Outcome
Room: Grand F

Taking MiniGames to the Next Level *Steven Lee Jones, Jenner Sales Corp* *Jack O'Riley, The Coaching House, Inc*

The need to create a culture of ongoing interest that charges employees to perform at their peak is important to any Great Game company. MiniGames on steroids can be a real benefit to creating a winning culture. In this session learn how to rock out with your MiniGames.

Track: Culture
Room: Grand G

Company Culture is a Journey, Not a Destination
Janis Sanders, Hilcorp

Culture is not a destination you strive to reach. You don't map out a route, follow the directions, and ultimately reach your goal. Culture is a journey, and every step along the way is part of what makes your company successful.

So how do you develop your journey? Learn the secrets of success at oil and natural gas exploration and production giant Hilcorp, one of the companies atop the Fortune "Best Companies to Work For" List. Manager of Workplace Culture, Janis Sanders, will share some of what has pushed Hilcorp to the top of the list. The results of their winning culture have been nothing short of remarkable, resulting in impressive bonus payouts like new cars and \$100,000 cash to each employee.

Track: Leadership
Room: Grand H

Freedom-Centered Leadership
Miranda Ash, WorldBlu
Traci Fenton, WorldBlu

Freedom at Work is more than just a nice phrase - it's a management model that drives WorldBlu certified companies. In this session, the Mindset and Leadership capabilities necessary to build Freedom-Centered workplaces will be studied. In addition, participants will learn about The Power Question and how to use it to break free of limiting, fear-based behaviors. Using a combination of discussion and practical activities, participants will leave armed with tools to help them cultivate a Freedom-Centered way of life at work and know how to unleash this potential in their colleagues.

Track: Hot Topics
Room: Parkview

Innovative Employee Reward Systems
Anne-Claire Broughton, Broughton Consulting, LLC
Jenny Briggs, New Belgium Brewing
Tom Walter, Tasty Catering

Businesses that have a high rate of employee engagement are more likely to be successful. This highly-interactive session will feature two companies that maximize employee engagement through their innovative reward systems. New Belgium Brewing augments its highly engaged ownership culture with creative non-financial rewards and recognition. Chicago-based Tasty Catering boosts its successful bonus program with a unique, employee-focused culture.

5:00 PM – 5:30 PM: All-Star Awards Reception

5:30 PM – 7:00 PM: All-Star Awards Ceremony

7:15 AM - 8:00 AM: Breakfast

8:00 AM - 8:15 AM: Welcome

8:15 AM - 9:10 AM: OBMx: Practitioner Talks

Room: Grand Ballroom

OBMx: Great Game for Greater Good
Dave Van Belle, Van Belle Nursery

OBMx: Great Game of Government
Cindy Stein, Greene County, Missouri

OBMx: The 14-Hour Work Week
Danny Clarke, Clarke Eye Care Clinics

9:35 AM - 10:50 AM: Concurrent Sessions

Track: Know and Teach the Rules

Room: Grand A

What a Couch and a Chainsaw Can Do for Your Company
Steve Baker, The Great Game of Business

For employees that haven't been exposed to them, your company's financial statements might look very boring - or worse yet - scary! Once employees learn that financials are nothing more than stories about people, those documents become useful tools that help employees at every level make informed decisions. But how do you get past sentiments like "I'll never understand the P&L, so why bother?", "financials are for accountants - not me", and "(yawn)"?

In this session, you'll learn creative, non-threatening ways to introduce financial statements to your front-line employees, including the famous "Couch and Chainsaw" demonstration. See and participate in hands-on activities utilized by a variety of successful Great Game companies.

Track: Follow the Action and Keep Score
Room: Grand B

Scoreboardpalooza 2015

Mark B. Richman, Skeleton Key & Brightsource IT

Scoreboards tell you if you're winning or losing the game. If they're ambiguous, everyone draws a different conclusion. If they're good, they can help you know what's going on, where you're headed and what you need to do to stay (or get back) on course. And if they are GREAT, they can help you learn things about your business that you never even knew you were missing.

Track: Provide a Stake in the Outcome
Room: Grand F

Why Bonus Programs Fail

Rich Armstrong, The Great Game of Business
Bob Washatka, The Great Game of Business

Everything you need to know about bad bonus plan design you can learn from a movie.

How many of us can relate to *Christmas Vacation's* Clark W. Griswold? If you remember the premise, he was digging a hole in his yard, for a pool he couldn't afford, based on a bonus he wasn't sure he was going to get. Did the bonus make him work harder? Did it make him feel good about his job? Feel more connected to the goals of the company? None of the above.

Most bonus plans are disappointing to business owners because they don't motivate, they aren't appreciated, and they quickly become entitlements. Most bonus plans disappoint employees because they're a mystery, they're unpredictable and they're never, ever enough. So what can you do? In this session, you'll discover the elements of good bonus plan design, and explore a proven method of staged, graduated gain-sharing that will have employees forecasting their own bonuses. You'll also be provided a template that will calculate bonus levels. There's no more powerful way to engage, motivate and involve people in their everyday work, their own goals, and the goals of the organization.

Track: Culture
Room: Grand G

What's Culture Got to do With It?

John Williams, Central States Manufacturing

This is not the Tina Turner song you remember from the 80's. Culture is the most talked about and often the most overlooked aspect of all organizations. It's not a one-size-fits-all. Get it right and success will follow. Get it wrong..... In this session, I'll give you 10 reasons why your culture may not be aligning with what you want it to be and how you can fix those 10. Contrary to the Tina Turner song, culture has everything to do with it.

Track: Leadership
Room: Grand H

Adding Value to Your Company
Joseph Johnson, Lathrop & Gage, LLP
Randell Wallace, Lathrop & Gage, LLP

Topics and tips to creating value in your business using an unexpected source. Your lawyer. Don't dread the call to or from your lawyer, make your legal bills translate to bottom line profit and added company value. We will discuss strategies to make your lawyer relationship rewarding and profitable.

Track: Hot Topics
Room: Parkview

Zingerman's Recipe for Organizational Change
Ari Weinzweig, Zingerman's Community of Businesses

Think for a minute about what makes open-book management so effective - everyone knows the rules, everyone knows how things are going, people share in both the stress and the success, anyone in the business can step up and lead, it's transparent... in short, as we all know it's terrific. Over the years, Zingerman's has developed an approach that applies all those same principles - with equal effectiveness - to organizational change.

While old school business minds address change as a) something that only the bosses should be in charge of, b) something to get through as best one can, Zingerman's has worked to make organizational change as routine, as well run, and as open as a great huddle.

In this session Zingerman's co-founder Ari Weinzweig will share Zingerman's 5 Steps to Bottom Line change (taken from his book, *Zingerman's Guide to Good Leading, Part 4; A Lapsed Anarchist's Approach to the Power of Belief in Business*). Everyone in the session can learn to use this recipe, and better still so can everyone in your business. Effectively used Bottom Line Change is sure to help your organization get good at change, reduce stress, spread ownership thinking and, as the recipe's name implies, help improve your bottom line.

11:15 AM - 12:30 PM: Closing Keynote

Track: Keynote

Room: Grand Ballroom

Scaling Up!

Verne Harnish, Gazelles

Many growth-company leaders reach a point where they actually dread adding another customer, employee or location. It feels like they are just adding more weight to an ever-heavier anchor they are dragging through the sand. To make matters worse, the increased revenues haven't turned into more profitability, so at some point they wonder if the journey is worth the effort.

In his closing keynote, Verne Harnish will share insights from his book, *Scaling Up (Rockefeller Habits 2.0)*, including the four major decisions every company must get right in order to scale. He will share practical tools and techniques to grow an industry dominating business - and how to actually have fun doing so.

12:30 PM - 12:45 PM: Closing Remarks/Conference Wrap Up