

# Pre-Conference Workshops

Wednesday, September 6th

Presented by

the  
**Great Game**  
of Business®



## ANNUAL GATHERING OF GAMES CONFERENCE

25TH ANNIVERSARY

### *Sponsored Workshops*

#### **ESOP OVERVIEW**

*Rick Rose, Menke & Associates*

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. Join Rick Rose from Menke & Associates, the nation's premier ESOP advisors, to find out if an ESOP might be right for your business.

#### **GETTING STARTED ROUNDTABLE**

*Patrick Carpenter, The Great Game of Business*

Join us to learn how you can get started, and to review an "All-Star" caliber implementation process. Top open-book practitioners have proven - there is no quicker, more effective way to achieve Rapid Financial Results and Lasting Cultural Change than by understanding and leveraging the expertise and tools The Great Game of Business can provide.

### **For Experienced Players Only**

1:00 - 4:00pm

#### **TAKING THE GAME TO THE NEXT LEVEL**

*Jack Stack, SRC Holdings Corp. & Best-Selling Author*

*Bo Burlingham, Forbes & Best-Selling Author*

If you've been practicing open-book management for more than a year or two, chances are you've reached - or are about to reach - a plateau. Companies tend to hit it in the second or third year, and it comes on the heels, not of failure, but success. Maybe you've used games to eliminate some weaknesses. Maybe you've had luck with a company-wide bonus plan. Maybe you've improved your Critical Number(s) just by keeping score. One way or another, you've introduced the concept. You've generated some momentum. You've begun to see real changes in people. The question is, where do you go next?

In this session, you'll find out where you stand in the open-book journey, what you have to look forward to, and how to tackle the particular challenges you are facing. In addition to expert advice for your specific trials, you'll also be a part of in-depth discussions focused on addressing other companies' issues, giving you insights that will better prepare you for the future.

[openbookconference.com](http://openbookconference.com)



## Full-Day Pre-Conference Workshops

Wednesday, September 6th, 2017

8:00 am - 5:00 pm | \$570 per person

*(Breakfast and lunch are included)*

## Half-Day Pre-Conference Workshops

Wednesday, September 6th, 2017

1:00 - 5:00 pm | \$235 per person

### THE GAME OVERVIEW

*Donna Coppock, The Great Game of Business*

A full-day overview of the philosophy, fundamentals and processes of The Great Game of Business, as well as detailed information that you can use to immediately educate and motivate your team. This workshop is ideal for first-time Gathering of Games attendees or attendees who have never attended The Great Game Experience seminar.

### GAME-WINNING STRATEGIC PLANNING WORKSHOP

*Rich Armstrong, The Great Game of Business & Matt Burtin, SRC Logistics*

Most business failures are planning failures. Even if your team is talented and works well together, it's tough to win at any game without a well-communicated strategy - an informed, research-based approach to reaching the stated objective. When that strategy is created with broad participation, it creates a level of commitment and alignment that just can't be matched.

In this pre-conference session, you'll learn about and experience some of the tools the Great Game of Business uses to help companies transform their planning process from an annual, time-consuming ritual to a highly informative, educational journey that involves everyone in the organization.

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INSTITUTE | **Rady School of Management**

### DOES LEADERSHIP MATTER?

*Rick Robinson, Ramsee Consulting Group*

Most leaders and business owners ascend to their positions because of a technical skill, but few naturally excel in all aspects of leadership without intentionally working on them. In this highly interactive session, participants will explore the importance of leadership in organizations, unpacking the three key roles of a leader. The workshop will also help participants determine if they have the right people in their organization, and if those people are in the right positions.

### PRACTITIONER VISIT: YEAR ONE IN A PROFESSIONAL SERVICES FIRM

*Mike Rose, Mojo Media Labs & Nikole Rose, Mojo Media Labs*

Mojo Media Labs, a Dallas-based inbound sales and marketing communications agency, has taken their values and culture to the next level through the implementation of open-book management and The Great Game of Business. In this on-site visit to Mojo's open-concept offices, participants will see the Game in action with a novice GGOB practitioner. The tour will include a demonstration of Mojo's core values in 3D, an explanation of their SCRUM system (agile client project management for a professional services firm), details of their internship/mentorship program, and an outline of their novel career development track.

### THE NUMBERS AREN'T THE MOST IMPORTANT THING, THEY'RE EVERYTHING!

*Matt Garrett, TGG Accounting*

In this highly interactive presentation, Matt Garrett reveals the simple beauty of numbers. He takes key financial benchmarks and simplifies them so that any business owner can gain freedom and peace of mind by managing through the numbers. Matt brings to life seemingly boring topics like: forecasting, the Triple Bottom Line, accounting fraud, and gross margins.

### GREAT GAME FOR SOCIAL SECTORS

*Katie Davis, Dream Big Consulting & Great Game Coach*

Do you want to learn more about playing the Great Game within a nonprofit or civic organization you are involved with in order to see them succeed? The Great Game for Social Sectors was created to help public and nonprofit organizations adapt the proven principles of open-book management to a world in which "profit" is considered a dirty word. Because although social sector organizations operate differently than private businesses, the same concepts found within the Great Game can be applied.

