

## Playing the Game

### Results

Playing the Great Game has improved the team's financial awareness and helped employees taking accountability to decrease costs where money can be saved.

GGOB has improved the company's culture by giving everyone a Stake in the Outcome. They now have ongoing recognition for employees, open-door policies and financial awareness that employees understand. Every employee wants to help improve the company and its future.

By improving the team's financial literacy, employees are taking accountability in terms of decreasing costs where money can be saved. For example, where engineers in the past might have asked to purchase a new piece of equipment, they now run the numbers first to understand how making that purchase might generate new revenue or save money through higher efficiencies.

"There's no question that your business will be better when you teach financial literacy, allow decision making throughout the organization, and share a Stake in the Outcome with everyone involved," says owner and CEO Frank Hannan.

***"GGOB gives our team weekly visibility to our financial numbers that instills ownership at all levels and helps us find cost savings opportunities. As a result, we have taken on continuous improvement projects that have led to large savings and improved profits." – Dan Easley, COO***



### Company Background

Laser Light Technologies provides high-tech laser-based contract manufacturing, laser systems, and engineering services that includes solutions ranging from micro drilling holes in plastic for industrial printers to precision fabrication of life-saving medical devices.

### Challenge

Find a way to empower employees and build accountability among the team without micromanaging.

### Solution

Implement financial literacy training and regular huddles to establish a cadence of communication.

## MiniGame™ Spotlight

The team plays about four MiniGames per year. Each quarter, they roll out a new MiniGame aimed at different areas, like boosting morale, increasing efficiency, or improving their Critical Number.

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***“GGOB has opened up the communication on finances so that everyone knows where the money is being spent and where money can be saved.” – Cindy Koenig, Accountant***

***“Our employees are more confident in their roles knowing they have a Stake in the Outcome. They feel more confident to offer suggestions on how to improve processes in order to cut costs, because they understand the ‘big picture’ of how these finances impact our Critical Number.”***

*Brittany Bruno, HR*

## What's Next?

While Hannan was impressed by the financial impact playing the Great Game had on his team and business, he admits they can do a better job getting everyone inside the organization involved in working on cost savings and other financial improvements. “I think initially the people on the shop floor were focused mostly on processes,” he says. “Now we want to get them thinking more about how they can put more money in their pockets by making better decisions.”

To help drive those changes, the team has changed its Critical Number in the coming year to EBITDA as a way to get everyone focused on improving profitability—which will impact their own individual Stake in the Outcome.

The team also continues to conduct financial literacy training classes during its monthly all-company huddle—which has helped employees become better paying down debt and budgeting in their personal lives. “Embracing financial literacy and transparency is critical because it answers a lot of questions,” says Hannan. “It prevents gossip and let’s everyone know exactly how the company is doing.”