

## Intrust IT

**Location:** Cincinnati, OH

**2017 Revenues:** \$4.4 million

**Employees:** 25

**The Critical Number™:** Customer Satisfaction/Efficiency

## Playing the Game

### Results

The company's culture has become stronger because of The Game. There is a new sense of camaraderie. The team now discusses each other's line items during their Tuesday Huddles and want to know why items change. More importantly, if a number fluctuates, the person responsible is excited to tell the group why. Each person now owns his or her number and feels personally responsible for it—which has created a feeling for everyone that "we're all in this together." "Playing the Great Game of Business has aligned the company more than I thought was possible," says CEO Tim Rettig.

*"The Great Game of Business has been a life changer. Not only am I involved in the daily ins and outs of the company's finances, which in itself is an amazing experience and feeling, but it has also encouraged me to re-evaluate how I track my personal finances as well. The Great Game has allowed me to go beyond simply keeping track in a checkbook or keeping my receipts. It has helped me restructure my budgeting, my savings plan, and my life. It has been such an eye opener as to how the Great Game can be implemented in such a way that simply teaching your employees about the businesses finances can begin to put them down a path to better understand their own finances."*  
– Kyle Gibbons, Hardware and Support Technician



### Company Background

Intrust IT, which was founded in 1992, provides information technology support for small and medium-sized businesses that can't afford an IT department of their own. The firm supports more than 100 customers, most of who reside in the greater Cincinnati area.

### Challenge

Better educate employees about finances and making money.

### Solution

Implement and embrace GGOB practices like huddling, financial literacy training, and forecasting to focus the entire team on cutting costs and finding ways to increase their margins.

## MiniGame™ Spotlight

The MiniGames the team played last year focused on improving their financial literacy. The team says that MiniGames also brought a lot of fun to the company's operations and got everyone engaged. They have also successfully improved the financial stability of the company by rallying everyone around a Critical Number.

The team also played one very special MiniGame, which was conducted over a full year with the goal of increasing recurring revenue, the company's Critical Number. It came with a tantalizing prize: if the team reached their goal, the company would buy a lake house and everyone in the company would have the opportunity to spend one week a year at it. Guess what happened? They beat the goal and the lake house was built.

---

*"When we started using the Great Game of Business model here at Intrust, I was interested in the value of a stronger company, but I was not sure how it would really affect me as an individual. I could see the benefits for the company, but really, how would it affect me outside of work? The knowledge of financial literacy follows an individual everywhere, from work needs to personal finances. I find I now manage the money in my personal life better as well. I think about the basic needs of operating a functional home, and then add in the costs of extras. The most important aspect is that I find I am rather confident in my knowledge of finances. From the most basic of planning, to billing and receiving actual funds, I know what the needs are. I definitely found great benefit from the Great Game of Business. Professionally and personally." – Theresa Franke, Graphic Designer*

*"The Great Game of Business has been a huge enjoyment over being asked to fill out a boring annual IT budget at my previous employment. I was skeptical at first. But I have already learned more about business and our business here at Intrust than I ever have on my own or anywhere else."*

*Clint Holden, Systems Engineer*

## What's Next?

The company's owner, Tim Rettig, originally had plans to transition the company in 2020 by selling part of the business to an ESOP. But, thanks to GGOB helping the company become debt free ahead of schedule, the ESOP transition began in 2018. "We need to continue to develop the financial literacy of our team to help them prepare to become owners," says Rettig, who also points to other GGOB practices like High-Involvement Planning™ (HIP) as areas he wants the team to focus on in the coming year.