



# the Great Game of Business®

## CATALOG

GGOB

Open-Book  
Management

Stake  
Out

All  
Recycling

money  
recycling

Sales  
not  
everyone

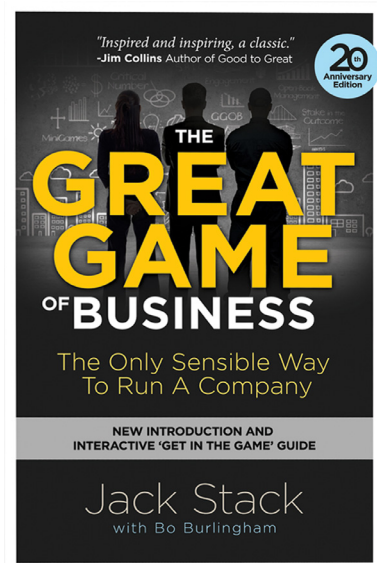
Pressures

MARKETING

# BOOKS

Available in print and audio

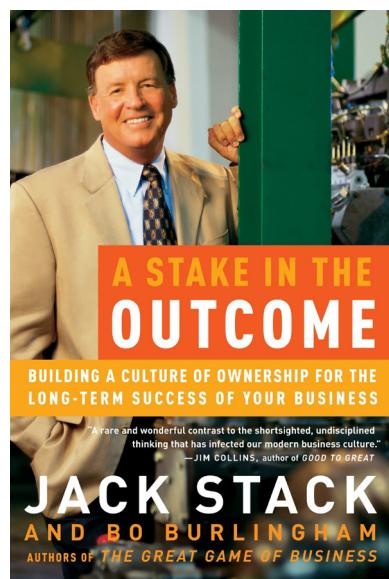
**ES** SPANISH



## ***The Great Game of Business®*** **ES**

The book that sparked the open-book management movement! Read about how the SRC team turned their company around by teaching everyone how to think and act like an owner of the business.

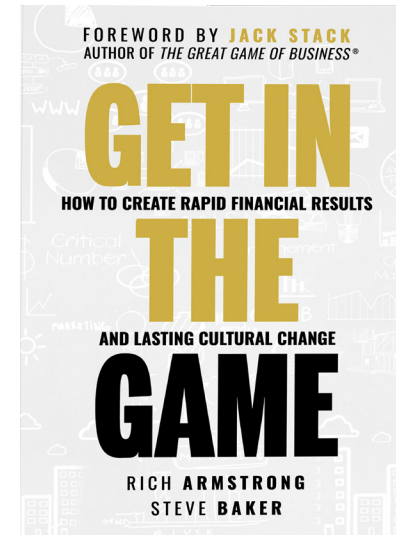
| \$15.95



## ***A Stake in the Outcome®***

The sequel to *The Great Game of Business*, learn how Jack Stack and his team learned to embrace a radical new idea: that their company was their product.

| \$15.95



## ***Get in the Game™***

The “how”... A ten-step guide to playing the Game in any kind of organization that includes practical lessons and case studies.

| \$19.95



## ***Change the Game***

The “why”... Read about how the company has evolved, and get inspiring stories on countless other companies and organizations of all kinds to Change the Game.

| \$19.95



## ***You Gotta Wanna***

In his books, *The Great Game of Business* and *A Stake in The Outcome*, Jack Stack laid out two sets of guidelines -- the Higher Laws and Ownership Rules -- that he and his team embraced inside SRC. Get quick access to both in this inspirational “two-for-one” reference guide.

| \$9.95

# WORKBOOKS

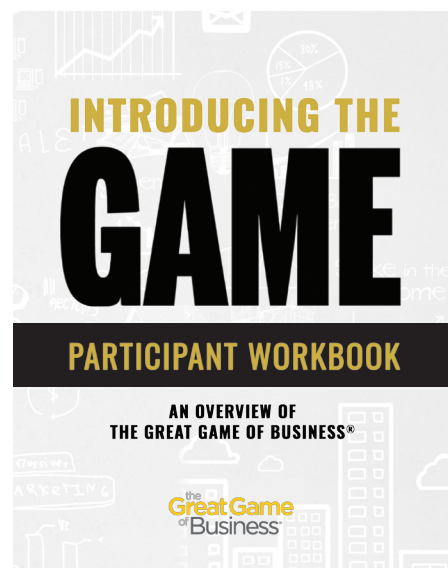
Each workbook contains definitions, tools, examples, and checklists. they are designed to be used with corresponding workshops or trainings.



SPANISH



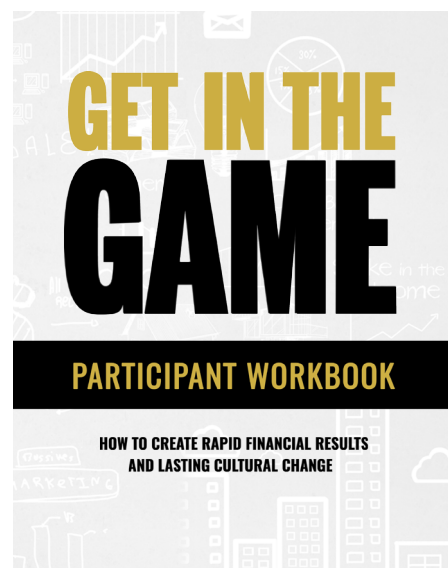
SOCIAL SECTOR



## *Introducing the Game*

Overview of the principles of The Game and MiniGames™.

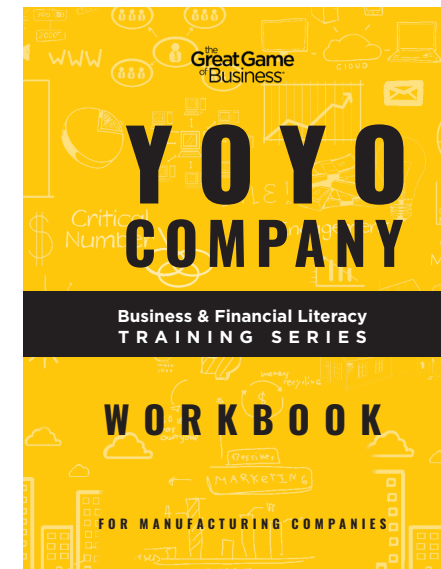
| \$9.95



## *Get in the Game™*

Deep dive into the 10 steps of Great Game implementation—"Financial Line of Sight"

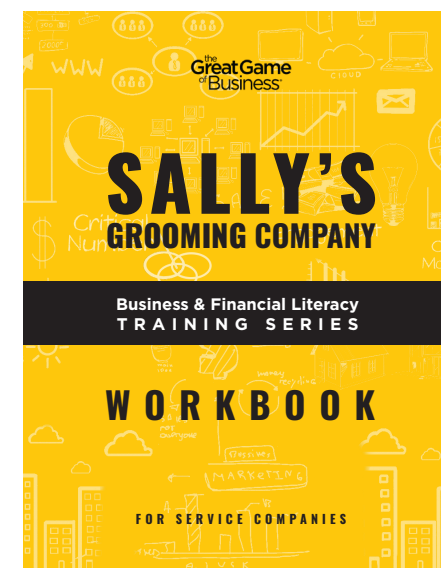
| \$29.95



## *YoYo Company*

Basic financial literacy training for manufacturing companies

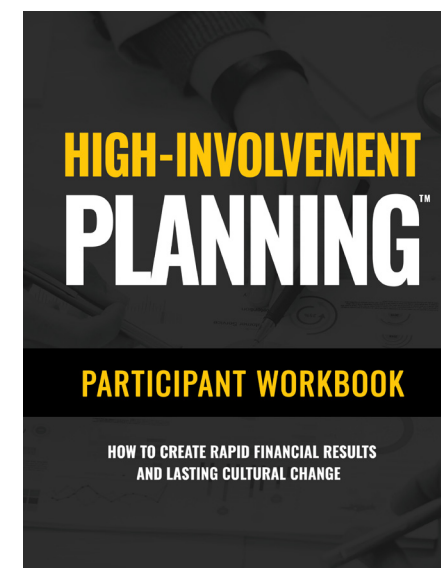
| \$29.95



## *Sally's Grooming*

Basic financial literacy training for service companies

| \$29.95



## *High-Involvement Planning™*

Deep dive into the 10 steps of strategic planning—"Strategic Line of Sight"

| \$29.95



# TRAINING

Personalized trainings provided by a GGOB Certified Trainer at your location. Designed for all employees for an engaging experience.

Workbooks, training materials, and travel costs for the trainer are not included.

Continuing Education Credits available (see pg. 20-21 for details)



## **Financial Literacy Training** *Business Basics*

Learn the fundamentals of the income statement, cash flow statement and the balance sheet.

For groups of 25 or more, call Great Game 800.386.2752 for more details.

| \$5,000/company (In-Person)

| \$3,500/company (Virtual)



## **Personal Finance Training** *Home Budgeting + Planning*

Learn how to take the Game home with you. Transfer basic business practices to your personal life.

Maximum of 24 people.

| \$5,000/company (In-Person)

| \$3,500/company (Virtual)



## **Huddle Coaching**

A GGOB Team Member will audit your Huddle and provide feedback for your team on how to create more engagement, training opportunities and buy-in.

| \$350/Hour



## **MiniGame™ Training** *Continuous Improvement*

Learn the guidelines for an effective MiniGame and how to apply that knowledge to a current opportunity or problem.

For groups of 25 or more, call Great Game 800.386.2752 for more details.

| \$5,000 (Half-Day)



## **MiniGame™ Coaching** *Continuous Improvement*

Ongoing MiniGame support personalized for your company.

For groups of 25 or more, call Great Game 800.386.2752 for more details.

| \$350/Hour

| \$1,000 (Half-Day)



# ONLINE COURSES

Continuing Education Credits available  
(see pg. 20-21 for details)



## MiniGame™ Toolkit

A video course that includes resources, examples, and steps to create your next MiniGame.

\$99



## Growth and Contingency Planning Toolkit

A video course that includes resources and a 30 minutes one-on-one Q&A with a GGOB Certified Coach® on how to capitalize on opportunities and minimize future risks.

\$99



## Great Game of Education™

Features four On-Demand courses available 24/7 to take at your own pace. Includes Get in the Game, MiniGames, Financial Literacy for Servicing, and Financial Literacy for Manufacturing.

\$495/person



## ProfitAbility® Business Simulation

Full-day course (8 hours)

Learn how profit is made, how cash flow is impacted, and how each individual can make a difference. Compete in teams and navigate through monthly sales and delivery cycles.

\$495/person

(minimum of 12 people, maximum of 24 people)



## Pricing 4 Profit Business Simulation

Half-day course (4 hours)

Work as a team to experience strategy, pricing dynamic and cost of sales in a live, competitive environment.

\$295/person

(minimum of 12 people, maximum of 24 people)





# WORKSHOPS

Continuing Education Credits available  
(see pg. 20-21 for details)

## Virtual



### Discover the Game

90 Minute Session

Introduction to The Great Game of Business®.

Includes a brief history, high level view of methodology, and interactive breakout sessions led by GGOB coaches.

| Free

## Public Workshops



### The Great Game Experience™

2½ Days

See and feel the power of The Great Game of Business® in action, and receive actionable takeaways.

Includes live Huddles, SRC and local practitioner tours, Q&A with practitioner panels, and corresponding workbooks.

- | 1-2 Attendees \$1,695/per person
- | 3-4 Attendees \$1,595/per person
- | 5+ Attendees \$1,395/per person



## Private Workshops



### Introducing the Game

1 Day

Overview of the principles of The Game + a MiniGame™ workshop.

Includes the origins, high-level view of methodology, and interactive exercises on Financial Literacy (“Dollar Exercise”) and MiniGames.

| \$6,500/company wide

\*Workbooks, shipping, and travel costs not included.



### High-Involvement Planning™

1½ Days

Deep Dive into the 10 steps of strategic planning based on market forces, the Sales & Marketing template, and determine short and long-term goals.

Includes financial, contingency, and people planning, buy-in from the entire organization, and corresponding workbooks.

| Starting at \$15,000/12 people



### Get in the Game™

1½ Days

Deep dive into the 10 steps of implementation.

Includes exploration of each step with exercises, tools, breakout work sessions, and corresponding workbooks.

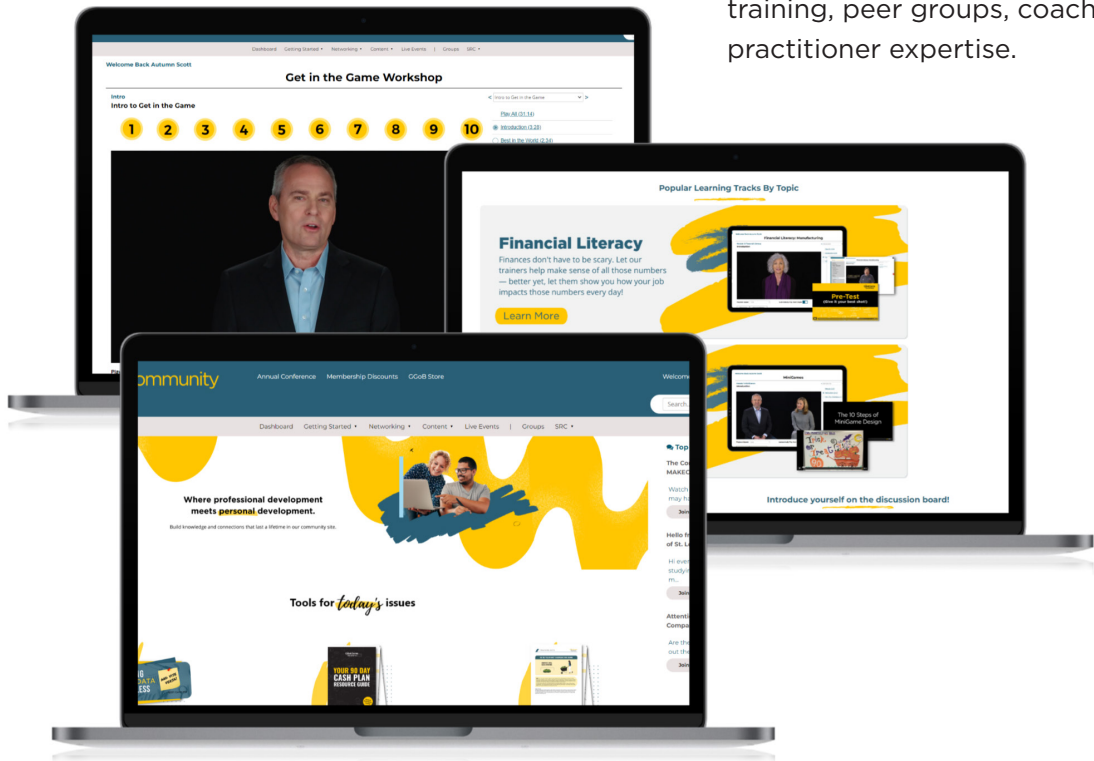
| Starting at \$15,000/12 people



# COMMUNITY

Exclusive online platform that provides 24/7/365 access to solutions to your business issues.

Includes resources, tools, on-demand training, peer groups, coach, and practitioner expertise.



## Annual

Individual (1)	\$600
Small Team (up to 15)	\$2,500
Company Wide (up to 50)	\$4,500
Additional 50 seats beyond company wide	\$1,500

## Monthly

Individual (1)	\$60
Small Team (up to 15)	\$250
Company Wide (up to 50)	\$450
Additional 50 seats beyond company wide	\$150

## Additional

CEO & Executive Peer Groups—12 months Annual membership required	\$1,200
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# CERTIFICATION



## Contract Coach 100 Hours

Ideal for former executives or key personnel of practitioners who have a passion to help other companies with Great Game implementation + strategic planning.

Training + Certification	\$17,500
Revenue share with GGOB ongoing	



## Licensee Coach 100 hours

Professional coaches that want to add The Game to their coach practice.

Certifications for more than one person in an organization available, call Great Game 800.386.2752 for details.

Training + Certification	\$17,500
Annual	\$9,000



## Internal Coach 80 hours

A certified coach inside your organization to champion The Game.

Training + Certification	\$11,000
Annual	\$2,500







# CONFERENCE

Where the community gathers to network, learn, share, and celebrate the practice of The Great Game of Business®.

Includes keynote speakers, breakout sessions featuring practitioners and coaches, panel discussions, curated small group discussions, informal networking, a complimentary coaching session, two breakfasts, two lunches, snacks, and All-Star Awards Ceremony.



## Main Event

*Includes one ticket to the in-person conference, including interactive access to the online event platform for networking, session info, and main stage and breakout session recordings for 60 days post-conference.*

April 1 through July 15 | \$1,400  
After July 15 | \$1,550

## All-Access Upgrade

*Includes all pre-conference activities: breakfast, lunch, evening networking reception, and choice of CEO Summit (full-day), The Game Overview (full-day), or two half-day workshops.*

Non-Community Member | \$650  
Community Member | \$250



## On-Demand Access

*60-day access to online event platform post-conference to view main stage and breakout session recordings (not live).*

60-Day Post Conference | \$350

REGISTER 4 OR MORE PEOPLE AT A TIME  
AND RECEIVE A \$150 DISCOUNT PER REGISTRANT





# COACHING

A Great Game of Business Certified Coach® assists with implementing The Game inside your organization.

Call Great Game 800.386.2752 for further details on pricing.



## **Level 1** **GIG**

Implementation of Get in The Game (GIG) with company's selected design team.

On average 3-4 months



## **Level 2** **GIG**

Implementation of Get in The Game (GIG) with all departments of a company assisted by the design team.

On average 6-9 months



## **Level 3** **HIP**

Implementation of High-Involvement Planning (HIP) with leadership team that includes contributions and buy-in from all employees within the company.

Annual engagement

Company Size		Average Monthly Price		
Revenue	Employees	Level 1	Level 2	Level 3
<5 MM	<25	\$5,000	N/A	\$2,000
<10 MM	<50	\$7,500	\$5,000	\$2,500
<50 MM	<150	\$9,000	\$6,000	\$3,000
<100 MM	<200	\$10,000	\$7,000	\$4,000
>100 MM	>200	\$12,500	\$8,500	\$4,500

\*Hourly coaching rates are available.  
Contact us for further details.

# SPEAKING

Interactive and engaging keynotes and workshops delivering tangible, actionable takeaways.

Assorted topics around Great Game methodology, including but not limited to: Get in The Game™, High-Involvement Planning™, Change the Game, *A Stake in the Outcome*®, and client informed topics.

Call Great Game 800.386.2752 for further details.



## **Jack Stack**

Jack Stack is president and CEO of SRC Holdings Corporation. Stack came to SRC in 1979 as the plant manager of International Harvester. In 1983, Stack and SRC employees bought the company from Harvester and turned it into, what Inc. Magazine proclaimed, “one of America’s most competitive small companies.” Today, SRC has sales over \$600 million and over 1600 employee- owners. He is the author of the Books *The Great Game of Business*, *A Stake in the Outcome*, and *Change the Game*.

| Starting at \$30,000



## **Rich Armstrong**

Rich Armstrong has thirty years of experience in improving business performance and employee engagement through open-book management and employee ownership. He co-authored Get in the Game as well as the update of the number one bestseller, *The Great Game of Business—20th Anniversary Edition*.

| Starting at \$10,000



## **Steve Baker**

Steve Baker is Vice President of The Great Game of Business, Inc. He coauthored Get in the Game as well as the update of the number one bestseller, *The Great Game of Business—20th Anniversary Edition*. Steve is a top-rated coach on open- book management, strategy and execution, leadership, and employee engagement.

| Starting at \$10,000



# CONTINUING PROFESSIONAL DEVELOPMENT EDUCATION CREDITS

The Great game of Business® provides Continuing Professional Development Education credits (CPEs, PDEs) in Accounting, HR, and Supply Chain Management (and others) for our workshops, trainings, and courses.

Call Great Game 800.386.2752 for details.



## HRCI

HR Certification Institute’s ([www.HRCI.org](http://www.HRCI.org)) official seal confirms that The Great Game of Business meets the criteria for pre-approved recertification credit(s) for any of HRCI’s eight credentials, including SPHR® and PHR®.



## SHRM

The Great Game of Business, Inc., is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP<sup>SM</sup> or SHRM-SCP<sup>SM</sup>. For more information about certification or recertification, please visit [www.shrmcertification.org](http://www.shrmcertification.org)



## NASBA

The Great Game of Business, Inc. is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbaregistry.org](http://www.nasbaregistry.org)



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the  
**Great Game**  
of **Business**

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

800-386-2752

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