

# the Great Game of Business® | Conference

## 2025 Call for Speakers // Breakout Session Ideas

### 1. Scalability: Growing Without Losing Your Foundation

Scaling a business is exciting, but **if not managed well, it can weaken culture, disrupt operations, and create financial instability.** Businesses playing The Game need to grow **while maintaining transparency, employee engagement, and financial discipline.** Sessions in this category should explore **sustainable strategies for expansion, scaling operations effectively, and overcoming growing pains.**

- **What's your company's "secret sauce" for sustainable growth?** Whether it's financial discipline, operational excellence, or strategic expansion, show us how you're scaling successfully.
- **Have you fine-tuned your High-Involvement Planning (HIP) process?** How do you get employees actively shaping the future of the company?
- **How do you manage business growth without losing your culture?** Share your strategies for staying true to your values while scaling.
- **Have you successfully transitioned from a small team to a larger workforce?** What challenges did you overcome, and what lessons can others learn?
- **How do you prepare financially for growth?** What role does forward forecasting play in ensuring you don't scale too fast?

### 2. Sustained Success: Keeping the Game Alive Year After Year

Winning once is easy. **Winning repeatedly requires a long-term strategy, a motivated team, and a culture of continuous improvement.** The best GGOB companies know how to **keep their employees engaged and the numbers driving action, even after the initial excitement fades.**

- **What's your secret for keeping The Game alive year after year?** Maybe you could design your session around a "Top 10 Ways to Sustain GGOB" list!
- **How do you make financial literacy fun?** Whether it's games, competitions, or incentives, let's hear your most engaging approaches.
- **Do you have a highly effective employee committee?** Show us how your team keeps engagement high and ownership thinking strong.
- **What's your unique approach to rewards and recognition?** Share fun, creative, and meaningful ways to celebrate wins and motivate employees.
- **What are your tried-and-true methods for conducting kick-a huddles?** What does your number-flow look like? What makes your huddles special?

### 3. Emerging Technologies: The Future of Business & The Game

Technology is transforming the way businesses operate, **but it must be used wisely to enhance, not replace, human connection.** The best companies leverage technology to improve **financial transparency, collaboration, and efficiency** while staying true to GGOB principles. Sessions in this category should **help businesses embrace AI, automation, and new digital tools without losing sight of their people.**

- **Have you leveraged AI or technology to enhance your open-book management?** Show us the tech tools you use to share numbers, track progress, and boost engagement.
- **What's the best innovation your company has implemented recently?** Share a game-changing idea, process, or strategy that others can learn from.
- **How do you keep your business relevant in an ever-changing world?** Guide others through your approach to staying ahead of industry trends and market shifts.
- **Have you discovered a variety of highly effective technology platforms for sharing the numbers and engaging employees?** Don't keep them a secret!
- **Are you a digital marketing rockstar?** Help businesses keep their online presence relevant and effective in today's fast-changing world.

### 4. Remote & Distributed Workforce: Leading and Engaging Teams Anywhere

Remote and hybrid workforces are here to stay, and businesses must **find new ways to build engagement, collaboration, and accountability across different locations.** This category focuses on strategies for **keeping teams connected, maintaining financial transparency, and reinforcing GGOB culture, no matter where employees are.**

- **How do you engage a distributed workforce in The Game?** Share best practices for keeping remote employees connected to financials, scoreboards, and company culture.
- **What's your process for running effective virtual huddles?** How do you ensure they remain interactive and engaging?
- **Have you cracked the code on remote onboarding?** What steps do you take to integrate new hires into GGOB when they're working from different locations?
- **How do you ensure visibility and accountability in a hybrid workforce?** Share tools, dashboards, and strategies that help teams stay aligned.
- **What role does technology play in strengthening remote culture and communication?** Share your top digital tools and tactics.

### 5. Strategic Planning: Preparing for the Future with Confidence

Business success doesn't happen by accident—it's the result of **deliberate planning, financial foresight, and an engaged team.** The best companies involve employees in shaping the future and **use strategic planning as a tool for long-term stability and growth.**

- **What's your process for finding your Critical Number each year?** Do you have a step-by-step you could share?
- **How do you get everyone, down to your front-line employees, involved in building your strategic plan and annual budget?**
- **When do you make big bets, and how do you decide where to invest?** Guide others through strategic planning in turbulent times.
- **How does your company use High-Involvement Planning (HIP) to align the whole organization?** Share your experience, wins, and challenges.
- **What's your strategy for keeping your financial forecasting accurate and forward-looking?**

## 6. Collaboration & Communication: Building Stronger Teams

The best businesses **break down silos and create cross-functional collaboration**. Open communication—whether in huddles, planning sessions, or financial discussions—builds trust and **helps employees understand how their work impacts the bigger picture**.

- **How do you make the numbers come alive in your business?** Do you have an amazing scoreboard setup? Walk us through your “10 Must-Haves for Marvelous Scoreboards”!
- **Do you involve vendors and/or customers in your Game?** How do you do it, and what are the payoffs?
- **How do you break down silos and improve interdepartmental collaboration?** Share your best practices and success stories.
- **What role does storytelling play in business transparency?** Show us how you make financials more engaging and relatable.

## 7. Leadership & Culture: The Backbone of Great Businesses

A strong culture **isn't built overnight—it's shaped by leadership, vision, and trust**. Businesses playing The Game need **leaders who empower employees, foster ownership thinking, and create lasting impact**. These sessions should help leaders **develop their teams, communicate effectively, and maintain an exceptional workplace culture**.

- **How do you cultivate future leaders in your business?** Share your process for succession planning, leadership development, or mentoring programs.
- **Have you mastered coaching and feedback?** Guide others on how to turn tough conversations into growth opportunities and performance wins.
- **Do you have an incredible employee ownership mindset?** What strategies help your team feel like owners (even if they aren't legally)?
- **What's your leadership philosophy for keeping employees engaged and committed?**
- **What lessons have you learned the hard way about sustaining a great culture?** Share both successes and failures.