

# Sharing Success

Brushing aside all the business growth fads and “flavor-of-the-month” programs, you will find a growing number of businesses that are practicing Open-book management: a whole new way of thinking about business. They don’t always share the same approaches or use the same techniques, but they do operate according to remarkably similar principles. These leaders are forging ahead on an Open-book management journey. Want to be a part of it?

As Open-book business leaders we have a common desire to grow our businesses, learn from each other and share our experiences. In fact, we know first hand that when you harness the collective wisdom of your employees, great things can and do happen. It’s this sincere belief in people that has made us who we are. Imagine a program that would allow you to come together with other Open-book leaders on the same path to capture their collective knowledge and experience. The Great Game of Business has created just this – the Open-Book Forum – the only peer-to-peer learning network available for business leaders committed to operating their organizations “Open-book”. An Open-book Forum brings together like-minded business leaders who seek trusted advice from their peers and function as each other’s encouragement, confidant and sounding board. As part of an Open-book Forum, you’ll help both yourself and your peers succeed.



## WHO SHOULD APPLY

Open-Book Forum welcomes leaders (CEOs, Presidents, Owners and other top executives) from any organization that aspires to run their business in a way that includes employee education and involvement, shared risks and shared rewards, and open communication.



OPEN-BOOK  
FORUM

## MEMBER BENEFITS

**Fresh Perspectives and Insights.** New insights and perspectives are needed to grow and sustain any business, and Open-book organizations are no exception. The Open-book Forum is the place to explore new ideas, share best practices, coach and be coached by your peers and share experiences– all allowing you to utilize the Open-book advantage to it’s fullest within your organization.

**A Network of Advisors.** It can be very difficult to find a network of like-minded advisors. That’s why the Open-book Forum was created– to provide a trusted support network that truly understands the unique challenges and rewards of running a workplace “Open-book”.

**Smarter Decisions.** As an business leader, you must make tough decisions and many times there’s a lot riding on those decisions. Membership in an Open-book Forum provides you with a network of peers who stand ready and willing to serve as a sounding board during times when the stakes are high. Members bank on one another’s experiences to eliminate blind spots and help each other make confident, successful business decisions.

**Enhanced Performance.** Open-book Forums are dedicated to improving members’ performance, thus enhancing results within their organizations. Each member and Great Game facilitator is focused on helping Forum members succeed by exploring new opportunities, challenging one another, holding each other accountable and fostering growth through continued learning.

**Leadership Development.** Open-book leaders believe in strong leadership and in widespread, servant leadership. In an Open-book Forum, you will have the opportunity to share and learn the unique skills, knowledge and behaviors required to lead in an Open-book environment.

## HOW IT WORKS

Organized and professionally facilitated by a Great Game Coach, The Open-Book Forum is a group of business leaders from diverse, non-competing organizations who get together monthly in a candid, creative, structured & confidential environment to exchange ideas, share challenges, find solutions and offer one another support.

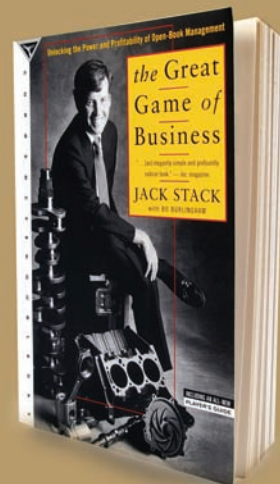
**Locations.** When possible, meetings are held at various Forum members’ organizations, so members can observe, learn from and experience one another’s Open-book workplaces.

**Special Events.** Trusted experts and guest speakers are invited to group meetings from time to time to share their professional advice on a variety of business topics.

**One-on-One Coaching.** Each month, Forum members have access to a Great Game Coach for one-on-one coaching sessions. These sessions are dedicated to enhancing the member’s performance as a leader of a world-class Open-book organization.

**Annual Conference.** The International Gathering of Games conference offers members the opportunity for peer-to-peer networking beyond their own groups. Best practice workshops and panels led by worldwide OBM business leaders create unique learning experiences for everyone in your organization.

**On-line Forum.** Members of the Open Book Forum are offered additional support through online resources such as: case studies, articles, tips, advice, best practices and member discussions.



The Great Game of Business, Inc. is known worldwide as the most celebrated approach to Open-book management and is considered the leading authority on the practice. Over the past 15 years, The Great Game of Business, Inc. has helped thousands of companies achieve breakthrough growth and financial performance by coaching a simple, yet powerful belief: “The most efficient, most profitable way to operate a business is to give everybody in the company a voice in how the company is run and a stake in the outcome, good or bad.” Our team is passionate about helping companies create a business smart, performance-driven, high-involvement culture that generates growth and success for

both the organization and its people. “When Employees Think and Act Like Owners, Everybody Wins.”

The Great Game of Business, Inc. provides a clearinghouse of information on the best practices of business literacy and Open-book management and delivers affordable training and coaching services; publications, products, tools and a national conference and recognition program to identify and celebrate exceptional Open-book management organizations.

The Great Game’s chief visionary, Jack Stack, is the coauthor of two best-selling books; *The Great Game of Business* (Currency/Doubleday, 1994) and *A Stake in the Outcome* (Doubleday, 2002)

To learn more, visit [greatgame.com/openbookforum](http://greatgame.com/openbookforum) or call 800-386-2752

# LEARN MORE ABOUT OPEN-BOOK MANAGEMENT...

## WHAT IS OPEN-BOOK MANAGEMENT?

Open-book management has grown from a mere curiosity to a significant and profitable business practice. It's a different approach to running an organization, based on this simple proposition: "The best, most efficient, most profitable way to operate a business is to give everybody in the company a voice in how the company is run and a stake in the outcome, good or bad."

In its simplest form, Open-book management is a way of running a company that gets everyone focused on helping the business be successful. Employee goals and accountabilities are tied directly to the success of the company. It teaches all employees, from the top down, the goals of the company and how they can make a difference- both individually and as part of a team. Employees know and understand how they each contribute to the financial performance of the company, in such a way that they truly understand how the business works.

Open-book management transforms organizations and gives them a major advantage over other organizations who still keep employees in the dark. It's not just about generating profits, cash and wealth but also about distributing it for the good of everyone involved- giving those who embrace open-book management a spirit of generosity and a willingness to openly spread the word to help each other succeed.

## WHAT ARE THE PRINCIPALS OF OPEN-BOOK MANAGEMENT?

Open-book organizations believe...

...every employee should be given the measures of business success and taught to understand them.

...every employee should be expected to use their knowledge to improve performance.

...every employee should have a direct stake in the company's success - and in the risk of failure.

...it starts with a sincere belief in people and fostering creditability, trust and mutual respect.

## WHY DOES OPEN-BOOK MANAGEMENT WORK?

Open-book management works because employees get a chance to act- to take responsibility rather than just "doing their job". Each employee knows enough about the company to understand how their actions will affect business results- and understand that they share a stake in the outcome.



## AN OPEN-BOOK WORKPLACE?

- improved financial performance
- intelligent decision-making throughout the organization
- increased accountability, alignment, focus and sense of urgency at all levels within the organization
- employee growth and development
- greater employee satisfaction
- ability to engage and retain the best people
- improved creativity and innovation among all employees
- greater customer satisfaction

THE OPEN-BOOK FORUM IS PRESENTED BY THE GREAT GAME OF BUSINESS - THE MOST CELEBRATED APPROACH TO OPEN-BOOK MANAGEMENT.

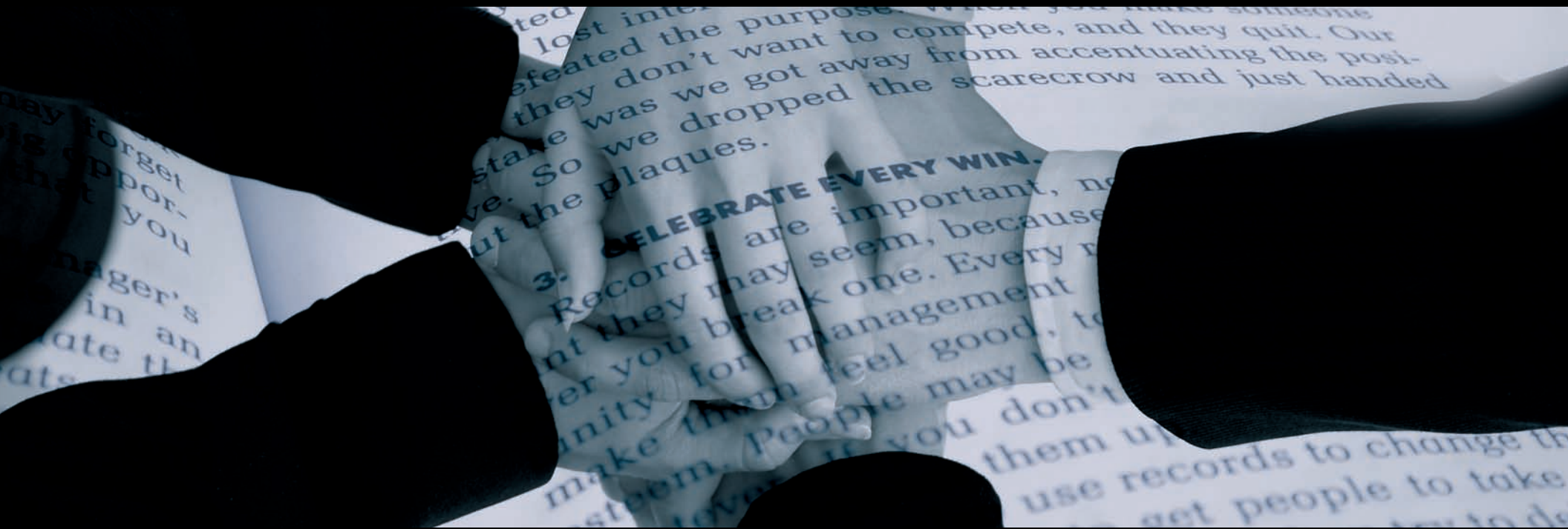
Visit us at [www.greatgame.com](http://www.greatgame.com) or call 1-800-386-2752



## OPEN-BOOK FORUM

The Great Game of Business  
3055 East Division  
Springfield MO 65802-2410

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



OPEN-BOOK FORUM

*Sharing Success*