



Is Your Company Among **The Best of the Best?**

At the 23rd Annual Gathering of Games Conference, The Great Game of Business will announce the **15th annual All-Star Award Finalists and Winners**. This prestigious award recognizes and celebrates the remarkable achievements of companies from around the globe that have fully embraced the principles of open-book management and The Great Game of Business, and have demonstrated outstanding results.

The inspiration for the All-Star Awards came from the pioneers of open-book management themselves. Open-book management wasn't theorized in a business school or dreamed up at some consulting think tank - it was created by everyday business people much like you. Propelled by a handful of breakthrough companies and years of innovative practitioners, a whole new way of thinking about business was born. The All-Star Awards were created thirteen years ago to highlight the companies on the leading edge of this innovative management practice, who have discovered first-hand that when you harness the collective wisdom of your people, great things can and do happen.

But as Great Game practitioners know - it's not just about generating profits, cash and wealth, but also about distributing it for the good of everyone involved. Therefore, All-Star players must embody a spirit of generosity and a willingness to openly spread the word to help each other succeed. That is the essence of the annual All-Star Awards!

In addition to three coveted *All-Star Achievement Awards*, The Great Game of Business will also confer two additional awards:

Rookie of the Year – This award recognizes those companies that have only been practicing open-book management and The Great Game of Business for less than a year, but have achieved some remarkable results.

Hall of Fame Inductee – The Hall of Fame honors organizations that have operated using the principles of open-book management for more than a decade with lasting, proven results and have demonstrated a willingness to spread the word on open-book management in order to help others succeed.

Who Should Apply

Any organization, small or large, for-profit or non-profit, that operates using the principles of open-book management and The Great Game of Business are invited to apply.

There are only two application requirements:

- The organization must have been operating using the principles of open-book management and The Great Game of Business for a minimum of one (1) full year in order to be eligible for the All-Star Awards and six (6) months for the Rookie of the Year Award.
- The organization must have a minimum of five (5) full-time or part-time employees in order to be eligible the Awards.

Why Apply?

Recognition. What organization couldn't use more recognition? As a Great Game of Business practitioner, you already know the value in recognizing and celebrating company-wide accomplishments. The All-Star Awards are a public acknowledgement that your company is unique - an organization that runs their business in a way that includes trust, business education and involvement, shared risks and shared rewards, and open communication. It's your chance to let everyone know what you have achieved. Send out a press release, tweet about it, make t-shirts, call your local business journal or TV station, hang banners, make a YouTube video of the celebration. Go ahead, do what you do best... Recognize and celebrate the win!

Evaluation. Remember it's about continuous learning. Use the process to evaluate how you're doing in practicing Open-book management. Reflect on what's working and what's not, listen to your employees, and review the 'Practice Scorecard,' and see where improvements can be made. Let's face it; we all want to know how we stack up to the 'Best of the Best' – that's how we get better!

It's all FREE. Who says nothing is free?!? Each All-Star Finalist will receive: results of their employee surveys indicating the strengths and weakness of their open-book management practices, in addition to a written case study highlighting their story and results from practicing open-book management and The Great Game of Business.

Application Process

The first step is to fill out the Nomination Form (deadline February 18, 2015). After your nomination has been reviewed and approved, we will provide you with instructions on how to complete the full application process, which includes:

- Entry Form, outlining your Game and the successes you have achieved.
- Financial Worksheet, highlighting your sales growth over the last five years, including benchmarking data as available.
- Employee Surveys – to be administered to all employees online [organizations with fewer than 10 employees must ensure the entire workforce completes the survey, those with more than 11 employees will need at least 70 percent participation].
- Additional collateral material, including pictures or other documentation of huddles, scoreboards, mini-games, etc.

The entire application process needs to be complete by March 25th, 2015.

How do we choose the 'Best of the Best'?

We understand that 'Winning is a Process.' Open-book management and The Great Game of Business is a journey, not a destination and the degree to which it's practiced can vary considerably. Therefore, we're looking for the 'Best of the Best' – those organizations who clearly stand-out and can be called 'The All-Stars.'

We make this challenging decision based on three specific measures:

The voice of the employee.

- Who knows best if the organization is living the principles of open-book management and The Great Game of Business then your people? Open-book management and The Great Game of Business isn't about theory -- it's about practice. So, we use an employee survey to measure how well the organization is doing in living the principles and practices of open-book management.

The bottom line business results the organization has achieved.

- We also review the specific business results the organization has achieved. We take into consideration the organizations profit and revenue growth as well as other critical business outcomes and compare those outcomes to their industry peers.

The organization's 'Story Behind the Numbers'.

- Lastly, we want to hear your story! How has the practice of open-book management and The Great Game of Business changed your company? Tell us about your MiniGames, huddles, business education, bonus plans, rewards & recognitions, celebrations, planning processes, scoreboards, etc. We want to hear the play-by-play commentary on how you are improving business results and the lives of the employees who drive those results.

Who are the Judges?

The Judges for the All-Star Awards are select members of The Great Game of Business community, including members of the Gathering of Games Practitioner Council. They are business owners, CEOs, managers, and employees just like you – who are living the open-book journey themselves. They are also past All-Star winners and Hall of Fame inductees. We can't think of anyone better to choose the 'Best of the Best' among practicing open-management organizations than those folks who have been there and done it!

Announcement of Finalists and Winners

The Great Game of Business will announce the **list of All-Star Finalists** in April 2015. Then on September 10th, 2015 at The 23rd Annual Gathering of Games Conference in St. Louis, MO, the open-book community will honor three (3) of the finalists with the coveted All-Star Achievement Award, as well as the Rookie of the Year Award and the Hall of Fame Award.

If you need additional information or have questions, please contact Kristi Stringer (kstringer@ggob.com) or at 1.417.224.0439.