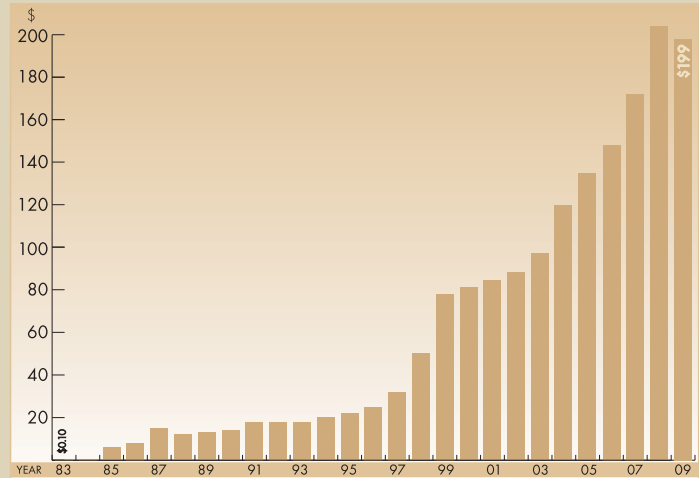


# You need to know him.

In 1983 along with 12 other managers, Jack Stack scraped together \$100,000 in cash, borrowed \$8.9 million and transformed a failing division of International Harvester into one of the most successful and competitive companies in America. Under Mr. Stack's leadership and Open-Book Management approach (later coined The Great Game of Business), this formerly failing company has now become SRC Holdings Corporation, a thriving company of 1,000 engaged employees in 17 business units across a variety of industries producing \$300 million in annual sales.

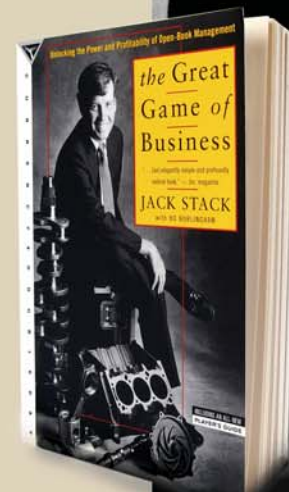
SRC STOCK PERFORMANCE



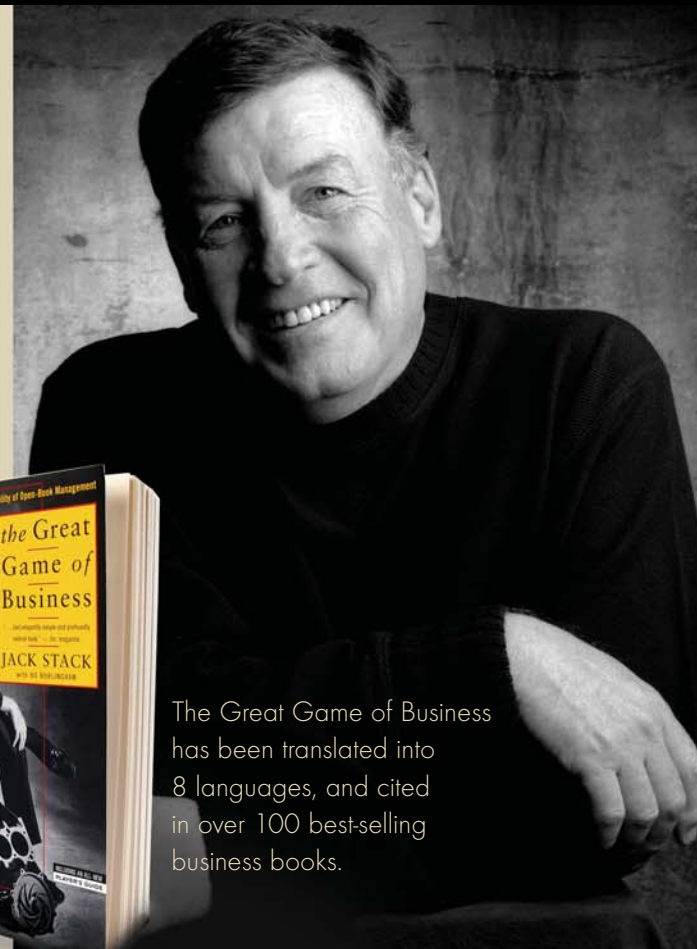
If you invested \$10,000 in 1983, your stock would be worth \$19.9 million today!

A company that has increased its stock price from 10 cents per share in 1983 to over \$199 in 2009.

As a result, The Great Game of Business has become the most celebrated approach to Open-Book Management, a unique, well-proven and time-tested approach to running a company, based on a simple, yet powerful belief; "When employees think, act and feel like owners... everybody wins."



The Great Game of Business has been translated into 8 languages, and cited in over 100 best-selling business books.



Jack Stack, president and CEO of SRC Holdings Corporation



## Introducing the SRC Two-Day Experience Workshop

SRC and The Great Game of Business has hosted more than 4,000 companies at various events for current and aspiring practitioners of Open-Book Management, including some of the most revered companies around – Southwest Airlines, Harley-Davidson, and Whole Foods Market – prompting BusinessWeek to label SRC Holdings a "management Mecca."

- Learn the fundamentals of the Great Game of Business and Open-Book Management
  - Strategic & Financial "High-Involvement Planning™"
  - Financial & Business Literacy Training
  - Identifying The Critical Number™
  - Huddling™ & Scorekeeping
  - Mini-Games™ & Incentive Plans
- Tour SRC facilities and visit directly with SRC employees from all levels of the organization
- Attend a Huddle™ (SRC's famed company-wide financial meetings)
- Q&A with Jack Stack, founder and CEO of SRC Holdings Corporation
- Q&A with the players of The Game during an Employee Panel
- Network with other current & aspiring practitioners of The Game

## Seats are still available for the SRC Two-Day Experience.

February 16 & 17, 2010

June 8 & 9, 2010

September 14 & 15, 2010

October 19 & 20, 2010

November 9 & 10, 2010

January 11 & 12, 2011

Who better to teach you Open-Book Management than the inventors of The Game? In fact, in 2006, *Inc.* Magazine coined Stack "the father of Open-Book Management." During the SRC Two-Day Experience, you will travel to the birthplace of The Great Game of Business in Springfield, Missouri, to learn the concepts of Open-Book Management from those who practice it daily. Whether you are trying to decide if The Game is right for you, or if you are getting started and need a nudge in the proper direction, this is an invaluable experience. You will learn essential aspects of the Game as well as have the opportunity to meet real SRC employees and see how The Game truly works for them on a daily basis.

Cost per attendee: \$1,295

Registration fee includes two nights lodging, local ground transportation, meals & all workshop materials



## 4 Proven Steps to Success...

1

READ THE BOOK

Learn more about SRC and the story that started it all.



2

ATTEND THE SRC TWO-DAY EXPERIENCE

Immerse yourself in the SRC culture & learn the fundamentals of The Game.



3

TALK WITH A COACH

There is no faster way to get in The Game than to work with a coach.



4

JOIN THE COMMUNITY

Register now for the 2010 Gathering of Games Annual Conference May 5-7.



1-800-386-2752

REGISTER NOW!

GREATGAME.COM

## WHAT IS OPEN-BOOK MANAGEMENT?

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 what is critical to success 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.



“While our competitors have been shrinking in volume, swimming in red ink and laying off associates to stay afloat, we continue to grow. The Great Game training and philosophy increases openness, accountability and trust throughout our organization. In short, GGOB has dramatically improved our financials and enhanced our culture. I can't imagine owning or working in a traditional "top down" company ever again.”

— Kent Forsland  
*Founder and CEO, Designer Doors, Inc.*

“We have grown revenues & increased profit margins. But, more importantly, we have transformed employees into entrepreneurs...who understand how we make money, obsess about our problems and drive measurable performance. I like to say that I have successfully "shared my light sleep patterns" with everyone else!”

— Michael Dougherty,  
*Chairman/CEO, Kindermusik International, Inc.*

1-800-386-2752



GREATGAME.COM



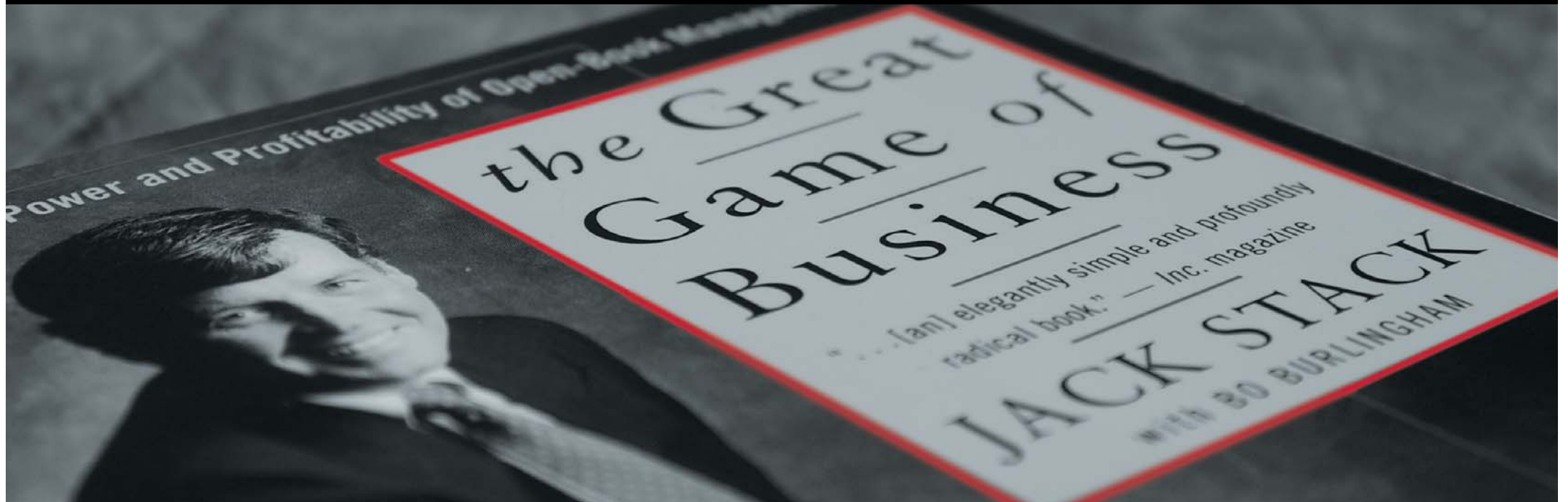
The Great Game of Business  
3055 East Division  
Springfield MO 65802-2410

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

### SRC TWO-DAY EXPERIENCE

“A rare and wonderful contrast to the shortsighted, undisciplined thinking that has infected our modern business culture.”

— Jim Collins,  
*author of Good to Great*



*You don't know Jack.*