



SCHEDULE OF EVENTS

ALL TIMES ARE CENTRAL

Pre-Conference Workshops

Included with Every Dallas Experience AND Digital Experience Registration

August 18 – 9am to 4pm CT

Profitability[®] Business Simulation: From Start Up to Market Domination*

Kelley Nichols, Certified Trainer // The Great Game of Business

**limited to 24 participants, one person per company – contact rchapman@ggob.com to reserve your spot*

August 24 – 10am to 2pm CT

Experience the Game // An Overview of The Great Game of Business[®]

Michele Bridges, Executive Trainer // The Great Game of Business

August 26 – 11am to 1pm CT

Design the Game // The GGOB 10-Step Implementation Process

Dave Scholten, Certified Coach // The Great Game of Business

August 31 – 11am to 1pm CT

Play the Game // Using Scoreboards, Huddles and Rewards & Recognition to Drive Engagement

Kevin Walter, Certified Coach // The Great Game of Business

September 1 – 11am to 1pm CT

Transitioning to an ESOP

Tom DeSimone + Hillary Hughes, Directors // Prairie Capital Advisors

September 1 – 2pm to 3pm CT ***NEW DAY & TIME***

Show Me Your MiniGame[™] Challenge

Dave Scholten, Certified Coach // The Great Game of Business

September 2 – 11am to 1pm CT

Sustain the Game // High-Involvement Planning[™]

Jack O'Riley, Certified Coach + Rich Armstrong, President // The Great Game of Business

DALLAS EXPERIENCE

Conference Day One - Wednesday, September 8th

8:00am - 5:00pm // Experience the Game, Full-Day Workshop

Michele Bridges, Executive Trainer // The Great Game of Business

Breakfast, lunch, and snacks are included. \$595 for the workshop only, or just \$350 if you are registered for the full Great Game of Business Conference.

10:00am - 11:30am // Buzz Session, Day One

Kick off the conference with an interactive session that's a mix of ice breakers, networking and intention setting for what you want to learn at the event.

11:30am // Peer Group Meet-Up: If you're a member of a Great Game Community Peer Group, don't miss this opportunity to meet face-to-face with your cohorts! We'll gather in the ballroom after the Buzz Session, match you up with your group members, and send you to lunch on your own at one of the hotel restaurants.

11:30am – 1:00pm // Lunch on your own

1:00 – 5:00pm // Half-Day Workshops

EXCLUSIVE FOR 2021! *These half-day workshops are included with all Dallas Experience registrations, no pre-registration required.*

- **Putting the Fun in Fixing Team Dysfunction**
Chris Hutchinson, CEO // Trebuchet Group
- **Vision-Casting // Communicating Your Vision with Clarity**
Alia Stowers, Great Game Certified Coach // Tarath Associates
- **7 Deadliest Workplace Communication Sins**
Skip Weisman, Great Game Certified Coach // Your Championship Company
- **Unacceptable // Managing Difficult Behavior**
Merrill Crawford, CEO // Charlie's Plumbing

6:30 – 9:30pm Thoroughly Modern Meet Up // Offsite Networking Reception

Network with your Great Game peers at D.E.C. on Dragon Street, an original retro-modern industrial statement in the heart of the trendy Design District in Dallas. This indoor / outdoor space with a rooftop bar will feature a live DJ, professional aerial dancers, and a laser light show, along with life-size games on the patio. Guest will have access to a full open bar, along with amazing heavy hors d'oeuvres, such as a barbacoa street taco station, grilled Mexican sweet corn, and cinnamon churros. **EXCLUSIVE FOR 2021!** *The networking reception is included with all Dallas Experience registrations. Food, bar, entertainment and transportation provided.*

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DALLAS EXPERIENCE

Conference Day Two –Thursday, September 9th

7:45am // Breakfast, provided

8:30 - 9:00am // Buzz Session, Day Two

Check in with your Buzz group, share insights, and level set for Day 2.

9:00 - 10:45am // Welcome and Opening Keynote + All-Star Rookie of the Year

Alan Beaulieu, the economist who predicted the 2008 recession, co-author of Prosperity in the Age of Decline, President of ITR Economics; *All-Star Awards: Rich Armstrong, Emcee: Steve Baker*

11:10am - 12:10pm // Concurrent Session I

Know and Teach the Rules // FUNancial Literacy: Make it Personal

Marshall Jespersen + Sandra Margolis / International Cars

Follow the Action & Keep Score // It Will Never Work Here: GGOB in a Prof. Svcs. Firm

Haley Esposito + Ian Loomer / AMP Creative

Leadership // 5 Leadership Habits to Enhance Your Game

Anne-Claire Broughton / Great Game Coach, Broughton Consulting +

Wynette Bryant / Great Game Coach, Evergreen Cooperative

Leadership // Play Like a Girl: Women Leading the Game

Alia Stowers / Great Game Coach, Tarath Associates

Culture & People // Millennials Rising: The Changing Face of the Modern Workforce

Tonia Morris / Simply HR

Sustainability // Leading the Game with the Four Pillars of Leadership

Michele Bridges + Kelley Nichols / Great Game Trainers, The Great Game of Business

Small Group Roundtable // CFOs

Facilitated discussion. Space is limited to 20 people, reserve your spot onsite.

Make It, Take It // Scoreboard Design Studio

Great Game Certified Coach

12:10 – 1:00pm // Networking Lunch, provided

Network with other participants in your geographical region.

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1:00 - 1:45pm // All-Star Team Champions: The Best of the Best

The 22nd annual All-Star Team consists of companies from around the globe who have fully embraced the principles of The Great Game of Business and, as a result, have demonstrated outstanding results. Learn how they did it and the results they've seen.
Rich Armstrong / The Great Game of Business + All-Star Champions

2:00 – 3:00pm - Concurrent Session II

Know and Teach the Rules // Simplify & Demystify High-Involvement Planning

Carrie Richardson / Leadership Springfield

Follow the Action and Keep Score // Out of the Office: Adapting Your GGOB Strategy for Field Employees and Remote Workforce

Samreen Aslam + Bowie DeShazo + Logan Eaton / AMP Creative

Stake in the Outcome // 4 Questions for Successful Succession Planning

Tim Stack / Great Game Coach + EVP, SRC Holdings Corporation

Stake in the Outcome // Hackathon // Aligning Your Team's Short-Term, Mid-Term and Long-Term Stake in the Outcome

Steve Baker / Great Game Coach + VP, The Great Game of Business

Leadership // Mindfulness in Decision Making

Rob Dube / imageOne

Sustainability // Playing the Long Game: Great Game Advice from a 20 Year Veteran

Ed Dorian, Jr. / Dorian Drake

Small Group Roundtable // HR Executives

Facilitated discussion. Space is limited to 20 people, reserve your spot onsite.

Make It, Take It // MiniGame Design Studio

Great Game Certified Coach

3:25 – 4:25pm (some extended longer) - Concurrent Session III

Leadership // Challenging Topics in HR - Rapid Fire Session

Krisi Schell / EVP, SRC Holdings Corp.

Follow the Action and Keep Score // Work It! Own It! A Coach's Tactics for Driving Line-Item Ownership

Kevin Walter / Great Game Coach, The Great Game of Business

Stake in the Outcome // Playing the Game When You Already Have a Full-Time Job

Dave Scholten / Great Game Coach, The Great Game of Business

Leadership // Diversity is an Asset, Inclusion is a Leadership Skill

Gurudev Khalsa / Trebuchet Group

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3:25 – 4:25pm (some extended longer) - Concurrent Session III, continued

Culture & People // 5 Reasons Employees Hate Their Job – And What to Do About It

John Williams / Great Game Coach, Elucidate Resources

Sustainability // Recruiting the Next Generation of Business Leaders

Robert Isherwood / Great Game Coach, AMBAC + Charlotte Eckley / Great Game of Bus.

Small Group Roundtable // CEOs

Facilitated discussion. Space is limited to 20 people, reserve your spot onsite.

Make It, Take It // Scoreboard Design Studio

Great Game Certified Coach

6:00-7:00pm – All-Star Cocktail Hour (for all years' All-Star Companies)

For participants who are employees of All-Star finalists and winners from the past 20 years. No RSVP required.

6:30 – 9:30pm – Happy Hour + Optional Dine Around

Mix and mingle with fellow conference participants over happy hour drinks at the hotel, then head to nearby Trinity Grove restaurant marketplace. No charge, one drink ticket + transportation provided, each diner responsible for their own check.

DALLAS EXPERIENCE

Conference Day Three –Friday, September 10th

7:45am // Breakfast, provided

7:45 - 8:30am // Sponsored Session // Matthew Nels, Menke & Associates

Discuss the pros and cons of ownership transition options with conference sponsor, Menke & Associates, the company that installed SRC's ESOP in the early 80s.

8:30 - 9:00am // Buzz Session, Day Three

Revisit your intentions with your Buzz group and ensure that you're getting all you came to the conference for before you embark on the final day of activities.

9:00 - 10:15am // MiniGame Showcase + OBMx Talks + Practitioner Panel

Jennifer Wood / Experity + Jeff Hilimire / Dragon Army, *Emcee: Steve Baker*
Transformation Stories // Front-Line Panel, facilitated by Loren Feldman, 21 Hats

Panelists:

- Will Hamm, Superintendent at Menold, Inc.
- Darci Hoefer, Hospital Manager at 1st Pet Veterinary Clinic
- Joseph Haynes, Dyno Operator at SRC Heavy Duty

The Great Game of Business not only transforms businesses, for over 35 years, it has also transformed the lives of the employees in those businesses. Hear three of these stories as professional journalist Loren Feldman interviews employees from three All-Star companies.

10:30 - 11:30am // Concurrent Session IV

Know and Teach the Rules // Training That Gets Traction

Kellie Jayne Vaughn / Paul Mueller Companies

Follow the Action and Keep Score // Culture & the Power of the Huddle

Eddy Garcia + Katherine Stekr / HLB Lighting Design

Follow the Action and Keep Score // The 8th Waste – Great Game and LEAN

Kurt Kidwell / AEP + Ann Casstevens / Certified Coach, The Great Game of Business

Stake in the Outcome // A Fable-Free Conversation about ESOPs

Loren Feldman / 21 Hats with Victor Aspengren, Tim Stack, Liz Wilder and Justin Jordan

Stake in the Outcome // MiniGame Design for All

Ketryna Fares + Joanna Billy / HLB Lighting Design

Sustainability // 5 Ways to Fire Up Your Game

Logan Aguirre / 417 Magazine

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10:30 - 11:30am // Concurrent Session IV, continued

Small Group Roundtable // Great Game Champions

Facilitated discussion. Space is limited to 20 people, reserve your spot onsite.

Make It, Take It // MiniGame Design Studio

Great Game Certified Coach

11:45am - 1:15pm // Closing Keynote + OBMx Talk + All-Star Presentation

Jack Stack / SRC Holdings Corp and author of [The Great Game of Business](#), [A Stake in the Outcome](#), and [Change the Game](#) + Robert Isherwood / AMBAC, *All-Stars: Rich Armstrong*, Emcee: *Steve Baker*