

MiniGame™ Idea eBook

8 AWESOME MINIGAME IDEAS GENERATED BY
PRACTITIONERS

Ideas courtesy of The SRC Experience Class of March, 2014



About The Great Game of Business

The Great Game of Business, Inc. provides resources, training, coaching and workshops to help you learn and implement our proven system for educating, empowering and engaging employees in an open-book environment. With over 30 years of experience, we have helped thousands of companies worldwide achieve rapid financial results and experience lasting cultural change.

The Great Game of Business (GGOB) is also a system, a pattern, a strategy, a way of thinking. If you want to fully leverage the power of The Game, you must treat it as a system and persistently work it. When practicing GGOB, the breakthrough comes when companies shift from focusing on an event (bonus plan, financial literacy program, etc.) to using the GGOB as an operating system to run their organization.

The History of The Game

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 Stack's leadership, the company started operating in an entirely new fashion: Stack shared the company financials with all employees; from those in the offices to those on the shop floor. Under Stack's leadership and his "open-book management" style, the company made one of the most miraculous turnarounds in business history. Stack's open-book style later became known as "The Great Game of Business" because—in addition to sharing the numbers—Stack used the simple, unintimidating concepts of a game to teach all employees to actually *understand* the meaning and importance of the numbers, the rules of business and how they could contribute to the overall goals of the company.

Today, SRC Holdings Corporation is a thriving company of over 1,200 engaged employees operating 12 business units across a variety of industries producing more than \$300+ million in annual sales. The company has increased its value from 10-cents per share in 1983 to over \$360 today.

As a result, The Great Game of Business has become the most celebrated and successful approach to business transparency. The Game is a unique, well-proven strategy, based on a simple, yet powerful belief: The best, most efficient, most profitable way to operate a business is to educate everyone on the goals of the business, give them a voice in how the company is run and provide them a stake in the financial outcome. Today, SRC is one of thousands of companies worldwide that have implemented The Game with phenomenal results.

Though The Great Game of Business is often directly associated with open-book management, The Game is actually a system for managing open-book companies that provides a set of proven principles and practices to help companies fully leverage the power of business transparency.

One of these practices, which we call "MiniGames™," is our way of educating employees, reinforcing positive behavior and positioning the company for long-term success. In the following pages of this eBook, you will find a general overview of MiniGames along with several MiniGame ideas created by Great Game practitioners. They are designed to correct real-life company weaknesses or pursue real-life opportunities.

Introduction

What is a MiniGame?

By definition, a MiniGame is a short-term activity designed to correct a weakness or pursue an opportunity in the company. MiniGames are designed to be fun and engaging. Like most games, they should have a goal, a timeframe for play, a scoreboard, and a reward for winning. MiniGames also have a theme that energizes the players and propels the game overall.

Why MiniGames?

MiniGames are a way to motivate employees day-to-day to make improvements that will add up to year-long success. When implemented correctly, MiniGames are proven to:

- Affect a financial or operational change: Driving results through improved performance.
- Increase business literacy: Reinforce key components of business success such as goal setting, mutual responsibility and performance management.
- Build teamwork: Rally employees (players) around a common goal in order to achieve a shared reward.
- Develop a winning attitude: Create an environment where winners are recognized and rewarded for generating results.

What's in this eBook?

The MiniGame ideas in this eBook were generated by participants at GGOB's [SRC Experience](#) seminar. The SRC Experience is a two-day introduction to The Great Game of Business. The companies who generated these MiniGame ideas are from a variety of industries. The result is a diverse collection of MiniGame themes with goals and benefits that cover a wide-range of financial and operational business issues. The participants who developed these MiniGame ideas have agreed to share them in order to help drive innovation for others wanting to implement MiniGames in their organization.

Though these MiniGames are specific to the business challenges and personality of each company; the prizes, themes and goals can adapted and applied to any industry or business challenge.

These MiniGames were developed after participants completed an introductory workshop to help them understand the guidelines for an effective MiniGame. All of the games in this eBook contain the basic components of a MiniGame:

- Creative name and improvement objective.
- Improvement goal.
- Estimate of the potential benefit.
- Players that can impact the target.
- Set time frame that is long enough to change behavior.
- Theme and scoreboard that clearly displays progress.
- Reward that is valuable to the players and incremental to the improvement.

**Request More
Information about
MiniGames**

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"The best games are those that promote teamwork and togetherness, that create a spirit of cooperation."

-JACK STACK

President & CEO of SRC Holdings
Author of *The Great Game of Business*

Stayin’ Alive

1. Name the game: The improvement objective/target.

Several employees hesitate to take CPR certification courses because of the “mouth-to-mouth” aspect of the process. However, there is now a certified “hands only” method of CPR.

Objective: Achieve/maximize employee participation in “hands only” CPR.

2. Set the goal: X to Y by when.

100% trained within 180 days in each division.

3. Estimate the benefit: The potential impact/return.

Impact on quality of life at work and at home.

4. Identify the players: Those that can impact the target.

Employees at each division of the company.

5. Determine the time frame: Long enough to change the behavior.

180 days.

6. Create a theme and build a scoreboard: Be creative.

Disco dance floor with a disco ball that drops nearer to the dance floor as the goals are achieved. When the goal is reached, the disco ball will light up.

Make it memorable: “Staying Alive” is the theme song for this MiniGame.

7. Decide on the reward: Think low on dollars, high on fun.

Time Frame	Goal	Reward
60 days	33% trained	“Stayin’ Alive” T-Shirt.
120 days	66% trained	7 visits for employees and family member to Parks fitness center.
180 days	100% trained	Heart-healthy lunch prepared for the team where bosses dress in disco attire.

Save Auggie!

1. Name the game: The improvement objective/target.

Issue: 4 out of 100 books are being damaged during the gluing step of the binding process. When this happens, we need to damage out book-stop process and start over.

**This MiniGame can be applied to any inventory-damage situation.*

2. Set the goal: X to Y by when.

99 books out of 100 meet standards, are properly glued and can be moved forward to next step in binding process.

3. Estimate the benefit: The potential impact/return.

Reduce amount of books that are damaged and have to be replaced, increase efficiency and Critical Number. Increased dollars-per-man hour.

4. Identify the players: Those that can impact the target.

The employees at the gluing station.

5. Determine the time frame: Long enough to change the behavior.

6 weeks – looked at daily.

6. Create a theme and build a scoreboard: Be creative.

Save the Anheuser-Busch Clydesdale (Auggie...from the glue factory). The scoreboard is a Clydesdale pulling a cart on a trail to get farther from the glue factory and closer to the Anheuser-Busch production plant. The weeks are marked incrementally on the path. For every week goals are achieved, the horse moves up the path.

7. Decide on the reward: Think low on dollars, high on fun.

Time Frame	Goal	Reward
2 weeks	Decrease damage # to 3	Lunch from Arby’s (with horsey sauce).
4 weeks	Decrease damage # to 2	Golden Horse Shoe celebration with presentation of the “Golden Horse Shoe Award”.
6 weeks	Decrease damage # to 1	Tour at the Anheuser-Busch production plant.

Whack-an-Inventory-Mole

1. Name the game: The improvement objective/target.

Several product lines have had large variances.

Objective: Improve inventory accuracy.

2. Set the goal: X to Y by when.

Reduce \$35,000 variance to less than \$5,000

3. Estimate the benefit: The potential impact/return.

Save money that we are losing now.

4. Identify the players: Those that can impact the target.

Operation managers and warehouse personnel.

5. Determine the time frame: Long enough to change the behavior.

One quarter.

6. Create a theme and build a scoreboard: Be creative.

Arcade “Whack-a-Mole” theme with a 3D scoreboard. Each “mole” will represent one of the company’s product lines. As inventory is reduced, the “mole” will go further down in the hole.

7. Decide on the reward: Think low on dollars, high on fun.

Time Frame	Goal	Reward
1 month	Reduce variance to \$25,000	Ball cap with “Whack-a-mole” logo on it.
2 months	Reduce variance to \$15,000	Piñata party where piñatas will be hung in the office filled with prizes.
3 months	Reduce variance to < \$5,000	Trip to bar/arcade to have lunch and play games with staff.

Cliff Hanger

1. Name the game: The improvement objective/target.

Cost savings target to lower cost at individual company locations.

Background: Employees at an oil and gas company who work at various oil platform locations, each with a large potential for significant cost savings.

2. Set the goal: X to Y by when.

126K in savings in 90 days.

3. Estimate the benefit: The potential impact/return.

Unite team members around a common goal; greater attention to various actions that can provide cost-savings. Also, employees are segmented into different work locations, a win for one location will potentially drive the competitive spirit at other locations and further increase cost-savings.

4. Identify the players: Those that can impact the target.

Core employees at each location (oil platforms).

5. Determine the time frame: Long enough to change the behavior.

Three months.

6. Create a theme and build a scoreboard: Be creative.

Theme: "Cliff Hanger" (Yodeler game like on The Price is Right).

Scoreboard: Cliff where yodeler raises closer to the top of the cliff as incremental goals are reached.

7. Decide on the reward: Think low on dollars, high on fun.

Time Frame	Goal	Reward
30 days	\$42,000 in savings	Carabiner-clip key chain with game logo.
60 days	\$84,000 in savings	T-shirt with a logo to tie into the theme.
90 days	\$126,000 in savings	Heavy company coat with employee's platform number (this prize is significant for the group because having items with the company logo is seen as a right-of passage).

Aloha to Dump & Shrink

1. Name the game: The improvement objective/target.

A company (floral) with perishable goods – decrease the amount of unused inventory that must be disposed of (this process is called “dump & shrink”).

2. Set the goal: X to Y by when.

Reduce current dump & shrink (5%) to under 3%.

3. Estimate the benefit: The potential impact/return.

Lowered cost-of-goods.

4. Identify the players: Those that can impact the target.

All sales people and warehouse employees.

5. Determine the time frame: Long enough to change the behavior.

3 months.

6. Create a theme and build a scoreboard: Be creative.

Hawaiian volcano theme. Scoreboard is a volcano with lava dripping down the side, the lava drips further down as the goals are met.

7. Decide on the reward: Think low on dollars, high on fun.

Time Frame	Goal	Reward
30 days	Reduce waste to < 5%	Hawaiian hula dancer for car dashboard.
60 days	Reduce waste to < 4%	Hawaiian fruit baskets.
90 days	Reduce waste to < 3%	A luau party where company owner dresses in a grass skirt.

Diffuse the BOM

1. Name the game: The improvement objective/target.

Complete all BOM (Bill of Materials) corrections/updates.

2. Set the goal: X to Y by when.

Each week, complete 10% of the existing BOM's.

3. Estimate the benefit: The potential impact/return.

30% minimum improvement in efficiency. 10% reduction in tool cost.

4. Identify the players: Those that can impact the target.

Head operators, engineering, tool crib attendant.

5. Determine the time frame: Long enough to change the behavior.

10 weeks, 10% per-week.

6. Create a theme and build a scoreboard: Be creative.

"Diffuse the BOM". Scoreboard: Bomb with a long fuse representing the incremental (10%) goals. As goals are met, more of the fuse becomes "lit".

7. Decide on the reward: Think low on dollars, high on fun.

Time Frame	Goal	Reward
3 weeks	Complete 30% of total BOM	"Bottle Rocket" ceremony where teams set off.
5 weeks	Complete 50% of total BOM	"BOM Squad" t-shirts (BOM logo on front; "If you see me running, you better keep up" on back).
7 weeks	Complete 70% of total BOM	Evening picnic for employees and family with fireworks show.
10 weeks	Complete 100% of total BOM	Bomber jackets.

Driving Down Costs

1. Name the game: The improvement objective/target.

Lower oil & gas field lifting costs

2. Set the goal: X to Y by when.

Lower cost by ¼ of current within 3 months.

3. Estimate the benefit: The potential impact/return.

Lower cost and higher distributions.

4. Identify the players: Those that can impact the target.

Field personnel.

5. Determine the time frame: Long enough to change the behavior.

Three months; with incremental goals at each month.

6. Create a theme and build a scoreboard: Be creative.

Talladega Nights Driving/Racing theme.

Scoreboard: Race track with segments of the track representing the incremental goals. As each goal is reached, a racecar moves further around the track.

7. Decide on the reward: Think low on dollars, high on fun.

Time Frame	Goal	Reward
30 days	Lower cost by 1/16	Hat with “Shake & Bake” (Ricky Bobby quote) and “Driving Down Costs” logo.
60 days	Lower cost by 1/8	Driving gloves.
90 days	Lower cost by ¼	Trip to local go-cart track complete with all of Ricky Bobby’s favorite snacks.

Targeting Inventory Accuracy

1. Name the game: The improvement objective/target.

Increase accuracy of inventory accuracy.

2. Set the goal: X to Y by when.

90% accuracy within 3 months.

3. Estimate the benefit: The potential impact/return.

Increased productivity and decreased COGS.

4. Identify the players: Those that can impact the target.

Production floor workers.

5. Determine the time frame: Long enough to change the behavior.

3 months.

6. Create a theme and build a scoreboard: Be creative.

Shooting/target theme. Scoreboard: Target with a silhouette of “Mister Waste”. The bulls eye representing the incremental goals.

7. Decide on the reward: Think low on dollars, high on fun.

Time Frame	Goal	Reward
30 days	> 30% accuracy	Nerf guns with targets around the office.
60 days	> 60% accuracy	Water pistols to shoot at managers.
90 days	90% accuracy	Laser tag & pizza party.