

The Great Game of Business - Overview

Chapter 4:



A typical day at the beach...



...with one minor twist.



***Newlywed
bliss...***



***...is NOT
necessarily
shared by
all.***



Chapter 4 – The Big Picture



" Most of the problems we have in business today are a direct result of our failure to show people how they fit into the Big Picture."

The **Big Picture** is all about motivation.

It's giving people the reason for doing the job.

It's giving the purpose of working.

*"When you show people the Big Picture,
you define winning."*

Review of Stack's first three steps:

1. Create a series of small wins.
2. Give people a sense of the Big Picture.
3. Teach the numbers.



1) Give Everyone a Course in Your Business.

The more everyone understands what other people and departments in a organization do, the fewer “walls” and petty complaints the organization will have.



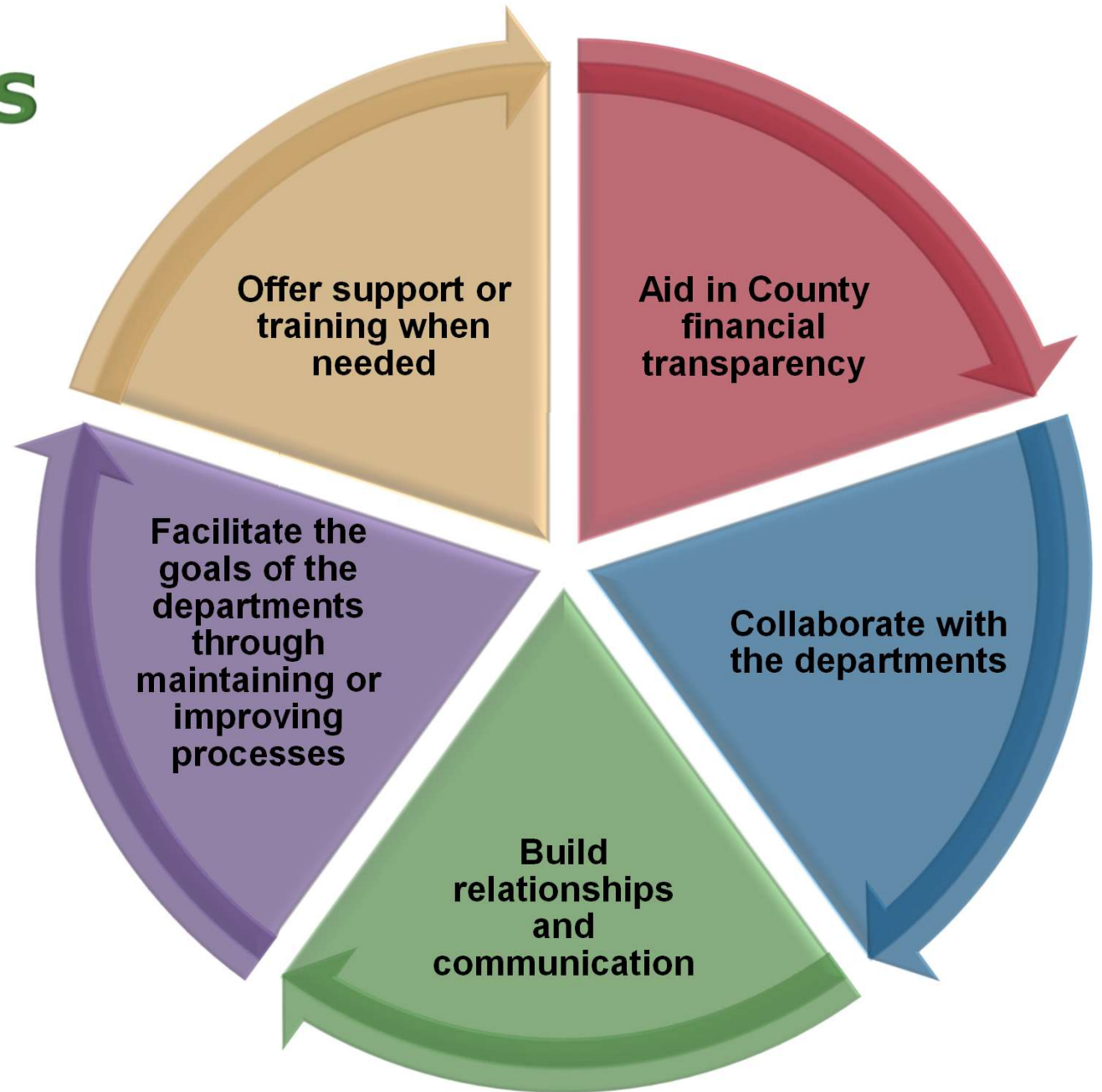
2) Market Your Products or Services to Your Employees



Employees can't possibly see the Big Picture if they don't understand what your company does.

Work is meaningless when employees don't see how it fits into the Big Picture.

Auditor's Office



3) Move People Around

Even if people don't actually move from one job to another, you can broaden their perspective by taking them out of their usual roles and putting them in direct contact with another part of the business.



4) Draw A Picture

Turn anything that can be measured into a picture
(e.g. Creative charts and graphs).



5) Get Incentives from the 6-Year Olds

Reach beyond the organization into community programs

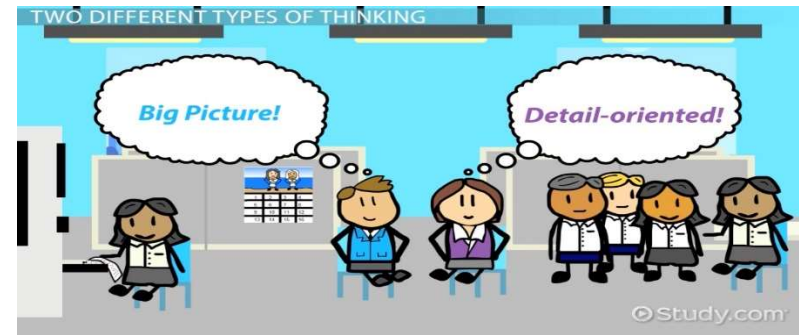
Practice what we preach

Build confidence in themselves and organization

Be part of a winning team



6) Go Beyond Quality



QUALITY FOCUS

Doing job right

Attention to details

Creates division

Compete for resources

No understanding of the whole organization

BIG PICTURE FOCUS

Motivator – more enjoyment at work

Flexibility as an organization

Versatility – everyone has all the plays, not just the ones for their position

Adapt to change quickly

Continual learning

Process improvement

...focus on the area in which all these things come together: the cash balance

7) The Danger of Mixed Messages

Clearly communicate intentions

Bring all players to the table for process improvements

Create teaching moment opportunities

Shows the effects of our actions



WE CANNOT SOLVE
OUR PROBLEMS WITH
THE SAME THINKING
WE USED WHEN
WE CREATED THEM

~ Albert Einstein

