

**Charles A. Coonradt** founded The Game of Work to answer the charge that U.S. productivity was not world class. His focus has been on teaching businesses the principles that unlock keys to employee involvement, engagement, and energy. Based on the phenomenal popularity of Coonradt's workshops, he wrote and published *The Game of Work*. In the companion volume, *The Better People Leader*, Coonradt takes it a step further to explore the crucial role leaders have in creating environments that foster success.

Coonradt is internationally recognized in the fields of goal setting and profit improvement on five continents and has authored three other management "must-reads": *Scorekeeping for Success*, *Managing the Obvious*, and *The Four Laws of Debt-Free Prosperity*. He is a contributing author to the best-selling *Chicken Soup for the Soul* series, as well as a founding member and frequent lecturer at the School of Entrepreneurship, Brigham Young University, Marriott School of Management.

**Lee Nelson** has written more than a dozen books, including the completion of Mark Twain's unfinished work *Huck Finn & Tom Sawyer Among the Indians*, which he wrote upon approval from the Mark Twain Foundation. Nelson is best known for his *Beyond the Veil* series and his *Storm Testament* series of historical novels.

Jacket design: Jody Billert / Design Literate, Inc.

Companies are raving about

# the **game** of work!

"You've helped us to clarify our scorekeeping, and in the process, enabled us to build ownership of results at the front line."

**VP INTERNATIONAL OPERATIONS, PEPSI BOTTLING GROUP**

"We had budgeted a \$4 MM improvement in costs and have just closed the year with a \$10 MM improvement, 250 percent better than budget! We improved our safety record from twelve OSHA reportable accidents to none last year."

**COCA-COLA BOTTLING CO. CONSOLIDATED**

"The scorecards developed were a great break-through. We have always gathered numbers. The biggest difference is now they are visual, 'owned' by the person doing the job, and used as a positive tool in our coaching sessions."

**PRESIDENT, AMSCO WINDOWS**

"Employees are taking personal responsibility for their assignments, we are measuring performance more precisely, and we are doing a better job of communicating results broadly."

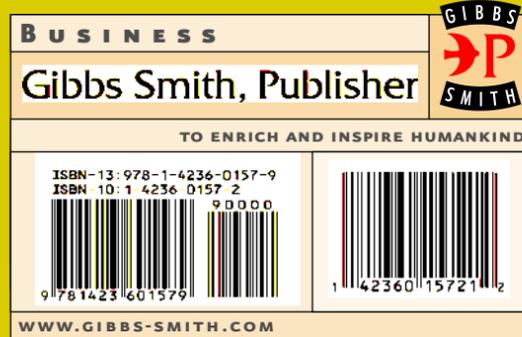
**PRESIDENT, SIMMONS MEDIA GROUP**

"We're on track to grow production another 11 percent and we're just scratching the surface in a host of other initiatives."

**US AIR FORCE, AIR LOGISTICS CENTER**

"Through your guidance we have discovered the 'fun' in managing our business. Our warehouse labor and delivery expense has greatly reduced and our productivity in the warehouse has at least tripled."

**PRESIDENT, MUIR COPPER CANYON FARM**



COONRADT

the **game** of work

CHARLES A. COONRADT  
WITH LEE NELSON

FOREWORD BY LAWRENCE V. JACKSON  
EXECUTIVE VICE PRESIDENT, PEOPLE DIVISION, WAL-MART

# the game of work

REVISED AND UPDATED

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Companies around the world (think Pepsi, Nordstrom, Boeing, and the *Chicago Tribune*) have enjoyed immediate success as they have utilized the concepts taught in *The Game of Work*. They report astounding increases in sales volume and profits. Not only increases, but also marked *decreases* in areas where it matters: accidents, warehouse losses, and truck damage.

Who is responsible for these quick and dramatic changes? Employees, who have become winners by following the *Game of Work* strategies for feedback, scorekeeping, goal setting, coaching, choice and accountability. With fascinating, relevant lessons extracted from the sports arenas of golf, tennis, boxing, basketball, football, and baseball, Coonradt shows that every employee in the company can record and measure their own performance. And when employees know where they stand, they're eager to work as hard as they play. No more guessing whether they've measured up to the boss's expectations; the answer is clear.

And here's a little secret: when employee job satisfaction and motivation increase, the bottom profit line increases as well.

Charles A. Coonradt's teams of presenters have trained more than one million executives, managers, and supervisors on five continents to manage better and more efficiently. Executives, mid-managers, and even entrepreneurs can benefit from the real-life examples and witty lessons of *The Game of Work*.