



# OWNERSHIP THINKING

Engaging employees to think, act and work like owners

***"Ownership Thinking enabled us to triple in size and  
improve our staff retention  
levels to 90%"***

***– Jim Gragtmans, principal, Toronto-based ET Group***

## Getting Started with Ownership Thinking™

Special Offer for



Attendees

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**Vancouver, BC**  
**Calgary, AB**  
**Toronto, ON**

Wednesday, September 11, 2013  
Thursday, September 19, 2013  
Wednesday, October 9, 2013

## WHAT IS OWNERSHIP THINKING™

Ownership Thinking™ is the proprietary **culture-building system** developed by world-renowned management consultant and best-selling author Brad Hams. Ownership Thinking helps **engagement-focused business owners** embrace the opportunities that emerge when employees become actively involved in **driving the success** of their business. Specifically, it gives business owners the tools to **create a culture of engagement**, while providing employees with opportunities to form a clear association between the work they do and the financial performance of their company. Ownership Thinking has helped more than 1,000 companies engage their employees using practical, easily implemented and quantifiable methods.

"Ownership Thinking is a key aspect of our culture. It helped us grind through a tough recession, add two new stores in the past three years and another \$5 million to our bottom line."

*Chris Lachance,  
president,  
Edmonton-based Century  
Hospitality*

## OWNERSHIP THINKING CASE STUDY

In 2012, Houston-based technology consulting firm DYONYX LP was ranked by Inc. 500 | 5000 as one of America's Fastest Growing Companies based on revenue growth.

Times were not always this good. In 2010, the company lost \$1.8M bottom line, morale was at an all-time low, operational processes and procedures were broken, there was little accountability, and no strategic direction.

After attending Ownership Thinking training in Houston, management and supervisors formed a steering committee, created a rapid improvement plan (RIP), and initiated a formalized corporate strategic plan based on OT's guidelines.

The results for new business and profits were gratifying. DYONYX was able to reclaim \$60,000 in back billings in just a four month period. Ownership Thinking methods resulted in four new leads worth approximately \$200,000-plus in annual revenue.

The impact of Ownership Thinking is in the numbers. Revenue jumped **from \$20M in 2010 to \$30M in 2012, showing a profit of \$2M** compared to a loss two years earlier. After incentive payout DYONYX saw a total company **profit increase of 6.6%** compared to a -9% loss in 2010.

DYONYX continues to follow Ownership Thinking strategy as it moves toward the future.



## OWNERSHIP THINKING STATISTICS

Based on over 1,000 Ownership Thinking companies:

- Outperform their peers by 30% or more in profit before tax
- Have an attrition rate that is 4X lower than their peers

### Harvard Business Review January / February 2012

- Meta analysis of 225 academic studies found that happy employees (read engaged) on average have 31% higher productivity, sales 37% higher and creativity (read innovation) is 3X higher

### Pest Management Company

three month results

- Cash flow increase \$400,000
- Profit increase \$50,000
- Accounts receivable outstanding declined from 48 days to 26 days
- Incentive pool for employees (self-funded) 6% of wages

### Distribution Company

after 4 months

- Sales increase 10%
- Profit extra \$200,000
- Ranking improved from #26 out of 32 distributors to #8
- Incentive pool 14% of wages for employees

We have been involved with Ownership Thinking over the past 3 years, and the power it has unleashed throughout our organization has **made a tremendous difference**. Our industry is a one-to-one correlation to the housing market, and if you have been paying attention you know that housing has been at the root of much of the country's economic woes. Many of our competitors and peers across the country have struggled to grow or even maintain their business during these tough times. Over this same period of time our company has **experienced record growth** approaching 30% year over year during this same period.

*Ray Templeton*  
General Manager  
Hudson's Furniture



*Strategic Partners*



More Information and Easy Online Registration  
[www.ownershipthinking.ca](http://www.ownershipthinking.ca) or call Lisa at 1-866-601-3081

# Ownership Thinking™ Getting Started Workshop

This one-day, hands-on workshop is designed to provide participants with the tools and foundation they need to begin practicing Ownership Thinking in their organization.

## WHAT'S COVERED

### The Right People

Tips and tools will be provided to ensure that new hires fit the profile of employees who will be successful in a high visibility, high accountability environment.

### The Right Education

Ownership Thinking's financial acumen training program, Money Matters™, will be reviewed, and the tools for employee training will be provided.

### The Right Measures

Participant companies will go through the Ownership Thinking Key Performance Indicator identification process, and be taught how to create a score-board for their organization.

### The Right Incentives

Participants will utilize Ownership Thinking's Effective Incentives™ template to create a first draft incentive plan for their organization.

Prior to the workshop, each participant will complete a survey and financial analysis so materials can be tailored for the session. Participants will own electronic versions of the deliverables at the end of the workshop.

## WHO SHOULD ATTEND

We recommend that three people from each company attend including CEO/Owner and/or President. Workshops are limited to 10 companies and a maximum of three people from the leadership team of each participating company.

### WORKSHOP FEE

\$3,000\* + HST per company, which includes all materials, breakfast and lunch.

**\*PROFIT Growth Summit registrants may register for this workshop for \$1,000 + HST per company.** Participating companies will receive a credit of their fee should they choose to utilize an Ownership Consultant to come onsite for a full implementation.



If in 30 days after attending this workshop and implementing what you have learned you are not 100% satisfied, we will refund you 100% of the fee you paid.

Perry Phillips, President Ownership Thinking Canada Inc.



**LIMITED AVAILABILITY - BOOK EARLY - ONLINE REGISTRATION**

**[www.ownershipthinking.ca](http://www.ownershipthinking.ca)** or call Lisa 1-866-601-3081

### Vancouver, BC

September 11, 2013

**Days Inn Vancouver**

Downtown

921 West Pender St.

### Calgary, AB

September 19, 2013

**Four Points by Sheraton**

Hotel & Suites Calgary West

8220 Bowridge Cres. NW

### Toronto, ON

October 9, 2013

**Hampton Inn and Suites by**

**Hilton Toronto Airport**

3279 Caroga Dr.

8:00 a.m. — 5:00 p.m.



OWNERSHIP  
THINKING