



## The Game of Work

By Charles Coonradt

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**The Game of Work** By Charles Coonradt

Since its original printing in 1984, The Game of Work helped thousands of companies and hundreds of thousands of managers and employees experience increased job enjoyment while producing extraordinary results. The Game of Work examines the question of why people work harder at sports and recreation than they do on the job and uses these as metaphors for inspirational leadership strategies. Corporations worldwide have enjoyed the increased productivity, employee satisfaction and motivation, and bottom-line profits by implementing the concepts taught in The Game of Work. As qualified people become increasingly difficult to attract and retain, the implementation of the five principles in this book is the one key factor to improving results, retention, and recruitment.

Charles A. Coonradt is internationally recognized in the fields of goal setting and profit improvement as an author, consultant, and speaker. His books, The Game of Work, Managing the Obvious, The Four Laws of Debt Free Prosperity, and Scorekeeping for Success are management “must reads.” He is a contributing author to the best-selling Chicken Soup for the Soul series and lives in Park City, Utah.

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## **The Game of Work** By Charles Coonradt **Bibliography**

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### Editorial Review

#### From the Inside Flap

CHARLES A. COONRADT with Lee Nelson

On a hot summer day when the air conditioning goes off, employees start tugging at their collars and complaining that it's too hot to work. But after work in the parking lot, where it is twenty degrees hotter, they will look at each other say, "Well, what do you think, golf or tennis?" Why will people, in recreation, pay for the privilege of working harder than they will work when they are paid?

In *The Game of Work*, Charles A. Coonradt, president of The Game of Work, LLC, explains what makes people so dedicated to recreational pursuits, and shows how to use that same motivation to win at business. Using the principles outlined in this book, a major consumer beverage manufacturer reduced costs by 25 cents per case resulting in an annual \$30 million savings, a large grocery distribution company reduced their losses from warehouse and truck damage by over \$10 million, a communications firm increased profits from \$1.7 million to \$3.4 million in one year, a multi-store retail chain improved corporate valuation by over 500% prior to being acquired, a manufacturing firm reduced waste metal costs \$30,000 a year, an advertising executive increased his sales volume 55 percent in 90 days and a warehouse/distribution operation reduced accidents by 38% saving over \$500,000 in one year.

Every person, business, or organization can achieve better results with these proven principles. Company presidents, managers, supervisors, sales personnel, and human resource directors will find ideas for achieving not only personal success but also success for the entire business team.

*The Game of Work* has been described as "the most original and useful tool for business to come along since *Megatrends* and *In Search of Excellence*." It gives fresh, proven management techniques that will help men and women in business become winners. The Game of Work, LLC Park City, Utah

Chairman of the Board and Chief Executive Officer of The Game of Work, LLC, a corporation founded in 1973 and dedicated to building the success of its individual and corporate clients. Graduate of Michigan State University. Internationally recognized in the fields of goal setting and profit improvement, as an author, consultant, and speaker. Chuck's books *The Game of Work*, *Managing The Obvious*, *Scorekeeping for Success*, and *The Four Laws of Debt Free Prosperity* have been labeled management "must reads." 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.

The Game of Work's client list includes many Fortune 500, as well as other nationally and internationally recognized firms. Companies that have successfully utilized and implemented these unique concepts include Coca-Cola Consolidated, The Chicago Tribune, Pepsi Cola, Coors, Marker Bindings, Wendy's, Browning Ferris Industries, US Air Force, US Postal Service, Molina Medical, and Boeing. Over one million executives, managers, and supervisors on five continents have been exposed to Chuck's ideas on feedback, scorekeeping, goal setting, coaching, choice and accountability. He, his wife Carla, and his family live in Park City, Utah. Lee Nelson, after receiving his MBA degree from Brigham Young University, worked in corporate public relations at Ford Motor Company. After leaving the automobile industry he focused his career on writing and publishing. He has published hundreds of articles and 31 books. Lee was chosen by the Mark Twain Foundation to complete a story Mark Twain started in 1885 titled *Huck Finn and Tom Sawyer Among the Indians*.

#### From the Back Cover

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

#### About the Author

Charles A. Coonradt founded The Game of Work in 1973. His methodology includes teaching the principles that unlock keys to employee involvement, engagement, and energy, thereby affecting a company's bottom line. Coonradt and his team of management consultants teach leaders how to effectively integrate these principles into their enterprises, which have included Fortune 500 companies and corporations such as Wendy's, Sherwin Williams, Boeing, Coors Brewing Company, Coca-Cola, Quaker Oats, Ralph's, and Sysco. Coonradt is internationally recognized in the fields of goal setting and profit improvement as an author, consultant, and speaker.

#### Users Review

##### From reader reviews:

##### Angela Powers:

Do you considered one of people who can't read pleasurable if the sentence chained from the straightway, hold on guys this aren't like that. This The Game of Work book is readable through you who hate those straight word style. You will find the data here are arrange for enjoyable studying experience without leaving even decrease the knowledge that want to give to you. The writer connected with The Game of Work content conveys prospect easily to understand by many individuals. The printed and e-book are not different in the information but it just different as it. So , do you even now thinking The Game of Work is not loveable to be your top list reading book?

**Kevin Ostby:**

This The Game of Work are usually reliable for you who want to be described as a successful person, why. The main reason of this The Game of Work can be one of several great books you must have is actually giving you more than just simple studying food but feed you actually with information that possibly will shock your before knowledge. This book is actually handy, you can bring it almost everywhere and whenever your conditions throughout the e-book and printed ones. Beside that this The Game of Work forcing you to have an enormous of experience for example rich vocabulary, giving you demo of critical thinking that we know it useful in your day exercise. So , let's have it and revel in reading.

**Amy Mueller:**

Precisely why? Because this The Game of Work is an unordinary book that the inside of the e-book waiting for you to snap it but latter it will surprise you with the secret this inside. Reading this book alongside it was fantastic author who write the book in such incredible way makes the content inside easier to understand, entertaining method but still convey the meaning completely. So , it is good for you for not hesitating having this nowadays or you going to regret it. This book will give you a lot of benefits than the other book include such as help improving your proficiency and your critical thinking technique. So , still want to delay having that book? If I were you I will go to the e-book store hurriedly.

**Benjamin Torres:**

This The Game of Work is great reserve for you because the content which is full of information for you who have always deal with world and also have to make decision every minute. This book reveal it information accurately using great plan word or we can point out no rambling sentences inside it. So if you are read the item hurriedly you can have whole data in it. Doesn't mean it only will give you straight forward sentences but difficult core information with attractive delivering sentences. Having The Game of Work in your hand like having the world in your arm, info in it is not ridiculous just one. We can say that no guide that offer you world inside ten or fifteen minute right but this publication already do that. So , it is good reading book. Hey there Mr. and Mrs. hectic do you still doubt that will?

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