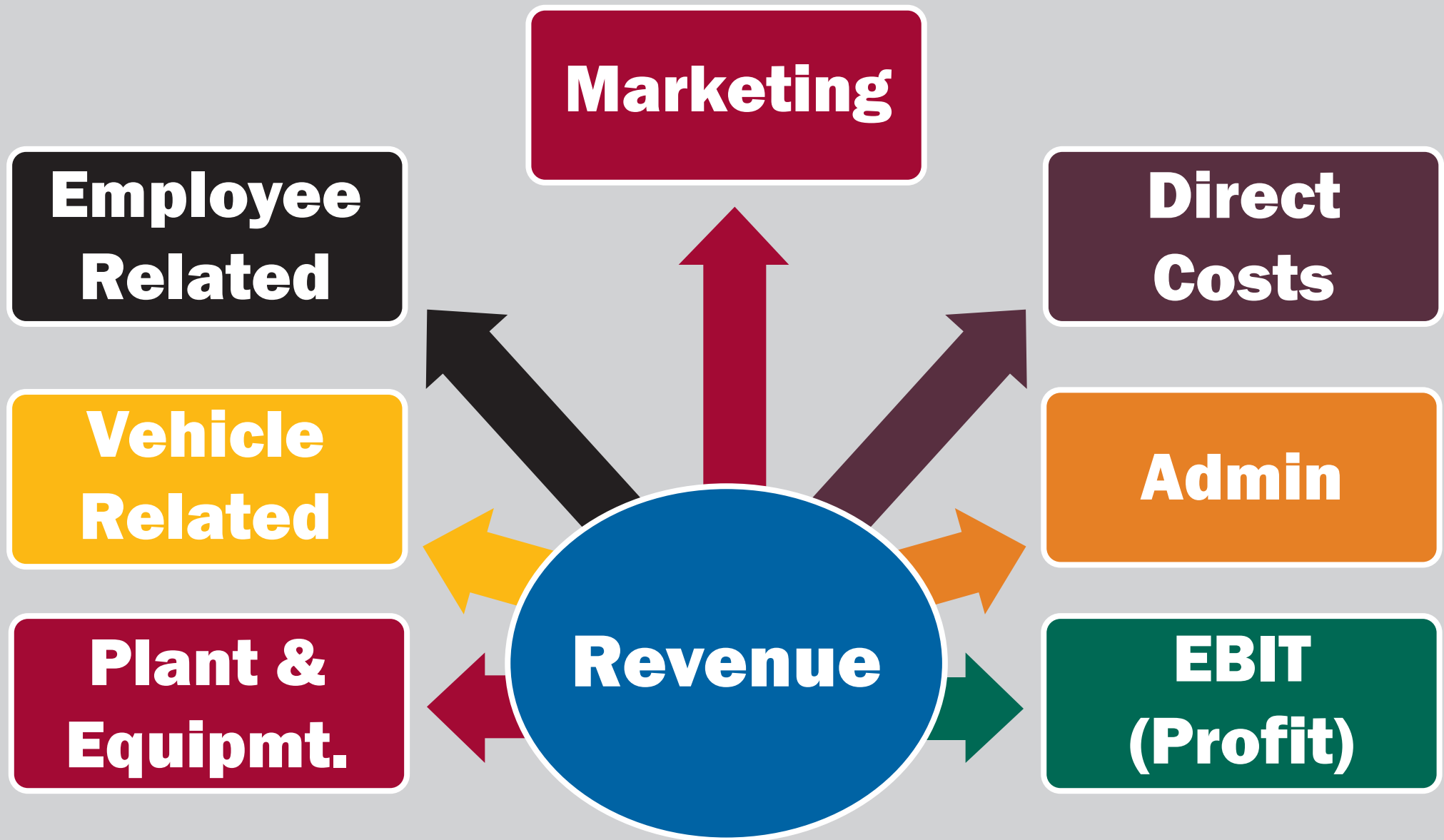


The Penny Game



Penny Game Instructions:

The Penny Game allows you - the business owner - to easily ensure that all the employees understand the basics of the business. Here's how it works...

1. **Start the game with 100 pennies on the "Revenue" circle.**
(Pennies represent percentages.)
2. **Ask the employees to put pennies in every category – as percentages.**
(For example, if they believe the company is spending 5% in Marketing, then they would place 5 pennies in that category. There is a chance that there will not be enough pennies for each category.)
3. **The last category to be filled is the EBIT or Profit category.**
(This should only be filled with any leftover pennies.)
4. **After the employees move the pennies into each category, it's time to facilitate a discussion. This discussion needs to be completed before moving into the next step.**
5. **Once the exercise is completed, place pennies in each category representing your ACTUAL Company percentages.**

This exercise will help employees understand the operational expenses of the business, to produce awareness, and open the lines of communication.

Some suggestions: Conduct the exercise with key people first, then let them go through this with their teams. If your Company is not profitable or at a double-digit net profit (EBIT), ask the employees how to reduce costs in certain areas. They have great ideas!

