



## OWNERSHIP THINKING

Engaging employees to think, act  
and work like owners

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

– Jim Gragtmans, principal,  
Toronto-based ET Group

## OWNERSHIP THINKING STATISTICS

Based on over 1,000 examples, 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 innovation) on average have 31% higher productivity, 37% higher sales and 3X higher creativity (read innovation)

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

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



Perry Phillips CPA, CBV COTF CEPA, President

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