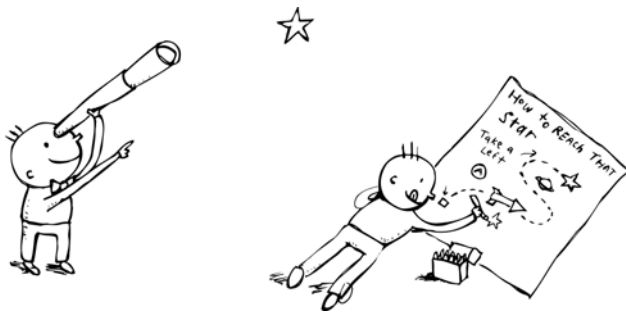


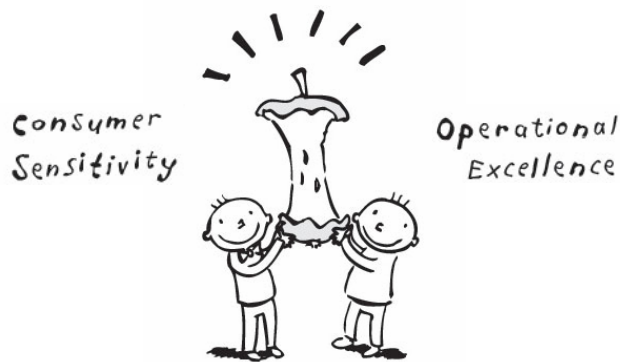
Cranium's "Secret Sauce"



Have a clear sense of mission.

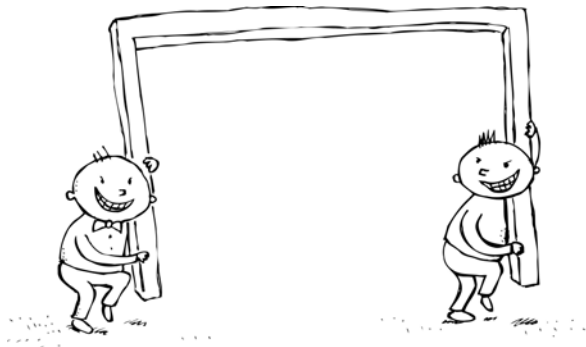
Make it relevant, easy to understand, and something that people are passionate about and that they can rally around. If your people can't tell you what the mission is how can they pursue it and commit their lives to making it a reality?

Celebrating the Core



Create a culture and celebrate it every day.

Identify what makes your culture and organization special, what is the culture that can bring the mission to life, what are the principals and values that you want people to embrace. Create methods of celebrating and reinforcing that culture. Make it your own, make it special, make it an environment that people are proud to be a part of it, make it so you can win.



Don't be afraid to change the rules, in fact encourage it and celebrate it.

Many times the best way to win the game is to change how it is being played in a way that is to your advantage. Provide a culture and work environment that supports and celebrates those well calculated risks.

Cranium's "Secret Sauce"

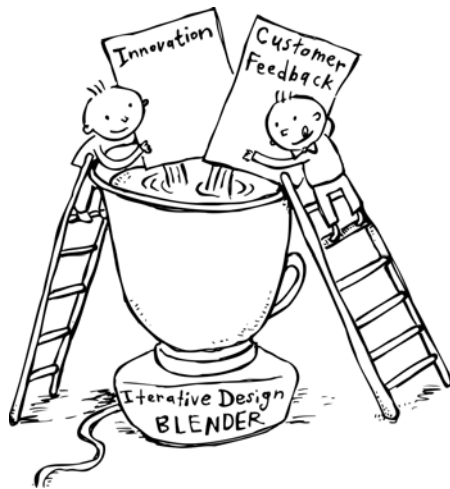
Hire for smarts and rent experience.

At Cranium we hire creative thinkers, resourceful problem solvers and folks that are driven to success, we don't hire for folks that have solved the same problem 20 times before. We identify candidates for how they think not what they know. In a fast moving world we need folks who can adapt and change quickly, faced with new problems they can identify the core customer requirements, establish the competitive landscape and determine how to win more effectively than anyone else. This requires creative recruiting and interviewing techniques, a commitment to very high standards, and a culture that is focused on best idea wins.



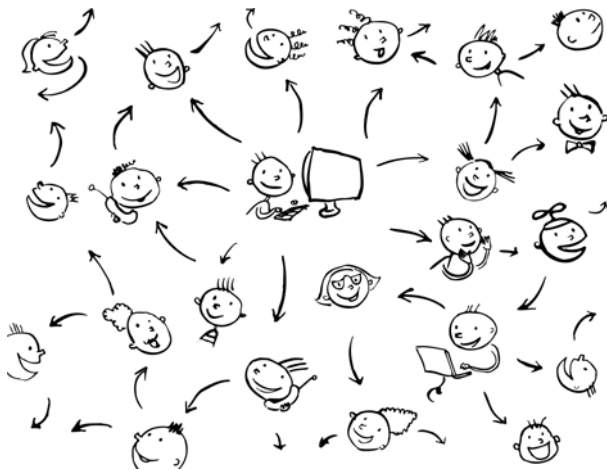
Focus on your core competencies.

Know what you are good at, establish and refine your core competencies and then make sure that they provide competitive advantage, systemize them, ensure replicability and for the rest outsource as much as you can, don't burden or blur the organization's focus. These should be the root of your culture and should be celebrated every day. Search out models to learn from and refine, become the best in your world at that core competency. By focusing and celebrating this, and becoming the best, you will win.



Your customers are your sales force.

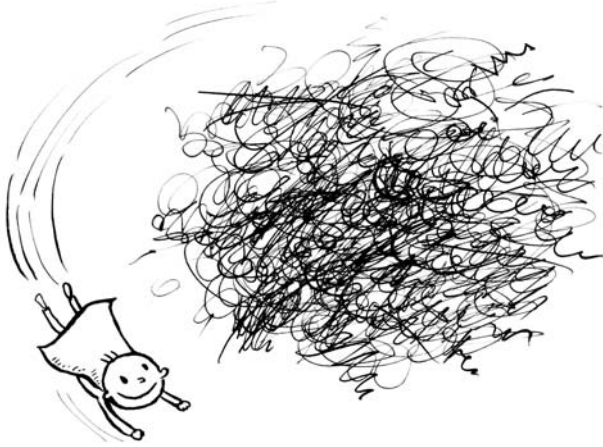
Our company's success has been built on word of mouth as a marketing vehicle. A single customer can result in eight to twelve referrals for our games. By focusing on our brand promise to provide fun moments and memories that give everyone a chance to shine our Cranium entertainment experiences often result in stories that are woven into the fabric of families and relationships for years to come. We must never forget that the Craniacs are fueling our growth, and every interaction that they have with our company must result in a sense of delight and enthusiasm, a pride of association that encourages them to declare they are a Craniac and encourages them to introduce and include their friends and families in our brand.



Cranium's "Secret Sauce"

Beware of the giant hairballs.

Identify what are the internal and external issues and economic dynamics that could crater your business. Anticipate them, create contingency plans around them, prepare your organization so that you mitigate surprise. Orbit and escape the gravity of the giant hairballs, if you choke on them you could crater everything you have created and stunt your progress. These can be everything from cash flow 101, to organizational bureaucracy, to externalities like port stoppages! Beware of the giant hairballs they might lurk where you least expect.



Be a company with a heart and give back as your company does well.

The Cranium fund has provided over \$700,000 dollars to after school programs for at-risk youth in the creative, performing and literary arts. Our donations and scholarships have been embraced by over 40 programs in the US, Canada, and internationally. From the very beginning we wanted to be a company with a heart, one that our employees and customers would be proud of, and one that would extend our brand purpose to lighten and enlighten people's lives, beyond the purchase of our products. The Cranium Fund gives us a chance to return to the community the support that it has have given to Cranium.



Lead by example.

Within Cranium I try to lead with Speed, Passion and a sense of discovery. My personal mantra is that Orville Wright did not have a pilot's license. I hope that each and every Cranium employee feels a sense of freedom and empowerment to embrace these qualities and apply them to their own individual contributions, to feel that their ideas are listened to and supported, that they should champion them with enthusiasm, and feel supported when trying new ways to solve problems or create opportunities. Our company and brand were formed around a very simple notion, To lighten and enlighten peoples lives and give everyone a chance to shine, combining simple ideas with speed, passion and a sense of discovery can create an amazing company. That is Cranium.

