

# MORE THAN LUCK FRAMEWORK

Saboteurs	1. FEAR OF RISK	2. INADEQUATE INVESTMENT	3. GAPS IN PLAYER UNDERSTANDING	4. LACK OF ORGANIZATIONAL UNITY	5. UNFOCUSED STRATEGIC PLANNING
<b>Cascade of Consequences</b>	<ul style="list-style-type: none"> <li>• Inhibits innovation</li> <li>• Impedes testing of new ideas</li> <li>• Elongates implementation time</li> <li>• Reduces revenue potential</li> </ul>	<ul style="list-style-type: none"> <li>• Stifles research and inhibits player understanding</li> <li>• Reduces the potency and reach of marketing efforts</li> <li>• Hampers innovative product development</li> <li>• Impedes employee morale</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of brand salience</li> <li>• Ineffective marketing campaigns</li> <li>• Under-performing products</li> <li>• Low player engagement</li> <li>• Attrition to other gaming options</li> </ul>	<ul style="list-style-type: none"> <li>• Inefficiency and reduced productivity</li> <li>• Inconsistent implementation</li> <li>• Missed opportunities</li> <li>• Erosion of morale</li> </ul>	<ul style="list-style-type: none"> <li>• Competing departmental priorities</li> <li>• Increased vulnerability and limited long-term sustainability</li> <li>• Lack of inter-departmental synergy</li> <li>• Failure to meet revenue targets</li> </ul>
<b>Characteristics of Performance-Oriented Lotteries</b>	<p>Courageous Resilient Entrepreneurial</p>	<p>Data-oriented Diligent Creative</p>	<p>Curious Attentive Empathetic</p>	<p>Trusting Collaborative Accountable</p>	<p>Purposeful Diverse Agile</p>
<b>Tactics to Overcome Saboteurs</b>	<ul style="list-style-type: none"> <li>• Establish an inspirational vision</li> <li>• Create a culture of learning</li> <li>• Promote ongoing discovery through benchmarks and procurement</li> </ul>	<ul style="list-style-type: none"> <li>• Maximize retail visibility</li> <li>• Leverage vendor contracts</li> <li>• Employ pre-market ad testing</li> <li>• Conduct econometric modeling</li> <li>• Implement ROI evaluation and prioritize player value</li> <li>• Strengthen brand equity with insights</li> </ul>	<ul style="list-style-type: none"> <li>• Embrace trend watching</li> <li>• Perform listening sessions</li> <li>• Mine data from retail, loyalty, and second chance programs</li> <li>• Employ new market research methodologies</li> </ul>	<ul style="list-style-type: none"> <li>• Redefine the culture</li> <li>• Revamp training programs</li> <li>• Rethink meeting models</li> <li>• Review organizational structure</li> </ul>	<ul style="list-style-type: none"> <li>• Create shared goals</li> <li>• Implement a multi-disciplinary planning process</li> <li>• Boost visibility of the plan</li> <li>• Constantly monitor KPIs</li> </ul>