

Business simulations

Business simulations and experiential learning

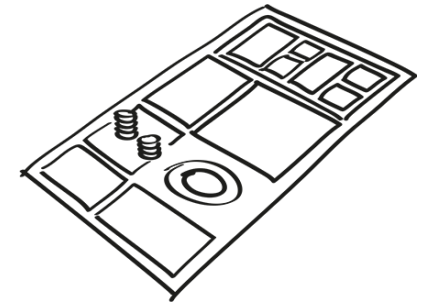
- a typical Celemi solution



- ⦿ Interactive and participant driven
- ⦿ Multiple teams of 3-4 people
- ⦿ Exploration and discovery
- ⦿ Supports leadership
- ⦿ Allows for cascading implementation
- ⦿ Serious fun!



Our business simulations



CELEMI Apples & Oranges™

BUSINESS FINANCE FOR EVERYONE

Key themes: Business acumen, business finance, cash flow, business efficiency

Participants: Employees at all levels

Time: 6-8 hours, corresponding to 3 years of operation

CELEMI Cayenne™

SECURING PROJECT SUCCESS

Key themes: Project insight, proactive behavior, teamwork, decision-making

Participants: Project members, managers, business executives, end users, etc.

Time: 6-8 hours

CELEMI Decision Base™

PULLING IN THE SAME DIRECTION

Key themes: Strategic planning, teamwork, business finance

Participants: Managers and other employees in decision-making positions.

Time: 2-2,5 days, corresponding to 10 years of operation

CELEMI Enterprise™

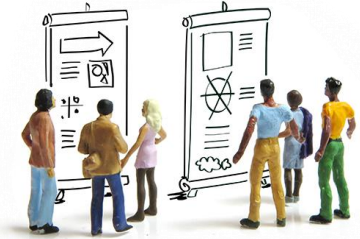
STAY AHEAD IN A CHANGING WORLD

Key themes: Customer segmentation, strategic planning, brand building

Participants: Senior managers, mid-managers, entrepreneurs and others with marketing, sales and financial responsibilities.

Time: 1,5-2 days

Our business simulations



CELEMI Tango™

MANAGING INTANGIBLE ASSETS

Key themes: Leadership, knowledge valuating, finance
Participants: Managers and employees in service or knowledge companies.
Time: 1,5-2 days, corresponding to 7 years of operation

THE MEDICI GAME™

Key themes: Innovation, creativity, organizational climate
Participants: Employees at all levels
Time: 3-4 hours

CELEMI Performance™

EXERCISE YOUR BUSINESS MIND

Key themes: Strategic positioning, customer segmentation, product offering
Participants: Employees at all levels
Time: 4 hours

CELEMI Sales Endeavour™

WINNING SALES NAVIGATION

Key themes: Value oriented selling, strategic sales approaches, complex buying centers
Participants: Sales persons, sales managers, sales support
Time: 2 days

Our business simulations

CELEMI Livon™

DIFFERENTIATE OR DIE

Key themes: Positioning, marketing, market segmentation, decision-making
Participants: Sales and marketing staff
Time: 1 day, corresponding to 5 years of operation

CELEMI Livon Lite™

THE POWER OF THE CUSTOMER

Key themes: Positioning, pricing, image, branding
Participants: Sales and marketing staff
Time: 4-6 hours



Celemi Business Simulations – An Overview

