

“Inspire team members to apply business concepts that help put your strategy into action – fast.”

**Success is a moving target. How do you get all your people behind your strategy in a marketplace that is rapidly changing?** In the Celemi Enterprise™ business simulation, six companies compete for the same customers in a dynamic marketplace. Participants take on the roles of the management team – comprised of Marketing and Sales, Development and Services, Planning and Delivery, Finance and Control. The main challenge is to build, and successfully execute a strategy that leads to winning results.

*Teams embark on a business adventure with promises of risks and rewards where they have to be on their toes and think strategically to succeed.*

Celemi Enterprise challenges participants to deal with uncertainties and balance short-term results with long-term value. The teams need to:

- Decide on a desired market position.
- Target and sell to preferred customers.
- Meet customer demands by developing an attractive and profitable product portfolio.
- Deliver with excellence by getting the most out of people and processes.
- Create strong, sustainable brand value.
- Keep track of financial results – both short and long term.

## Stay ahead in a changing world



The certified facilitator uses a software program to perform a detailed yearly analysis and comparison of the teams' performances along a range of objective factors. This leads to intense discussions and links to participants' experiences in their own business life.

At the end of the simulation, there is a next-step exercise where people are invited to draw conclusions about their own areas of responsibility. This ensures that the simulation experience results in sustained, useful knowledge.

#### What clients say

*“It's the most interactive training I've ever attended. Key points are highlighted with practical demonstrations that every participant can see and feel.”*

– Jan Reznicek, call center manager, Customer Care Department, Ceska Pojistovna a.s.

**Who benefits**

- Senior and middle managers at large enterprises with a product and service offering can use the simulation to put strategy into action – fast.
- Co-workers gain a common understanding of the big picture as well as of how they as individuals can contribute to the company's competitiveness.
- Managers responsible for training can use the simulation for hands-on, interactive education, and for communication of company strategy.

**Key results**

- Participants gain a common frame of reference of the overall business situation, which they absorb and understand quickly.
- Offers a mental model of how the business works, what the priorities are and how to move forward.
- Encourages people to explore and discover the key value drivers of the business and their relative impact on the organization.
- Helps participants identify potential for improvement and how they can contribute to strategy via their own role in the organization.
- Inspires people's desire to make a difference.

**Key concepts**

## Attracting the right customers

- Customer needs, values and preferences
- Customer segmentation

## Using resources wisely

- Tangible and intangible assets
- Knowledge management
- Shareholder value
- Financial indicators, good and bad costs

## Prioritizing based on the right information

- Product lifecycle
- Rolling forecast
- Balanced scorecard
- Capacity utilization
- Benchmarking

## Staying competitive in a changing market

- Value propositions
- Pricing and product portfolio
- Positioning and branding
- Operational efficiency
- "Red and blue oceans"
- Market intelligence

**Facts****Material**

Board-based business simulation.  
Computer-based debrief support.

**Number of participants**

Four-six competing teams: 12-30 participants in total.  
Multiple seminars can be held simultaneously.

**Participants**

Senior managers, middle managers, entrepreneurs and others with marketing, sales, business and financial responsibilities.

**Time required**

1.5-2 days.

**Facilitator**

Facilitators certified by Celemi.

**Languages**

English



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