



## Pulling in the same direction

Build cross-functional cooperation. Develop big picture understanding for strategic decision-making

In Celemi Decision Base™, teams manage their own capital-intensive companies and compete for the same customers in a rapidly changing marketplace. Participants act as finance, production, marketing, and corporate intelligence.

They must take over a company, grow with scarce resources, battle for positions, and improve profitability—in good times and bad. It's a customizable and dynamic challenge of analysis, strategy, execution and navigation to make the right investments at the right time.

Let your employees earn a “micro-MBA” through play with Celemi Decision Base—a comprehensive simulation for productive collaboration.



### KEY THEMES

- Strategic planning
- Teamwork
- Business finance



### TARGET GROUP

Managers, leaders, and key coworkers who want to develop their business strategy skills, analytical thinking, decision-making, and financial acumen.



### NUMBER OF PARTICIPANTS

12-24. Participants are divided into 4-6 teams. Multiple games can be held simultaneously.



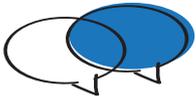
### MATERIALS

Board-based business simulation.



### TIME

1-3 days, representing 4-10 years of operation



## What clients say

*"You know the program is effective when people from manufacturing, sales and marketing become sensitive to each other's needs and understand how the other operation works."*

– Manager, 3M

*"We required every Oracle USA sales representative to take this training. It was exceptional."*

– Sales manager, Oracle

## Useful applications

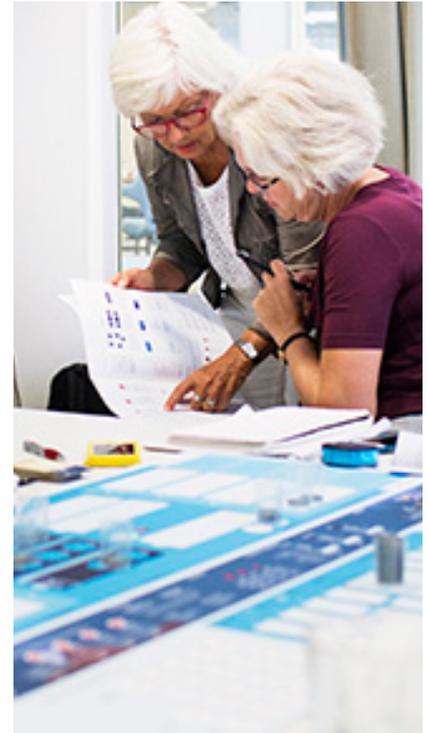
Celemi Decision Base is recommended for issues and questions like:

- silo thinking and lack of teamwork
- lack of financial understanding
- uncertainty in decision-making
- increased inventory
- unexpected competition
- overcapacity
- invest now or later?
- pursue all markets or just a few?
- borrow money or earn it first?
- be a leader or an early follower?

## Key employee results

Through the comprehensive simulation, participants gain:

- functional expertise of how financial decisions impact overall business – and how business decisions are reflected financially.
- higher productivity through better teamwork and communication.
- deeper understanding of strategy and tactical initiatives.
- improved decision-making and problem-solving for optimal allocation of limited resources.
- increased responsiveness to customer needs.
- stronger business literacy and financial acumen.



### KEY CONCEPTS COVERED

Market share and competition

Profitability – EBIT, EBITDA

Return on capital employed

Cash flow

Working capital

Cost of capital

Return on investments in markets, products and production

EVA™ – Economic Value Added (optional)

CVA™ – Cash Value Added (optional)

NPV – Net Present Value (optional)

ABC – Activity-Based Costing (optional)