



CELEMI Performance™

Exercise your business mind

Identify opportunities. Develop constructive thinking and decisive action. Unite through shared understanding.

In Celemi Performance, teams of four follow the story of Fenix Inc., a company struggling to survive in harsh conditions. Participants must evaluate the market, analyze information to determine customer needs and strategize to pursue the right customers and the right markets. A successful market strategy determines whether Fenix Inc. rises or falls. Regardless, your employees will soar with shared insights about your company's pressing issues and the way forward.

Turn challenges into opportunities with Celemi Performance – an effective way to train high-performing minds in tough times.



Key themes

Strategy, decision-making, disruptive technologies



Target group

Managers and employees at all levels



Time

4 hours



Material

Board-based business simulation



Number of participants

From 4 to hundreds more. Participants are grouped in teams with one facilitator for every 20-24 people.

What clients say

"The message is clear and to the point—if we do not sell what the customers want, we are out of the game. Nothing is constant in the world around us. We need to review our strategy frequently, and keep finding new ways of making money."

-CEO, Nohau

Celemi Performance is useful when you want to:

- frame a strategic planning session.
- instill a shared understanding of strategic challenges and the way forward.
- communicate how initiatives align with strategic direction.
- support dialogue on strategic issues across functional and hierarchical boundaries.



Key employee results

Through the reality-based mirror of Celemi Performance, participants:

- realize how small improvements affect the bottom line.
- prioritize customers and target their needs.
- define key challenges, issues and potential for action.
- focus on how to contribute by turning perceived threats into growth opportunities.
- gain a broad, shared understanding of your company's key issues and influential factors.

Key concepts covered

- Strategy
- Decision-making
- Product life cycles
- Disruptive technologies
- Supply-chain efficiency
- Customer segmentation
- Short-term versus long-term profitability
- Value-added services