LearningLtd

Business Simulations as a training methodology



fun but deadly serious

Business simulations

"People just don't understand how their actions impact on our company's performance. They work in stovepipes. They don't understand how to make money. We don't understand our costs. We are probably inefficient, if we knew how to measure our efficiency. The shareholders will be screaming at us soon. Our competitors are stealing a march on us every single day. We have a strategy, but we need everyone to be pulling in the same direction."

Do any of these statements sound familiar?

They underpin what is a big agenda for so many managers and executives in lots of different organisations, both public and private. Surely we could not change and improve these areas overnight; training all our key people would take forever.

Or would it?

Our business simulations enable participants to learn the fundamentals underpinning strategic planning in marketing, production, product development and finance, and in managing the intangible assets in the organisation – the people, the knowledge, and the brand image.

By using highly interactive techniques and working in competitive teams, our simulations have been proven to deliver deep and enduring learning in all these areas – and in a fraction of the time that traditional training techniques take.

How does it work?

Our highly interactive simulations, such as **Decision Base™** and **Tango™** are run with groups of between 9 and 24 people over 2 to 3 days. In competing teams of 3-4 people, participants adopt specific roles and seek to run a successful business. Other simulations, such as **Apples & Oranges™** run over a single day.

An integral component of each simulation is the time to explore and discuss application of the learning back into the organisation.

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learning to the power of
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Business and Finance Training

LearningLtd

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CELEMI Apples & Oranges®

BUSINESS FINANCE FOR EVERYONE

Apples & Oranges: a 1 day simulation designed to develop an understanding of the language of finance, and to identify improvements which can be made in the organisation. Available in manufacturing, retail and service versions.

CELEMI Decision Base®

PULLING IN THE SAME STRATEGIC DIRECTION

Decision Base: a 2-3 day simulation in which competing teams develop and implement a business strategy, and assess performance through financial results and key performance indicators.

CELEMI Tango™

MANAGING INTANGIBLE ASSETS

Tango: a 2-3 day simulation for organisations where management and development of the intangible assets – people, knowledge and brand image – is as important as management of the physical assets.

CELEMI Cayenne™

SECURING PROJECT SUCCESS

Cayenne: a 1 day simulation designed to provide an end to end experience of managing a project – against a range of performance indicators – so that organisations can avoid making the same projects mistakes again.

CELEMI Livon™

DIFFERENTIATE OR DIE

Livon: a 1 day simulation in which teams compete in the retail sector, through understanding retail marketing concepts such as segmentation, positioning and buying behaviours

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