LearningLtd

Business Simulation Expertise

CELEMI Tango™

MANAGING INTANGIBLE ASSETS

"Boosting profitability by attracting and retaining the right clients – and employees."



The Business Benefits

Participants will :

- Explore and implement a business strategy
- Measure and market their company's overall intangible value in addition to that represented by tangible net assets
- Identify desired customers and seek to gain business by matching internal resources
- Seek and retain employees
- Target customers effectively
- Identify the key business drivers and gauge their relative importance on short term and long term success
- Assess how individual employees' job and development paths fit within the overall business strategy

How does it work?

Tango is a business simulation which throws down the challenge of developing both the tangible and intangible assets of the business in order to secure long term profitability. It includes concepts such as market share; capacity utilisation; brand image and reputation; competence development; recruitment and retention; team chemistry and process improvement.

Tango™ is run with groups of between 12 and 24 people over 2 to 3 days. In competing teams of 3-4 people, participants seek to run a successful business through managing the intangible assets.

CELEMI
THE POWER OF LEARNING

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how does a business game help?

Tango: a business simulation

For most businesses – even those that deal in physical assets – it is the intangible elements that create the greatest value. People, image, knowledge. Business can be gained – and lost – by virtue of the chemistry between the client and the people you assign to servicing those clients and projects.

Clients will move if the right people are not working with them. Employees will leave if their expectations for challenge, culture and reward are not met. And neither of these situations is going to help build a sustainable business.



Critically, participants will discuss their learning from the simulation and understand how improvements can be made in their own organisation.

Who benefits?

This simulation is designed for employees at all levels in organisations that do business based on the competence of their people. Applications include situations where organisations need to introduce, monitor or measure the intangible assets of the business, and to create a common dialogue between "experts" and "administrators" in the business. In particular this can build skills within HR teams and develop a more strategic approach to managing intangible assets.

It is suitable for all levels of management.

www.xlearning.co.uk

CELEMI®
SOLUTION
PROVIDER

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