



CELEMI Decision Base™

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.



Time

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



Material

Board-based business simulation.



Number of participants

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

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)