



**CELEMI Enterprise™**

# Stay ahead in a changing world

*Exercise business thinking for winning results. Align your people behind your strategy.*

In Celemi Enterprise™, teams act as companies competing for the same customers in a fierce marketplace. Each participant assumes a management role in Marketing and Sales, Development and Services, Planning and Delivery, Finance and Control. The goal? Earn short-term profit while creating long-term value. Over 8 years, teams annually win or lose customers based on the company's offer and performance. Success is a calculated marathon, not a mad dash to the finish line.

Propel your company to the top with Celemi Enterprise – a fierce competition that ignites ambition and builds strategy.



## Key themes

Competition, pricing, positioning, operational efficiency, value propositions, market intelligence, product portfolio management, decision-making



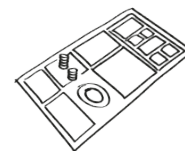
## Target group

Senior managers, middle managers, entrepreneurs and others with marketing, sales, business and financial responsibilities



## Time

1-1,5 day



## Material

Board-based business simulation and computer-based debrief support



## Number of participants

12-30. Participants are divided into 4-6 teams, and multiple games can be held simultaneously.



**CELEMI**

THE POWER OF LEARNING

[www.celemi.com](http://www.celemi.com)

## What clients say

*"Enterprise clarified and reinforced our message about our strategic priorities. The simulation setting really engaged the participants and triggered many interesting discussions."*

– President and CEO, BE Group

**Celemi Enterprise is useful for companies that are focusing on:**

- targeting and selling to preferred customers.
- developing and keeping an attractive and profitable product portfolio.
- getting the most out of people and processes.
- creating a strong, sustainable brand.
- communicating company strategy.
- building common understanding of the big picture in each employee.



## Key employee results

Through the tough competition of Celemi Enterprise, participants learn to:

- put strategy into practice—fast.
- prioritize based on the right information.
- attract the right customers and monitor customer satisfaction.
- assess the company's current performance.
- recognize the company's most important value drivers.
- understand the roles and benefits of strategy and branding.
- use resources wisely.

## Key concepts covered

- Competition
- Pricing
- Value propositions
- Operational efficiency
- "Red and blue oceans"
- Market intelligence
- Positioning and branding
- Product portfolio management
- Planning and execution: strategic vs. operational dilemmas
- Decision-making
- Cross-functional collaboration