



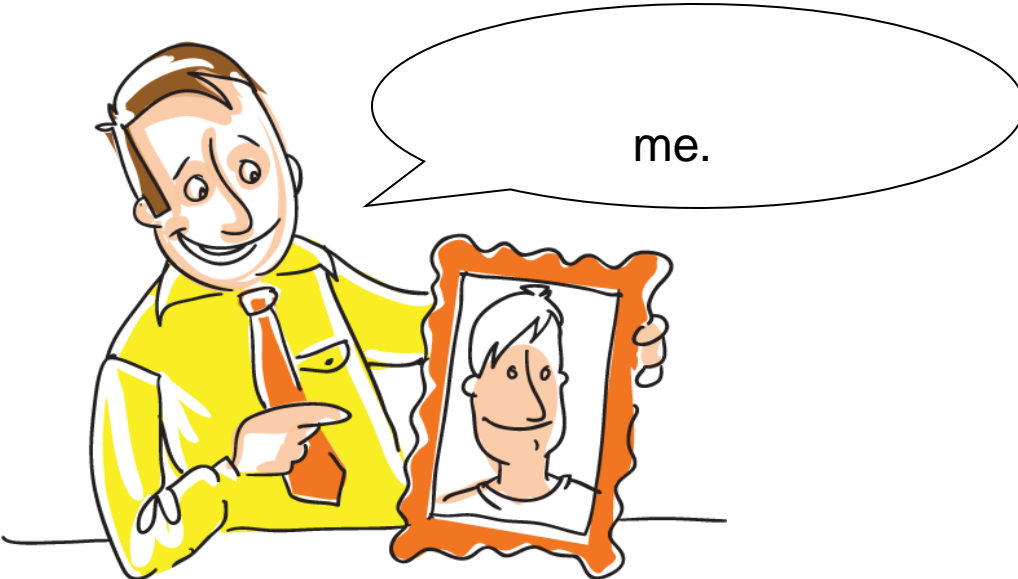
**CELEMI**

THE POWER OF LEARNING



# LEARNING REQUIRES THINKING – BUT TALK TO ME SO I CAN UNDERSTAND!

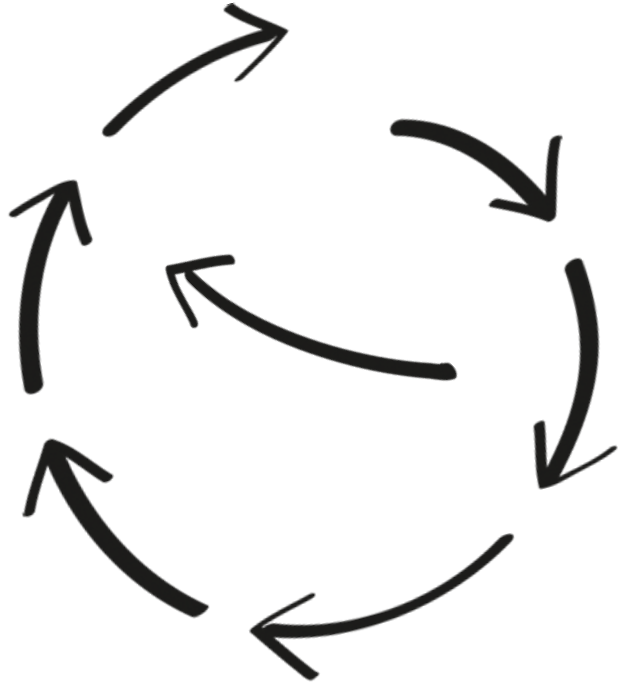
Who is in the picture?





# What often happens...

...people are expected to take the right actions



Based only on information...



# The Celemi approach

No teacher will spoon-feed you information...

... you will get to draw your own conclusions!



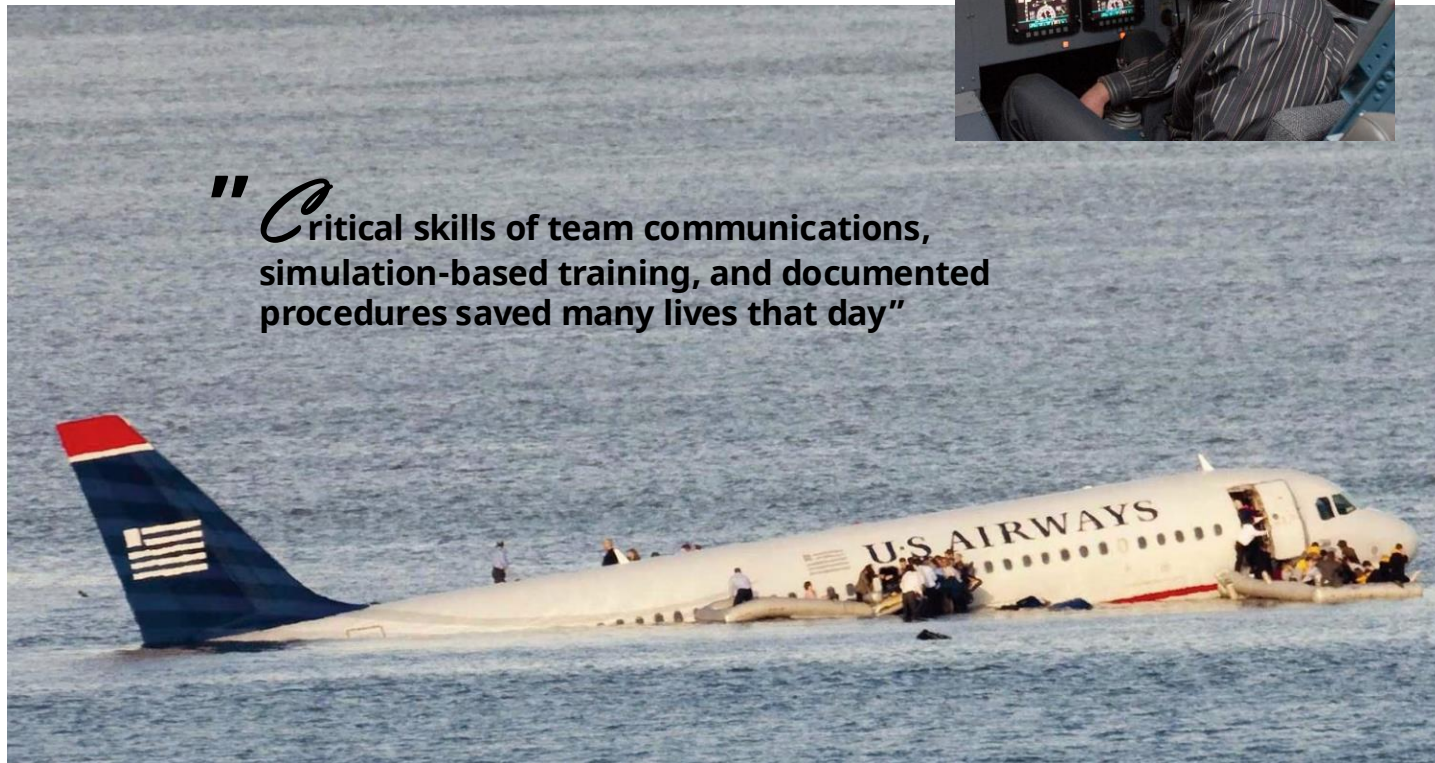
# Why a simulation?



## Why a simulation?



**"Critical skills of team communications, simulation-based training, and documented procedures saved many lives that day"**





# Learning by doing in a safe environment





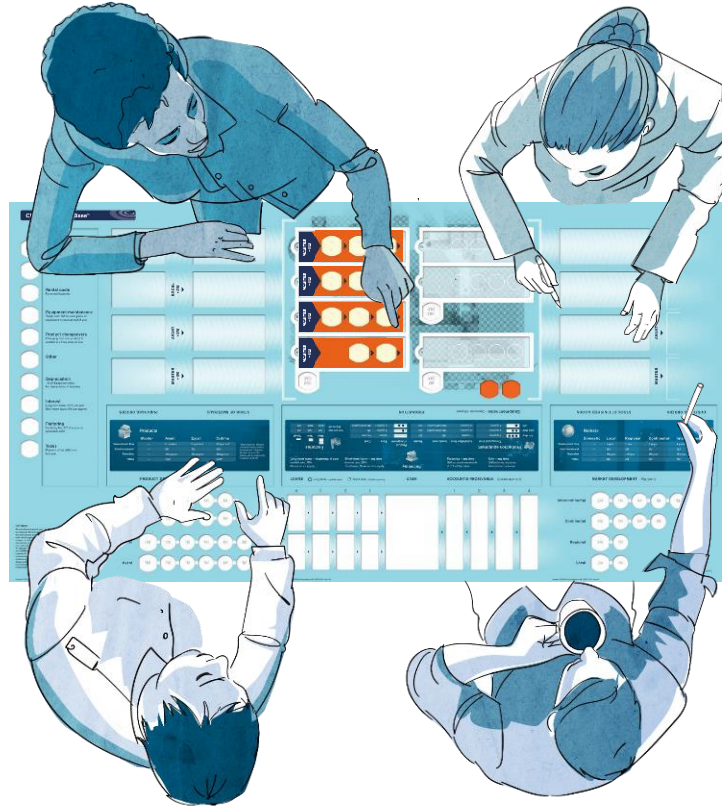
## Roles & responsibilities

### Purchasing and production

- Production planning
- Purchase of materials
- Execution of production orders
- Delivery of finished goods
- Expansion and replacement of production equipment

### Finance and accounting

- Cash payments (in and out)
- Financing (short- and long-term loans, factoring)
- Financial statements
- Liquidity planning



### Corporate intelligence

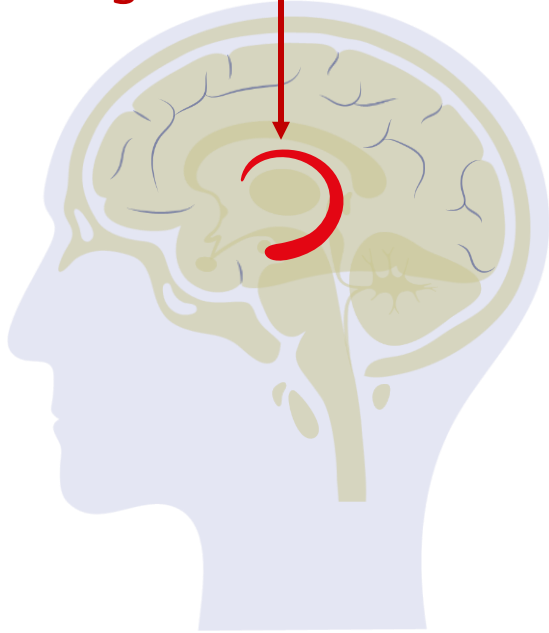
- Analyzing market trends
- Getting established in new markets
- Development of new products
- Monitoring competitors
- Analyzing market position
- Review internal decision-making process

### Marketing and sales

- Marketing
- Get the sales
- Get the right sales!
- Monitor the competition at the marketplace
- Coordination between sales and production

Hippocampus

S

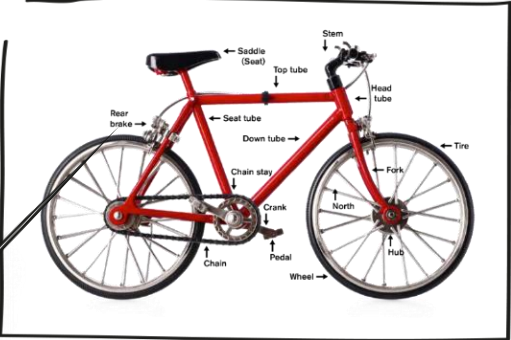


Hippocampus

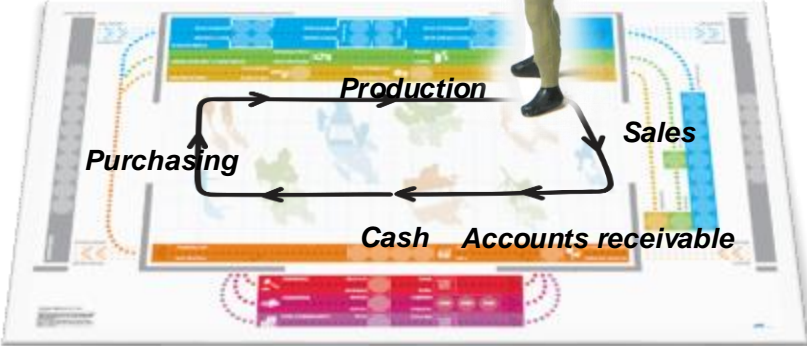
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If you want your people to **be able to run a company** you provide them with a compay.



ASSETS		Year 0	LIABILITIES & EQUITY		Year 0
Cash and bank		14	Taxes due		3
Accounts receivable		12	Short-term loans		0
Stock of materials		3	Long-term loans		20
Work in progress		8	<b>Total liabilities</b>		<b>23</b>
Finished goods		8	Equity at beginning of year		44
<b>Total current assets</b>		<b>45</b>	Net profit this year		6
Real property		20	<b>Total equity</b>		<b>50</b>
Plant and equipment		8			
Ongoing investments		0	<b>TOT. LIABILITIES &amp; EQUITY</b>		
<b>Total fixed assets</b>		<b>28</b>			
<b>TOTAL ASSETS</b>		<b>73</b>			

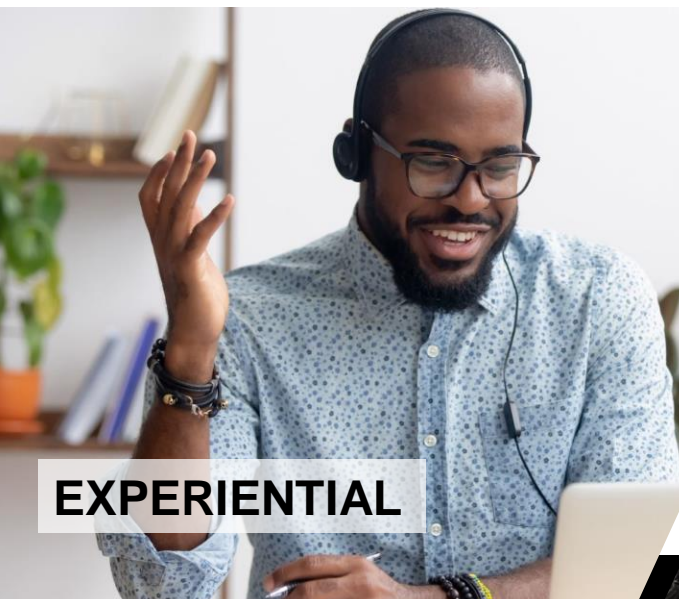




**FACILITATED**



**SOCIAL**



**EXPERIENTIAL**



**COMPETITION  
& GAMIFICATION**



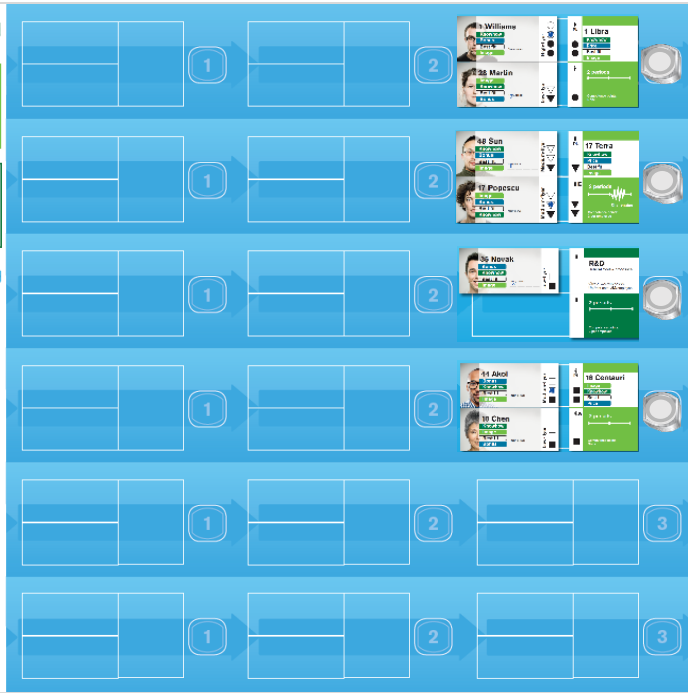


**CELEMI Tango™**  
SUCCESS THROUGH PEOPLE

Customer	Ad hoc	Quotes
RAD	LAD	Recruitment

**CELEMI Tango™** is a software solution designed to help companies manage their intangible assets (IA) and related costs. It provides a comprehensive view of the IA portfolio, including R&D, LAD, and Recruitment, and allows for the calculation of their value and contribution to the company's overall performance.

**CELEMI** THE POWER OF KNOWLEDGE



Period 1	Period 2	Period 3	Total
10	15	8	33
10	16	9	35
Ad-hoc			3
34			18
18			8

**Image value**

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15

**Knowhow value**

Total of competence value and R&D value

16	17	18	19	20
21	22	23	24	25
26	27	28	29	30

**Assets**

Accounts	Cash	Worldwide	Equipment	Leases

**Liabilities**

10%

**Costs**

Direct costs	Indirect costs	Common costs

Category	Value	Value	Value	Value

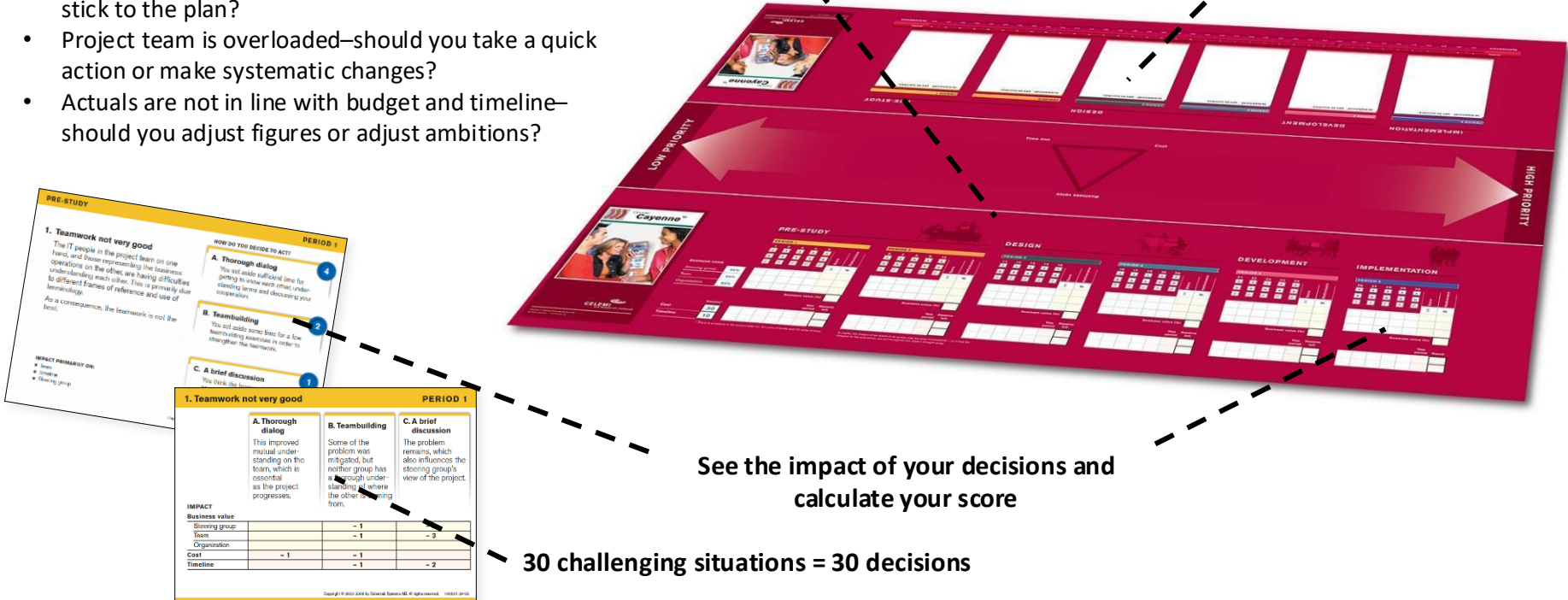


## Typical decisions

- Key stakeholders are not engaged – what to do?
- New insights arise – should you revise the scope or stick to the plan?
- Project team is overloaded – should you take a quick action or make systematic changes?
- Actuals are not in line with budget and timeline – should you adjust figures or adjust ambitions?

4 project phases, 6 periods

Key learnings from each period

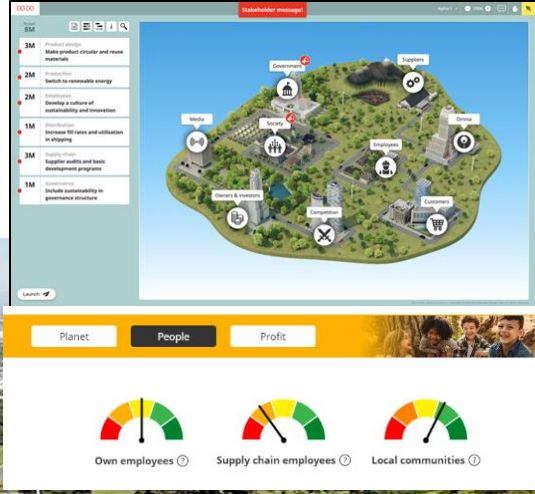


See the impact of your decisions and calculate your score

30 challenging situations = 30 decisions

# PEOPLE PLANET PROFIT

CELEMI  
Sustainability™



During Celemi Sustainability™ participants get to experience the greatest challenge in business today by stepping into the driver's seat of a sustainability transformation.



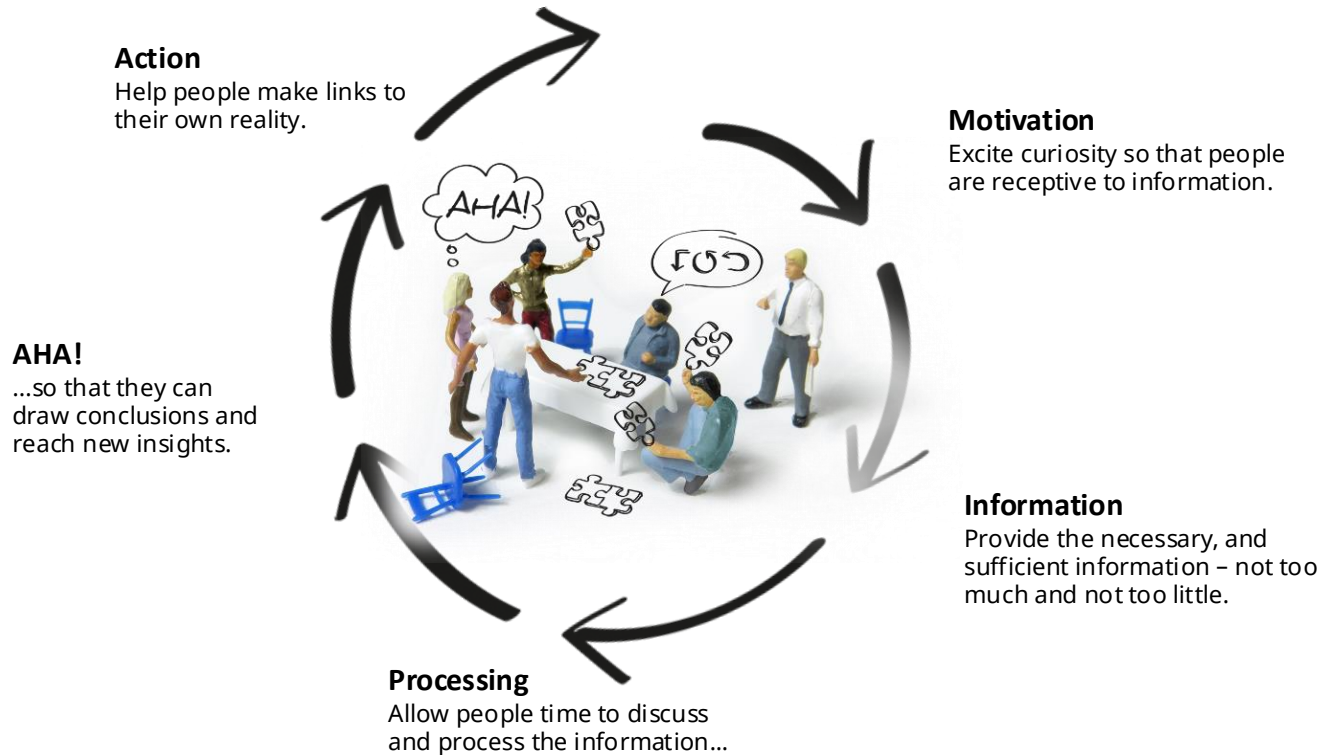
# What often happens...

...people are expected to take the right actions



Based only on information...

# Trust the cognitive loop, trust this process – don't take shortcuts





**CELEMI**

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