



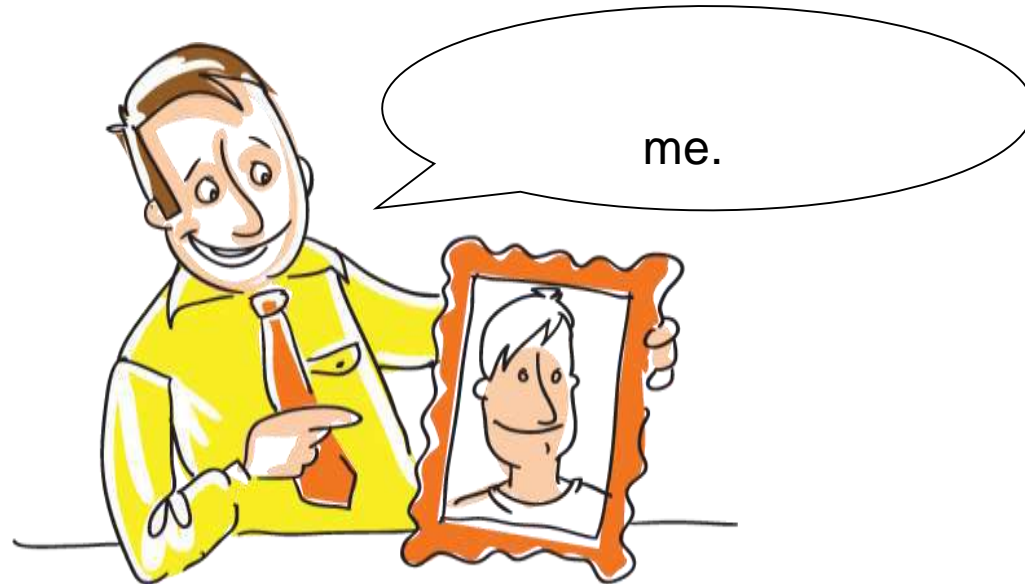
**CELEMI**

THE POWER OF LEARNING



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

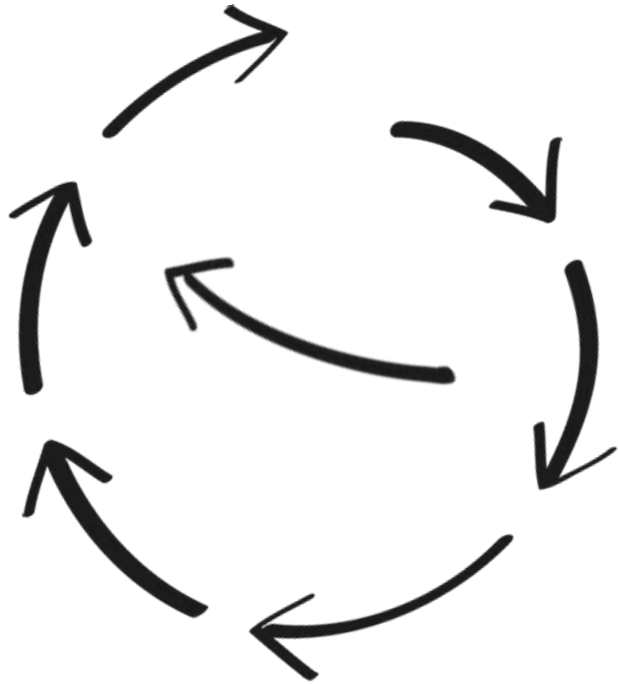
Who is in  
the picture?





## 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?**

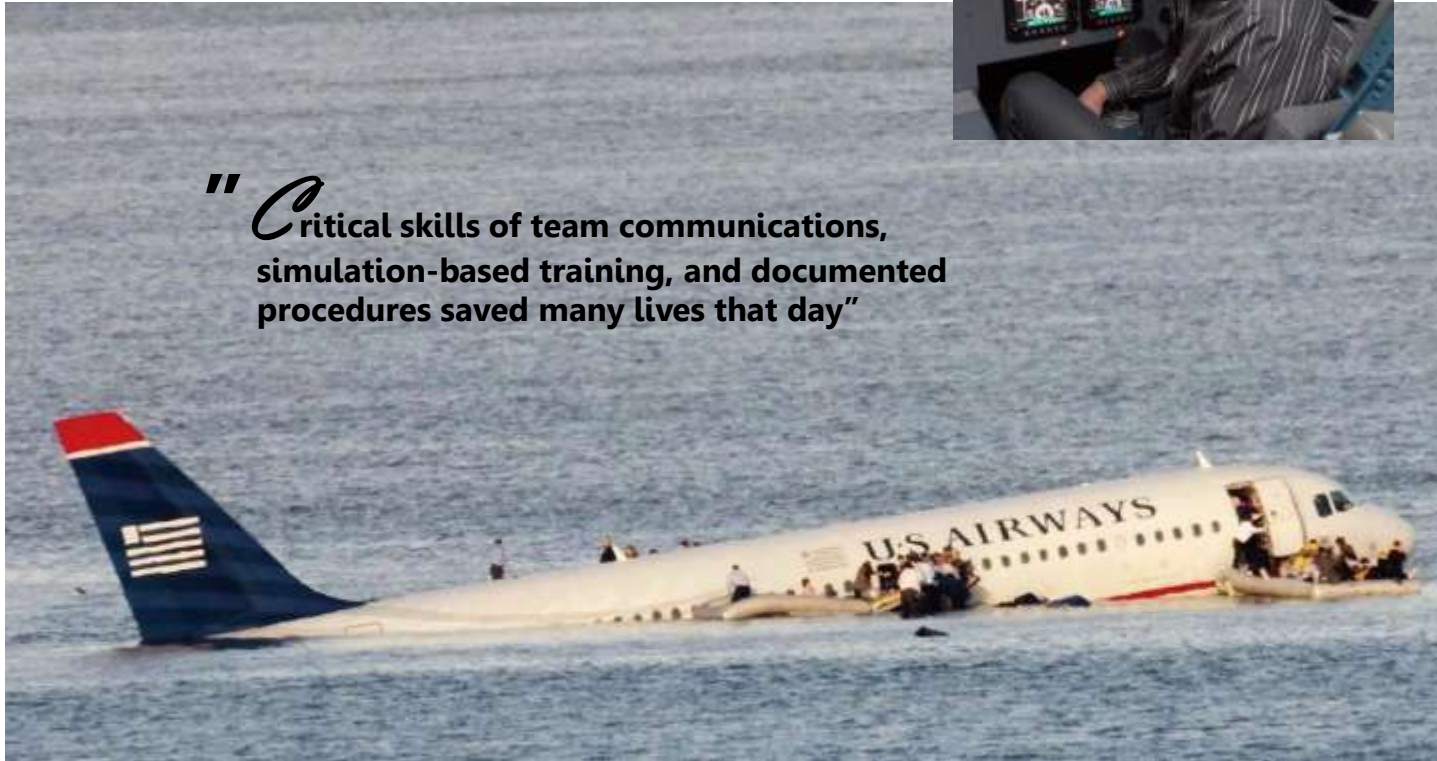




## Why a simulation?



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





## Learning by doing in a safe environment





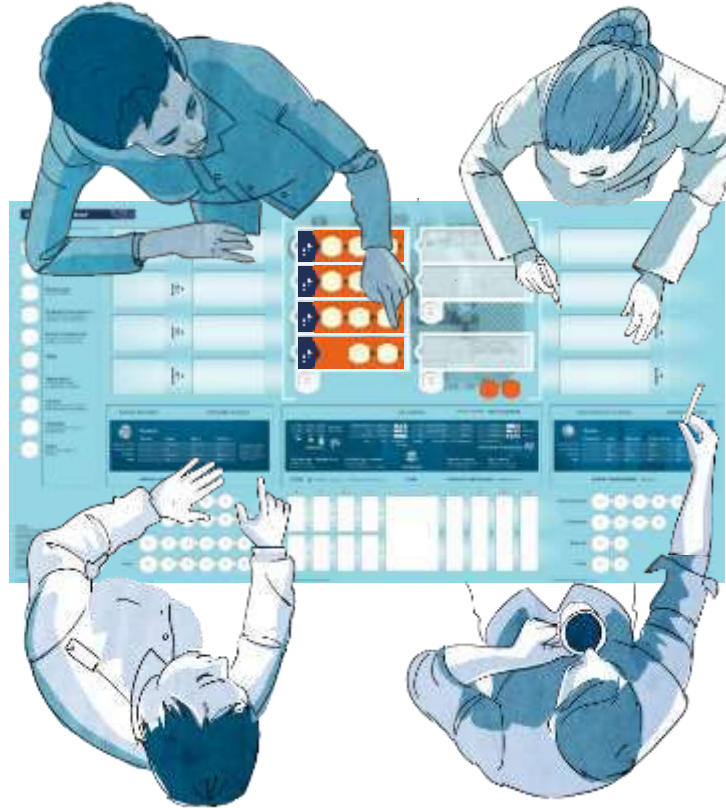
## Roles & responsibilities

### 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

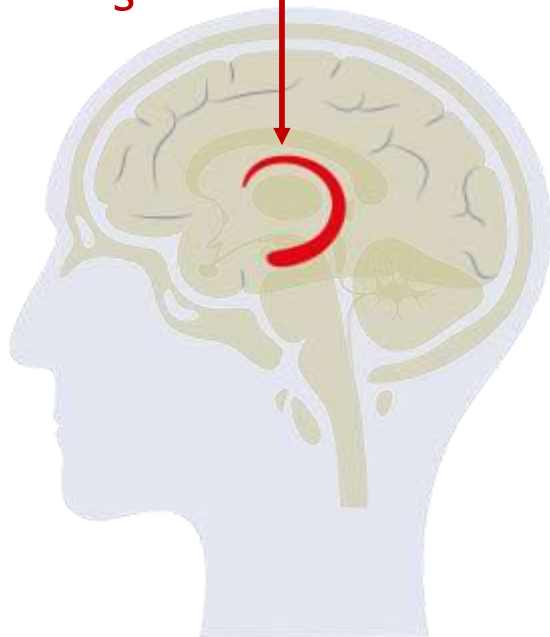
### Marketing and sales

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



Hippocampus

s



Hippocampus

s



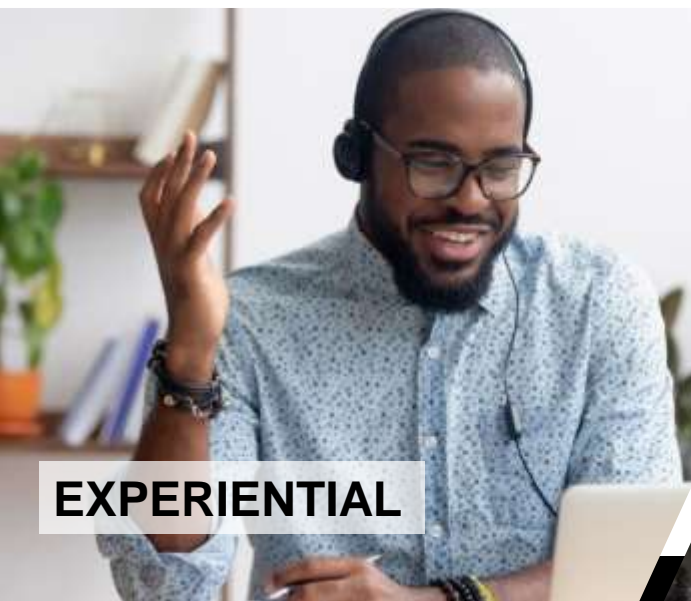




**FACILITATED**



**SOCIAL**



**EXPERIENTIAL**



**COMPETITION  
& GAMIFICATION**









The main interface displays a grid of 20 cards (5 rows by 4 columns) with numbers 1, 2, and 3 in circles. To the right, there are several management tools:

- Assets**: A section showing a collection of asset icons and a **Listfilter** button.
- Costs**: A section showing a grid of cost icons and a **Listfilter** button.
- Knowledge value**: A section showing a triangular diagram with 10 circles and a **Listfilter** button.
- Image value**: A section showing a triangular diagram with 10 circles and a **Listfilter** button.
- Competition value**: A section showing a triangular diagram with 10 circles and a **Listfilter** button.
- PCD value**: A section showing a table with columns for 'PCD value' and 'Cost'.
- Table**: A table with columns for 'PCD value' and 'Cost'.

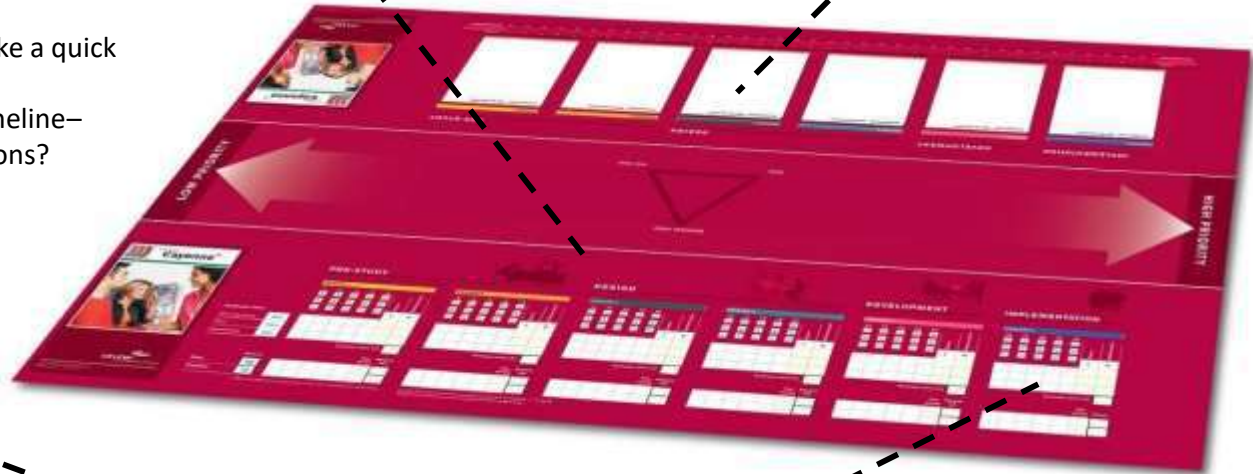
## Typical decisions

- 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

IMPACT	Thorough dialog	Teambuilding	Award a location
Business index	-1	-1	-3
Company	-1	-1	-3
Corporate	-1	-1	-2
Supplier	-1	-1	-2



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...

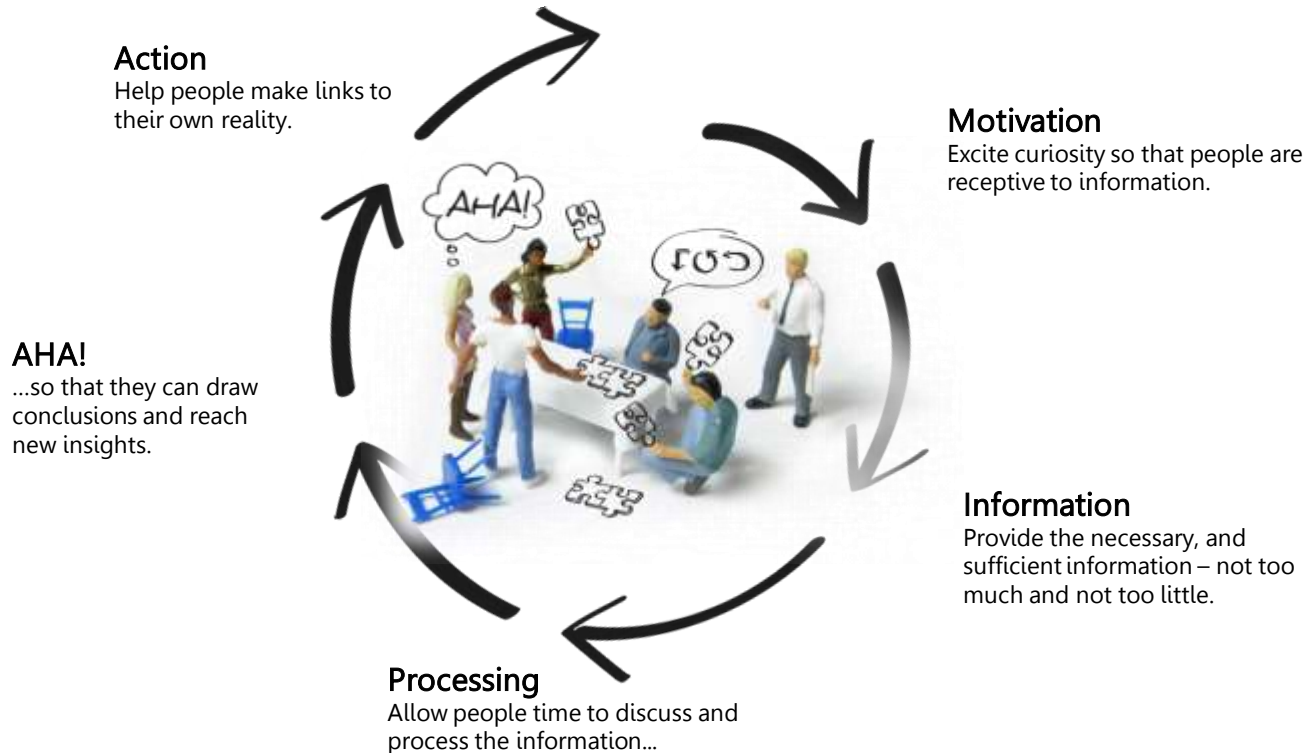
...people are expected to take the right actions



Based only on information...



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





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