



CELEMI Apples & Oranges™

Business Finance for Everyone

In Celemi Apples & Oranges™, your people will lead A&O Inc –an established, fictitious company facing tough, real challenges. Through a series of simulated exercises about the foundations of business, they'll learn firsthand how to monitor cash flow, better utilize resources and improve productivity. Balance sheets and Profit & Loss statements show them how to measure results and understand how their daily decisions impact the company financially—and strategically.

Everyone's a winner in Celemi Apples & Oranges—a playful approach to serious business results.



"In one of our factories we came up with £1 million worth of potential improvements as a direct result of the Celemi Apples & Oranges™."

– Manager, GlaxoSmithKline



Key themes

Business finance, cash flow, business efficiency.



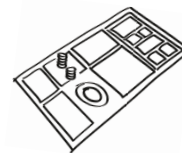
Target group

Employees at all levels



Time

6 – 8 hours, corresponding to 3 years of operation.



Material

Board-based business simulation.



Number of participants

From four to several thousand participants.

Available in versions for manufacturing, manufacturing/sales, services, and retail.



CELEMI

THE POWER OF LEARNING