



New ideas and higher profitability through a holistic approach and understanding of individual responsibilities

Celemi Apples & Oranges® sharpens your competitive edge by making staff on all levels aware of company cash flows.

Apples & Oranges simulates a company where employees face a challenge: to lead and develop the company to achieve maximum productivity and profitability.

They learn to monitor cash flows, improve the efficiency of resource deployment and analyse balance sheets and income statements. All this under constant pressure from suppliers, customers and competitors.

Participants understand where costs are incurred and revenue created, and learn to deploy company resources more efficiently.

Working in teams, participants get instant feedback on how their decisions on such different matters as stock management and customer service influence the bottom line. In short, they compare apples and oranges. From this overall picture they learn how to get the most out of company resources.

APPLES & ORANGES HELPS EXECUTIVES TO:

- Increase staff involvement and commitment
- Create a common approach to company operations
- Create an understanding of management strategies
- Communicate important information in connection with organizational changes

- Explain income statements and balance sheets
- Promote creative thinking to pave the way for continual improvements
- Introduce company-specific management systems.

FACTS

MATERIAL:

Board-based business simulation available in different versions for manufacturing, service, knowledge and distribution companies.

NUMBER OF PARTICIPANTS:

From four to several thousand participants at any one time, or at simultaneous seminars. Participants are grouped in teams of 3-4. One facilitator for every 25-30 people.

PARTICIPANTS:

Employees on all levels.

TIME REQUIRED:

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

FACILITATOR:

Facilitators certified by Celemi.

LANGUAGES:

MANUFACTURING

Dutch
English
Finnish
French
German
Italian
Portuguese (Latin America)
Russian
Simplified Chinese
Spanish (Latin America)
Swedish
Thai
Traditional Chinese
Turkish

SERVICE

English
Simplified Chinese

KNOWLEDGE

Dutch
English
French
German
Swedish

DISTRIBUTION

English
Italian
Swedish


CELEMI

THE POWER OF LEARNING