



PULLING IN  
THE SAME  
DIRECTION

# Making key people understand how and why their decisions influence the entire organization

**Celemi Decision Base® enables employees to work across departments and make optimum use of available resources.**

Decision Base allows participants to simulate activities commonly performed in capital-intensive companies in fast-changing markets. Six teams compete for clients, markets and profits. Participants learn to manage corporate intelligence and analyses, purchasing, product development and production, finance and marketing and sales.

Strategic planning within finance, product development, production and marketing

By working together, employees from different departments learn to handle tools and terminology used in strategic planning and performance reviews. They must assess the future effects of their decisions and they learn how measures taken in one part of the company can have an impact on other aspects of its operations, and thus the company as a whole.

A clear understanding of the competitive environment and resource limitations is attained. Based on this, employees are able to make well-founded and effective decisions which boost productivity and profitability.

## DECISION BASE HELPS EXECUTIVES TO:

- Increase staff involvement and commitment
- Make people from different departments see the company as a whole and become better decision-makers
- Create dialogues and further the understanding of overall strategies
- Ensure that line managers identify profitable business opportunities and use their resources sensibly
- Enable sales and marketing staff to set realistic objectives by increasing their understanding of manufacturing resources
- Implement planning tools such as financial reports and key performance indicators.

## FACTS

### MATERIAL:

Board-based business simulation

### NUMBER OF PARTICIPANTS:

Six competing teams, 12-24 participants in total. Multiple seminars can be held simultaneously.

### PARTICIPANTS:

Managers and other employees with financial responsibilities.

### TIME REQUIRED:

2-2,5 days, corresponding to 10 years of operation.

### FACILITATOR:

Facilitators certified by Celemi.

### LANGUAGES:

Czech	Japanese
Danish	Lithuanian
Dutch	Portuguese (Europe)
English	Simplified Chinese
Finnish	Spanish (Europe + Latin America)
French	Swedish
German	Turkish
Italian	