



# Boosting profitability by developing company intellectual assets

## Celemi Tango™ creates a practical understanding of the key to success in knowledge companies

All companies have assets which are both visible and invisible – or tangible and intangible. These assets must be managed and developed based on a distinct strategy.

Celemi Tango allows participants to simulate a knowledge company. The company competes for the same clients and employees in a changing market with five other organisations. To achieve top performance, participants focus both on tangible and intellectual assets.

## How to attract and retain the right employees and clients

To become successful, companies must have the ability to attract and retain employees with the right talents and personalities, and know how to win profitable and loyal clients.

Every client assignment must be allocated to appropriate employees and delivered on time. Participants also have to make strategic decisions on investments in personal development, research and development, and branding. The overall challenge is to increase the company's total market value.

## TANGO HELPS EXECUTIVES TO:

- Increase staff involvement and commitment
- Create an understanding of the importance of measuring, assessing and taking intellectual assets into account
- Identify and manage critical success factors in knowledge companies
- Attract, develop and retain top employees
- Attract profitable right clients and win their loyalty
- Convert personal skills into company-owned tools and processes
- Create value from the knowledge company's combination of tangible and intangible assets
- Build a common company culture.

## FACTS

### MATERIAL:

Board-based business simulation

### NUMBER OF PARTICIPANTS:

Six competing teams, 18-24 participants in total. Multiple seminars can be held simultaneously.

### PARTICIPANTS:

Employees in service or knowledge companies.

### TIME REQUIRED:

1,5-2 days, corresponding to 7 years of operation.

### FACILITATOR:

Facilitators certified by Celemi.

### LANGUAGES:

Danish	Italian
English	Portuguese (Latin America)
French	Simplified Chinese
German	Swedish



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