

**Being
Essential[®]**

Data Sheet

**Business
Simulation Games**

Strong Business Acumen
through gamified learning

Take your digital learning journey to the next level with Being Essential - your trusted partner for scalable and impactful skill building. From start to finish, we provide expert guidance, oversight, and unmatched learning experiences.



CELEMI Apples & Oranges™

CELEMI Cayenne™

CELEMI Decision Base™

CELEMI Enterprise™

CELEMI Livon™

CELEMI Livon Lite™

CELEMI Performance™

CELEMI Sales Endeavour™

CELEMI Tango™

CELEMI Exploring change™

CELEMI PartnerStock™

CELEMI Agile Move™

CELEMI Sustainability™

THE MEDICI GAME™

Business Simulations: Empower Your People Through Play and Serious Fun!

Do you want to develop your people's skills and competencies in a fun and engaging way? Do you want to help them learn complex concepts such as business acumen, organizational alignment, and project management in just one day? Do you want to make change happen in your organization? If you answered yes to any of these questions, then you need to try the business simulations from Celemi. Celemi is a global leader in experiential learning solutions that use the power of play and serious fun to move people and organizations to higher levels of performance.

Business simulations are interactive and immersive learning experiences that simulate real-world scenarios and challenges. Participants work in teams to make strategic decisions, solve problems, and achieve goals. They get immediate feedback on their actions and see the consequences of their choices. They also learn from each other and share best practices.

Benefits

Increased engagement and motivation: Participants enjoy the game-like elements of the simulations, such as competition, collaboration, storytelling, and feedback. They are more likely to pay attention, participate actively, and retain what they learn.

Enhanced knowledge and skills: Participants acquire new knowledge and skills that are relevant and applicable to their work. They also deepen their understanding of key concepts and frameworks that can help them improve their performance.

Improved behavior and results: Participants transfer what they learn to their daily work and apply it to real situations. They also develop a shared vision, language, and culture with their colleagues. They become more confident, competent, and committed to achieving their goals.





Driving Business Success Through Effective and Innovative Learning Strategies



Key Concepts Covered

Apples and Oranges: Business finance | Profitable growth | Cash flow | Operational efficiency

Cayenne: Group knowledge sharing | Creating alignment | Teambuilding | Launching a new project | Gaining full project experience, from pre-study to implementation | Diagnosing signs and symptoms of potential pitfalls, and mitigating them with limited resources | Balancing the needs of key stake holdings in order to create maximum business value | Decision-making | Communication

Decision Base: Market share and competition | Profitability – EBIT, EBITDA | Return on capital employed | Cash flow | Working capital | Cost of capital ROI in markets, products and production | EVA™ | CVA™ | NPV ABC

Enterprise: Competition | Pricing | Value propositions | Operational efficiency | “Red and blue oceans” | Market intelligence | Position and branding | Product portfolio management | Planning and execution | Decision-making | Cross-functional collaboration

Livon: Strategic decision-making | Customer responsiveness & Segmentation | NPS | Competitive landscape analysis | Branding and image tracking | Pricing vs. profitability | Marketing agility

Performance: Strategy | Decision-making | Product life cycles | Disruptive technologies | Supply-chain efficiency | Customer segmentation | Short-term versus long-term profitability | Value-added services

Sales Endeavour : Opportunity management | Key Account Management | Sales | Process Alignment | Client Relationship Management | Value based selling

Tango: Market share | Capacity utilization | Growth of tangible and intangible assets | Profitability

Exploring Change: Organizational resistance | Emotional responses | Communication | Implementation | Middle management buy-in | Alignment of reward structures

Partner Stock: Inventory | Demand | Supply | Production | Lead times

Agile Move: Agile leadership | Efficient teams | Customer value | Value for effort - effectiveness | Work flow | Scope vs. Time and Cost | Learn and adapt | Change management

Sustainability: Scope and language of sustainability | Sustainability change initiatives | Measures and drivers | Business value through sustainability | Success factors for long-term transformation | Risks and opportunities

The Medici Game: Innovation | Creativity | Development | Self assessment

