

CELEMI Tango™

Managing people intensive organizations through fierce competition for your clients and employees.

If you are in the business of selling knowledge and expertise, the value of your company extends well beyond financial measures. Likely, your most valuable asset is your people, and that means you must overcome unique challenges: How do you attract and retain the right people in fast moving industries? How do you get the most out of employees while still remaining an “employer of choice”? How do you ensure that your people align with your growth strategy and ability to acquire and retain profitable customers? In the Celemi Tango™ business simulation, participants develop the skills required to fully leverage their people as a source of competitive advantage, and execute a successful business strategy.

The challenge is to attract and retain the right clients and employees in order to create short-term profits and long-term value.

As a result of the Celemi Tango experience, your employees will be equipped to:

- Gain a competitive edge – to attract the right employees and clients.
- Strategically plan and staff projects for optimal capacity utilization.
- Maximize cash flow and profitability – to provide for flexibility and growth.
- Grow your company’s know-how – not just the competence of the employees.
- Retain and develop your people in line with their goals *and* your company’s strategic vision.

Success through people



What clients say

“We found that we could identify and manage the highly critical success factors in a knowledge company and actually quantify the results of our decisions. Celemi Tango is a great learning laboratory that had a very positive impact on our business management.”

– General Manager, Hewlett Packard

“[During the seminar] I spent all night stressing and worrying about how I could keep my simulated staff from being headhunted – then I realized I had never spent five minutes worrying about my real people. I’m going home to write a retention plan.”

– Participant, Club Corp

“The most important take away from the seminar, was the understanding of business in general, business processes, and the ability to assess the impact of their decisions on the entire company.”

– Manager, Kraft Foods

In this highly interactive and engaging learning environment, teams experience – first hand – what is required to lead a knowledge based company within a competitive and changing market. The board based simulation provides participants with an opportunity to experience the consequences of their decisions, learn from them, and build the competencies needed to achieve *success through people*.

Since the first edition in 1994, Celemi Tango has been used across the world by organizations from a range of sectors. What unites these diverse organizations? They recognize the value of a shared language: When people talk about the same concepts in the same way, they can pull in the same direction.

Who benefits?

Celemi Tango is designed for organizations that depend on the knowledge and skills of their employees.

- Senior and middle managers
- Strategic planning teams
- Experienced project managers and program managers
- Consultants in knowledge companies
- HR personnel

Key results

- Practice decisions to balance effective short-term goals and successful long-term planning.
- Provide knowledge of the important link between corporate strategy and strategic recruitment.
- Assess how an employee's job and development path fits into the overall corporate strategy.
- Understand business finance and KPIs.
- Improve Talent Management skills.
- Manage the mix of clients and people to improve long-term chemistry, productivity and profit.

Key concepts

- Building shareholder value
- Attract and retain the right employees
- Attract and retain the right customers
- Capacity utilization
- Growth of tangible and intangible assets
- Develop offers, tools and processes for efficient delivery
- Talent Management
- Short term profit vs. long-term value
- Monitoring balance sheets and KPIs
- Organizational culture
- Brand image and reputation



Facts

Material

Board-based business simulation. Computer-based facilitation support.

Number of participants

4-6 competing teams, 12-30 participants in total. Multiple seminars can be held simultaneously.

Participants

Managers and employees involved in strategic decisions and Talent Management.

Time required

1.5-2 days, corresponding to 7 years of operation.

Facilitator

Facilitators certified by Celemi.

Languages

We translate our products continuously, for an updated list please visit: www.celemi.com