



CELEMI Tango™

Success through people

Celemi Tango™ - A dynamic business simulation in which teams learn to attract, build and retain the right employees and customers - while creating profitability!

“Celemi Tango is the most thought provoking leadership workshop I’ve seen. It is now mandatory for all our managers.”

CEO, Alstom Romania

Does this sound familiar?

"I want good return on **my money**, now and in the future!"

Owner

"I want great service at a low **price**."

Client

Managing a knowledge intense company in today's business reality is a challenge... Luckily, you can improve management skills through practice using *Celemi Tango*™.

"I want to get a good salary and **grow**."

Employee

"I want to headhunt your people, win over your clients... and **destroy you!**"

Competitor

How can you prepare in a constantly changing world?

- Your greatest assets go home every night
- Competition can come from anywhere
- Transparency increases
- Geographic distances are shrinking
- Knowledge is more important than ever



There are no right answers... But you can practice your decision making by using Celemi Tango™.

What is Celemi Tango?

- Hands-on board-based business simulation
 - Unique mix of decision making, insights, knowledge and AHA!'s
 - Fun, exciting, competitive and rewarding
 - Dynamic competition – no two seminars are exactly the same
 - Flexible – bankruptcy, mergers, head hunting... anything is possible
- Designed to enhance business acumen in knowledge intensive organizations
- A vital part of any organizational change initiative as it forms a joint understanding of the strategy and the way forward



What does the business simulation board look like?

Customer Base

Each year, you will start up one project for each of your key customers.

Delivery

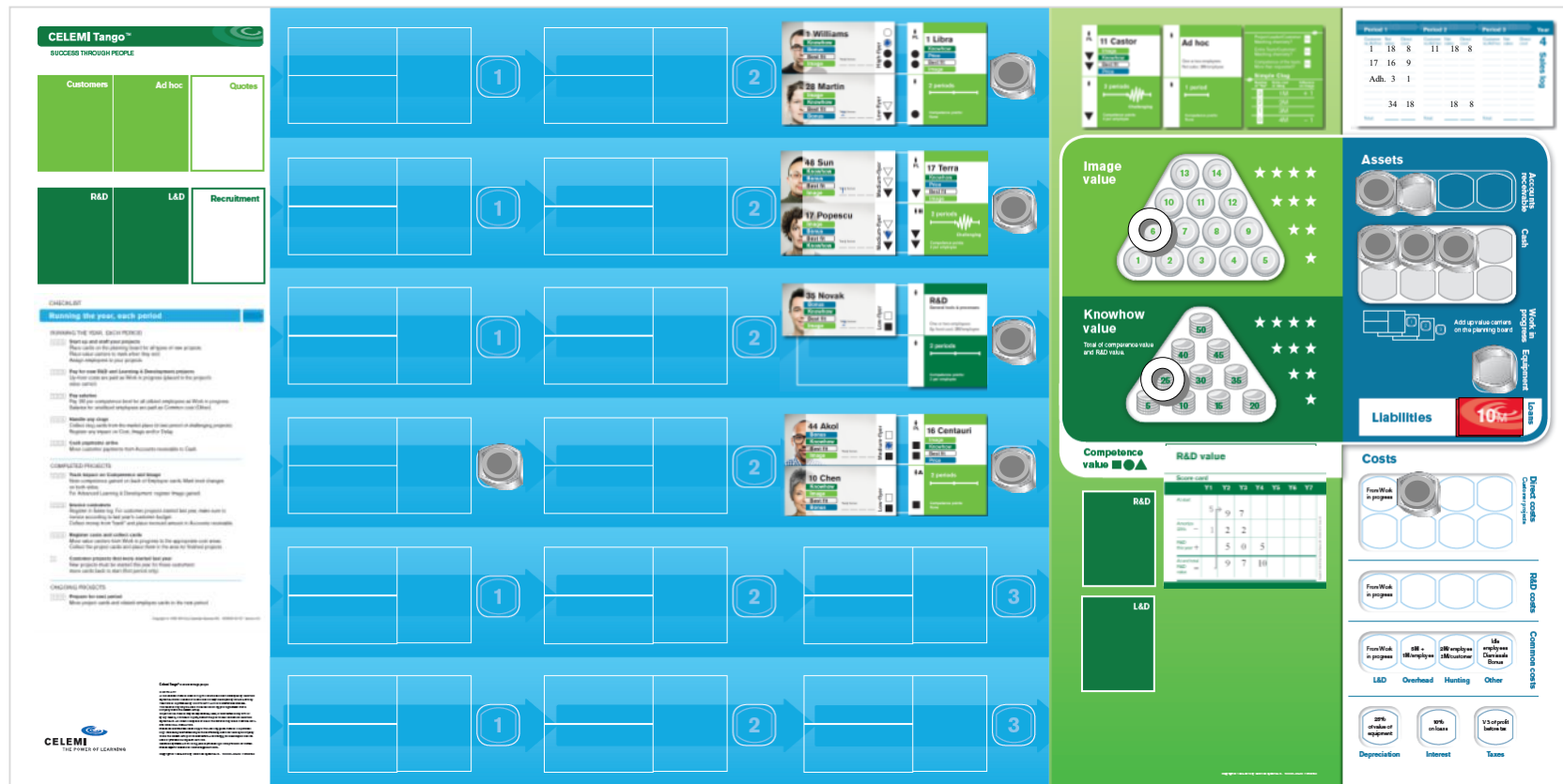
Plan your capacity to meet the demand of your customer base.

Image & Know-how

In addition to tracking your financial assets, you will also monitor how your company's intangible assets develop over time.

Financial Scoreboard

Where you will track your revenues and how you choose to spend them during the year.



Cash
Keep an eye on your cash flow – “cash on hand” means freedom to act.

Checklists

Use these as your step-by-step guide through each year of the simulation.

R&D and L&D

To develop your people and processes, you will need to make active investments.

Who is Celemi Tango for?

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

Suggested users are managers and employees involved in strategic decisions and Talent Management:

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



What are the 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



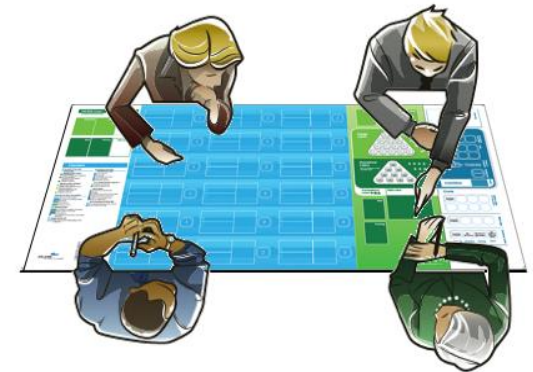
What do participants learn?

- 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



What are the 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
- Greater understanding of the strategic and operational goals



A snapshot of a “simulation year” in Celemi Tango:

- You are part of the management team of a small, knowledge-intensive firm
 - The demand of your services is growing...but the competition for both clients and employees is fierce.
 - The owner is interested in profit (short-term and long-term), but also in growing the company's image and knowhow
 - To stay competitive, you need to invest in the right tools & processes
- Your challenges it to balance it all...

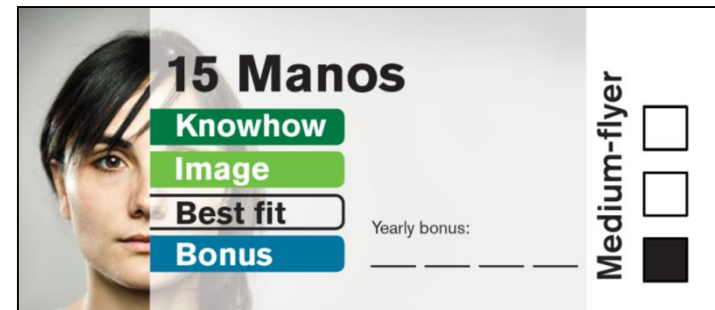
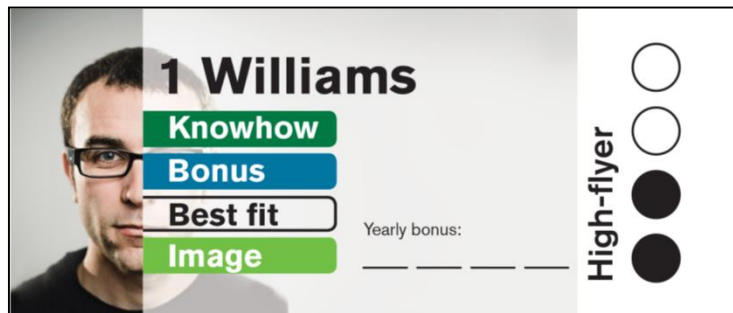


Ponder the following slides. Do you recognize the “Tango-challenges?”

Challenge # 1

Attract and retain key employees (Talent Management)

- Ensure competence and expertise
- Create the right mix of people
- Train and develop your people
- Build corporate image & knowhow



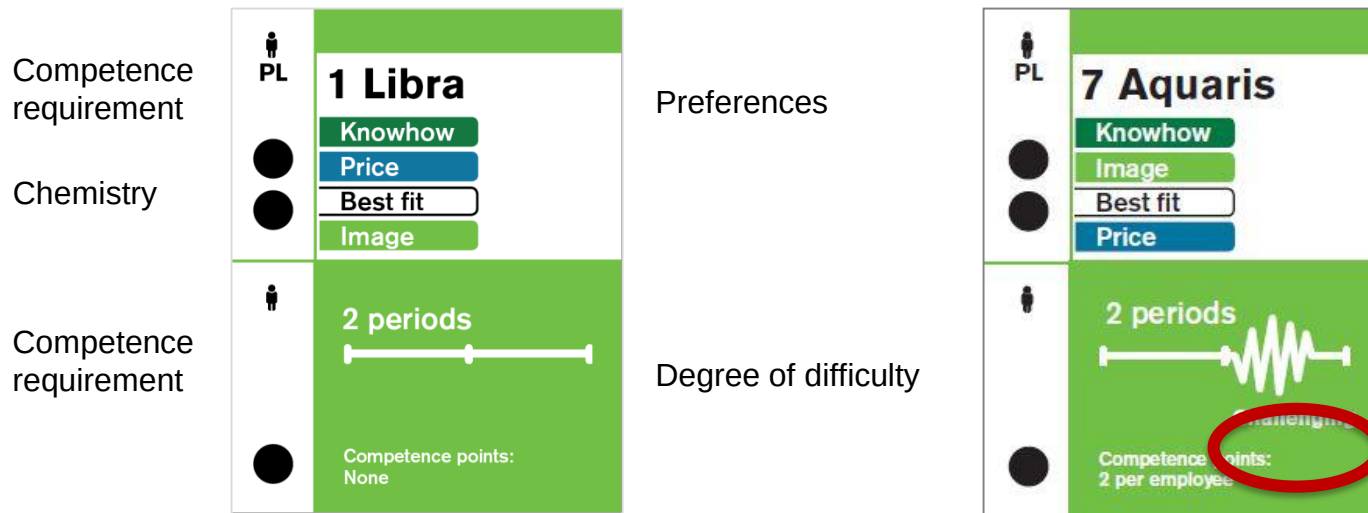
Would you hire one highly skilled employee...

...or two less experienced, at half the cost?

Challenge # 2

Win the right customers

- Build the right competence
- Match with employees' chemistry
- Have the right image and knowhow

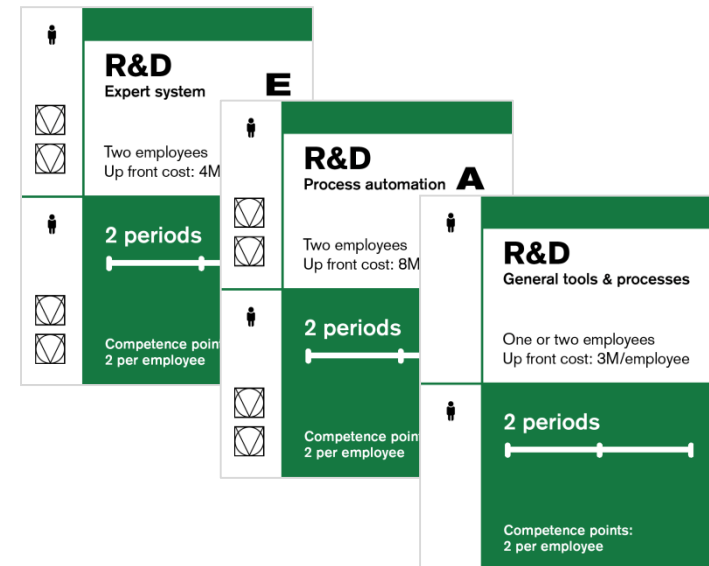


Do you see challenging customers as a risk – or an opportunity?

Challenge # 3

Invest in tools and processes

- Allocate resources to R&D projects to:
 - Build internal processes
 - Create operational efficiency



***Should you wait with the investment until you have the money?
Or invest first, so you can make money later?***

Challenge # 4

Create sustained profitability

- Cash flow and profit
- Improve business decision making
- Pricing, cost structures, capacity utilization



What is the bottom line effect of a 5% discount?

The ultimate challenge - your competitors

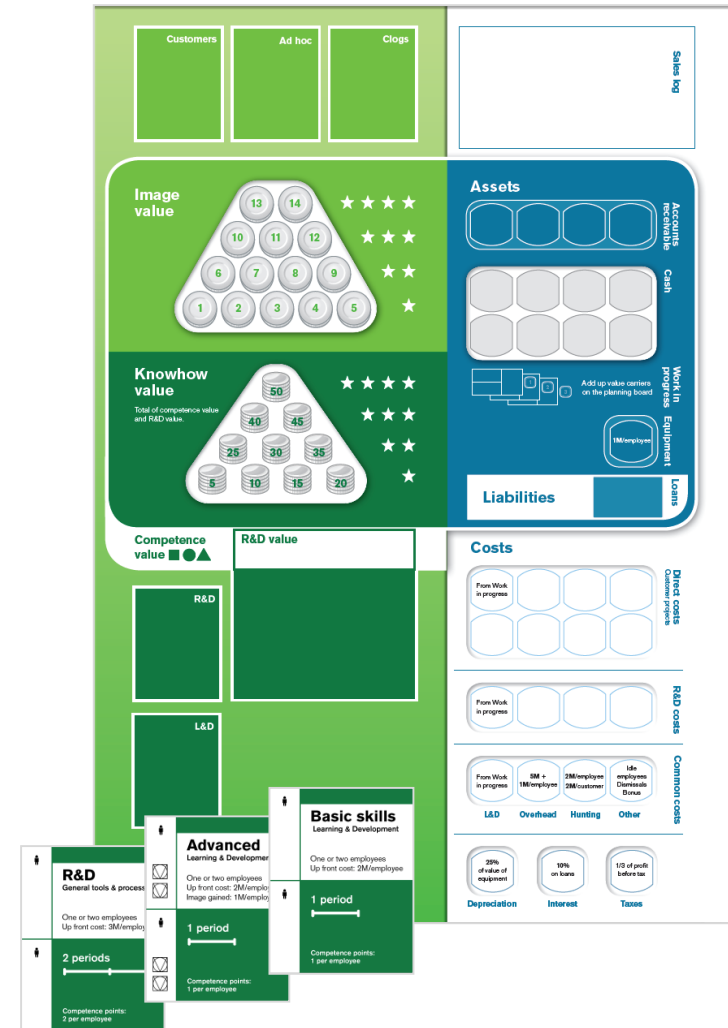
- In addition to the four challenges of:
 - Attracting and retaining key employees
 - Winning the right customers
 - Investing in tools and processes
 - Creating a sustained profitability
- There is a main challenge of beating the competition!
 - Participants are divided into 4-6 teams - each representing another company
 - The companies start off on the same footing – only their choice of strategy and level of management skills will differ
 - After a few hours, representing several years of operations, the different teams have completely different situations.



Do you have what it takes to win?

So, the focus areas in Celemi Tango are:

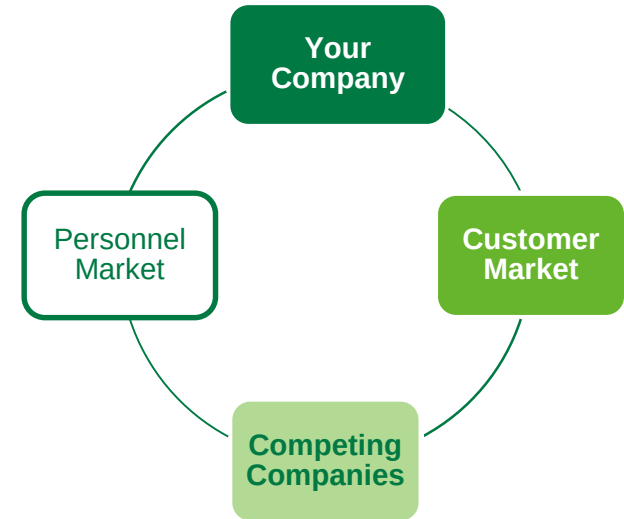
- Build image and reputation
 - Deliver on time
 - Secure the perfect match
 - Meet expectations
 - Take on challenging assignments
 - Seek high image customers
- Build knowhow
 - Competence development & Training
 - R&D projects
 - Challenging customers
- Create sustained profit
 - Pricing
 - Capacity utilization
 - Salary & bonus
 - Hiring the right people
 - Profit margins



The seminar at a glance – the flow

Reflects your own business reality

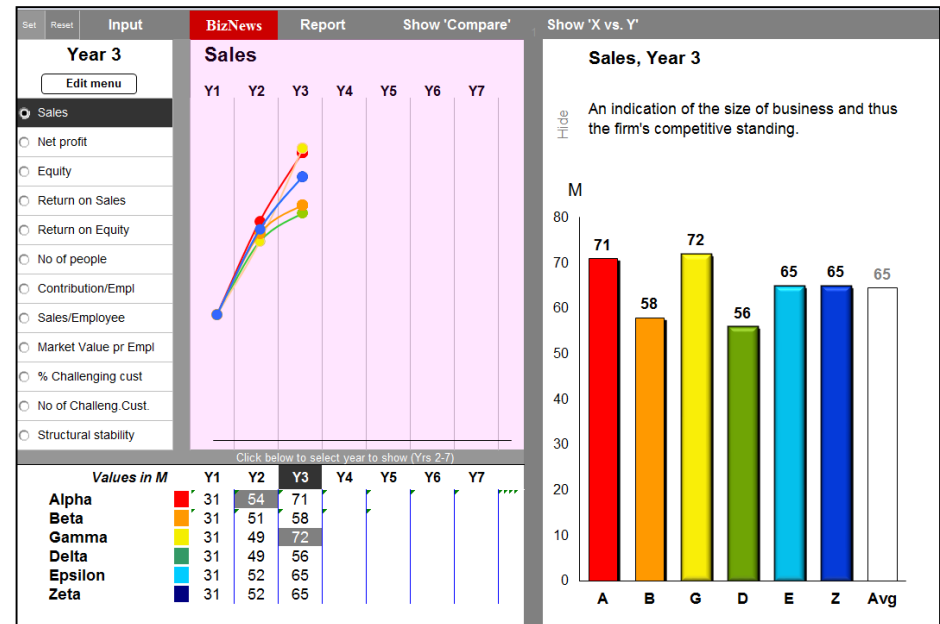
- Opening – setting the scene
 - Your own organization
 - What are you up against?
 - What are the key issues?
- Business Simulation
 - Seven simulation years
 - 4-6 companies compete for the same customers and employees
 - Debrief – discuss business themes and capture the lessons learned
- Next steps – the way forward
 - Back to your own world
 - What are the potential areas for improvement?
 - What could be done to tap into them?



Who wins in Celemi Tango?

- The team with the highest total market value, including:
 - Equity (assets – liabilities)
 - Image value
 - Knowhow value

... and in some cases,
a convincing presentation
to stakeholders...



Can participants practice different roles & responsibilities?

HR & Development

- Develop people and processes
- Recruitment
- Tracking competence development
- Tracking changes in knowhow
- Corporate intelligence (employees)

Marketing & Sales

- Seeking customers
- Following up customer expectations
- Tracking changes in image
- Invoicing and Payments – in Sales log
- Corporate intelligence (customers)



Planning & Delivery

- Team management
- Resource use
- Handling challenging projects (clogs)
- Resource planning
- CHECKLIST – Running the year, each period

Finance & Control

- Profit & loss statement
- Tracking cash flow and profitability
- Loans and bank contacts
- CHECKLIST – At the end of the year

Celemi Tango – the practicalities

- Material
 - Board-based business simulation, learning guides
 - Computer-based facilitation support
- Number of participants
 - 4-6 competing teams, total of 12-30 participants
 - Multiple seminars can be held simultaneously.
- Time
 - 1-2 days, corresponding to 7 years of operation.
- Facilitator
 - Facilitators certified by Celemi – internal or external trainers.
- Languages
 - We translate continuously, updated list on www.celemi.com/tango



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.”



“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. Participants were able to go beyond their existing work functions, and **apply the knowledge immediately** when going back to work.”



“It was great to see so many of our **managers engaged** in Celemi Tango. The key issues that Celemi Tango focuses on are **so real in our business**.”

Some Celemi Tango clients



UNITED NATIONS



What participants say

85% estimate that it would have taken **weeks or longer** to learn what they learnt in the seminar if traditional teaching had been the method used

93% judge the Celemi simulations **very good or outstanding**

99% regard the Celemi materials to be of **high or very high quality**

99.3% **recommend** the seminar to others

Source: Gallup Malmö, Sweden



Celemi learning programs: Guiding principles

“It’s not *what* you know, it’s *how* you know it.”



You cannot just absorb other people’s knowledge...



...you can only **create your own**.

To deliver useful and sustained knowledge, a learning program should...

- Capture the participants’ attention and trigger their imagination.
- Address the key elements of the client’s reality – revealing what it is that drives the business.
- Be based on a strong and consistent conceptual platform.

The assumptions and metrics built into simulations should be...

- Sophisticated enough without being confusing.
- Concise enough without being superficial.
- Credible enough not to be dismissed.

Would you like to...

- Find out how to successfully manage all assets in the company in order to boost profitability?
- Find out how to attract profitable clients and win their loyalty?
- Find out how to attract and retain the right people?
- Increase staff involvement and commitment?
- Learn how to plan and match your resources to meet your clients' requirements?
- Have great fun while learning?

Then Celemi Tango is for you!



Official partner of CELEMI for Bulgaria



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