CELEMI Apples & Oranges™

Business Finance for Everyone

In Celemi Apples & Oranges™, your people will lead A&O Inc—an established, fictitious company facing tough, real challenges.

Through a series of simulated exercises about the foundations of business, they’ll learn firsthand how to monitor cash flow, better utilize resources and improve productivity. Balance sheets and Profit & Loss statements show them how to measure results and understand how their daily decisions impact the company financially—and strategically.

Everyone’s a winner in Celemi Apples & Oranges—a playful approach to serious business results.

Key themes
Business finance, cash flow, business efficiency.

Target group
Employees at all levels.

Time
6 – 8 hours, corresponding to 3 years of operation.

Materials
Board-based business simulation.

Number of participants
From four to several thousand participants. Participants are grouped in teams with one facilitator for every 24-30 people.
Teams learn how to monitor cash flow, better utilize resources and make productivity improvements. They will also measure results in the Balance sheet and Profit & Loss statement.

While exploring the factors that impact a company’s financial statements – they will develop a solid business sense that can help guide their future decisions in everyday work.

Key results and take aways

Companies using Celemi Apples Oranges Retail can benefit by creating a common vision throughout the organization, building a shared baseline understanding of financial concepts, and communicating key messages during times of organizational change.

Participants will

- Understand inventory capital management
- See how the use of assets affects the profitability.
- Realize the impact on customer satisfaction and profitability when using personnel in the most effective way.
- Make decisions and observe how improvements contribute to financial success in areas such as distribution optimization, stockroom efficiency, scheduling of staff, store traffic strategy, checkout efficiency, customer service and signage, and point-of-purchase display.
- Realize how their daily decisions impact the company strategically and financially.
- Learn basic business finance language and the logic of business – “how it works”.
- Realize how their business generates profit today and how it will need to generate profit in the future.

Key concepts covered

Business finance
- Key performance indicators
- Balance sheet
- Profit & Loss statement
- Cash flow
- Working capital

Value drivers
- Market profile
- Customer satisfaction
- Resource management

What clients say

“Everyone is thinking like business owners. That means future decisions will be made based on sound business thinking, which should improve the financial picture much quicker.”

– Internal consultant, Principal Financial Group