

Celemi Apples & Oranges



What is Celemi Apples & Oranges ?

Celemi Apples & Oranges brings **Business Acumen** to life through its simple, profound model of a company – A&O Inc. After experiencing how value circulates through this company, participants may never look at **Business Finance** the same way again.

Participants form the incoming management team of A & O Inc. The established company is facing some tough challenges. The company is losing market share and there are increasing demands from suppliers and Customers. A & O Inc. needs a new, disciplined financial strategy. The participants in teams have to make that change happen.

How does Celemi Apples & Oranges enhance your people's capabilities?

Participants from all functions and with varying levels of experience, hone their **Business Acumen**, as they learn how to monitor cash flow, make resource utilization improvements, and measure results on the balance sheet and income statement. Acquiring basics of **Financial Literacy**, participants will :

- Read and interpret financial statements.
- Identify critical elements affecting profitability.
- Analyze financial ratios and key performance indicators, and make priorities accordingly.
- Choose a strategy, implement it and measure the outcomes.
- Explore the cause-and-effect relationship that govern a company's financial statements.

People will develop an intrinsic sense of **Financial Management** that will govern their future decisions back on the job.

What are the benefits for your Organization?

Companies using **Celemi Apples & Oranges** can benefit by getting everyone to think and act like business owners, as they build a shared baseline understanding of concepts in **Financial Management**. Through this **business simulation**, Companies get their people in general and **Cross Functional Teams** in particular, to internalize how their business generates profits today, how it will need to generate profits in the future, how their daily decisions impact the company strategically and financially and how to continuously identify & encash on improvement opportunities.

Who in your Organization benefits from Celemi Apples & Oranges ?

Celemi Apples & Oranges benefits employees at all levels within the organization. Finance people develop deeper insights as they reflect on their **Financial Decision Making** styles, learning from diverse perspectives of their non-finance colleagues. As a **Cross Functional Training** tool, this business simulation helps Project Teams perform better when they gain such shared understanding.

This **Business Simulation** is a perfect fit for a 'Finance for Non-Finance' Training Program. People from non-finance functions learn hand-on the **Basics of Finance** - particularly cash flow. They realize how their day-to-day decisions like product pricing & discounting impact bottom line earnings and shareholder value over time. Any one who influences the companies' financial and strategic decisions gets better.

Running **Celemi Apples & Oranges** requires top notch facilitation skills, rich business understanding, strategic thinking, swift execution skills and an appreciation of **Finance Management** principles. Consultants from **Mercuri India** fit the bill brilliantly, as they come with rich hands on business experience, and the learning rigour that comes with running this simulation for Clients from across a wide range of industries and geographies.