

Celemi Apples & Oranges™

Business finance for everyone

From our thought leader partners at **Celemi**

Experience **Celemi Apples & Oranges™** face to face or virtually

The digital format

- Facilitator led – delivered in a virtual or physical classroom
- 100% browser-based (no need to download)
- Each participant logs into an online app
- Use on any conference platform with breakout rooms
- Team interaction and dialog occur in breakout rooms

The board-based format

- Facilitator led – with physical material in a physical classroom
- Large-format, colorful simulation board (100×70 cm)
- Face-to-face team interaction and dialog
- Includes the tactile learning element of moving physical coins to imitate the circulation of capital

“Celemi Apples & Oranges exceeded our expectations by a wide margin. [It] not only gives us a foundation to build on – it also creates enthusiasm and gets people involved. These are crucial components for us as we launch our development program.”

Personnel Manager, Volvo Bus Corporation

Empower your employees to think like business owners.

Through the power of play, **Celemi Apples & Oranges™** participants get an overview of how their whole organization functions, and can relate their daily actions and decisions to the company’s profit and loss statement, balance sheet, and cash flow statement. Participants are grouped in teams. Each team runs a company and competes with other teams to complete the most successful financial statements. The learning curve is steep, but with their new insight, participants come up with ideas on how to improve profitability.

Celemi Apples & Oranges™ is a ready-made learning experience designed to help participants get a big-picture understanding of how their decisions and actions affect financials. Available in a board-based or all-digital format, both versions feature facilitator-led sessions for a virtual or physical classroom.

Participants in teams of 4 learn from each other while solving business dilemmas together. The highly interactive simulation is closely tied to their reality. A variety of challenges and some fun competition help participants learn by doing.

Celemi Apples & Oranges™ comes in 5 versions. Each is highly adaptable to fit context, target group, and overall purpose:

- Manufacturing
- Manufacturing – Sales
- Service
- Retail
- Healthcare

Key concepts

- Business Acumen
- Financial Literacy
- Cash Management
- Operational Decision-Making
- Working Capital
- Capacity Utilization
- Collaboration

