



## *Pulling in*

**When you need to create cross-functional business teams that can work towards a focused strategy**  
*the same direction*

**Does it seem that your business areas all speak a different language? Increase coordination and get your managers to think strategically about cash flow throughout the organization. Experience Decision Base™ and let everyone work together to build a more profitable business.**

### **Bridge the Gap to Profitability**

Celemi's Decision Base™ will help you build a common language and improve business skills so everyone can support strategic decisions and work together to increase productivity and profitability.

In just two and one half days, this simulation helps key employees from all your business units understand general operations, your competitive position and limits on your company's resources so they can make informed and effective business decisions.

During Decision Base, participants run a simulated company, modeled on a manufacturing organization, and compete in teams for customers, markets and profits. They confront and handle situations involving strategic planning, purchasing and production, corporate

intelligence, finance and accounting, marketing and sales, and product and market development.

*People learn to work across departmental boundaries, to make effective business decisions*

Participants are challenged to consider the future implications of their decisions, and quickly realize how actions taken in one part of the company impact operations in the others.

Working together, your employees will begin to build their own bridges across departmental boundaries, opening lines of communication and developing financial competence along the way.

### **Decision Base Enables People to:**

- View the company as a whole
- Work consistently in line with formulated strategies
- Recognize profitable business opportunities and use resources carefully
- Use financial statements and financial ratios as planning tools

### **Learning That Leads to Results**

Decision Base pulls your workforce together to reinforce goals and develop a greater understanding of the business. In the end, participants not only understand that their decisions impact the entire organization, but they understand how and why. These new skills and insights can be applied directly to their own jobs immediately.



*Build a common language so everyone can support strategic decisions*

### **Discover for Yourself**

Whether yours is a manufacturing organization, or you need to understand the manufacturing environment to improve sales and customer service, help everyone “pull in the same direction” today! Call your Celemi consultant or contact the Celemi office nearest you for a demonstration or more information.



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