



Building

When you need to manage both tangible and intangible assets towards better profitability

Business Success

Tango helps everyone in service-oriented companies or departments understand how the successful management of intellectual capital leads to long-term business growth.

A Dual Perspective

For a knowledge organization, success depends on the know-how and competence of its workforce. The need to attract and retain key employees as well as key customers is vital to long-term viability and profitability.

Assets in a knowledge organization include familiar tangible factors such as pricing and capacity; but also include essential intangible factors such as individual competence, team chemistry and company image. And all of these assets—both the tangible and intangible—must be managed in line with a clear strategy.

Developing this dual perspective and understanding how it affects profitability is the first step in successfully managing a knowledge

organization. Getting everyone to adopt this perspective and apply its principles to everyday business decisions is the next.

Explore all the complex factors critical to the success of knowledge-driven businesses

Tango Helps You Do Both

Tango is a two-day simulation that gives people a shared understanding of how their knowledge business works and gives them a common language for identifying, discussing and managing their own intangible assets.

During the simulation, teams of participants run their own knowledge company and compete for key customers and key personnel. They are challenged to manage tangible and intangible assets and remain profitable. As issues arise during the simulation, the facilitator relates them directly to the participants' own work environment.



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Tango

Tango enables people to:

- Measure and account for intangible assets in the balance sheet
- Relate profitability to investments in employee competence and customer loyalty
- Compete for and retain key customers and key personnel
- Manage the costs and rewards of building image and reputation
- Work as a team to refine and adapt strategies as the market evolves

Explore intangible asset growth strategies under conditions that reflect a knowledge organization's real work environment

Learning That Leads to Results

Immediately following Tango, participants can use their new knowledge, skills and language to take full advantage of their own company's intangible assets, and can begin to apply their simulated experiences to their own workplace situations.

Company leaders, managers and others will benefit from this opportunity to test and develop their planning and implementation skills under conditions that reflect their real work



environment. Tango is also an ideal testing ground for business leaders looking to try different strategies and monitor their outcomes before implementing changes in their operations.

Discover for Yourself!

Put all of your company's assets to work today and see how Tango can help your knowledge business gain tangible improvements in customer and employee satisfaction, marketplace reputation and financial success! Call your Celemi consultant for a demonstration or more information.



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