



# Decision Base®

## AUDIENCE

Leaders, managers, and management candidates from all areas of the organization.

## Develop A Broader Perspective of Your Enterprise and Your Role in its Success

### Overview

*Decision Base*, from Celemi, is a compelling executive simulation that leads to better and faster business decisions through improved coordination between executives. It is a guide to business economics, a competition in business strategy, and a lesson in decision-making. By giving leaders and managers a “big picture” perspective of the strategies that drive organizations and their personal role in helping the enterprise succeed, *Decision Base* builds teamwork and individual responsibility.

### Key Results

Numerous companies have employed *Decision Base* to achieve increased business literacy in its executives, managers and key employees. Frequently seen results include:

- improved productivity through better teamwork and better allocation of limited resources
- increased responsiveness to internal and external customers’ needs
- improved coordination between departments
- improved leadership and management of teams

### Critical Applications

After experiencing *Decision Base*, participants apply their learning to:

- improve strategic decision-making based on a better understanding of business economics
- increase collaboration with other executives and departments
- improve the way they lead and manage their teams
- leverage a shared, cross-departmental appreciation of strategic hurdles
- better mobilize resources, combine business models, and allocate limited resources.
- a management team that pulls in the same direction

### Learning Outcomes

*Decision Base* is a highly engaging simulation that helps participants:

- develop a deep understanding of the overall business impact of their financial decisions
- gain insight into the roles played by other executives
- understand when compromises of their own objectives are necessary to help achieve a better result overall
- make decisions that will maximize overall return on investment
- enhance their personal impact on your organization’s bottom line

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## Decision Base

### Program Description

*Decision Base* is an intensive simulation during which participants manage a company over a simulated 10-year period. The company is struggling to survive in a highly competitive marketplace, and participants are required to manage the strategic, operational, and financial variables that will help the company lower costs and penetrate new markets. Participants learn how money flows through a company, develop profit and loss statements and balance sheets, invest in new markets, and manage a variety of other expenses. The simulation fosters spontaneous interaction between team members as they discover the interrelated nature of business functions, and how financial actions in one part of a company impact operations overall. Leaders and managers also gain critical insight into the communication and teamwork required to make sound business decisions.

As a result of the simulation, participants learn how vital liquidity and investment planning are to overall operations; and the interrelated nature of R&D, Marketing, and Sales. Participants improve their strategic thinking and financial competency, and have a heightened awareness of the complex nature of inter-departmental financial relationships. By making strategic financial decisions and managing the effects of those decisions, participants gain a new awareness of the “big picture” that drives their organization and those of their customers. They also obtain important insight into their personal role in helping their organization’s ROI.

### Implementation/Customization

*Decision Base* is a two-day simulation typically comprised of 16-24 participants divided into 4-6 teams. Implementation components include tabletop board simulators, Business Decision books, video, and lecture. Exercises and debriefing can be customized to your company and customers.