



Enterprise™

AUDIENCE

Senior managers;
middle managers;
entrepreneurs; and
others with marketing,
sales, business, and
financial responsibilities.

Transform Strategy Into Action — Fast

Program Benefits

How do you get all your people behind your strategy in a marketplace that is rapidly changing? *Enterprise™*, by Celemi, inspires managers and team members to apply business concepts that help put your strategy into action – fast. This highly engaging business simulation challenges managers to deal with uncertainties and balance short-term results with long-term value. During the program, participant teams representing six companies must compete for the same customers in a dynamic marketplace. Teams embark on a business adventure with promises, risks, and rewards where they have to be on their toes and think strategically to succeed.

After experiencing *Enterprise*, participants:

- have a common understanding of their organization’s “big picture” as well as how they as individuals can contribute to the company’s competitiveness
- have a mental model of how the business works, its key value drivers and priorities, and how to move forward
- better understand the challenges of staying ahead in a changing business world
- feel inspired to make a difference
- have new tools for communicating company strategy to their teams and direct reports, and accelerating the transformation from strategy into action

Program Description

During *Enterprise*, participants divided into six companies must take on the roles of their company’s management team – comprised of Marketing and Sales, Development and Services, Planning and Delivery, and Finance and Control. The challenge is to build and successfully execute a strategy that leads to winning results. The management teams need to:

- decide on a desired market position
- target and sell to preferred customers
- meet customer demands by developing an attractive and profitable product portfolio
- deliver with excellence by getting the most out of people and processes
- create strong, sustainable brand value
- keep track of financial results – both short and long-term

As they practice developing and executing winning strategies, participants explore issues around:

- attracting the right customers (customer values, customer segmentation, etc.)
- using resources wisely (tangible assets, knowledge management, etc.)
- prioritizing based on the right information (product lifecycles, benchmarking, etc.)
- staying competitive in a changing market (value propositions, market intelligence, etc.)

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Enterprise

The program facilitator uses a software program to perform a detailed yearly analysis and comparison of teams' performance along a range of objective factors. This leads to intense discussion and links to participants' experiences in their own business life. At the end of the simulation, a next-step exercise invites participants to draw conclusions about their own areas of responsibility.

Implementation/Customization

Enterprise is a 1.5 to 2-day board-based business simulation with computer-based debrief support. The simulation is appropriate for 12 to 30 participants organized into 4 to 6 competing teams and is typically led by a Celemi facilitator.

