



# Tango

## AUDIENCE

Employees at all levels and across all functional areas of your organization. *Tango* is especially applicable as a re-engineering or process re-design kickoff, or to rejuvenate existing strategic sales initiatives.

## Manage Your Knowledge Business Better

### Overview

Celemi's *Tango* is a powerful business simulation that helps professionals in knowledge organizations manage and market their intangible assets in ways that contributes to long-term growth. They learn to develop and use the management principles unique to such organizations that build and leverage its assets and market value.

### Key Results

*Tango* principles can frequently be applied immediately after the workshop, leading to:

- reduced unit operating costs
- increased customer satisfaction and retention
- increased retention of key staff
- more effective and profitable business plans
- increased compliance with rules and regulations
- increased sales
- improved employee involvement and morale

### Critical Applications

*Tango* lends itself to a broad range of possible applications. Prior clients have used it to:

- measure and market their company's overall intangible value, which includes its customer care, attitude, service, image, and employee knowledge and expertise
- manage the mix of clients and people to improve long-term chemistry, productivity, and profit
- target customers more effectively by leveraging your company's intangible assets to better meet customer needs
- enhance existing business models to improve management of your knowledge company's unique product, market, and revenue potential
- focus on developing their own competencies to increase their value to the company

### Learning Outcomes

Participants in *Tango* programs develop a conceptual understanding of some of the key drivers of business success for knowledge organizations. Specifically, they:

- measure intangible assets and understand the key ratios which apply to knowledge rich organizations
- understand the financial and strategic consequences of manager's decisions
- see how their job fits into the overall corporate picture and corporate strategies
- find the balance between an effective short-term strategy and successful long term planning
- formulate and implement strategies directed at both employees and customers

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## Program Description

*Tango* creates a laboratory environment in which participant teams represent separate knowledge companies competing in two markets—for customers and for key personnel. To compete effectively, each team must develop a strategic plan for positioning its company in the marketplace, develop efficient management control principles, make corporate decisions, and analyze and quantify the consequences. After each “year,” each team assesses the effects of the business model it has developed. Teams compare company balance sheets and profitability, as well as the value of their companies’ intangible assets.

During the simulation, *Tango* participants learn how to balance the three factors critical to overall profitability: competence (when knowledge is transformed into action), cooperation (when personal chemistry supports effective relationships), and continuity (when intangibles are consistently converted into profit). They learn how to actually measure the intangible value that your company offers clients. With new insight about the management principles and coordinated team effort that drive knowledge company success, your professionals will be more effective in their relationships with both internal staff and external customers.

## Implementation/Customization

*Tango* is typically implemented as a two-day seminar for groups of up to 24 participants. Customization includes company-specific exercises and background information which is incorporated into the competition.