



## *Creating business*

**When you need everyone to understand the flow  
of resources in a business** *value*

**Help everyone spend time and money in ways that will do the most good for your organization with Apples & Oranges™**

### **Strengthen Your Competitive Advantage**

Celemi's Apples & Oranges™ will help everyone work in the most productive and cost-effective manner possible to strengthen your competitive advantage.

In less than one day, employees at any level can develop a real understanding of the flow of resources in the company and see the “big picture”, so they can make meaningful contributions to the business.

During Apples & Oranges, participants are challenged to manage a business to improve performance. Working in teams, they compare the effects of management decisions in seemingly unrelated business areas—from inventory levels to customer service initiatives, thus comparing

apples and oranges. This helps them understand how and where costs and income are generated, and how these impact the overall efficiency and profitability of the operation.

### **Apples & Oranges helps business leaders:**

- Create a common vision throughout the organization
- Build a shared understanding of financial and management concepts
- Communicate key messages during times of organizational change
- Help sales teams develop a better understanding of a customer's business

*Help everyone see  
the “big picture” ... and the  
positive effects their actions  
have on the business*



**CELEMI**

THE POWER OF LEARNING

**Apples & Oranges helps people see:**

- How the business generates profits now, and how it will need to generate profits in the future
- How their daily decisions impact the company strategically and financially
- How to use resources where they will do the most good
- How to continuously identify improvements to business operations

*An opportunity to generate new ideas on productivity and profitability*



**Learning That Leads to Results**

Apples & Oranges provides the tools, the perspective and the motivation for employees to identify the monetary impact of their daily activities, and helps them generate ideas for your organization that they can implement immediately in their own jobs.

**Discover for Yourself**

Strengthen everyone's business sense and start profiting today! Call your Celemi consultant nearest you for a demonstration or more information. Apples & Oranges can be customized for your business, and is available in several versions, including: manufacturing, service, health care, distribution and knowledge.



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