

CELEMI: APPLES & ORANGES



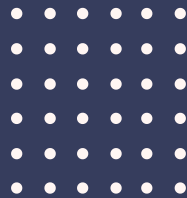
PERFORMANCE
DEVELOPMENT
CONSULTANTS

PDC is always on the edge with the latest innovative training solution. We have established a partnership with **CELEMI** in order to bring in the "Power of Learning" method. It is widely applied by the world's largest corporation into Malaysia to move people and organizations to higher levels of performance.

CELEMI Apples & Oranges™ brings **financial statements** to life through a simple, yet profound model of a company. Participants get to run a fictitious company, facing some tough challenges. The company, A&O Inc, is losing market share, faces demands from suppliers and has an increasing number of customers. A&O Inc. is in desperate need of a new and disciplined financial strategy. Participants get to play the members of an incoming management team.

WHAT YOUR PEOPLE WILL LEARN

- **The Circuit of Capital**
- Understanding the **Balance Sheet**
- Preparing the **Profit & Loss Statement**
- The Concept of **Depreciation** calculation
- **Capacity** planning and organization
- Generating a **Cash Flow Statement** for liquidity planning
- Utilizing the **DuPont model** to derived key indicator for in-depth analysis of an organization's financial health in particular
- **Return-on-Assets** and **Return-on-Equity**
- **The Value of Intangible Assets**
- Utilizing **KPIs** effectively
- Building an **improvement plan** which addresses key areas that can be presented for the evaluation on top management.



Material

CELEMI game board and decks of cards

Participant

Employees at all levels

Maximum 30

Participants are grouped in teams of 3 -4

Time Required

6-8 hours, corresponding to 3 years of operation

Facilitator

Certified trainers by Celemi:

Azman Shah Dato' Aziz

Ahmad Daman Huri Kamaruddin

CONTACT US

**PERFORMANCE DEVELOPMENT
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Performance Development Consultants Sdn Bhd

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