Apples & Oranges™

Creating value through knowledge

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

Make the most of *all* the assets in your organization. Apples & Oranges™–Knowledge is designed to help employees at any level understand the basics of business finance, as well as the critical importance of intangible assets on the bottom line. Discover how investments in employee competence, customer relationships and the development of internal tools and processes contribute to the success of a knowledge management strategy.

Who Should Attend?

Employees at any level of a knowledge organization.

Key Learning Points

- Value in a knowledge organization is created in the meeting between people (competence), customers and structures (tools and processes)
- Measuring the value of employees, clients and tools & processes
- Understanding the real market value of a knowledge organization
- The importance of using all assets efficiently to improve results

How Does it Work?

Apples & Oranges™—Knowledge is a 4 to 6 hour simulation where people work in teams to manage a typical knowledge organization. Each of the teams runs a business and makes decisions about employees, customers, and tools and processes. Their challenge is to match the right people with the right customers to maximize utilization of resources. They must also implement the right internal tools and processes to support their growing business.

Help everyone see the principles for growth in knowledge organizations

The simulation runs the course of three fiscal "years". At the end of each year, participants complete a profit and loss statement, a balance sheet, and account for the company's intangible assets. In Year 2, participants decide on a strategy they think is appropriate. If they make choices regarding people, customers, and tools and processes which are in line with their strategy, both the financial result and their market value will increase.

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After Apples & Oranges–Knowledge…

Everyone will be able to contribute directly to financial and performance goals in the company. They will see how intangible assets can be measured and managed in line with a corporate strategy. In addition, continuous improvement and learning can be effectively supported to ensure long-lasting results in line with the overall corporate strategy and company mission.

Generate ideas and enthusiasm through an understanding of knowledge management

Discover for Yourself

Strengthen everyone's business sense and start profiting today! Call your Celemi Solution Provider for a demonstration or more information. Apples & Oranges can be customized for your business, and is available in several other versions, including: manufacturing, service, health care and distribution.
Also by Celemi: Tango, Decision Base™, and Livon™

CHANGEABILITY®

Leading People Through Business & Technology Transitions

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