

CELEMI: ENTERPRISE

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.

In the **CELEMI Enterprise business simulation**, six companies will compete for the same customers in a dynamic marketplace. All participants take on the role of **management teams, consisting of Marketing & Sales, Development & Services, Planning & Delivery, Finance and Control.**

The teams will have to think strategically. The goal is to **deal with uncertainties.** They will have to **balance short-term results with sustainable business strategies to ensure the longevity of an organization.**

WHAT YOUR PEOPLE WILL LEARN?

- Develop strategies to **optimize resources, balance workloads, and enhance team performance** for maximum output
- Identify **cost-saving opportunities** and **optimize operational expenses** while maintaining quality
- Balance **short-term results with sustainable business strategies** with a focus on strategic cost optimization
- Improve **decision-making in tough times** to build a strong, sustainable brand
- Train participants to **analyze market trends, adapt to changes, and position their organization for long-term competitiveness**
- Streamline processes, **eliminate inefficiencies, and enhance productivity** in a dynamic environment

METHODS OF DELIVERY

Board-based business simulation. (Face-to-face)
Online Log-In Credentials (Online)

PARTICIPANTS

Maximum 36 pax.
Participants are grouped in teams of 3-4.

TIME REQUIRED

2 days

WHO WILL BENEFIT?

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



CELEMI CERTIFIED FACILITATOR
 (Phillipines, Australia, Jakarta, Singapore, USA, England)
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 CEO of Performance Development Consultants

