



## Business Finance for Everyone

In Celemi Business Finance™ Service, you and your team lead a newly established, fictitious company facing financial challenges.

Through a number of interactive exercises related to a service business, participants learn to secure a healthy cash flow, the importance of resource utilization, and how price impacts profit.

Participants will also gain an understanding of how their decisions directly impact the company financially through improved cash flow and positive impact on financial statements.

An interactive, serious fun session, with an energizing mix of individual, team, and full group exercises.



**KEY THEMES**  
Business Finance  
Cash Flow  
Utilization



**TARGET GROUP**  
Employees at all levels.



**PARTICIPANTS**  
Up to 20 participants in  
2-5 teams



**METHOD**  
Online facilitator led in  
a virtual classroom with  
team activities.



**TIME**  
90 – 120 minutes  
depending on  
discussions and activities



## What clients say

*"I think the course help us to realize how decisions that may seem unrelated to finance, affects the financial outcome"*

*"Very useful and relevant for our company purposes.  
Relevance of utilization and improving invoice practices"*

– Participants from client sessions

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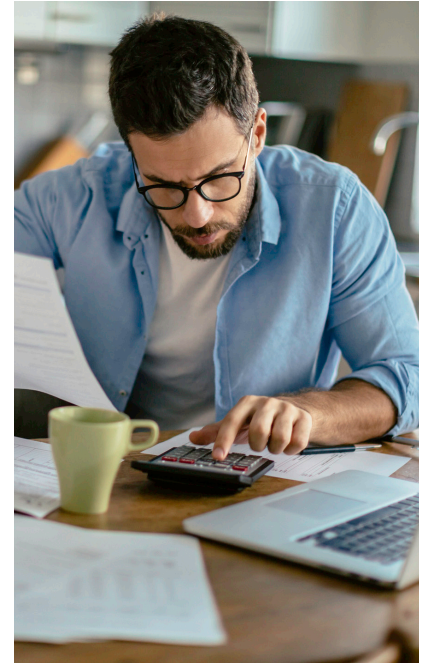
### Key employee results

Companies using Celemi Business Finance™ can benefit by building a shared baseline understanding of key financial concepts in a service organization.

It's also a way of creating a common understanding throughout the organization. Participants taking part in the program win by understanding how their normal business decisions impact the financials.

### Participants will

- Learn the basic business finance language in a service organization
- Understand how changes in pricing impact profit
- Get insight into how utilization rates impact profit, and why utilization planning is fundamental to a service organization
- Learn how each person can contribute to healthy cash flow and bottom line results



### KEY CONCEPTS COVERED

Business finance  
Balance sheet  
Profit & Loss statement  
Cash flow

### Value drivers

Utilization Forecasting  
Cash Management  
Operations efficiency  
Customer demands