

CIDERMILL CONSULTING LTD



Cidermill Consulting Courses

One-Day Business Workshops

Our one-day workshops feature the Celemi Apples & Oranges[®] business simulation, which gives the delegates hands-on experience of company financials in an exciting and enjoyable manner. It also explores how businesses can become more profitable through becoming “lean and mean”. The simulation is supported by a number of sessions on specific topics.

- **An Introduction to Finance for Salespeople**

Target audience: sales & marketing teams who need to understand the business of their prospects and accounts; how to read an Annual Report; how to spot sales opportunities from publicly-available material and how to present an investment case to the customer executive board. This workshop is available for both the commercial and public sectors.

- **Finance for Non-financial Managers**

Target audience: professional & managerial teams that need to understand how companies or public bodies are structured financially; how to read an Annual Report or Financial Statement; how their own company operates financially and how they contribute to its success.

- **Manufacturing Quick-Start and Lean Manufacturing**

Target audience: sales & marketing teams who need to expand their skills to sell into the manufacturing industry and who need to understand better the business of manufacturing.

Two-Day Business Workshops

Our two-day business workshops feature the Celemi Decision Base[®] business simulation, which offers a compelling, competitive environment where delegates run a company for a number of periods, exploring through the simulation the importance of cash, the meaning of the balance sheet and profit & loss statement, and bidding for business against their rivals. A feature of the simulation is managing investment to streamline the operations of the company to maximize cash and profit.

Three-Day Business Workshops

Our three-day workshops combine the Celemi Decision Base[®] business simulation with in-depth sessions on topics covering both financial and business issues that the delegates face with their accounts and prospects. Typically, this will include a number of sessions resulting in the teams making a board presentation and competing for the investment decision.

Target audience for two- and three-day workshops: professional and managerial teams that need to have a financial understanding of business and increase their business knowledge & skills through the use of interactive learning materials. The team building experience helps delegates work together in their own enterprise toward a common goal in a competitive environment.