

Celemi Apples & Oranges™ Business Acumen Program

Online via
Microsoft Teams

What is the Program about?

- ✓ It is a highly engaging, gamified simulation which helps to develop practical business understanding through experiential learning rather than through traditional finance training.
- ✓ Participants will actively experience how everyday decisions influence key performance drivers across an organization.

What will Participants experience?

 Through realistic scenarios and hands-on decision-making, participants see the direct impact of their actions on:

- ✓ Revenue
- ✓ Cash Flow
- ✓ Profitability
- ✓ Company Value Creation

Key Learning Outcomes

 Participants will strengthen their ability to:

- ◆ Build Commercial Awareness
- ◆ Improve Cross-Functional Collaboration
- ◆ Develop Financial Understanding (for non-finance professionals)

Who is this Program for?

- Business Unit Managers
- Sales Managers
- Marketing Managers
- Project Managers
- High-Potential Employees
- First-Line & Middle Managers

When?

Mid-November 2026

Cost

€700 per Participant

- 💡 Early Bird: 15% **discount** (register by 31 August 2026)
- 💡 Self-Sponsored Participants: 20% **discount**

Curious to learn more?

Book a 30-minute introductory discussion:

<https://mitosco.eu/consultation-call/>

Click on the icon for an
in-depth overview of the training

