

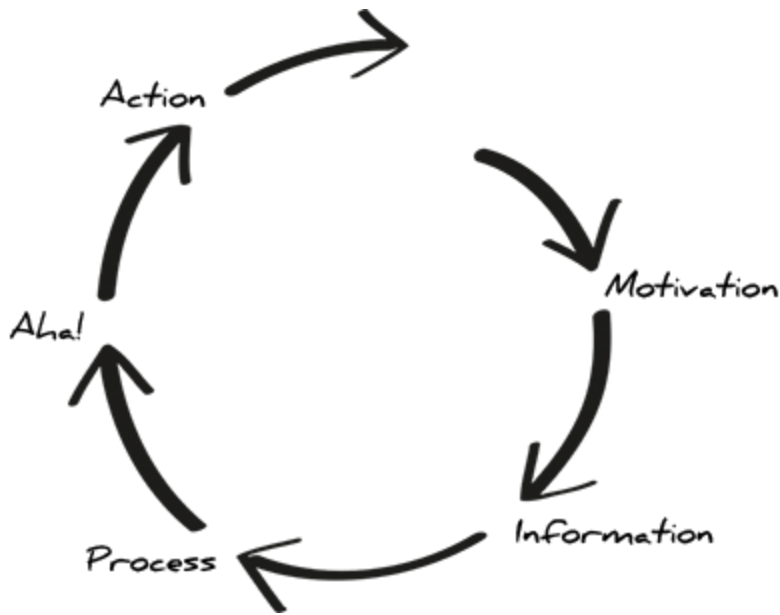


HOW CELEMI VIEWS LEARNING

The Power of Learning philosophy is built on Klas Mellander's (founder of Celemi) belief that the best way to absorb knowledge that lasts is for learners to take responsibility for their own learning. Learners should think, explore and discover for themselves. They should make mistakes and learn from them.

The Learning Spiral is how we unlock The Power of Learning by recreating a spontaneous learning process:

- **Motivation** – we motivate by triggering curiosity and enthusiasm.
- **Information** – we provide only the necessary information.
- **Process** – we use dialogue, play and reflection to let learners process the new information.
- **Aha! moment** – when everyone reaches individual 'aha' moments of understanding and insight.
- **Action** – we help everyone turn their insights into actions for their daily work.



We repeat The Learning Spiral over and over again, because we don't believe in shortcuts. Real learning—the kind that moves people and organizations—takes time and repetition.

Through our ready-made business simulations and custom solutions, employees practice real-world business situations without risking real-life business. It's a fast and compelling way to increase business knowledge, improve engagement and make change happen.

They play. Everyone wins. Your company truly earns.