Building leadership skills at HP Business School
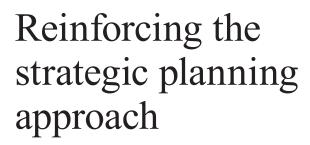
HP Business School in China uses Celemi Decision Base™ to allow participants to explore and internalize HP's approach to strategic planning.

Hewlett-Packard (HP) is a leading global provider of technology solutions to consumers, businesses and institutions. To help sustain its cutting-edge technology and commercial leadership, HP has set up its own business schools to provide leadership training internally, as well as externally.

Central to the strategy of HP's Business School in China is to help key customers and partners develop successful strategic planning skills as an integral part of management best practice. To achieve this, HP China teamed up with Celemi in the middle of the 1990s. Since then, thousands of managers and employees have experienced the power of simulations through Celemi Decision Base™, Celemi Tango™ and Celemi Apples & Oranges™.

Reinforcing the strategic planning approach

"Decision Base provides a wonderful platform for us. The simulation makes our management course in strategic planning more vivid and much better understood."

— Anne An
Program Manager, China HP Business School

HP's strategic planning approach

A broad range of management skills are required by today's business leaders, especially strategic thinking and planning. To facilitate such skills, HP developed a 10-Step approach to strategic planning based on many years of experience. The process is designed for managers to carry out business planning over ten consecutive, interrelated steps, including:

- Focusing on the operation's core areas
- Formulating action plans in line with key overriding company goals
- Developing a robust financial plan

With the success of the 10-Step approach internally, HP China decided to look externally and offer the program to customers and partners attending its business school.

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Simulating the future

To create the right conditions for effective learning, China HP Business School wanted to build the course in strategic planning around a business simulation. This would allow for a much more powerful experience than just theory, or a case study approach.

Based on the achievements with Celemi simulations in other markets, HP's choice of Celemi Decision Base in China was easy. The program readily applies to companies in different industries, ranging from manufacturing companies to service organizations. It also includes the key elements of strategic planning.

Decision Base applies the key features of HP's 10-Step approach through a strong, hands-on experience. Amid tough competition, participants have to deal with the strategic, business and financial fundamentals of navigating a company over a ten year period. Managers soon realize that if they can apply HP's 10-Step approach throughout the simulation, their 'company' stands a 90+ percent chance of surviving beyond the first five years!

A countrywide training success

All facilitators at the China HP Business School are senior managers, which has helped the HP 10-Step approach and Decision Base earn a strong reputation as one of the most established and well-respected strategic planning courses of its kind in China. More than 4,000 senior managers from companies all over China have experienced Decision Base, with feedback from participants testifying that the program has a very positive impact upon their work performance.

"Doing the right things and focusing on our areas of competitive strength is something I learned from the Decision Base program."

Mr Bi Bo, HR Director, Skyworth TV Manufacturer

"The HP 10-Step course and Celemi Decision Base gave me a very useful tool to apply to my daily work. It helped change my mindset from merely focusing on department needs to looking at the business as a whole."

— Chunhui Wei, Deputy General Manager, China Mobile

About HP

Once famed for its range of high quality computer printers, today HP is a leading global provider of technology solutions to consumers, businesses and institutions. HP has more than 350,000 employees, and operates in over 170 countries.

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