

## COURSE OUTLINE

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### Blue Ocean Strategy

#### Who is it for?

This is an interactive workshop for Directors, CFOs, CIOs, General Managers, Business Owners, Business Unit Heads, Heads of Strategy, Business Development Executives, Heads of Sales and Marketing

#### What is it about?

As business becomes increasingly competitive and increasing growth becomes more difficult to sustain, competition-based approaches to strategy formulation have become less and less effective. Cut-throat competition results in nothing but a bloody “red ocean” as businesses fight for a shrinking pool of profits, competing on price in a market where the consumer wins. In this workshop, you will learn how to identify and create uncontested market space and make the competition irrelevant by applying “Blue Ocean Strategy” thinking created by Professors Chan Kim and Reneé Mauborgne from INSEAD, the world-renowned business school. Blue Ocean Strategy is based on their study of 150 strategic moves over 100 years and 30 industries. This interactive workshop will equip delegates with the basic tools and processes of value innovation - the strategic logic of high growth and how Blue Ocean Strategy is implemented. The objective of the workshop is to provide participants with an appreciation of the Blue Ocean Strategy, its tools and processes. Participants will learn from real world examples and case studies, and have the opportunity to apply the tools to their own business.

#### What will it cover?

- **WHY A BLUE OCEAN STRATEGY?**
  - Case studies of Blue Ocean creations
  - Value Innovation Tools and Processes
- **IS YOUR RED OCEAN STRATEGY WORKING FOR YOU?**
  - Discovery of Your Customer’s Drives, Needs, Interests And Demands
  - Creating AS-IS Strategy Canvas for your Own Business
- **CREATING YOUR BLUE OCEAN STRATEGY**
  - Practical Tools for building both real and perceived value in your business
  - Reconstructing Market Boundaries for Creating Uncontested Market Space
  - Creating a New Strategy Canvas applying the Six Path Framework
  - Assessing Non-Customers
- **INTEGRATING BLUE OCEAN STRATEGY WITH YOUR ORGANIZATION**

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- Focus On The Big-Picture, Not The Numbers And Visualizing The Strategy Process
- Crossing Key Organizational Hurdles Through Tipping Point Leadership
- Sustaining And Renewing Blue Ocean Strategy

What will I learn?

By attending this workshop, participants will:

- Become acquainted with the concepts of 'Blue Ocean Strategy'
- Have the opportunity to start thinking differently
- To identify and create uncontested market space that makes the competition irrelevant.
- Be equipped with proven and effective value innovation tools for creating Blue Oceans