



BLUE OCEAN STRATEGY

-In Action Workshop-

-How to create uncontested market space and
make the competition irrelevant-.

INTRODUCTION

- Blue Ocean Strategy is the systematic pursuit of new market and new demand creation through the simultaneous pursuit of differentiation and lower cost (Value Innovation).
- It is called Blue Ocean because it is about creating unknown market space where companies did not compete head-to-head against the competition but rather out-compete them by creating new markets where no competition exists. While innovation is seen as a random / experimental process, BOS provides a systematic and reproducible methodology and process to pursue innovation for both new and existing firms.

INTRODUCTION

- BOS frames works and tools include: strategy canvas, value curve, four actions frameworks, six paths, buyer experiences cycle, buyer utility map, and blue ocean idea index.
- Essentially, BOS consists of three key conceptual building blocks :-
 - Value Innovation
 - Fair Process
 - Tipping Point Leadership

Three Key conceptual building blocks



COURSE OBJECTIVE

In this workshop participants will:

- Learn how to 'wake up' their organizations to the need for change and explore options on how to quickly and effectively create a blunt understanding of their business in value innovation terms.
- In applying the tools to a 'mini case', they will gain an understanding of the blue ocean strategy family of concepts, tools, and methodologies, including the strategy canvas, buyer experience cycle/buyer utility map, six paths framework and ERRC grid.

COURSE OBJECTIVE

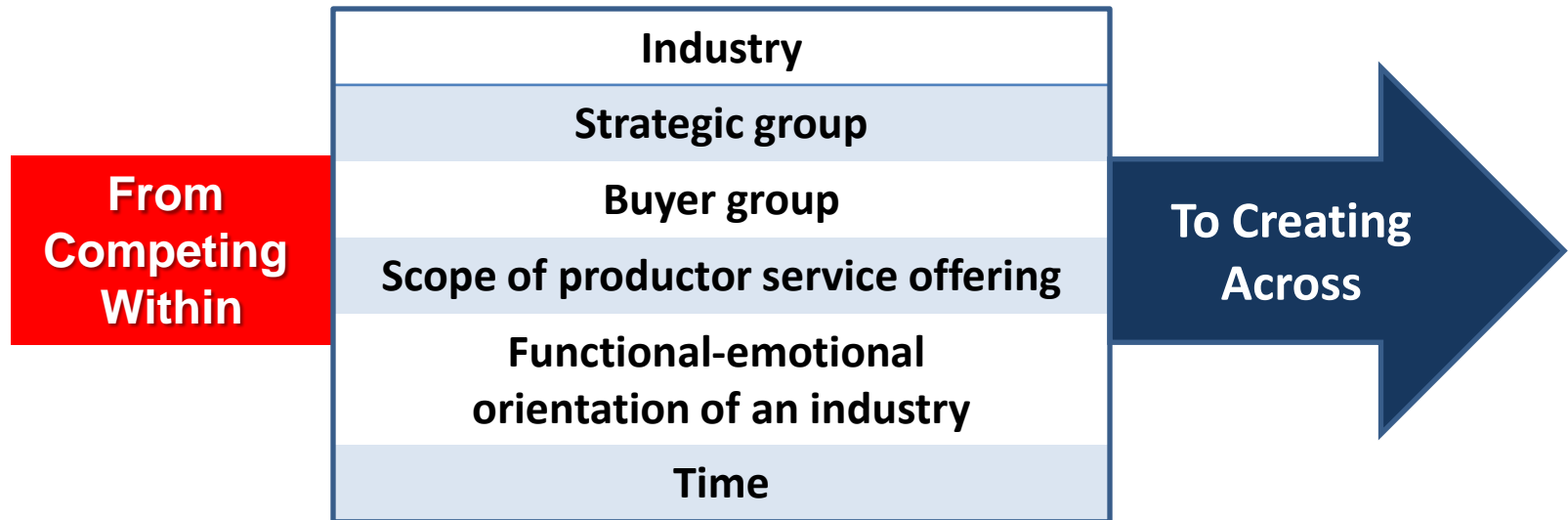
In this workshop participants will:

- Gain the opportunity to 'test drive' the suite of blue ocean strategy concepts and tools.
- Interact and learn from a broad range of case studies covering successful implementation of Blue Ocean Strategy; coupled with the group work completed during workshop, participants will leave the workshop with bedrock of knowledge for future Blue Ocean Strategy work in their businesses.

RED OCEAN VS BLUE OCEAN

RED OCEAN	BLUE OCEAN
Compete in existing market space	Create uncontested market space
Beat the competition Exploit existing demand	Make the competition irrelevant
Make the value-cost trade-off	Create and capture new demand
Align the whole system of a company's activities with its strategic choice of differentiation or low cost	Break the value-cost trade-off
Align the whole system of a company's activities with its strategic choice of differentiation or low cost	Align the whole system of a company's activities in pursuit of differentiation and low cost

Six Path To Blue Ocean Strategy



The six conventional boundaries of competition

COURSE CONTENT

The course is focused on ‘action learning’ whereby teams of participants works through the major steps of the Blue Ocean Strategy Process – albeit in a highly condensed fashion.

DAY 1

Introduction to Blue Ocean Strategy

- In depth introduction to the strategic logic and process behind Blue Ocean Strategy.

Interactive Case

- Working from beginning to end of a real world case study, illustrate the alignment of concepts, tools and execution of a blue ocean strategy move

Visual Awakening

- Capture the current state-of-play: the “As Is” Strategy Canvas

Debrief Session with BOS Consultant

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DAY 2

The Buyer Experience Cycle / Buyer Utility Map

- Moving from customer to non-customer perspectives

Visual Exploration

- Reconstructing Market Boundary: The Six Paths Framework

The EERC Grid & 'To-Be' Strategy Canvas

- The simultaneous pursuit of differentiation and low cost : Value Innovation.

Debrief Session with BOS Consultant

METHADODOLOGY

Through group work, lectures, and Q & A Session, participants will be introduced to the Blue Ocean Strategy “tool box’ of analytical tools, frameworks and methadologies through hands-on experience in breakout groups.

They will learn how Blue Ocean Strategy can be applied to a wide range of decisions including broad strategic initiatives. These excises will illustrate the various insights that can be drawn from the process and will provide a platform for further individual and team-based explorations.

TRAINER PROFILE



He is a certified in Blue Ocean Strategy Practitioner and the Head of Applied Research Centre at UCSI Blue Ocean Strategy. He has a PhD and masters Degrees in engineering Business Management. He is active in research and publication in the areas of strategic management, entrepreneurship, and quality assurance

He has written five books including a book on 15 successful cases of the application of Blue Ocean Strategy in the Malaysian context. He is a sought after speaker and participates actively in various national and international conferences. He is also active in research publications and has written numerous papers in academic journals. Prior to joining UCSI BOSRC, he was the Director of ILDP Program, Business & Advanced Technology Centre (BATC) at UTM.

TRAINER PROFILE

He joined the business development and consulting team of PricewaterhouseCoopers(PwC) Luxemborg from 2007 to July 2010 as Senior Consultant and market Analyst. Prior to joining PwC, he worked as a Business Advisor to innovative entrepreneurs in their business start-ups and implementation. In August 2010, he joined UCSI Blue Ocean Strategy Regional Centre as a Consultant



In addition to his knowledge and expertise on Competitive Strategy in existing market place, he is now ready to offer Blue Ocean Strategy in assisting companies to value innovate for quantum leap frog growth in a new market place.