

## Mastering the Blue Ocean Strategy

### Key focus

1. Understand the basic concepts of Blue Ocean Strategy as compared to Red Ocean Strategy
2. Understand and apply the basic analytical framework and tools used for implementing BOS
3. Understand and apply the six core principles of formulating BOS effectively.
4. Implement strategic management more effectively for achieving greater corporate performance, sustained growth and profitability.
5. Manage strategic change more effectively for greater corporate success

### Who will benefit

Entrepreneurs, CEOs, Directors & Heads of Department, senior management staff involved in strategy formulating

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## Day one

### 1. Introduction

- ▶ The impermanence of success in global competition
- ▶ What is Blue Ocean Strategy(BOS)?
- ▶ How BOS was formulated?
- ▶ The multi-disciplinary dimensions of BOS
- ▶ Benefits of implementing BOS
- ▶ Why companies need to implement BOS?
- ▶ Comparing BOS with Red Ocean Strategy (ROS)

0900-1030

*Morning tea break*

1030-1045

### 2. Analytical Framework & Tools

- ▶ Three core conceptual frameworks
- ▶ Six core principles
- ▶ Strategy canvas
- ▶ Value curve
- ▶ Four action steps ERRC
- ▶ Buyer experience cycle
- ▶ Six utility levers
- ▶ Buyer utility map
- ▶ The Blue Ocean Idea Index (UPCA)
- ▶ The Pioneer-Migrator-Settler (PMS) Map

1045-1300

*Lunch*

1300-1400

### 3. Reconstruct Market Boundaries

- ▶ Explore alternative industries
- ▶ Survey strategic groups
- ▶ Repositioning chain of customers
- ▶ Innovate complementary products & service
- ▶ Reversing Functional & Emotional Appeal to Customer
- ▶ Move ahead of trends

1400-1530

### 4. Focus on the Big Picture. Not the Numbers.

- ▶ Focus on the Big Picture
- ▶ Charting your strategy canvas
- ▶ Visual awakening by comparative analysis
- ▶ Visual exploration by field survey

*Afternoon tea break*

1530-1545

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- ▶ • Visual strategy by content enhancement
- ▶ • Visual communication for implementation facility
- ▶ • Overcoming limitations of strategic planning

1545-1700

#### 5. Reach beyond Existing Demand

- ▶ • Identifying common characteristics
- ▶ • Executing relationship marketing
- ▶ • Transforming potential customers to effective customers
- ▶ • Transforming repulsive customers to effective customers
- ▶ • Transforming unexplored non-customers to effective customers

#### Day two

#### 6. Get the Strategic Sequence Right

- ▶ Creating exceptional utility
- ▶ Design strategic pricing
- ▶ Plan target costing
- ▶ Execute strategic adoption

0900-1030

Morning tea break

1030-1045

#### 7. Overcome Key Organizational Hurdles

- ▶ Challenging Conventional Thinking
- ▶ Tipping Point Leadership
- ▶ Making Paradigm Shift
- ▶ Resource optimization
- ▶ Strategic motivation for results
- ▶ Defusing organizational politics

1045-1300

Lunch

1300-1400

#### 8. Build Execution into Strategy

- ▶ Integrate implementation with planning & control
- ▶ Three principles of Fair Process
- ▶ Three elements of Fair Process
- ▶ Three ways of exceeding expectations

1400-1530

Afternoon tea break

1530-1545

Take The Next Step

9. Will Blue Ocean Finally Become Red Ocean?

- ▶ Time frame
- ▶ Over-confidence & prejudice
- ▶ The cost of branding
- ▶ Natural monopoly
- ▶ Monopoly & franchise
- ▶ Economies of scale
- ▶ Maintaining an Accurate Record System
- ▶ Network externalities
- ▶ Brand Buzz
- ▶ Structural factors
- ▶ When to Create A New Blue Ocean Again?
- ▶ Monitoring value curves of strategy canvas
- ▶ Using the Pioneer-Migrator-Settler (PMS) Map
- ▶ Improving operations performance

1545-1700

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