

ADVANCED BLUE OCEAN STRATEGY IN ACTION

Learn how to Create New Untapped Markets and Generate Value through Innovation

2nd & 3rd October 2017
Singapore

In Blue Oceans,
competition is
irrelevant because the
rules of the game are
waiting to be set
- W. Chan Kim & Renee
Mauborgne

By attending this 2 day training course, you will be able to:

By end of this course, delegates will be able to:

- **IMPLEMENT** strategic change and set clear direction
- **UNDERSTAND** your own Leadership Style and its impact on others
- **ACQUIRE** an in-depth understanding of Blue Ocean Strategy tools and concepts
- **APPLY** Blue Ocean Strategy Principles, Frameworks and Tools
- **START** developing Blue Ocean Strategy for your Organisation
- **UNDERSTAND** how to engage their Colleagues in a Blue Ocean Strategy
- **BUILD** business competency through a structured Blue Ocean Strategy (BOS) journey
- **GENERATE** and validate ideas through the process of Blue Ocean Strategy
- **GAIN** knowledge of Value Innovation Practices and Methodologies of Blue Ocean Strategy

DELEGATES ARE
REQUIRED TO BRING
THEIR LAPTOP FOR
EXERCISE AND
PRESENTATION PURPOSES

Why you Should Attend?

The Blue Ocean Strategy is a Reconstructionist view of the market where no accepted boundaries or structure is present. The structure can be created or recreated by the steps taken by players in the market. Strategy and thinking is not limited by preconceived barriers, and a shift happens from a focus on the supply side to a focus on the demand side. Value Innovation takes precedence over competing blindly with a simultaneous focus on differentiation and cost effectiveness.

In an established industry, companies compete with each other for every piece of available market share. The competition is often so intense that some firms cannot sustain themselves. This type of industry describes a Red Ocean, representing saturated market share bloodied by competition.

To avoid costly competition, firms can innovate or expand in the hope of finding a Blue Ocean. A Blue Ocean exists where no firms currently operate, leaving the company to expand without competition.

In this workshop, you will be exposed to the organizational strategy and strategic leadership. Further to that, participants will learn innovation management and identify whether Blue Ocean Strategy is right for their organization.

Who Should Attend?

The seminar is specifically designed for:

- ✓ C-Suite Executives
- ✓ Directors of Strategy
- ✓ Senior Managers
- ✓ Sales and Marketing Managers
- ✓ Product Managers
- ✓ Business Unit Managers
- ✓ Senior Management Positions related Consulting
- ✓ Head of Research and Development
- ✓ Business Development Executives
- ✓ Entrepreneurs

and anyone with direct responsibility for strategic thinking and business development.

Organized by: _____



WE SOLVE YOUR PUZZLE