

# BLUE OCEAN SHIFT: BEYOND COMPETING MASTERCLASS

Improve your knowledge in Creating Organizational Change through Blue Ocean Leadership and Creating a Breakthrough Value Proposition

17th – 18th June 2019  
Grand Hyatt Dubai, United Arab Emirates

*"Blue ocean shift is a systematic process to move your organization from cutthroat markets with bloody competition—what we think of as red oceans full of sharks—to wide-open blue oceans, or new markets devoid of competition, in a way that brings your people along."*  
W. Chan Kim, Blue Ocean Shift: Beyond Competing – Proven Steps to Inspire Confidence and Seize new Growth

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

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

- **UNDERSTAND** how to expand your thinking on strategy beyond competing head-to-head in the bloody red ocean
- **BUILD** your team's creative Competence and Confidence so that Blue Ocean thinking becomes part of your DNA
- **LEARN** the suite of Blue Ocean Strategy tools and concepts through Blue Ocean Shift's systematics five-step process – not just entrepreneurs
- **APPLY** Blue Ocean Shift principles, frameworks and tools using your own real-world business case
- **GENERATE** and **VALIDATE** Blue Ocean ideas through rapid market tests
- **HOW** to construct the optimal Blue Ocean team, and through Blue Ocean Leadership, unlock unrealized talent and energy in your organization – fast and at low cost

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

## Why you Should Attend?

In their just released New York Times, #1 Wall Street Journal, and USA Today Bestselling book, BLUE OCEAN SHIFT, Kim and Mauborgne meet this new challenge head-on by analyzing and comparing the successes and failures of blue ocean projects across the globe that have sprung out of the movement they began nearly 30 years ago. In a variety of sectors from business- to-customer and business-to-business, to public, nonprofit, and governments, Kim and Mauborgne developed a concise understanding of the process of new market creation and growth that unlocks people's creativity as much as their confidence to act.

In this two day workshop you will learn the systematic five-step approach that incorporates insights into human psychology to build people's confidence to succeed. Led by Jason Hunter, a Blue Ocean practitioner for more than 15 years and the source of a number of the book's cases, we will first set out to help you find the right starting point and construct the best possible team. Next, we will focus on market-creating tools to help your company better understand where it is and where it could venture to seize new growth. They we will learn how to systematically recreate your market boundaries, and developing and choosing your "blue ocean move." Finally, we will focus on how to rapidly market test your strategic options and launch your new offering that will minimize risks and maximize the up-side.

## 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