



Discover How You Can Make the Competition Irrelevant

Blue Ocean Strategy Business Leader's Course

November 15- 18, 2011

Location: Blue Ocean Strategy Canada
2425 Matheson Blvd. East, Suite 700,
Mississauga, ON, L4W 5K5

Presented by: Blue Ocean Strategy Canada
blueoceanstrategycanada.com

Learn the advanced application of Blue Ocean Strategy and *Value Innovation* in this four-day “action learning” course specifically developed for today’s business leaders.

It is one thing to speak about blue oceans, and it is all together different to have the tested and proven methodologies, tools, and frameworks to systematically create them. Until recently, the field of strategy has been dominated by the tried and proven analytics of competitive red ocean strategy. They are clear, precise, and important approaches that will only be dropped at a company’s peril. Yet, these analytics keep us trapped in the red ocean of competition.

Meanwhile, the strategy field has remained virtually silent on how to break out of the red ocean of bloody competition to create a blue ocean of new market space. Instead, executives have been told to be brave, entrepreneurial, and revolutionary in their attempts to break away from the pack. While inspiring, these approaches do not provide a theoretical lens to understand how to reconstruct market boundaries and create new demand in an *opportunity-maximizing, risk-minimizing* way.

Without the proper tools, methodologies and analytics, business leaders cannot be expected to successfully create and capture uncontested market space and break out of existing competition. To address this imbalance, W. Chan Kim & Renée Mauborgne have spent the past decade exploring a reconstructionist view of strategy.

Recognizing that structure and market boundaries exist only in managers’ minds, business leaders who hold this view do not let existing market structures limit their thinking but realize that untapped demand is out there. Kim and Mauborgne have developed this reconstructionist view of strategy and a set of analytical tools and frameworks to make the pursuit of blue oceans as methodical, codified, and executable as competing in the traditional competitive landscape. They studied companies around the world and developed practical methodologies in the quest of blue oceans.

Blue Ocean Strategy Global Network practitioners have applied and tested these tools and frameworks in action by working with companies in their pursuit of blue oceans.

Who should attend?

- **Corporate Business Leaders, Strategy Planners, Sales and Marketing Leaders**
- **Senior executives, senior or middle managers and functional leaders** developing blue ocean initiatives within their companies
- **Leaders in non-profit or governmental organizations** that need to create exceptional value with limited resources

During this Blue Ocean Strategy Business Leader’s Course, participants will:

- **Learn, examine, discuss and put into practice the central concepts**, frameworks and analytical tools of Blue Ocean Strategy formulation and execution.
- **Directly experience the BOS formulation process** under the guidance of a Certified BOS Practitioner.
- **Work in a highly interactive, dynamic, small group size**, team-based environment
- **Learn how to systematically apply BOS principles**, frameworks and tools in a context-rich environment using real-world case studies and examples.
- **Have sufficient time to ask questions** and seek clarification on BOS concepts, tools, and frameworks.
- **Receive a Participant Workbook**, which includes key slides, figures and charts, exercise handouts, BOS Glossary with key terms and tools defined and explained for easy reference.

Course Structure

This course is focused on “action learning” whereby teams of participants work through the entire Blue Ocean Strategy process. Participants will receive questions to review the week preceding the course.

In the first three days, participants will learn the BOS formulation process under the guidance of an experienced BOS practitioner. The format is very interactive so that participants are encouraged to ask questions throughout.



Course Agenda

Day 1: What is Blue Ocean Strategy?

1. Lecture: *BOS & Value Innovation* / Lecture: *Formulating BOS*
2. Lecture: *The PMS (Pioneer-Migrator-Settler) Map*
Exercise in groups: *Drawing the strategy canvas*
3. Exercise in groups: *Drawing the "As Is" strategy canvas*
4. Plenary presentation and discussion: The "As Is" Strategy Canvas



Day 2: Creating Blue Oceans: Blue Ocean Strategy Formulation

1. Lecture: *Looking for non-customers.*
2. Exercise in groups: *The buyer experience cycle* / Exercise in groups: *Looking for non-customers*
3. Lecture: *Looking across industry boundaries* / Exercise in groups: *Exploring the Six Paths.*

Day 3: Blue Ocean Strategy Exploration

1. Exercise in groups: *Creating Value Innovations with the ERRC (Eliminate, Raise, Reduce, Create) grid*
2. Exercise in groups: *Drawing the new "To Be" strategy canvas*
3. Plenary Session: *Blue Ocean idea (BOI) index*
4. Plenary Session: *Strategic Pricing*

Day 4: Blue Ocean Strategy Execution & Tipping Point Leadership

1. Exercise in groups: *Visual Strategy Fair*
2. Plenary Presentation and Discussion: *Tipping Point Leadership*
3. Field Research: *Why and how we do it* / Execution: *BOS approach*
4. *BOS Formulation Architecture/ Framework for effective strategy formulation*

Blue Ocean Strategy Canada also offers BOS proprietary Executive Leadership Training for a team of members from the same organization.

Business Leader's Course Fee: **\$6995 + HST**
10% discount for each additional registrant from the same organization

About Blue Ocean Strategy Canada

As the official licensed representative of Blue Ocean Strategy in Canada, UCSI BOSRC, Canada Office Inc was established in 2008. The Canadian office serves as the national provider of Blue Ocean Strategy consulting, training and educational workshops, seminars and conferences based on these ground breaking business strategies created by W. Chan Kim and Renée Mauborgne, authors of *Blue Ocean Strategy – How to Create Uncontested Market Space and Make the Competition Irrelevant*. Our approach is highly interactive and collaborative, integrating our creativity, strategy development and execution experiences with proven proprietary tools and methodologies built around the blue ocean strategy process. We specialize in helping companies create new markets and recreate existing ones in a short period of time, at lower cost, and with a high level of knowledge transfer and skill building. Our objective is to exceed our clients' expectations in delivering breakthrough growth ideas, and most importantly, to transfer the knowledge and capabilities for our clients to continuously create blue ocean strategic moves. UCSI Blue Ocean Strategy Canada Inc. is a leader in providing innovation through relevant training, consulting and information sessions to innovative thinking/paradigms for Canadian companies across every industry and sector to create their own Blue Ocean Strategy successes.



For further information, please contact Blue Ocean Strategy
905 361-2873