



Blue Ocean Leadership

How to apply Blue Ocean Leadership to motivate employees, execute seamlessly and implement change fast and at low cost?

Blue Ocean Leadership Course

To unleash employees' untapped talent and energy, leaders need a strong repertoire of **actions**, not just better awareness and empathy.

Most leadership programs are generally designed to hone the cognitive and behavioral skills of leaders with the implicit assumption that this would ultimately translate into high performance. Leaders are accordingly called on to develop traits like self-awareness, self-regulation, and empathy, for example, all of which require deep self-reflection and introspection to assimilate into a person's being.

Blue Ocean Leadership approach confers that capacity by enabling organizational leaders **look at leadership as a service** that people in their organization "buy" or "don't buy." Every leader in that sense has customers: the bosses to whom the leader must deliver performance, and the followers who need the leader's guidance and support to achieve what is expected of them. When people value their leader's practices, they in effect buy into such leadership. They're inspired to excel and act with commitment.

Workshop objectives

The executive attendees will gain the knowledge and insights to answer the questions below:

1. What is distinctive about blue ocean strategy as a theory?
2. How is blue ocean strategy different from a classic differentiation strategy?
3. Is it another form of low-cost strategy?
4. How is Blue Ocean Leadership different from conventional leadership?
5. Can blue ocean leadership be applied to small organizations?
6. Does the blue ocean leadership process require a deep belief and buy in to be successful?
7. How do you evaluate blue ocean leadership performance?
8. How do you establish the links between a certain activity and high value?
9. What metrics and efforts are used to sustain blue ocean leadership?
10. How much energy and talent is your organizations are leaving on the table?
11. Has blue ocean leadership been tested in any organization?

Benefits for individuals:

1. Gain skills about the strategic logic, concepts and key principles of blue ocean strategy and Blue Ocean Leadership
2. Dive deep into Blue Ocean Strategy and Blue Ocean Leadership analytics and tools
3. Examine the systematic process of creating blue oceans
4. Explore how to build execution into blue ocean strategy
5. Get their questions and worries personally answered by a team of blue ocean strategy practitioners

Who Should Attend:

- Board of Directors
- Managing Directors
- Director General
- CEOs, COOs and CFOs
- Advisors to the Board
- Strategic Planning & Business Innovation Team
- Senior Executive Officers involved in decision making
- Supervisors and managers of departments

Benefits for Organizations

The seminar will enable Board of Directors, CEOs and those in-charge of strategy execution to:

1. Examine various strategic options in developing new and innovative ideas, products and opportunities
2. Challenge Board of Directors and CEOs on strategy innovative transformation effort - the 'how-to' plan, execute and sustain successful business transformation
3. Build, strengthen and explore strategic steps required to grow business, considering profitability, attainability and sustainability
4. Develop strategic options that build, drive and sustain Change that Challenges Industry boundaries towards the Blue Ocean Shift.

Assess the complexity, dynamism and increasingly global

- To develop appreciation of BOL/BOS, and the strategies and plans for a compelling mix that is aimed at helping management teams to effectively operate in highly competitive and saturated economy and take business to the next level.

The Blue Ocean Leadership Week Experiential Learning is for you if:

1. Your Company increasingly finds itself stuck in a red ocean of bloody competition characterized by commoditization of offerings, declining price points, and market share battles.
2. Your Company invests significantly in R&D, but often fails to translate R&D investments into large commercial opportunities.
3. Your Company would like to enhance the quality of team members' strategic thinking and action in a setting that encourages leading-edge learning on how to make the competition irrelevant in your industry setting. If you can identify with any of the above situations, then BOS/BOL is the right practical forum for you.

Course format

Interactive workshop covering:

- Presentation of the **BOS and BOL concepts and principles**, supported by **case studies**
- **Interactive** sessions of questions and answers
- Introduction to the **BOS and BOS process and tools**: the Strategy Canvas, The Buyer Utility Cycle / Buyer Utility Map, Six Paths Framework and ERRC Grid
- **Group exercises** working on the BOS and BOL tools **applied to issues relevant** to the participants organization
- **Presentations in plenary** with debrief on the process and feedback on content



Course Outline

1. Module 1: From Blue Ocean strategy to Blue Ocean Leadership
2. Module 2: The Four pillars of Blue Ocean leadership
3. Module 3: How to see your Leadership Reality
4. Module 4: Developing Alternative Leadership Profiles and Select to-be Leadership Profiles
5. Module 5: Institutionalize new Leadership practices

About Us

Six Paths Consulting is a strategy and innovation consulting firm that helps companies **grow profitably**. We collaborate with our clients to build innovation capabilities, devise growth strategies, create better products and services and reinvent business models. For more information, please visit <http://sixpathsconsulting.com>

The facilitator

Ioan Carpus is the Founder and Managing Partner of Six Paths Consulting. Ioan's expertise is strategy and innovation, helping companies pursue organic growth by optimizing their portfolio strategy and by innovating with them to create profitable business models, appealing products and services and amazing customer experiences. The second pillar is organisation, enabling companies to innovate systematically to stay ahead of the game, by strengthening their innovation capabilities and by driving culture change. Recent clients include Heineken, AstraZeneca, Bridgestone, Goodrich, Money Supermarket, Eurocontrol and Materialise.

Prior to this, Ioan was Senior Fellow at Malaysia Blue Ocean Strategy Institute, an advisory body to the Malaysian government, where he worked with Prof. W. Chan Kim, the author of Blue Ocean Strategy.

Ioan has an MBA from INSEAD (France / Singapore) and an LLB from the Al. I. Cuza University. He is a Blue Ocean Strategy certified practitioner by the INSEAD Blue Ocean Strategy Institute.