



Blue Ocean Strategy

The tools and techniques behind Blue Ocean Strategy formulation
2-day workshop



“Blue Ocean Strategy challenges everything you thought you knew about strategy.”

Business Strategy Review, UK

“[Blue Ocean Strategy] ...is a precise, actionable plan for changing the way companies do business with one resounding piece of advice: swim for open waters.”

Publishers Weekly, USA

Blue Ocean Strategy® Workshop

Are you actively thinking about **competition**, **growth** and **profitability**?

- How can you offer more value to your customers without increasing your cost?
- How can you further differentiate your products and services to attract more customers?
- Who does not do business with you and what can you do to generate new demand?
- How can you make the competition irrelevant and create a new market space?

Blue Ocean Strategy is centered on strategies to differentiate your products and services radically: freeing you from the ‘red ocean’ of bloody-competition into the ‘blue ocean’ of new opportunity. It presents a theory, tools, and frameworks to allow your company to break away from the competition and create a blue ocean of new market space.

Through a combination of inspiring examples, theory and interactive exercises, **the participants in this workshop** will learn the Blue Ocean Strategy formulation process and tools and will be able to apply them to launch a Blue Ocean Strategy or other strategic initiatives, such as product or service innovation, business model innovation or reinventing customer experience.

Course duration: 2 days

Target group: **senior management**

Workshop objectives

- Learn the **Blue Ocean Strategy formulation process** and how it could be applied to business model innovation, product / service innovations or redefining the customer experience
- Understand and learn how to use the ‘BOS’ **tools to drive fundamental innovation** initiatives or creatively **solve business challenges**
- **Strengthen your organization’s internal innovation capabilities**, by providing the participants with sound innovation processes, tools and by stimulating an innovation mindset

Workshop format

The 2-day workshop will have 4 working sessions each, containing:

- Presentation of the **BOS concepts and principles**, supported by **case studies** including Nintendo Wii, RED One, Cirque du Soleil, M-PESA and many more
- **Interactive** sessions of questions and answers
- Introduction to the **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 tools **applied to issues relevant** to the participants organization
- **Presentations in plenary** with debrief on the process and feedback on content



Workshop Agenda

The 2-day **Blue Ocean Strategy Workshop** offers a learning platform for participants to explore the tools and methodologies that help deliver value innovation with a systematic approach to making the competition irrelevant and creating a new market space.

- Introduction of the **Blue Ocean Strategy concepts and principles** (Value Innovation, Tipping Point Leadership and Fair Process)
- Blue Ocean Strategy process and tools: learning by doing
 - The **Blue Ocean Strategy formulation process**
 - Pioneers-Migrators-Settlers Map: scoping a BOS initiative
 - **As-Is Strategy Canvas**: understanding the competitive position compared to the industry and the shortcomings of the current strategy
 - **Buyer Experience Cycle / Buyer Utility Map**: exploring insights into reducing the company's cost structure
 - **Three Tiers of Noncustomers**: exploring group commonalities to target new demand
 - **Six Paths Framework**: creatively exploring insights about customer value by thinking across conventional boundaries
 - **ERRC Grid**: recombining the factors analyzed along the process to create value innovation
 - **To-Be Strategy Canvas**: creating the new strategic offering

Materials

The participants will be offered course materials consisting of the **Blue Ocean Strategy Formulation Handbook** (BOS concepts, frameworks and tools explained in a “do-it-yourself” format).

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.

Annexes

Overview of the Blue Ocean Strategy tools

Blue Ocean Strategy is more than a theoretical concept: it provides frameworks and tools to accompany systematic and radical innovation. Below we describe some of the wide range of applications that the frameworks and tools cover.

Icon	Tool	Description
	Pioneer – Migrator – Settler Map	The Pioneer – Migrator – Settler Map helps the corporate management team pursuing profitable growth to plot the company's current and planned portfolios and scope a BOS formulation project.
	As-Is Strategy Canvas	The As-Is Strategy Canvas captures the current state of play in the known market space (which could be for a brand, a product or service), considering where the competition is currently investing and the factors that the industry competes on.
	Buyer Experience Cycle / Buyer Utility Map	The buyer utility map helps managers to understand the levers that can be pulled in order to deliver utility to buyers .
	Three Tiers of Noncustomers	To maximize opportunities ('blue oceans'), companies need to improve understanding of customers, and in particular noncustomers . This allows companies to reach beyond existing demand to unlock a new mass of customers that did not exist before .
	Six Paths Framework	The Six Paths Framework is a powerful creativity tool that helps managers think in a structured way across different conventional boundaries , in order to identify new elements that help creating value for buyers.
	ERRC Grid	The key for achieving value innovation , the ERRC Grid helps the groups of managers create several strategic options through recombining factors to be eliminated or reduced (thus reducing the company's cost structure) and to be raised or created (creating a leap in buyer's value).
	To-Be Strategy Canvas	The To-Be Strategy Canvas (value curve) is graphically represented so any employee can understand and implement the future strategy and clearly differentiate from the previous As-Is Strategy Canvas. The gaps and areas to act on are clear and obvious.