



## John Riker

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### **Blue Ocean Strategy: Visual Awakening Workshop**

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# Blue Ocean Strategy: Visual Awakening Workshop

*Learning to practice Blue Ocean Strategy*

**Duration: 1 day**

**Led by International Consultant John Riker**

Based on the international bestseller, Blue Ocean Strategy, written by INSEAD professors W. Chan Kim and Renée Mauborgne, the two-day Blue Ocean Strategy Visual Awakening workshop hosted by Leading Minds will take businesses on a journey where both markets and profits are yet to be discovered.

By the end of the workshop, you will:

- Have a shared understanding of the challenges and shortcomings of conventional strategy, and a common foundation for addressing them using Blue Ocean Strategy.
- Through hands on experience and high-energy lectures, you undergo an intensive introduction to the Blue Ocean Strategy process. Specifically, you will gain an understanding of BOS tools and frameworks, including the Pioneer-Migrator-Settler Map, the Value Curve and Strategy Canvas as well as the Buyer Experience Cycle/Buyer Utility Map.
- Learn BOS concepts and methodologies and apply them to case studies across various industries, providing immediate relevance to your business.
- Gain the opportunity to “test drive” BOS concepts and tools and assess how to best apply them to your company.
- Work completed during the workshop provides a baseline for future Blue Ocean Strategy learning and application in your own company.

## Introduction

Visual Awakening is the first step to formulate your Blue Ocean Strategy!

In this Visual Awakening Workshop, participants will begin to learn the application of Blue Ocean Strategy/Value Innovation tools, methodologies, and frameworks, using case studies from across different industries.

## Objectives

During this workshop you will:

- Learn Blue Ocean Strategy skills and techniques for practical application at your company
- Start to apply BOS thinking using a range of a case studies from across industries such as Financial Services, Airlines, Telecoms and FMCG
- Create a Pioneer-Migrator-Settler Map to assess the industries growth prospects
- Learn the discipline of drawing a Value Curve and Strategy Canvas and learn how to interpret your results
- Use the Buyer Utility Map to identify potential new sources of value and to eliminate and reduce costs
- Discuss how to inject creativity and new thinking into your companies' strategy using BOS principles

## Course Outline

- What is Blue Ocean Strategy? How is it different from conventional strategy?
- Group Work: Applying Blue Ocean Strategy:
  - Pioneer- Migrator - Settler Map
- Group Work: Applying Blue Ocean Strategy:
  - Visual Awakening: The “As Is” Strategy Canvas
- How do you formulate and execute a Blue Ocean Strategy?
- Group Work: Applying Blue Ocean Strategy:
  - Visual Awakening: The “As Is” Strategy Canvas (Cont.)
- Group Work: Applying Blue Ocean Strategy:
  - The Buyer Experience Cycle/The Buyer Utility Map
- Moving from Customers to Noncustomers
- Group Work: Applying Blue Ocean Strategy:
  - The Buyer Experience Cycle/The Buyer Utility Map (Cont.)
- Group Work: How to take Blue Ocean Strategy lessons and ideas forward
- Process review/Q&A

## Methodology

The course will be workshop-style with exercises and real-life examples and case studies.

## Who Should Attend?

The workshop is targeted at CEOs, COOs, directors and managers as well as SMEs and companies looking to escape from red ocean thinking.

## Meet your Expert Course Facilitator

### John Riker



John is a member of the Blue Ocean Strategy Network, founded at INSEAD by Professors W. Chan Kim and Renée Mauborgne. He has led Blue Ocean Strategy initiatives in Europe, the US, Asia and Africa across industries as diverse as media, beverage, pharmaceutical, industrial ceramics and sensors and financial services.

John was Chief Executive Officer of Cap Gemini Telecom, Media & Networks (UK) prior to joining the Blue Ocean Strategy Network. He developed and led the business turnaround strategy across three service lines: technology; outsourcing; consulting. Before moving to the UK in 2002, John set up and ran the Telecom, Media & Networks in southern Europe.

John has 20 years' experience in formulating and executing business strategy. He joined the MAC Group as an Associate in 1990 and in 1996, as a Vice President, he helped set up and grow Gemini Consulting, following the acquisition of The MAC Group by Cap Gemini.

He has led numerous business strategy and transformation programme for clients in the US, Europe, the Middle East and Africa, with particular emphasis on telecommunications and media

John has a BA (Econ/History) from Bowdoin College, Brunswick, Maine, USA, and an MBA from IMD, Lausanne, Switzerland

## Testimonials

International companies around the globe as well as expert business analysts have all attested to the success of the BOS. Below are quotes from only but a few of the world's leading business publications:

"It 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**



"Examples of successful blue ocean companies, from Cirque du Soleil to Australian winery Casella Wines, help make it clear how well these techniques work and how they can be implemented in almost any industry." **BizEd, UK**



"Blue Ocean Strategy challenges everything you thought you knew about strategy." **Business Strategy Review, UK**

**Business Strategy Review**

Insights for Global Business

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Business  
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"Blue Ocean Strategy must give rise to discussion in management committees and boards of directors. Put it on your table as a reminder and as a provocation." **Børsen, Denmark**



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### Company details

Name: \_\_\_\_\_

Country: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_

Website: \_\_\_\_\_

Fax: \_\_\_\_\_

### Registration

In order for your registration to be considered complete and submitted by the appropriate registration deadline, you should send us the registration form and payment together. Submitting just the registration without the correct amount will result in an incomplete registration.

If you are unable to attend, a substitute delegate will be welcome in your place. Registrations cancelled more than 7 days before the Event are subject to a 25% administration charge. Cancellation fees for registrations cancelled 7 days or less before the Event must be paid in full. Substitutions are welcome at any time.