



Learning to Practice Blue Ocean Strategy

A Blue Ocean Strategy Visual Awakening Workshop

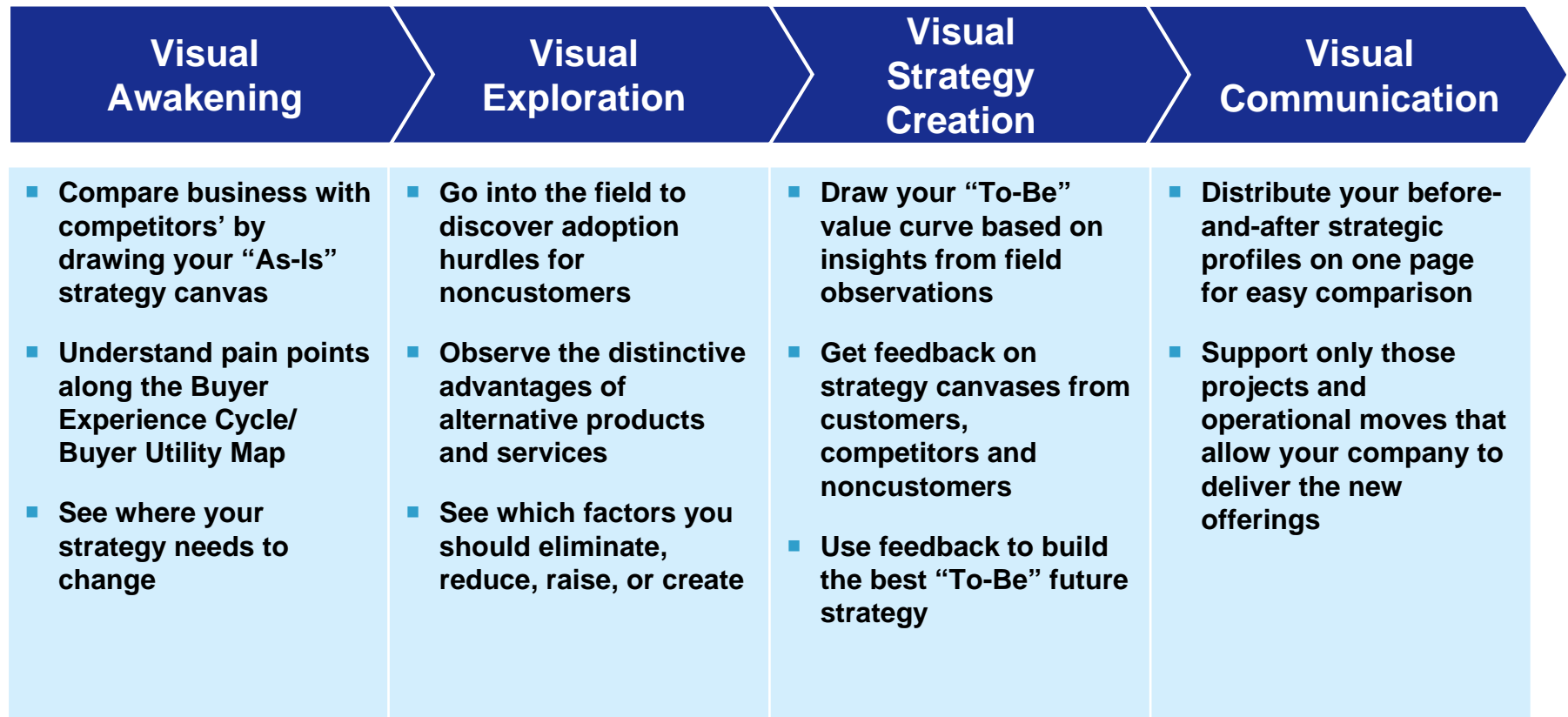
**Blue
Ocean
Strategy
Initiative
Centre**

March 2010

Beirut

Lebanon

The four steps to formulate a Blue Ocean Strategy





Visual Awakening Workshop Objectives

- **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**

Visual Awakening Workshop Agenda

	Day 1	Day 2
AM	<ul style="list-style-type: none"> What is Blue Ocean Strategy? How is it different from conventional strategy? Group Work: Applying Blue Ocean Strategy: <ul style="list-style-type: none"> Pioneer-Migrator-Settler Map Group Work: Applying Blue Ocean Strategy: <ul style="list-style-type: none"> Visual Awakening: The “As Is” Strategy Canvas 	<ul style="list-style-type: none"> Group Work: Applying Blue Ocean Strategy: <ul style="list-style-type: none"> The Buyer Experience Cycle/The Buyer Utility Map Moving from Customers to Noncustomers Group Work: Applying Blue Ocean Strategy: <ul style="list-style-type: none"> The Buyer Experience Cycle/The Buyer Utility Map (<i>Cont.</i>)
PM	<ul style="list-style-type: none"> How do you formulate and execute a Blue Ocean Strategy? Group Work: Applying Blue Ocean Strategy: <ul style="list-style-type: none"> Visual Awakening: The “As Is” Strategy Canvas (<i>Cont.</i>) 	<ul style="list-style-type: none"> Group Work: How to take Blue Ocean Strategy lessons and ideas forward Process review/Q&A

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

Blue Ocean Strategy Visual Awakening Workshop Deliverables

Generate Shared Understanding of Assumption

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

Knowledge and Insights

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

Applied Experiential Learning

Learn BOS concepts and methodologies and apply them to case studies across various industries, providing immediate relevance to your business

Test Drive

Gain the opportunity to “test drive” BOS concepts and tools and assess how to best apply them to your company

Room to Grow

Work completed during the workshop provides a baseline for future Blue Ocean Strategy learning and application in your own company

Materials to introduce and describe the Blue Ocean Strategy Visual Awakening Workshop

- It is one thing to speak about blue oceans, and it is altogether another to have the tested and proven methodologies, tools, and frameworks to create them systematically. Until recently, the field of strategy was dominated by the tried and proven analytics of competitive red ocean strategy. They are clear, precise, and important approaches that were only dropped at a company's peril. Yet these analytics keep companies 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 maximising and risk minimising way. Without the proper tools, methodologies, and analytics to create and capture uncontested market space successfully, managers cannot be expected to act on the call to break out of existing competition.

Materials to introduce and describe the BOS Visual Awakening Workshop (*cont.*)

- To address this imbalance, Professors Kim and Mauborgne have spent the past two decades exploring a reconstructionist view of strategy. Recognising that structure and market boundaries exist only in managers' minds, practitioners who hold this view do not let existing market structures limit their thinking but realise that untapped demand is out there. Professors 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. The professors studied companies around the world and developed practical methodologies in the quest of blue oceans. The Blue Ocean Strategy Initiative Centre has applied and tested these tools and frameworks by working with companies in their pursuit of blue oceans.
- In this two-day 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.

Biography

JOHN RIKER

Managing Director

Blue Ocean Strategy–Initiative Centre Ltd.

- 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

