



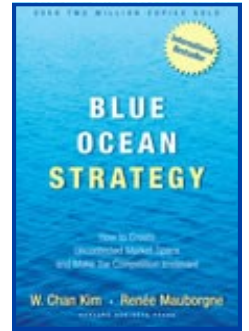
Blue Ocean Strategy

Corporate Training Program

Break Out of Red Oceans of Bloody Competition and
Create Blue Oceans of Uncontested Profitable Growth.

What is Blue Ocean Strategy (BOS)?

- Blue Ocean Strategy is the best-selling book that launched a worldwide revolution in Business Strategy.
- Instead of trying to beat the competition, BOS focuses on making it irrelevant by creating uncontested marketplaces.
- BOS is the strategic alignment of Value, Profit and People Propositions to systematically maximize opportunities while minimizing risks.
- BOS is the result of a decade long study of 150 strategic moves spanning more than 30 Industries over 100 years (1880-2000)
- BOS offers a set of methodologies, tools and frameworks that makes it a structured, learnable system.
- BOS covers both strategy formulation and strategy execution.
- The key conceptual building blocks of BOS are: value innovation, tipping point leadership and fair process.



BOS Corporate Training Program

- Strategize Blue's Corporate Training Program offers comprehensive training for your executives, senior and middle managers to understand and apply Blue Ocean Strategy to their work problems.
- It prepares them to create Blue Oceans of profitable growth for your organization
- The program is based on situational exercises, case-studies and group & individual exercises to ensure not only participants grasp of theory but also their ability to apply it practically.
- The program is fully customized for your company to ensure most relevant and effective learning for your organization
- Convenient and flexible options to fit your organizational needs, scheduling requirements and budget.
- Participants attend six half-day (3 hours) sessions that can be conducted on consecutive days or can be paced a week or a month apart
- The sessions can be conducted in-house, at a third-party location or online

What do participants learn?

- How to recognize limitations of their existing approach to growth and profitability?
- How to regenerate new strategic growth?
- How to drive costs down while simultaneously driving value up?
- How to identify noncustomers and convert them into customers?
- How to apply the practical tools and frameworks of Blue Ocean Strategy?

How does the Organization Benefit?

- Move from productivity management to creativity management for achieving sustainable profitable growth in the future
- Build a creative management team that makes competition irrelevant for your organization
- Eliminate and reduce redundant costs from your system while creating new value for your customers and stakeholders
- Reconstruct industry boundaries to create new demand for your products and services

Corporate Training Program Overview

Session 1: Understanding Blue Ocean Strategy

Case-based approach is used to discuss real examples of companies that made competition irrelevant by creating Blue Oceans . This session focuses on

- Creativity vs. Productivity. Can Creativity be taught?
- The strategic logic of creating Blue Oceans
- Blue Ocean Strategy vs. Competition based strategies
- Blue Ocean Strategy vs. Innovation
- The systematic methodology of formulating and executing Blue Ocean Strategy.

Session 2: Minimizing Planning Risk by Focusing on the Big Picture

This session focuses on identifying and minimizing the planning risk by introducing visual big-picture tools of Blue Ocean Strategy. Participants learn to;

- Draw the As-Is Strategy Canvas to understand the current strategic landscape
- Use the Pioneers- Migrators- Settlers Map to identify where to start applying Blue Ocean Strategy
- Understand the 4-Step Visualization Process to formulate Blue Ocean Strategy
- Understand Four Actions Framework and Eliminate-Reduce-Raise-Create Grid to plot the to-be strategy canvases

Session 3: Minimizing Search Risk by Reconstructing Market Boundaries

Participants learn to address the Search Risk of successfully identifying, out of the haystack of possibilities that exist, commercially compelling blue ocean opportunities. By applying the Six Paths Framework, they learn to reconstruct conventional boundaries of competition by systematically looking across;

- alternative Industries
- strategic groups
- buyer groups
- complementary product and service offerings
- functional-emotional orientations
- Time

Session 4: Minimizing Scale Risk by Reaching Beyond Existing Demand

To aggregate the greatest demand for their new offering , participants learn to attenuate scale risk by;

- Understanding customers, noncustomers and buyers
- Identifying the three tiers of noncustomers and their characteristics
- Focusing on commonalities among buyers instead of differences in specific needs
- Achieving desegmentation instead of pursuing segmentation

Session 5: Minimizing Business Risk by Getting the Strategic Sequence Right

This session focuses on building a robust business model to ensure the commercial viability of blue ocean ideas. Understanding the right strategic sequence of creating Blue Oceans participants learn to assess blue ocean ideas along the key criterion in that sequence by using tools such as;

- The buyer utility Map
- Price Corridor of the Mass
- Profit Model of Blue Ocean Strategy
- Blue Ocean Idea Index

Session6: Minimizing Organizational & Management Risks by Building Execution into Strategy

This session addresses strategy implementation and execution challenges. A well formulated strategy if not executed properly is no good. Participants learn ;

- How to identify the four major organizational hurdles i.e. cognitive, resource, motivational and political hurdles.
- Applying Tipping Point Leadership to systematically address the organizational hurdles
- Applying the three E -Principles of Fair Process to inspire voluntary participation among the team members

About the Trainer

- The training sessions are led by Dr. Zunaira Munir. She is a Senior Member of the Global Blue Ocean Strategy Network and is acclaimed internationally as an Expert on Blue Ocean Strategy. Dr. Munir has been working directly under Professors Chan Kim and Renee Mauborgne (Founders of Blue Ocean Strategy) on various Blue Ocean Strategy projects and initiatives worldwide. With a client list that reads who's who in business, she trains organizations that are eager to grow and willing to innovate.
- She has a PhD in Innovation Management from Wuhan University of Technology, China. As Chief Strategy Officer for her family's business, she has played a major role in taking Clary Business Machines to the top 31% of America's 5000 Fastest-Growing Private Companies. As an educator and trainer, Dr. Munir has taught undergraduate and graduate courses for over six years at several universities. As a researcher her work has been widely published internationally. Her upcoming book, Key Concepts in Innovation, will be released by Palgrave MacMillan in the spring of 2010.
- Having lived, studied and worked in Asia, Europe and the United States, Dr. Munir has global business credentials and a command of English, Urdu, Hindi and Mandarin. She is a dynamic presenter and trainer with a fascinating multidisciplinary and multicultural view.



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