

As business becomes ever more competitive, and growth more elusive, competitive-based approaches to strategy formulation will be less effective. Cut-throat competition results in nothing but a bloody red ocean as rivals fight for a shrinking pool of profits.

In this introductory workshop, you will learn about Blue Ocean Strategy created by Professors W. Chan Kim and Renée Mauborgne from the business school INSEAD. Blue Ocean Strategy is based on their study of 150 strategic moves spanning more than 100 years and 30 industries.

In addition to showing you the principles behind and case examples of blue ocean strategies, this action-oriented and practical workshop will teach you the fundamental tools and methods of value innovation, the strategic logic behind creating a blue ocean strategy.

### **What You Will Learn**

1. The research and principles behind blue ocean strategy.
2. The strategic logic and practical tools required to create blue ocean strategies – value innovation methods.
3. The various risks associated with developing profitable growth strategies and how to overcome them.
4. The four-step blue ocean strategy process.

The workshop combines both theory and practical application to workshop participants' business issues. This is accomplished through a series of short lectures, exercises applied to your business issues, and real-world examples.

### **Who Should Attend**

General Managers, Business Unit Heads, Heads of Strategy, Business Development Executives, Heads of Sales and Marketing, CIOs, Head of R&D as well as other functional and business leaders at the corporate and business unit level. **Blue Ocean Strategy** is compelling for both established corporations and younger companies with high growth aspirations.

## **Blue Ocean Strategy Workshop**

### **Workshop Topics**

- The background and case examples behind Blue Ocean Strategy.
- Developing a strategy canvas for your business.
- Finding new market space: the six paths framework and the buyer experience cycle.
- Noncustomers: the way to stimulate new demand.
- Evaluating a blue ocean idea: the BOI Index.
- Implementing blue ocean strategy: the four-step blue ocean strategic planning process.

**Value Innovation Associates**, a member of the Professor Kim and Mauborgne's Value Innovation Network, helps clients to apply the concepts of Value Innovation within their firms.

This workshop will be lead by Ralph G. Trombetta, a Managing Partner of Value Innovation Associates. Mr. Trombetta holds an MBA from the Stern School at New York University.

Trombetta is a regular speaker in executive education programs around the world. He is also an Adjunct Professor at Fordham University in New York where he teaches in the MBA program. Trombetta has been working with Professors Kim and Mauborgne and the concepts of Blue Ocean Strategy since the late 1990s.

### **For More Information**

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*Customized programs tailored to your specific business team issues can also be arranged.*