



Blue Ocean Strategy[®]
Australia



Two Day “Deep Dive” Workshop

Immerse yourself in Blue Ocean Strategy[®]



UCSI[®]
Blue Ocean Strategy Regional Centre

SUITE 204, LEVEL 2, 7 JEFFCOTT ST, WEST MELBOURNE VIC 3003
TELEPHONE: +61 (0)3 9326 6666 WEBSITE: BLUEOCEANSTRATEGYAUSTRALIA.COM.AU

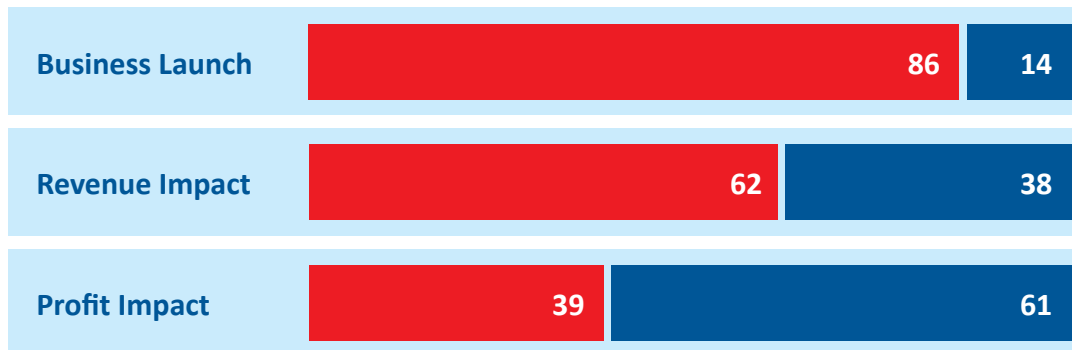
UCSI BLUE OCEAN STRATEGY REGIONAL CENTRE AUSTRALIA OFFICE PTY LTD (ABN 68 132 956 711) T/A BLUE OCEAN STRATEGY AUSTRALIA

Two Day “Deep Dive” Workshop

Why take a deeper look at Blue Ocean Strategy?

Companies have long engaged in head-to-head competition in search of profitable growth. Today, competing head-on often results in nothing but a bloody “red ocean” of rivals fighting over a shrinking profit pool. Blue Ocean Strategy (BOS) contends that tomorrow’s leading companies will succeed not by battling competitors but by making their competition irrelevant and creating a “blue ocean” of new and uncontested market space. The book, Blue Ocean Strategy, remains a worldwide best seller, one of the top 5 reads of US CEO’s¹ and excerpts appear in Harvard Business Reviews ‘10 Must Reads on Strategy’ and ‘10 Must Reads on Change.’

Substantially Higher Returns from Blue Oceans



- Based on a study of business launches from 108 companies
- 86% of launches were line extensions i.e. incremental improvements within red oceans of existing market space
- Line extensions accounted for 62% of total revenue and a mere 38% of total profit
- Only 14% of launches were aimed at creating blue oceans. They generated 38% of total revenue and 61% of total profit

© Kim & Mauborgne All Rights Reserved

A Blue Ocean is Within your Reach

Blue Ocean Strategy provides a proven set of tools and frameworks that make the pursuit of new market space as systematic and reproducible as competing in the traditional competitive landscape. A blue ocean is achievable for every company across the entire value chain from products, to services, to delivery, and across industries from consumer goods through to business-to-business and primary industries.

So if you are involved in strategy and would like more in depth knowledge on how to apply BOS to your business then our BOS Deep Dive workshop is for you.

BOS-in-Practice: Deep Dive

This two day workshop is designed to give executive teams, business owners, managers and entrepreneurs better insights into the BOS process. Using a combination of engaging presentation materials, case studies and team exercises, participants learn by doing as they are taken through a lively workshop focused on developing a practical understanding of BOS.

Participants will be equipped to apply the basic BOS methodology to their business and will be given online access to BOS tools to facilitate their teamwork and strategy formulation.



Two Day “Deep Dive” Workshop

Workshop Agenda

Day 1	Day 2
Opening and Introductions	The Buyer Experience Cycle & Buyer Utility Map
Workshop overview	Shifting focus from customers to noncustomers
Blue Ocean Strategy Review Questions	The Six Paths Framework
Explore your understanding of BOS	Reconstructing market boundaries
Introduction to Blue Ocean Strategy	Visual Exploration
Explore the underlying logic and process behind BOS	Capturing noncustomer insights using the Six Paths Framework in fieldwork.
The Pioneer-Migrator-Settler Map	ERRC Grid & “To Be” Strategy Canvas
Capturing the current state-of-play at the portfolio level	Value Innovation: The simultaneous pursuit of differentiation and low cost
The “As Is” Strategy Canvas	Visual Strategy Fair
Capturing the current state-of-play at the offering level	How to plan and lead a Visual Strategy Fair
Debrief	Wrap Up
Q&A session	Review and Q&A Session

Learning Outcomes Expected

Knowledge and Insights

Participants will break through conventional competitive strategic thinking to see the many possibilities BOS creates. Specifically, participants will gain an in-depth understanding of how to apply BOS tools and methodologies.

Room to Grow

The work completed during the workshop provides the bedrock for future BOS work.

Scalability

The tools and concepts learned during the workshop can be introduced and applied to a wide range of decisions from day-to-day operations to broad strategic initiatives.

Hands on Use of Blue Ocean Strategy Concepts & Tools

At the conclusion of the program participants will have developed a preliminary ‘To Be’ Strategy Canvas, which will provide initial indications for new market creations.

bosguru.com

Deep Dive participants will be given a 12 month subscription to our resource library and online learning platform, bosguru.com where workshop learning materials can be found and where participants can engage in continuous learning.

Workshop Leaders

Deep Dive workshops are led by BOS experts with consulting and training experience across a variety of industrial sectors and proven success in creating breakthrough business ideas using BOS formulation and execution methodology. Your BOS Workshop Leaders are creative thinkers with a high energy level and passion for BOS, debate and discussion.



Two Day “Deep Dive” Workshop

Start and Finish Times

Start: 9.00am sharp
Finish: 4.30pm to 5.00pm

Price

Public workshops

\$1,400 per participant (plus GST).

Please note that the price does not cover your travel, accommodation, parking and other personal expenses.

Customised workshops

In addition to public workshops, Plunge workshops can be customised to a single organisation or group.

For scoping and quotations please contact us.

More Information

If you would like to speak to someone in person regarding any aspect of the Deep Dive workshop, contact:

Blue Ocean Strategy Australia
Suite 204, 7 Jeffcott St
WEST MELBOURNE Vic 3003

T : +61 (0)3 9326 6666

E : enquiries@blueoceanstrategyaustralia.com.au

Blue Ocean Strategy Australia

BOS Australia is the official representative of Blue Ocean Strategy® and holder of the exclusive business rights to the concepts and brand in Australia.

Our mission is:

to inspire, empower & support value innovation

We hold:

the exclusive license to the Blue Ocean Strategy® business rights, brand and concepts in Australia

We oversee:

Australia’s largest community of BOS Practitioners

We are part of:

the largest global network of Qualified BOS Practitioners

We are committed to:

raising the quality of practice and professionalism of BOS practitioners

We support:

an open source methodology of continuous professional development

We encourage:

authentic learning through facilitation and accelerated learning methods

We facilitate:

strategy formulation, validation and execution

We provide:

accredited training as well as mentoring, coaching and project management support

We conduct:

applied research to continuously contribute to the knowledge and best practice of BOS

