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BLUE OCEAN STRATEGY: In the mind of the innovator

(3 Days Training Course)

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About the Course

This Blue Ocean Strategy course is a unique programme that focuses on how businesses can make the competition irrelevant by carving out an uncontested market space that allows them to operate unchallenged.

The 3 day course is delivered using an "action learning" format that will instruct delegates in the practical application of Blue Ocean Strategy and Value Innovation frameworks, methodologies and tools. Using realistic examples and exercises, it will thus prepare them to:

By the end of the course, participants will be able to:

Acquire an in-depth understanding of Blue Ocean Strategy tools and concepts

Apply Blue Ocean Strategy principles, frameworks and tools

Start developing Blue Ocean Strategy for your organisation

Understand how to engage their colleagues in a Blue Ocean Strategy process

The unique skills and insights gained will enable participants to break through conventional strategic thinking and start putting their organisation in a truly competitive position.

What you'll learn

Explain Who developed the Blue Ocean Strategy

Explain What is a Business Universe

Differentiate between Blue Ocean and Red Ocean

Describe the Importance of Blue Ocean Markets

Explain Key Terms Related to Blue Ocean Strategy

Describe Ways to Create Blue Oceans

Explain Steps to Create a Blue Ocean Strategy

List the Blue Ocean Strategy Tools

Explain What is Meant by Value Innovation

Explain What is Tipping Point Leadership

Understand the concept of ERRC Grid

Explain the Use of the Buyer Utility Map

Explain Steps for Strategy Reorientation & Execution

Describe How to Choose Right Strategic Approach

List the Core Values to Drive Innovation

Training Course Content

Introduction to Blue Ocean Strategy

What is Red Vs. Blue Ocean?

Creating Blue Oceans

Key analytical tools and frameworks

Analytical Total Framework

Current Strategy Canvas

Future Strategy Canvas

4 Actions Frameworks

Critical Success Factors (CSF)