

Acquire an in-depth and implementable understanding of Blue Ocean Strategy tools and concepts. Learn to engage your team and other managers in your organization in a Blue Ocean Strategy process. Start developing a Blue Ocean Strategy for your organization in order to break away from the competition.

Modules		Takeaways	Key Exercise/Quiz
Modules 1	Introduction (1:00 hr.)	<ul style="list-style-type: none"> <li>• Session 1: Understand the basis of a Business Universe</li> <li>• Session 2: Differentiate between Blue Oceans and Red Oceans</li> <li>• Session 3: Learn the Steps to Create a Blue Ocean Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Quiz #1</li> </ul>
	Foundation (1:00 hr.)	<ul style="list-style-type: none"> <li>• Session 4: List the Blue Ocean Strategy Tools</li> <li>• Session 5: Develop a foundational understanding of the Value Innovation framework</li> <li>• Session 6: Review &amp; recap</li> </ul>	<ul style="list-style-type: none"> <li>• Quiz #2</li> </ul>
	Practice Exercises (50 min.)	<ul style="list-style-type: none"> <li>• Explore the idea of Value Drivers</li> <li>• Identify the nature and methods of Value Innovation</li> </ul>	
Modules 2	Strategy Formulation (1:00 hr.)	<ul style="list-style-type: none"> <li>• Session 6: Learn to move from Strategy Formulation to Strategy Implementation</li> <li>• Session 7: Discover the importance of prioritizing strategic initiatives</li> <li>• Session 8: Learn to differentiate initiatives in a way that make them difficult to imitate</li> </ul>	<ul style="list-style-type: none"> <li>• Quiz #1</li> </ul>
	Latent Demand (1:00 hr.)	<ul style="list-style-type: none"> <li>• Session 9: Learn to identify Latent Demand</li> <li>• Session 10: Learn to Identify Complements</li> <li>• Session 11: Understand the difference between a Complement and a Substitute</li> <li>• Session 12: Discover the power of Complements as a Competitive Advantage</li> <li>• Review &amp; recap</li> </ul>	<ul style="list-style-type: none"> <li>• Quiz #2</li> </ul>
	Practice Exercises (50 min.)	<ul style="list-style-type: none"> <li>• Determine the most important Value Drivers for your Customers and Employees</li> <li>• Create a Value Map for your Company</li> <li>• Explore ways to Prioritize the most important Value Drivers to grow your Business</li> </ul>	