

BLUE OCEAN STRATEGY SIMULATION

A two - day workshop on how to apply Blue Ocean Strategy Principles in your day to day business



IDENTIFY THE UNKNOWN & CREATE THE UNCONTESTED!

WHAT IS IT?

This is an innovative, fun and highly effective business strategy simulation. It will be an intensive two-day workshop which will help you change your thinking towards handling new challenges and market competition. This will be a new and exciting experience which provides you with additional dimensions of thought while taking tough calls on daily basis. Blue Ocean Strategy offers a new perspective on strategy formulation and execution. It provides in-depth knowledge of Blue Ocean Strategy concepts tools and framework. BOSS helps create “Blue Oceans” of uncontested market space to make the competition irrelevant. BOSS provides key insights and hands on experience on how Blue Ocean concepts complement and go beyond traditional approaches to strategy. BOSS is the result of a decade-long study of 150 strategic moves spanning more than 30 industries in 100 years (1880-2000). BOSS covers both strategy formulation and strategy execution. The three key conceptual building blocks of BOSS are : value innovation, tipping point leadership and fair process.

WHAT RESULTS CAN BE EXPECTED?

- You can acquire a new vision to look at the challenges & competition
- You can develop a tailored implementation plan to execute strategic objectives
- You can acquire skills needed to navigate volatile markets
- You can enhance your ability to lead strategy implementation and deliver performance

WHO SHOULD ATTEND?

Top level managers with responsibilities for formulating or reviewing strategy for firms, divisions, businesses, product lines or brands. Especially for top-level managers in innovation or fast-changing industries or sectors.



FACILITATOR

The 2-day work shop will be conducted under the guidance of Mr. T.P Anand who is a certified BOSS Practitioner and has a wealth of experience gathered over 35 years of working in different industries across multiple business environments.

