Innovation Workshop: Blue Ocean Strategy™

Overview

In today’s economic climate, most organizations compete in red oceans, stained by the blood of competition. We fight for market share, try to maintain prices, and execute more efficiently than others.

Blue Ocean Strategy™ suggests an alternative. It urges us to explore how we can make our value offering so distinctive that we find the blue waters of new, uncontested market space... and make the competition irrelevant. It offers a systematic approach to creating that new market space.

Sounds great—but how do you unleash the power in your organization?

A Blue Ocean Strategy™ workshop is an engaging teambuilding event as well as a great way to introduce the methodology to map a creative, visual exploration of new market opportunities against current industry realities. The visual frameworks and tools not only effectively help build the collective wisdom of your organization but also to effectively execute through easy communication.

Award winning and seasoned DSI principals facilitate the exploration and link the realm of future possibilities to a set of specific initiatives organizations or groups may employ to move beyond current competitive norms to find new avenues for growth and profitability. Participants walk away with deep insight into customer value preferences, moves that would shift customer loyalty and behaviors, and pricing options.

Written by W. Chan Kim and Renee Mauborgne, the book Blue Ocean Strategy has been a best seller across five continents. It has been published in 42 languages and has sold over two million copies. DSI is one of the few consulting firms in the United States that has practitioners licensed by the authors of the book to provide expertise on Blue Ocean Strategy™. Since being licensed, DSI has led over 50 groups through strategy exploration using the Blue Ocean Strategy™ framework and tools.

Jump Start Customer Centricity & Break Through Innovation

Program Options:

DSI will work with you to design a program to deliver maximum impact for your team. Choose from a spectrum of offerings:

- From keynote address to a highly interactive two-day working session
- From standard presentation to a customized team experience developed through original research to provide a starting point for deeper exploration
- From stand-alone workshop to an integrated learning and development program
Pioneer-Migrator-Settler Map (PMS Map). The PMS Map is a powerful visual diagnostic tool used to determine how "red" (competitive) or "blue" (innovative) an organization's portfolio of products or services is. Using a set of probing questions, key products, services, or even businesses are plotted to uncover the source and sustainability of the value innovation in the business today.

As-Is Value Curve. The As-Is Value Curve offers the ability to express current strategy and competitive position visually. It provides a useful process for understanding how competitive offerings deliver on the various elements valued by customers, and highlights opportunities for innovation by reshaping the value curve away from that of competitors.

Buyer Experience Cycle. The Buyer Experience Cycle puts your team into the customer's shoes. Experiencing the customer's pain points and delights involved in the full cycle of using your product or service provides a powerful way to uncover both areas for innovation as well as those where your investments are not impactful.

Six Pathways. The Six Pathways series of exercises guide exploration and learning from a variety of other settings, including other companies. Using a set of templates and probing questions, this tool dissects how companies create sustainable differentiation and distinctive value, to identify elements that can be used to reshape your offering to make it more distinctive – and "blue ocean".

ERRC Grid. The Eliminate-Raise-Reduce-Create grid, or Four-Action Framework, explicitly addresses the value tradeoffs required to achieve Blue Oceans. The resulting one page snapshot captures these choices in an easy to communicate framework.

To Be Value Curve. The To Be Value Curve is an easily communicated visual expression of the future strategy. This redrawn value curve, builds on the learnings from the As-Is Value Curve, the Buyer Experience Cycle, Six Pathways, and ERRC Grid exercises. The To Be Value Curve maps an offering differentiated from the competition, that delights the customer on the elements most important to him, takes advantage of "space" in the market, and makes clear the things in which you will and will not engage.

Go Further with Blue Ocean Strategy™:
- Blue Ocean Strategy™ Self Study Kit: Step-by-step workbook and instructional videos to guide learners
- Blended Learning for Blue Ocean Strategy™: Resources, coaching, and support for busy or remote executives
- Blue Ocean Strategy™ Consulting: Side-by-side exploration, definition, and validation of market opportunities

About Decision Strategies International, Inc. (DSI)
Founded in 1990, Decision Strategies International (DSI) is known across the globe for its expertise in strategic decision-making and uncertainty management. Its team of world-class consultants helps companies, non-profit organizations and government agencies cope with many of today's most pressing issues as well as the long-term dynamics of industry change. DSI arms management teams with the tools, processes and insights they need to manage uncertainty and foster ongoing success. From customized consulting and learning programs to Blue Ocean Strategy™ and innovation planning, DSI helps organizations see the world differently and prepare for tomorrow. More information is available at www.DecisionStrat.com.