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## **Blue Ocean Strategy<sup>TM</sup> Practitioners Course coming to Niagara, August 24 to 26, 2009**

TORONTO – June 17<sup>th</sup>, 2009 – “Canadian businesses will finally have the opportunity to take the Blue Ocean Strategy<sup>TM</sup> Practitioners Course in Canada. This course is open to experienced consultants, senior and middle management involved in marketing, strategy development, and executive training within a company,” says Leena Sharma, Country Manager for the Blue Ocean Strategy Canada Office. The Practitioners Course will be held August 24 to 26, at the Inn on the Twenty in the Niagara Valley

“We opened the Canadian office in September 2008 and are gearing up to offer the full range of Blue Ocean Strategy consulting tools, intellectual property, and frameworks to Canadian businesses,” says Ms. Sharma. From 2005 to 2008, Canadians had to travel to either the U.S. Asia, or Europe to take the course.

Blue Ocean Strategy (BOS), pioneered by INSEAD professors W. Chan Kim and Renée Mauborgne was summarized in their 2005 book *Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant* (Harvard Press, 240 pp). The book has been translated into more than 40 languages and sold more than 2 million copies—an international bestseller.

The book and the Blue Ocean Strategy methodology are based on a study of 150 strategic moves spanning more than 100 years and 30 industries. The basic tenet of Blue Ocean Strategy is that companies, forever searching for competitive advantage, differentiation, sustained growth, and above average profitability typically introduce products and services into a bloody “red ocean”—an existing market where they fight over a shrinking profit pool.

“On the other hand, ‘blue oceans’ are areas of uncontested market space. Here, companies have clear differentiation, are first to market, and create profitable growth. As well, these companies have at least a 10-year jump on ‘me too’ imitators,” says Ms. Sharma.

Well known examples of Blue Ocean thinking are the Cirque de Soleil, Ikea, Wii, CNN, Yellow Tail Wines, the BlackBerry, the iPhone, and iPod.

“The central question that Blue Ocean Strategy teaches both business strategists and marketers at ROB 1000 companies to ask is not ‘What existing market can we jump into?’ but rather ‘What new market can we create and own?’,” explains Ms. Sharma.

### 3-day course, August 24 to 26, 2009

Consultants wanting to work with companies to develop their own Blue Ocean Strategies must be certified by the Blue Ocean Strategy Initiative Centre (BOSIC) in France to use Blue Ocean Strategy intellectual property, consulting tools and frameworks.

Jason Hunter, the Director of Strategic Learning for UCSI BOSRC, will lead this 3-day “action learning” course, where attendees will learn the advanced application of Blue Ocean Strategy/Value Innovation tools, methodologies, and frameworks in private and public sectors client environments that are both opportunity maximizing and risk minimizing.

The course targets three markets:

1. Consultants who have been invited to complete Blue Ocean Strategy Certification, to help clients develop and execute their own Blue Ocean Strategies.
2. Senior or middle managers setting up blue ocean initiatives within their own companies.
3. Executive trainers within a company or organization working with staff to develop Blue Ocean Strategies within their own companies.

“The greatest value I received from completing the Practitioner’s Course was my ability to establish and foster great relationships with some brilliant people throughout the world. I still connect with my fellow practitioners regarding BOS efforts and issues I face in my own practice,” says Robert Schmidt of Prophet Strategies in Calgary, a consultant who attended the Practitioner’s Course in New York last year.

Course location:	Inn on the Twenty in Jordan, Ontario
REGISTRATION & COSTS:	The price includes accommodation, meals and a visit to a local Blue Ocean Strategy company in action.
Early Bird before July 3, 2009:	\$5,795.00 plus GST
after July 3, 2009:	\$6,295.00 plus GST

For more information, and to register, please contact:

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