

## Blue Ocean Strategy Practitioner Course

**August 24<sup>th</sup> to 26<sup>th</sup>, 2009**

**Inn on the Twenty**

**Jordan, Ontario (Niagara)**

It is one thing to speak about blue oceans, and it is all together different to have the tested and proven methodologies, tools, and frameworks to systematically create them. Until recently, the field of strategy has been dominated by the tried and proven analytics of competitive red ocean strategy. They are clear, precise, and important approaches that would only be dropped at a company's peril. Yet, these analytics keep us trapped in the red ocean of competition.

Meanwhile, the strategy field has remained virtually silent on how to break out of the red ocean of bloody competition to create a blue ocean of new market space. Instead, executives have been told to be brave, entrepreneurial, and revolutionary in their attempts to break away from the pack. While inspiring, these approaches do not provide a theoretical lens to understand how to reconstruct market boundaries and create new demand in and opportunity maximizing and risk minimizing way. Without the proper tools, methodologies, and analytics to successfully create and capture uncontested market space, managers cannot be expected to act on the call to break out of existing competition.

To address this imbalance, Professors Kim & Mauborgne have spent the past decade exploring a reconstructionist view of strategy. Recognizing that structure and market boundaries exist only in managers' minds, practitioners who hold this view do not let existing market structures limit their thinking but realize that untapped demand is out there. Professors Kim and Mauborgne have developed this reconstructionist view of strategy and a set of analytical tools and frameworks to make the pursuit of blue oceans as methodical, codified, and executable as competing in the traditional competitive landscape. They studied companies around the world and developed practical methodologies in the quest of blue oceans. Blue Ocean Strategy Network practitioners have applied and tested these tools and frameworks in action by working with companies in their pursuit of blue oceans.

In this three day "action learning" course, practitioners 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.

### Who should attend?

- Candidates who are seeking to be qualified as Blue Ocean Strategy practitioners as part fulfilment of the qualifying process.
- Senior or middle managers setting up blue ocean initiatives within their own companies.

### Over the three day workshop participants will:

- **Learn and review the central concepts, tools, and frameworks** of Blue Ocean Strategy.
- **Learn how to conduct workshops** and training exercises using the central tools and frameworks in Blue Ocean Strategy.
- **Receive templates** for BOS exercises
- **Receive an outline** for both a **one-day** and **two-day** workshop on BOS. The Workshop Leader will also review what to expect from attendees during each phase of these workshops.
- **Receive PowerPoint slide presentations** on Blue Ocean Strategy.
- Receive a **Blue Ocean Strategy Dictionary** with all key terms and tools defined and explained for easy reference.
- Have sufficient time to **ask questions and seek clarification** on BOS concepts, tools, and frameworks.
- Receive a **BOS Course Completion Certificate** on completing the workshop.

### Course Leader

This course will be conducted by Mr Jason Hunter, Director of Training, Blue Ocean Strategy Initiative Centre, London, UK. Mr. Hunter is also an Institute Executive Fellow, INSEAD, Fontainebleau, France, responsible for teaching BOS/Value Innovation in executive education and company-specific programs as well as development of traditional and multimedia pedagogical materials.

### Course Structure

The course is focused on "action learning," whereby teams of participants work through the entire Blue Ocean Strategy process as if in a client-based environment. Participants will receive questions to review the week preceding the course.

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### Day One

Opening and introductions

[Welcome and workshop overview](#)

Blue Ocean Strategy Review Questions

[Discuss answers to BOS review questions and the difficult questions you may face working with BOS](#)

Planning a Blue Ocean Strategy Initiative

[Tips, tools, and land-mines to avoid in organizing and directing a BOS initiative](#)

Introduction to Blue Ocean Strategy

[In-depth introduction to the strategic logic and process behind Blue Ocean Strategy](#)

The Pioneer-Migrator-Settler Map

[Capturing the current state-of-play at the portfolio level: the PMS Map](#)

### Day Two

Project Identification

[Learn how to determine the correct scope and starting-point of your company's or client's BOS initiative.](#)

The "As Is" Strategy Canvas

[Capturing the current state-of-play: the "As Is" Strategy Canvas](#)

The Buyer Experience Cycle / Buyer Utility Map

[Moving from customer to noncustomer perspectives: the BEC/BUM](#)

Facilitation: Leading BOS Initiatives

[Learn the essential skills behind effective facilitation of a BOS initiative](#)

Q&A Session with BOS Coaches

[Open question and answer session with BOS practitioners](#)

### Day Three

The Six Paths Framework

[Reconstruction: The Six Paths Framework.](#)

Visual Exploration

[Learn how to effectively capture noncustomer insights using the Six Paths Framework in the field.](#)

Capturing Noncustomers

[How to identify noncustomer insights, order and combine them, and then de-segment your target mass of buyers](#)

The ERRC Grid & “To Be” Strategy Canvas

[The simultaneous pursuit of differentiation and low cost: Value Innovation](#)

Visual Strategy Fair

[How to plan and lead a Visual Strategy Fair to create strategies that break away from the competition](#)

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### Date, Time and Place

The course takes place on the August 24<sup>th</sup> to 26<sup>th</sup> in Jordan, Ontario at the Inn on the Twenty beginning promptly at 9 am and ending at 5.30 pm. Check-in is on August 23<sup>rd</sup>, 2009 at 4pm.

### Registration

Register online at [www.ucsi-bosrc.com](http://www.ucsi-bosrc.com)

Alternatively, complete the registration form and submit by no later than July 17<sup>th</sup>, 2009:

**By email:** [leenasharma@ucsi-bosrc.com](mailto:leenasharma@ucsi-bosrc.com)

**By fax:** 289-291-4001

**By mail:** UCSI BOSRC Canada Office Inc.  
11-1155 North Service Road West  
Oakville, ON L6M 3E3

## Registration Form

Please select one of the following:

- Option 1:** Full registration: Includes course handouts, breakfast, lunch and refreshments, three (3) night's accommodation at the **Inn on the Twenty**, & dinner each evening. This option also includes a **one evening adventure excursion to a local Blue Ocean Strategy Company in action.**

Early Bird Rate (**Registration before July 3<sup>rd</sup>, 2009**): \$5795.00 (plus GST) **Total=\$6,084.75**

After July 3<sup>rd</sup>, 2009: \$6,295.00 (plus GST) **Total=\$6,609.75**

- Option 2:** Registration: Course handouts, breakfast, lunch and refreshments.

Early Bird Rate (**Registration before July 3<sup>rd</sup>, 2009**): \$4,995.00 (plus GST) **Total=\$5,244.75**

After July 3<sup>rd</sup>, 2009: \$5,495.00 (plus GST) **Total=\$5,769.75**

**Payment by Cheque:**

Payable to: UCSI Blue Ocean Strategy Regional Centre, Canada Office Inc.

**Payment by Visa:**

<b>Name</b>	
<b>Address</b>	
<b>City</b>	<b>Province</b>
<b>Postal Code</b>	
<b>Telephone</b>	<b>Cell</b>
<b>Email :</b>	
<b>Visa Number</b>	
<b>Expiration Date</b>	<b>COC Number</b>

## Directions

Inn on the Twenty is located in the Niagara Escarpment village of Jordan. Jordan is easily reached by way of the Queen Elizabeth Way (QEW).

From Toronto, follow the QEW west toward Niagara. Take Vineland Exit #57, turn right onto the South Service Road and then left at the stop lights onto Victoria Avenue. Follow Victoria Avenue away from the lake (south) to the third stoplight, at Regional Road 81 (King Street). Turn left and proceed east through the Jordan Valley. At the crest of the hill, turn left on to Main Street. Inn on the Twenty is right across the street from the Cave Spring Cellars store and On the Twenty Restaurant.

From Buffalo or Niagara Falls follow QEW Toronto-bound to Jordan Road, Exit #55. Turn left onto the Service Road and left again onto Jordan Road: follow to the first stop sign. Turn right and follow 4th Avenue to "T" intersection; turn left and look for the 1st right moments after. Wismer turns into Main Street and the Inn on the left.

Inn on the Twenty  
3845 Main Street  
Jordan, Ontario, Canada L0R 1S0  
Telephone: 905-562-5336  
[www.innonthetwenty.com](http://www.innonthetwenty.com)

## Terms & Conditions

### Registration

Full payment is required before course begins. Payment can be made by cheque or visa.

### Confirmation of Registration

A receipt will be issued via email upon receipt of full payment.

### Cancellation

Refunds will **not be** issued after **July 23<sup>rd</sup>, 2009**.

### Contact Details

For further information, please contact Leena Sharma at 289-291-3849 or [leenasharma@ucsi-bosrc.com](mailto:leenasharma@ucsi-bosrc.com)