

Blue Ocean Strategy

The Blue Ocean Strategy Process: Cultivating An Environment For Value Innovation

15 – 16 May 2008, Grand Plaza Park Hotel, Singapore

The innovation imperative is upon each one of us, but what does that mean? While there are many definitions of innovation, unless it is linked to business strategy, buyer value and company value, it is unlikely to yield profitable business results.

In this Seminar, you will learn about **Blue Ocean Strategy** created by Professors W. Chan Kim and René Mauborgne from the business school INSEAD. Blue Ocean Strategy is based on their study of 150 strategic moves spanning more than 100 years and 30 industries.

Led by **Ralph Trombetta**, a senior Blue Ocean Strategy expert in Professor Kim and Mauborgne's Global Value Innovation Network and Managing Partner of Value Innovation Associates, this seminar explores how you can pursue value innovation strategies to generate ideas and strategic moves as well as transformation ideas that can change the basis of how you compete in your existing industries.

What You Will Learn

You will

- learn how visualizing your business strategy with a strategy canvas can help you to engage more of your organization in an innovation process.
- understand the importance of thinking about how to break compromises that are taken for granted in your industry.
- expand how you think about strategy by looking beyond the traditional boundaries of business strategy and gain hands-on experience in applying the six paths framework to look for new market space.
- learn how to innovatively think beyond products across the entire buyer experience cycle to identify blocks to utility and ideas for creating new buyer utility.
- Gain a new appreciation for how to go beyond customers by applying noncustomer thinking.

Who Should Attend?

- General Managers
- Business Unit Heads
- Heads of Strategy
- Business Development Executives
- Heads of Sales and Marketing
- CIOs, Head of R&D
- All functional & business leaders

Blue Ocean Strategy is compelling for both established corporations and younger companies with high growth aspirations

Ralph G. Trombetta

"Ralph Trombetta offered a wonderful keynote talk, on Blue Ocean Strategy and value innovation, with tailored messages and subsequent hands-on workshops for our Executive MBA audience at our 25th anniversary meeting. Over the years we have hired many speakers for our conference and Trombetta was among the very best that we have seen. I highly recommend him as a speaker and teacher of business innovation and strategy." – Maury Kalnitz, Former Managing Director, Executive MBA Council

Organized by:



Jointly Marketed by:
Starhub Travel and Tours Co



Course Overview

The innovation imperative is upon each one of us, but what does that mean? While there are many definitions of innovation, unless it is linked to business strategy and buyer value, it is unlikely to yield profitable business results.

In this seminar, we will introduce you to a set of frameworks and concepts for innovation called **Blue Ocean Strategy**. The aim of Blue Ocean Strategy is to generate a set of innovative ideas that result in new market space and lead to the creation of new demand and company value through what is known as value innovation. Simply stated, a value innovation represents a set of management actions which create unprecedented buyer value and lower costs for companies and result in profitable business growth.

We will explore how you can pursue value innovation strategies to generate ideas and strategic moves that are both shorter-term / more incremental value improvements as well as more transformational ideas that can change the basis of how you compete in your existing industries. Specifically you will learn how to think about (a) extending your value curve beyond products alone to services and innovative delivery methods, (b) unlocking new buyer utility by innovating the buyer experience cycle, (c) applying the value innovation four actions framework to break compromises that exist within your industry, and (d) developing ideas for expanding your markets by exploring the three tiers of noncustomers.

The seminar will include a series of lectures, case studies, and hands-on breakout exercise to allow participants to develop a deeper understanding of where to look for innovation as well as how to systematically evaluate new business ideas.

About Our Facilitator



Ralph G. Trombetta is a Managing Partner and Founder of Value Innovation Associates. He is a senior Blue Ocean Strategy expert in Professor Kim and Mauborgne's global Value Innovation Network and Adjunct Professor of Management at Fordham University in New York City. He was formerly a Vice President and member of the Executive Committee at Emergence Consulting, a global strategy consulting firm, and Principal in Renaissance Strategy, creators of the Balanced Scorecard. Ralph also held a series of

management and staff positions at IBM in marketing & sales, services, management information systems and was one of the original members of the IBM Consulting Group.

Ralph has over twenty-five years of business experience working across a diverse set of industries with particular emphasis on strategy and growth, customer management, and business alignment. He has designed and facilitated executive workshops in the US, Canada, Europe, Latin America, and Asia working with management teams ranging from Fortune 10 to family held businesses.

Ralph has a passion for teaching and is a frequent lecturer on Blue Ocean Strategy and Value Innovation in Executive Education programs both at universities and within corporations. He has had two papers selected for presentation at the Strategic Management Society (2004 and 2006).

Ralph has an MBA degree from the Stern School of New York University, with distinction and has attended executive education programs at Wharton, Harvard, and INSEAD.

COMPLIMENTARY BOOK!

Register by 30 March and receive a complimentary copy of
*"Blue Ocean Strategy: How to Create Uncontested Market Space
and make the Competition Irrelevant".*

Agenda, 15 – 16 May 2007

Day 1

09:00 Introduction to Blue Ocean Strategy and Value Innovation

10:15 Break

10:30 Exercise 1: As-Is Strategy Canvas

- Company breakout session
- Main Plenary discussion

11:45 Review of Value Innovation & Four Actions Framework

12:30 Lunch

13:30 Exercise 2: Four Actions Framework Generating a Value Improvement

14:15 Innovation Beyond Your Products: The Buyer Experience Cycle and Buyer Utility Map

15:00 Break

15:15 Exercise 3: Buyer Experience Cycle

- Company breakout session
- Main plenary discussion

16:00 Generating Ideas That Go Beyond The Boundaries of Your Industry: The Six Paths Framework

17:30 Day 1 Wrap-up

Day 2

09:00 Reflections on Day 1 Learning

09:15 Exercise 4: Path 3 Thinking Looking Across Influencers, Buyers, Users

10:15 Break

10:30 Exercise 5: Path 6 Thinking Using Trends To Generate Growth Ideas

11:30 Exercise 6: Path 5 Thinking Creating a Strategic Move Across the Functional – Emotional Continuum

12:30 Lunch

13:30 Going Beyond Your Existing Customers: Noncustomers As A Source of Growth: Cases and Examples 3 Tier Noncustomer framework

14:15 Exercise 7: Generating Noncustomers In Your Industry: Tier 1, Tier 2, and Tier 3

15:15 Break

15:30 Getting The Strategic Sequence Right: Evaluating BOS Ideas

15:45 The BOS 4 Step Process and Day In The Life Of Research

16:30 Reflections, Learnings, and Next Steps

Hear What Other Participants Say...

"We have found the work that Ralph and Value Innovation Associates lead us through to be invaluable" - **Curt Moll, Chairman of the Board / CEO, MTD Products Inc**

"Value Innovation Associates led my team to new and different thinking about how to structure our offering" - **Buddy Stemple, Vice President & General Manager, Novelis**

"Ralph Trombetta offers a wonderful experience for executives, with tremendous expertise in Value Innovation" - **Richard Walsh, Former Executive Director of The Center for Leadership & Executive Development at the University of Dayton (Ohio)**

"Ralph Trombetta brought thought provoking ideas and insight on innovation to the participants at the VNAA Workshop on Blue Ocean Strategy. We highly recommend this workshop" - **Shelley Ludwick, Director of Clinical Programs, Visiting Nurse Associations of America (VNAA)**

"Ralph Trombetta brings deep expertise in strategic thinking, facilitation skills, and a process that was completely bought into by all participants" - **John de Lavis, former EVP and Chief Product Officer, MasterCard International**

Registration

Blue Ocean Strategy

The Blue Ocean Strategy Process: Cultivating An Environment for Value Innovation

15 – 16 May 2008, Grand Plaza Park Hotel, Singapore

EARLY BIRD (Registration & Payment by 28 March 2008) S\$ 2,500	REGULAR FEE (Registration & Payment after 28 March 2008) S\$2,900
--	---

- All fees stated are not inclusive of 7% GST. Please include 7% GST if you are a Singapore registered company. Fee quoted includes refreshments, lunches and a set of documentation.
- Group registrations of 3 or more participants from the same company are entitled to a 10% discount.

Name (Dr / Mr / Mrs / Ms): _____ Title: _____

Name (Dr / Mr / Mrs / Ms): _____ Title: _____

Name (Dr / Mr / Mrs / Ms): _____ Title: _____

Approving Manager: _____

Company: _____

Address: _____

Email: _____ Tel: _____ Fax: _____

(Please photocopy for more delegates)

3 Easy Ways to Register	Mail	Tel	Fax
Contact: Dina Abdullah Email: dina@thelearninggroup.com.sg	The Learning Group Pte Ltd 87 Beach Road #02-04 Singapore 189695	(65) 62204556	(65) 62208659
Contact: Maylyn Javier Email: mhay_starhub@yahoo.com	Starhub Travel and Tours Co. Unit 102 JTIC Bldg. 622 Shaw Blvd. Corner Samat St. Mandaluyong City Philippine 1550	(63) 2 5336749/ (63) 2 5348701	(63) 2 5319732

Cancellation and Transfers

Regrettably, no refund will be made for any cancellations or for participants who do not attend on the day of the conference/workshop. You are however welcome to substitute delegates. In the event TLG postpones or cancels an event, a 100% credit voucher of equivalent value will be issued to be used at any TLG event for up to one year from the date of issuance. No refunds will be available for cancellations or postponements.

Program Changes

Please note that the speakers and topics were confirmed at the time of publishing. The Learning Group reserves the right to make any alterations, substitutions or cancellations of the topics or speakers if circumstances so require without prior notice.

Method of Payment

Cheque/Bank Draft. Cheque or draft to be made payable to The Learning Group Pte Ltd.

Mailing address: 87 Beach Road, #02-04 Singapore 189695.

Direct Transfer. Account Name: The Learning Group Pte Ltd Account Number: 529-829210-001 Swift Code: OCBCSGSG. Bank: OCBC Bank Address: 65 Chulia Street, #01-00 OCBC Centre, Singapore 049513. Please quote our reference number 0755S in your payment instructions. All bank charges are to be borne by the payer. Please ensure that TLG receives the full invoiced amount.

Conference Venue and Accommodation

Grand Plaza Park Hotel, Singapore
10 Coleman Street
Singapore 179809
Tel: 65 63363456
Fax: 65 63399311