

## EXECUTIVE DEVELOPMENT PROGRAM

MAY 7, 2014

8:30 AM–4:30 PM

# BLUE OCEAN STRATEGY: VALUE INNOVATION FOR THE 21ST CENTURY

Although the term blue oceans is new, their existence is not. They are a feature of business life, past and present. Many industries such as automobiles, music recording, aviation and health care – to name a few – were unheard of one hundred years ago. More recently a plethora of multi-billion dollar industries have been created – overnight express mail, digital music, coffee bars, discount retail, and cell phones. If history is any predictor of the future, we would expect to find many new industries and products created in the years ahead.

As you face an onslaught of changes in your industries, customer demands, technology, new competitors – How can you direct strategic thinking to go beyond conventional competitive-based strategic planning methods which defend your position in the red ocean of bloody competition? Blue Ocean Strategy encourages you to look beyond where you are competing today and provides you with a set of tools and frameworks to help you develop the capacity to think creatively with respect to creating new market space. In short, the aim of BOS is to create strategic moves that make your competition irrelevant by providing a quantum leap in buyer value and a lowering of your industry costs.

Based on the book “Blue Ocean Strategy” written by W. Chan Kim and Renee Mauborgne of INSEAD, the leading business school in Europe, Ralph has created a one-day program to help you understand the key ideas and frameworks of this world-wide best-selling business concept. Ralph will illustrate the core ideas of BOS and show you how to apply tools like the strategy canvas, to visualize your business or product/service strategy, the Four Actions Framework to create value innovations, and discuss methods for looking beyond the boundaries of conventional competitive-based business strategies.

## THIS PROGRAM WILL HELP EXECUTIVES:

- Understand the strategic logic behind blue ocean strategies and how they differ from traditional competitive-based approaches.
- Discuss the connection between BOS and business model innovation.
- Get started on developing a strategy canvas for your business area and applying the principles of Value Innovation.



**Ralph Trombetta**

*Ralph Trombetta is a senior strategist in the Blue Ocean Strategy network, founded by Professors W. Chan Kim and Renee Mauborgne. As a member of the author's core team, he helped to commercialize the ideas and launch the book. Trombetta has been recognized as a leading practitioner of BOS and has worked both in the United States and in Europe, South America and Asia with both very large Fortune 50 companies as well as smaller firms and family businesses.*

*Trombetta is the founder of Value Innovation Associates, a strategic innovation consultancy. He has been an Adjunct Professor of Management at the Gabelli School of Business at Fordham University in NYC where he regularly teaches in the EMBA program. Prior to launching Value Innovation Associates, Trombetta was a Vice President and member of the Executive Committee at Emergence Consulting, a global strategy consulting firm in Boston and a Principal in Renaissance Strategy, creators of the Balanced Scorecard founded by Drs. Kaplan and Norton from the Harvard Business School. He worked at IBM for 10 years and was an original member of the IBM Worldwide Consulting Group.*

*Trombetta is a graduate of the Stern School of Business, NYU, MBA and has been recognized in the preface of the “Blue Ocean Strategy” book by the authors. He is a recognized speaker in executive education programs.*