Innovative Market Creation with Blue Ocean Strategy Training Course

Dec 2026 25 - 21

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5900 € (للشخص الواحد)

Ref: #PLA8963_145312

:Course Introduction / Overview

In today's fiercely competitive business landscape, often termed 'red oceans', companies fight for a shrinking profit pool, making it increasingly difficult to achieve sustainable growth. This course provides a powerful alternative by immersing participants in the principles of Blue Ocean Strategy, a concept pioneered by W. Chan Kim and Renée Mauborgne in their world-renowned book of the same name. The core of this strategy is value innovation, the simultaneous pursuit of differentiation and low cost, which allows businesses to create new, uncontested market space, or 'blue oceans', thereby making the competition irrelevant. This program offered by BIG BEN Training Center is designed to be a comprehensive journey from theory to practical application. Participants will learn to shift their strategic focus from competing to creating, using powerful analytical tools and frameworks to reconstruct market boundaries. We will explore how to look beyond existing demand, reach noncustomers, and overcome key organizational hurdles to successfully formulate and execute a market-creating strategy. This is not just a theoretical overview; it is a hands-on guide to unlocking new growth opportunities and building a resilient, .future-proof business model that thrives on innovation rather than imitation

:Target Audience / This training course is suitable for

- .Chief Executive Officers and Senior Executives
- .Vice Presidents and Directors of Strategy
- .Business Development Managers
- .Product Managers and Innovation Leaders
- .Marketing Directors and Managers
- .Entrepreneurs and Business Owners
- .Corporate Planners and Strategists
- .Research and Development (R&D) Heads
- .Consultants focused on business growth and strategy

:Target Sectors and Industries

- .Technology and Software Development
- .Financial Services and FinTech
- .Healthcare and Pharmaceuticals
- .Retail and Consumer Goods
- .Manufacturing and Industrial Products
- .Telecommunications and Media
- .Hospitality and Tourism
- .Government Agencies and Public Sector Organizations
- .Non-Profit and Social Enterprises

:Target Organizations Departments

- Strategic Planning and Corporate Development
- .Marketing and Sales
- .Product Development and Management
- .(Research and Development (R&D
- .Executive Leadership and Management
- .Business Intelligence and Market Analysis
- .Customer Experience and Service Departments

:Course Offerings

:By the end of this course, the participants will have able to

- .Differentiate between red ocean and blue ocean strategies and their implications for business growth
- .Apply the strategy canvas to visually diagnose the current state of play in an industry
- Utilize the Four Actions Framework (ERRC Grid) to reconstruct value elements and create a new value .curve
- .Explore the Six Paths Framework to systematically look across conventional industry boundaries
- .Identify and target the three tiers of noncustomers to unlock new sources of demand
- .Sequence a blue ocean strategy for commercial viability, ensuring profitability and sustainability
- .Recognize and manage the organizational hurdles associated with executing a new strategic direction
- Develop a practical roadmap for implementing a market-creating innovation within their own .organization

:Course Methodology

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and results-oriented. This course moves beyond traditional lectures to create a dynamic learning environment where participants actively engage with the concepts of Blue Ocean Strategy. We utilize a blend of expert-led presentations, in-depth case study analyses of companies that have successfully created blue oceans, and hands-on workshops. A significant portion of the course is dedicated to practical application, where participants will work individually and in teams to apply tools like the strategy canvas and the Four Actions Framework to real-world business scenarios and their own organizational challenges. Facilitated group discussions, brainstorming sessions, and peer-to-peer feedback are integral components, encouraging diverse perspectives and collaborative problem-solving. Our expert instructors act as facilitators, guiding participants through complex concepts and ensuring they can translate strategic frameworks into actionable plans. The focus is on building practical skills and a strategic .mindset that can be immediately applied to drive value innovation and create uncontested market space

:(Course Agenda (Course Units

Unit One Foundations of Blue Ocean Strategy

- .Introduction to Red Oceans vs. Blue Oceans
- .The core concept of Value Innovation
- .The impact of market-creating strategies on growth
- .Debunking the value-cost trade-off

- .The analytical foundations of the strategic move
- .Case studies of historical blue ocean creations
- Understanding the risks and opportunities of market creation

Unit Two Analytical Tools and Frameworks

- .The Strategy Canvas as a diagnostic tool
- .Plotting your 'As-Is' strategy canvas
- .(The Four Actions Framework: Eliminate-Reduce-Raise-Create (ERRC
- .Applying the ERRC Grid to reconstruct buyer value
- .The Six Paths Framework for reconstructing market boundaries
- .Path 1: Looking across alternative industries
- .Path 2: Looking across strategic groups within industries

Unit Three Reaching Beyond Existing Demand

- .Path 3: Looking across the chain of buyers
- .Path 4: Looking across complementary product and service offerings
- .Path 5: Looking across functional or emotional appeal to buyers
- .Path 6: Looking across time and trends
- .Identifying the three tiers of noncustomers
- .Strategies for converting noncustomers into customers
- .Building a new market by focusing on commonalities

Unit Four Formulating and Executing the Strategy

- .The sequence of Blue Ocean Strategy formulation
- .Assessing buyer utility, price, cost, and adoption
- .Building a robust and profitable business model
- .Overcoming key organizational hurdles to execution
- .The Four Hurdles: Cognitive, Resource, Motivational, and Political
- .Tipping Point Leadership for strategic transformation
- .Aligning value, profit, and people propositions

Unit Five Practical Application and Sustainability

- .Workshop: Developing a 'To-Be' strategy canvas for your organization
- .Presenting and refining strategic moves in small groups
- .Building execution into strategy from the start
- .The principles of Fair Process in strategy making
- .When and how to value-innovate again
- .Monitoring the value curve over time
- .Creating a corporate culture of non-disruptive creation

:FAQ

?Qualifications required for registering to this course

.There are no requirements

How long is each daily session, and what is the total number of training hours for ?the course

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and .interactive activities, bringing the total duration to 20 - 25 training hours

:Something to think about

How might the principles of non-disruptive creation challenge the traditional view that innovation must always ?disrupt existing industries

What unique qualities does this course offer compared to other ?courses

This course distinguishes itself by focusing relentlessly on practical application and strategic execution, rather than remaining a purely theoretical exploration of Blue Ocean Strategy. While many programs explain the 'what' and 'why', our curriculum is meticulously designed to master the 'how'. Participants do not just learn about the strategy canvas; they build one for their own industry and organization. They do not just hear about the Four Actions Framework; they use it in intensive workshops to generate actionable ideas for creating new value curves. The methodology emphasizes a hands-on, workshop-based approach, ensuring that learning is immediately translated into tangible skills. Furthermore, the course content is enriched with contemporary case studies that go beyond the classic examples, exploring how these principles are being applied in today's digital and service-oriented economies. We place a strong emphasis on overcoming the internal organizational barriers that often derail even the most brilliant strategies, equipping leaders with the tools for Tipping Point Leadership and Fair Process to drive change effectively. The ultimate goal is for each participant to leave not just with knowledge, but with a clear, .actionable framework and the confidence to initiate a market-creating strategic move