

From Survival to Revival

BLUE VS RED

OCEAN STRATEGY - WHAT'S NEW?

Overview:

Post Pandemic, it is imperative that companies and organizations make a mindset shift, and this webinar is the perfect channel to develop the right perspective, gain strategic ideas and build a clear roadmap with market creating tools and systematic process through Blue Ocean thinking.

Participants will be enlightened with insights to seize new growth through market creation. It will be a great opportunity for any organization to shift away from cutthroat markets of red oceans to the wide-open blue oceans of new and uncontested market space.

A value add would be the walk through of a case example of a Blue Ocean Revivalist.

Key Takeaways:

Blue Ocean challenges companies to push the boundaries of their industries and offer consumers something unique of immense value. Through an interactive session, webinar participants will understand that:

- Organizations can create new demand in an uncontested market space, or a "Blue Ocean", rather than compete head-to-head with other players in an existing industry.
- Value Innovation is the cornerstone of BOS and entails driving costs down while simultaneously driving value up for buyers and the company.
- Organizations should re-orientate their strategic focus from competitors to alternatives, and from customers to non-customers of the industry.
- Blue Ocean Strategy provides a robust mechanism to mitigate risks and increase the odds of success.

Who should attend?

C-level Executives, Business Owners, Entrepreneurs, Executives, Heads of Departments, Marketing Professionals, Sales Professionals, Emerging Business Leaders, HR Directors & Managers, and Business school faculty will find the Blue Ocean Strategy introductory webinar highly relevant and easy to understand.

Zoom Registration Link:

<http://bit.ly/388uHNU>

Speaker:



Dr. Raj Kumar

- Dr. Raj Kumar is the CEO of UCSI Consulting Group
- Served in several listed Multinational Companies, his forte in consulting is anchored with a sea of experience, ranging from the setting up of business operations to strategic planning, innovation, and project execution
- A certified Consultant and Practitioner from the Blue Ocean Strategy-Initiative Centre of Professors Kim and Mauborgne, co-creators of Blue Ocean Strategy
- His portfolio includes the formulation of Blue Ocean Strategies for the No. 1 Global Pharmaceutical company, the largest bank in Asia, the largest media agency in Asia, a leading education institution in South East Asia and a mega property development project in the region
- Dr. Raj has also conducted programmes on Blue Ocean Strategy across North America, Middle East, Africa, and Asia Pacific, interacting with participants from over 25 countries and was also invited by TCS Octara in 2016-17 in Karachi, Pakistan for BOS Leadership Workshops & for a Keynote in an annual conference of MAP.
- Raj holds a doctorate degree in Business and Administration from UCSI University (Malaysia) majoring in organizational innovation

...only from Octara!!!

For Details & Registration contact

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