



# BLUE OCEAN STRATEGY SIMULATION

**How to Create Uncontested Market Space  
and Make the Competition Irrelevant**

**September 26-27, 2016 | Mövenpick Hotel-Karachi**



**UCSI Blue Ocean Strategy  
Consulting Program**



For Details:

Karachi: 021- 34547141, 34536306, 34551198, Lahore: 0315 - 8220416-18  
✉ info@octara.com 🌐 www.octara.com 📘 teamoctara 📞 teamoctara 📺 octaratraining 🌐 Octara - A TCS Company

Marketing Affiliate to **Blue Ocean Strategy Center, Malaysia & SweetmanCragun, USA**

## Course Overview

Ordinary thinking leads to ordinary decisions and produces ordinary results. Strategic thinking leads to strategic decisions and produces great results. Therefore, the ability to think strategically and navigate change effectively is key to create a sustainable organization.

However, strategic thinking doesn't come naturally. Because most of us are used to accomplish only what we are given and focus on the task at hand. However, strategic thinking skills have to be learned, practiced and applied.

A highly interactive 2-Day Blue Ocean Strategy Simulation Workshop has been designed by UCSI Consulting Group (A certified member of the global Blue Ocean Strategy Community of practitioners) for employees of the organizations to learn how to think out-of-the box and take critical approach to the problems. It is an "action learning" (directly experience and learn) program whereby participants work through the entire BOS process using business simulation cases.

***The main goal of the workshop is to develop strategic thinking capabilities & improve problem solving skills by learning and test driving the BOS tools & framework.***

## Course Agenda

Below is the detailed logic of the 2-Day BOS Simulation Workshop:

- **Visual Awakening** will help participants to see the competition level and what company and its competitors are investing into
- **Visual Exploration** will help participants explore potential new customers and new opportunities for the business simulation cases
- **Visual Strategy Creation** will teach participants how to identify factors/activities to Eliminate-Reduce-Raise-Create in order to achieve cost savings for the company and lifting the buyer value up
- **Visual Strategy Fair** will require participants to present the new strategic options developed with a help of the business simulation cases

## What You Will Learn

The 2-Day BOS Simulation Workshop is a program focused on "action learning" (directly experience and learn) whereby participants work through the entire BOS process using business simulation cases.

The main goal of the workshop is to develop strategic thinking capabilities & improve problem solving skills by learning and test driving the BOS tools & framework. Therefore, the present workshop has been designed in order to pursue the following key objectives:

- Learn about new ways of thinking;
- Take a critical approach to current practices;
- Look at the problems from a different point of view;
- Challenge current beliefs, assumptions and mindsets;
- Think creatively by generating alternatives and explore new opportunities;
- Structure the ideas into practical future business opportunities.

### **BOS Tools:**

- The strategy canvas
- The value curve
- The Four Actions Framework
- The ERRC grid

## Who should attend

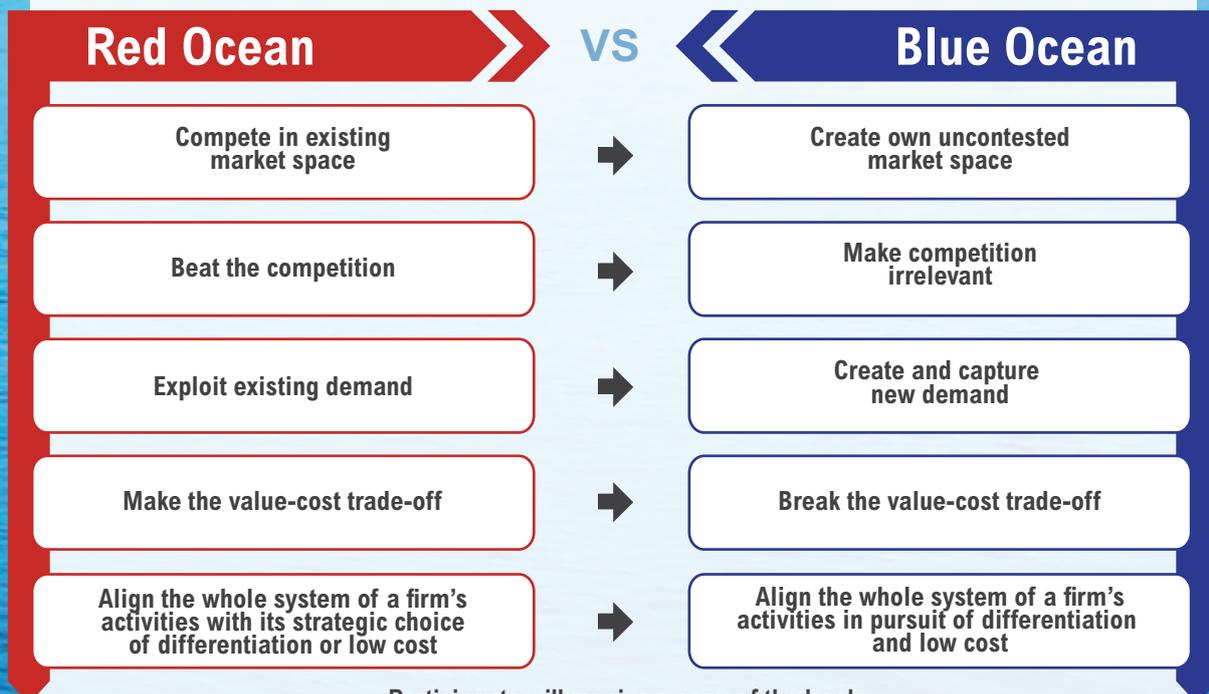
C-level executives, business owners, entrepreneurs, executives, heads of departments, marketing professionals, sales professionals, emerging business leaders, HR directors & managers, business school faculty will find the Blue Ocean Strategy Simulation Workshop highly relevant and easy to understand.

# ABOUT BLUE OCEAN STRATEGY PROGRAM

The 2-day Blue Ocean Strategy Program is based on a business strategy book first published in 2005 and written by W.Chan Kim and Renée Mauborgne of the Blue Ocean Strategy Institute at INSEAD. Blue Ocean Strategy suggests that an organization should 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.

Companies have long engaged in head-to-head competition in search of sustained, profitable growth. Yet in today's overcrowded industries, competing head-on results in nothing but bloody "red oceans" of rivals fighting over a shrinking profit pool.

Red oceans represent all the industries in existence today – the known market space. Here companies try to outperform their rivals to grab a greater share of product or service demand.



Participants will receive a copy of the book



### W. Chan Kim

...is a professor of strategy and management at INSEAD and codirector of the INSEAD Blue Ocean Strategy Institute, in Fontainebleau, France. **He is the coauthor, along with Renée Mauborgne, of the book Blue Ocean Strategy**

### Renée Mauborgne

...is a professor of strategy and management at INSEAD and codirector of the INSEAD Blue Ocean Strategy Institute, in Fontainebleau, France. **She is coauthor, along with W. Chan Kim, of Blue Ocean Strategy**

The Blue Ocean Strategy Network (BOSN) was created by W. Chan Kim and Renée Mauborgne. It is a global community of practitioners who work with corporations, national governments, and non-profits in the pursuit of creating blue oceans.

UCSI Blue Ocean Strategy Consulting is a certified member of the global Blue Ocean Strategy Community of Practice, focusing in Australia, China, India, Pakistan, Indonesia, Malaysia, Middle East and Singapore. UCSI is the foremost authority on Blue Ocean Strategy in Asia Pacific specialising in the field of strategy, innovation and leadership.

# What the World is asking about Blue Ocean Strategy



## What makes blue ocean strategy imperative in today's business climate?

Blue and red oceans have always coexisted and always will. Practical reality, therefore, demands that companies understand the strategic logic of both types of oceans. At present, however, competing in red oceans dominates the field of strategy in theory and in practice. The result has been a fairly good understanding of how to compete skillfully in red waters, from analyzing the underlying economic structure of an existing industry, to choosing a strategic position of low cost or differentiation or focus, to benchmarking the competition. Yet, although some discussions around blue oceans exist, little practical guidance exists to create and capture them. This largely explains why CEOs remain focused on red oceans—it's the ocean they are familiar with and feel equipped to compete in.

What blue oceans strategy seeks to do is to make the creation and capturing of blue oceans as systematic and actionable as competing in the red waters of known market space.



## Is blue ocean strategy applicable to all types of industries including businesses that are several steps upstream from consumers?

Yes, blue ocean strategy applies across all types of industries from the typical suspects of consumer product goods to B2B, industrial, pharmaceutical, financial services, entertainment, IT, and even defense. Blue ocean strategy drives this point home by highlighting a rich array of companies creating blue oceans across diverse, and unexpected, industry domains. Our experience further suggests two interesting findings with respect to businesses several steps removed from the final consumer. First, companies in these industries tend to view their businesses as commodity businesses with little room to offer innovative value. This has effectively created a self-fulfilling prophecy in that the more these companies view their businesses as commodities, the more they treat their businesses as such. Secondly, we observed that the more removed companies are from the final customer, the more levers there are to unlock innovative value as every company in that chain can be viewed as a customer. If a company can't see an opportunity to unlock innovative value for the next direct customer in that chain, there are still opportunities to unlock innovative value for that customer's customers, and so forth.



## Are you saying red ocean strategy is no longer useful?

Absolutely not. It will always be important to swim successfully in the red ocean by out-competing rivals. Red oceans will always matter and will always be a fact of business life. But with supply exceeding demand in more industries, competing for a share of contracting markets, while necessary, will not be sufficient to sustain high performance. Companies need to go beyond competing. To seize new profit and growth opportunities they also need to create blue oceans. A better balance must be struck across red ocean and blue ocean initiatives.

# BOS Certified Consultant

## RAJ KUMAR

...is the CEO at the UCSI Consulting Group, a certified member of the global Blue Ocean Strategy Community of Practice based in Malaysia. An excellent communicator with a gifted mind, Raj is a certified Consultant and Practitioner from the Blue Ocean Strategy-Initiative Centre of Professors Kim and



Mauborgne, co-creators of Blue Ocean Strategy. The companies he has hooked up in deploying and implementing Blue Ocean Strategy consist of international firms, billion dollar conglomerates and government-lead companies. Having 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.

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. Raj has also conducted programs on Blue Ocean Strategy across North America, Middle East, Africa and Asia Pacific, interacting with participants from over 25 countries.

Raj holds a Master of Science in Strategic Business from University of Portsmouth (UK), a Postgraduate Diploma from NCC Education (UK) where he graduated top of his class and a Bachelor's Degree with Honours in Information Technology majoring in Project Management from University Tenaga Nasional (Malaysia). Raj is currently a doctoral scholar in Business and Administration at UCSI University majoring in sustainable innovation.

Listen to Raj Kumar talk about Blue Ocean Strategy at:  
<http://www.bfm.my/resource-centre-red-ocean-traps-raj-kumar.html>

### FEEDBACK FROM PAST PARTICIPANTS:

"Raj made us think and took our strategies out from Red Ocean to the Blue Ocean"

– Rehan Umer, National Sales Manager



"This was a great learning experience as we are also in the phase where we want to expand"

– Ghazanfar Farooq, Trade Marketing Manager



"Excellent experience! We can implement the learning in our day to day activities to create more blue oceans"

– Syed Shaukat Abbas, Country Head Consumer



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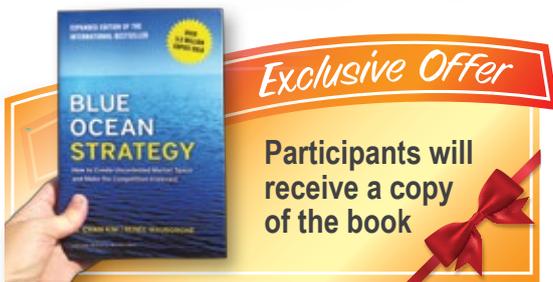
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Program Investment  
**PKR 75,000/-**  
+ SST per participant



Value-Adding Benefit for **5+ Group**  
Nominations from same organisation

Upon registering 5 or more participants from your company, you can avail the chance to attend a post workshop exclusive session on third day with BOS visiting Consultants about the implementation of Blue Ocean Strategy in your organization. Contact us for more information.



### Fee includes:

Branded Courseware, Book, Certificate, Lunch and Refreshments.

**NOTE:** Full Payment must be received in Advance to Confirm Registration.

### For Details:

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We define Reinvention as quantum individual and organizational change accelerated. We suggest that the ability to reinvent professionally and organizationally is one of the most important competencies to master in the 21st century. Learning how to leverage and actually accelerate results when disruption hits will be a new skill that top companies will grow and learn.

– Shane Cragun and Kate Sweetman

# REINVENTION

Accelerating Results in the Age of Disruption

September 30, 2016 | 9:30 am - 5:00 pm | Pearl Continental Hotel, Lahore



## Shane Cragun & Kate Sweetman

Founding Principal at  
SweetmanCragun, USA &  
Co-author of the book  
**REINVENTION**

Founding Principal at  
SweetmanCragun, USA &  
Co-author of the book  
**REINVENTION** & the global best  
seller "The Leadership Code"  
along with **Dave Ulrich**

This workshop Teachings/Learnings are based upon the best-selling book **REINVENTION: Accelerating Results in the Age of Disruption**. The authors of the book (Kate Sweetman and Shane Cragun of SweetmanCragun) will lead this workshop.

### KEY LEARNING OUTCOMES

- The Age of Disruption and how this impacts all of us
- The Six Deadly Blindfolds that keep individuals and organizations from changing quickly enough to survive
- The Reinvention Formula and Roadmap that are the true way to bring about fast, large, and successful change
- How to change before you have to, not just when you have to
- How to change yourself and your organization in ways where you not only survive and thrive, but actually accelerate your own impact and that of others
- How to be an exceptional leader during Reinvention and lead your team to safety and success
- Three things participants can do when they get back to work to make an immediate impact individually and organizationally

Lead Partner



Management Association of Pakistan

**Exclusive Offer:**  
Participants will receive  
a copy of the book



For Registration & Details:

Tel: LAHORE: 0315-8220416-18, KARACHI: 021-34547141, FAX: 021-34520708

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