

### Breakout Group 3. Blue Ocean

At the center of Blue Ocean model is a product/service that you want to improve somehow to make it meet the requirements of the customers better – and as the original idea in the model goes – so that it would be appealing to non-customers as well. Analytically, this is done by considering different attributes or qualities of the product/service: you could **reduce** some attribute, **eliminate** it completely, or **raise** its level. You can also **create** some feature that hasn't been in your field of industry or market before.

Consider all these categories (reduce, eliminate, raise create) in your group and try to find agreement on their importance. You may want to show the importance by, for example, arranging your post it -type of comments so that the most important ones are closer to the each category title. For the sake of efficiency and getting the conversation going: start writing down ideas/suggestions as soon as possible! You can remove them and move them around in the whiteboard:

We will use Flinga Whiteboard system for this exercise. Flinga is intuitive and very easy to use: just open this link <https://edu.flinga.fi/s/E5H6LDU> and there you have the Whiteboard ready. I created the Blue Ocean whiteboard for you, so everyone in your breakout room can type text in the whiteboard – Flinga allows you to work together on a same whiteboard. Just type your text in the text field where it says “message” in the Flinga upper right corner and press send. After that you can move that message (appears in the form of square) around, or edit it, or delete it if you so decide.

You have altogether 20 mins. for this exercise, that is, identifying what to reduce, eliminate, raise or create as regards our case of Aalto Business School's strategy in teaching (“the product” in sense, the underlying question being “What are the measures the Aalto BIZ should take in its efforts regarding teaching in the coming years (to become one of the leading European business schools?)

So, use Blue Ocean to arrive at conclusions regarding the question, and choose one volunteer (or two if you like) who presents your analysis results (**max.** 5 mins.) to us all then when back in the main room.

Below, a simple visualization of Blue Ocean.

