BLUE OCEAN SHIFT _ Non-disruptive Creation https://www.youtube.com/watch?v=d2UIIKHnx8E

How do we as individuals, teams and organisations shift:

| FROM |
|------|
|------|

то

RED OCEAN

BLUE OCEAN

OFFENCE

COMPETE IN EXISTING MARKET SPACE

CREATE UNCONTESTED MARKET SPACE

COMPETING (VALUE IMITATION) **CREATING** (OPPORTUNITIES) (VALUE CREATION)

CUT THROAT MARKETS WIDE OPEN MARKETS

DEFENCE

EXPLOIT EXISTING

CREATE AND CAPTURE NEW DEMAND

COMPETE VIA DIFFERENTIATION OR LOW COST (VALUE / PRICE IMPROVEMENT/ REDUCTION)

COMPETE VIA DIFFERENTIATION & LOW COST COMBINED (VALUE INNOVATION)

+

PIPELINE

PLATFORM

EXPLOITATION

VALUE CAPTURE

VALUE CREATION

EXPLORATION

ADAPTOR (FOLLOWER)

THEORY X TASK ORIENTED THEORY Y PEOPLE ORIENTED

INNOVATOR _ AI THEORY

MANAGEMENT EMPHASISLEADERSHIP EMPHASISCONTROL & ORGANISATIONVISION & INSPIRATION

RELIABILITY

TRUST

CO-ORDINATION COLLABORATION

CULTURE:

PROCESS DRIVEN TIME PHILOSOPHY DRIVEN SPACE

DOMINANT EMPHASIS:

OUTPUTS DELIVERABLES

OUTCOMES CONSEQUENCES

CONTEXT / CLIMATE:

REPLICATE

TRANSFORM

Lessons From The Book BLUE OCEAN SHIFT (Book Review / Summary) https://www.youtube.com/watch?v=0LJXLMOihSA

CHALLENGE INDUSTRY ASSUMPTIONS Seeing things from a DIFFERENT PERSPECTIVE.

- 0D Succinct Sense of PURPOSE
- 1D Seeing things from a **DIFFERENT PERSPECTIVE**.
- 2D **POSITION** / PLATFORM
- 3D UNIQUE **PRODUCT** / PROCESS
- 4D CONQUERING TIME & MARKET SPACE

BLUE OCEAN SHIFT _ FIVE STEP TO SUCCESS

- 01 Choose the right place to start and construct the right team.
- 02 Get clear about the current state of play (rules).
- 03 Discover hidden pain-points that limit the size of your industry & discover non-customers. (Point, Purpose, Potential, Problems)
- 04 Reconstruct market boundaries systematically.
- 05 Conduct rapid market tests, finalise and launch your blue ocean move.

Tools & Templates to Guide a Blue Ocean Shift

- 01 Get Started.
- 02 Understand Where You Are).
- 03 Imagine Where You Can Be
- 04 Find How To Get There
- 05 Make Your Move

Start Small, Go Fast, Go Wide.

STRATEGY CANVAS _ OUR FOUR ACTIONS FRAMEWORK

WHAT CAN YOU:

- 01. ELIMINATE
- 02. REDUCE
- 03. RAISE (INCREASE)
- 04. CREATE

YOU TYPICALLY IMPROVE SOMETHING BY INCREASING, REDUCING OR MAINTAINING SOMETHING (OR SOMEONE). Blue Ocean Shift: Proven Steps to Inspire Confidence and Seize New Growth _ Raj Kumar https://www.youtube.com/watch?v=7LUEjhkeF6A

What is the World Economic Forum?

https://www.youtube.com/watch? time_continue=2&v=LWP9kPzaBBo&feature=emb_logo

How The Economic Machine Works by Ray Dalio

https://www.youtube.com/watch?v=PHe0bXAluk0

Stop Managing, Start Leading I Hamza Khan I TEDxRyersonU https://www.youtube.com/watch?v=d_HHnEROy_w