

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

How do we as individuals, teams and organisations shift:

FROM

TO

RED OCEAN

BLUE OCEAN

COMPETE IN EXISTING
MARKET SPACE

CREATE UNCONTESTED
MARKET SPACE

COMPETING
(VALUE IMITATION)

CREATING (OPPORTUNITIES)
(VALUE CREATION)

CUT THROAT MARKETS

WIDE OPEN MARKETS

DEFENCE

OFFENCE

EXPLOIT EXISTING
DEMAND

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

EXPLORATION

VALUE CAPTURE

VALUE CREATION

ADAPTOR (FOLLOWER)

INNOVATOR _ AI THEORY

THEORY X
TASK ORIENTED

THEORY Y
PEOPLE ORIENTED

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](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 | Hamza Khan | TEDxRyersonU

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