

28
Seats Only

TerraBiz

Training | Conferences | Exhibitions

BLUE OCEAN STRATEGY

AN 'ACTION LEARNING' WORKSHOP FOR STRATEGIC DECISION-MAKERS

Facilitated by **Malcolm Spiers**
B.Sc., MSc. (Cranfield), Chartered Statistician

BOS

June 14-15, 2010
Karachi Marriott Hotel

June 17-18, 2010
Pearl Continental Hotel, Lahore

Digital Media Partner

SYMMETRY
playing with digital media

Technology Media Partner

CIO
Pakistan

BLUE OCEAN STRATEGY

About BOS (Blue Ocean Strategy)

Classical strategies built around market share rarely lead to dramatic and enduring success. In most industries – probably yours – hard fought gains fade as competitors copy innovations and counterattack with new offers of their own.

But there is a way out of this competitive "Red Ocean"...

Using cutting edge concepts to drive value innovation and demand creation your organization can chart a course to a "Blue Ocean" where the competition does not yet exist. This Blue Ocean is also where your organization's distinctive process capabilities can deliver value that would-be competitors cannot easily copy.

Blue Ocean Strategy is a radical, yet proven, approach to delivering value into the market that can yield very high growth and profitability. When implemented correctly it can lead to dramatic innovation within established industries and allow you to leverage an enormous competitive advantage – by making the competition irrelevant.

The Blue Ocean Strategy is complementary to classical competitive strategy and you do not face a discrete choice between them. Blue Ocean Strategy also uses analysis, strategy choices and other classical strategy process steps however, the aim is different. The aim of Blue Ocean Strategy is to create new, uncontested market space and it has been shown to produce a long-term viable strategy that is dominant over the classical approach.

While innovation has been seen as a random/experimental process where entrepreneurs and spin-offs are the primary drivers, Blue Ocean Strategy offers systematic and reproducible methods and processes in pursuit of blue oceans by both new and existing firms. Leaders increasingly see Blue Ocean Strategy as an imperative to help their organizations flourish and deliver better value to their stakeholders.

Dive into the Blue Ocean Strategy and discover the principles and practices that other successful organizations have already used to create their own Blue Oceans, and that you can use too.

Top 3 Learning Objectives

- 1. Discover** how to increase your profits by creating new business opportunities in uncontested market space – Blue Oceans
- 2. Develop** an in-depth understanding of how to generate a Blue Ocean Strategy which creates breakthrough business ideas, how to bench-test your new strategy and how to convert it into an actionable business plan
- 3. Gain** key insights on how the Blue Ocean concept, tools and frameworks will complement and help you go beyond the traditional approaches to strategy

What You Will Learn

- ▶ The power of a Blue Ocean Strategy, in particular within a difficult economic climate
- ▶ 'Value innovations' and how Blue Ocean Strategy creates breakthrough business ideas
- ▶ How to diagnose and recognise shortfalls in your current products and services strategies
- ▶ How to bench-test new strategies
- ▶ How to target non-customers that you can attract
- ▶ How to convert strategy into an actionable business plan
- ▶ In-depth understanding of how to generate and execute a Blue Ocean Strategy
- ▶ Promote and maintain team effectiveness and productivity
- ▶ How to apply Blue Ocean Strategy to your own organisation

Who Should Attend

This course expands classical strategic thinking and is designed for decision-makers who are involved in creating, directing, guiding, managing the formulation and implementation of strategy including:

- ▶ Directors
- ▶ Corporate Executives
- ▶ Leadership teams
- ▶ General Managers
- ▶ Entrepreneurs
- ▶ Directors Marketers
- ▶ Brand Managers
- ▶ Sales Managers
- ▶ Strategists and
- ▶ Planners

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Course Outline

Day 1

Understanding the Power of Blue Oceans

- ▶ Introduction to Blue Ocean strategy
- ▶ Blue Ocean Case File
- ▶ The origins of Blue Ocean strategy

Principles of Blue Ocean Strategy

- ▶ Thriving in uncertain times through Value Innovation
- ▶ Strategic moves and sustainable value creation
- ▶ Advantages of a Blue Ocean strategy
- ▶ The market dynamics of Value Innovation

Blue Ocean Strategic Thinking

- ▶ The Strategy Canvas
- ▶ Value Proposition Factors
- ▶ The Four Actions Framework
- ▶ Assessing the strategy

Reconstructing the Market Boundaries

- ▶ Path 1 - Alternative Industries
- ▶ Path 2 - Industry Groups
- ▶ Path 3 - The Buyer Chain
- ▶ Path 4 - Complementary products and services
- ▶ Path 5 - Buyer Appeal
- ▶ Path 6 - External Trends

Leadership and Strategic Change Management

- ▶ Tipping Point Leadership
- ▶ Making the mental shift
- ▶ Reallocating resources
- ▶ Dealing with vested interests

Day 2

Planning a Blue Ocean Strategy

- ▶ Where and when to apply a Blue Ocean strategy
- ▶ The development process
- ▶ Development resources

Managing the Development Process

- ▶ Visualizing the current strategy
- ▶ Exploring market and customer boundaries
- ▶ New strategies and the strategy contest

Managing the Commercial Qualification Process

- ▶ Getting the sequence right
- ▶ Testing for exceptional Buyer Utility
- ▶ Strategic pricing and cost structuring
- ▶ Price Model and Business Plan

Blue Ocean Bench Testing

- ▶ Attributes of a good strategy
- ▶ Blue Ocean Index

Managing the Execution and Adoption Process

- ▶ A Fair Process - gaining commitment, trust and cooperation
- ▶ Internal Communication
- ▶ External Communication

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Your Course Expert



Malcolm Spiers
Strategy Management
Zamil Group, Saudi Arabia

Malcolm Spiers, BSc, MSc, CStat, is a seasoned professional with 30 years experience in forming strategy and implementing strategic performance programmes in complex organisations in Europe, North America and the Middle East.

After 20 years in executive management positions in international corporations plus ten years in project management in logistics, engineering and financial services, he uses this experience to deliver practical strategic performance management solutions that make sense.

He is currently working in strategy management for Zamil Group in Saudi Arabia.

For onsite customized programs by **Malcolm Spiers**

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For Registration & Payment:

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We are a business information firm, having managed and organized events of various calibers during the last 2.5 years of our operations. Among our more recent event was the 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabilz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabilz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

MPF also engaged us for Entrepreneurship 09 Conference in August 2009 which is being repeated this year as well. Terrabilz Human Capital Management Conferences which were held in Karachi and Lahore in April09 and July09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the 11th Convention of the Management Association of Pakistan in December last year in Karachi. MAP convention has become the benchmark against which all business conferences are measured.

Terrabilz organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabilz has also organized some events with Google Pakistan.

Terrabilz is responsible to produce a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company. As part of our operations, we also facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

Registration Note:

Participation will be confirmed subject to receipt of payment.

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledge by Terrabilz.

Workshop fees must be paid in Full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from Terrabilz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstance, Terrabilz reserves the right to cancel or postpone the event.

Workshop Investment:

Seminar Investment:

Rs. 38,500/- Per Participant

Early Bird Discount for registration before 31st May:

Rs. 35,500/- Per Participant

Every 4th Participant from the same organization will attend

FREE

Includes course ware, Terrabilz certificate, lunch, refreshments and business networking.