

Building your Blue Ocean strategy

Move beyond competition. Create new opportunities for growth.

This course helps you understand the principles of Blue Ocean strategy and apply them to identify new opportunities, innovate and build a distinctive value proposition.



Recognise these situations?

- Your market is turning into a price war.
- Competitors quickly copy your innovations.
- Products increasingly look alike.
- Differentiation is becoming difficult.
- You feel a need to renew your strategy.



What we will understand

- The principles of Blue Ocean strategy.
- How to identify non-customers and latent needs.
- How to create a unique value proposition.
- The importance of value innovation: differentiation and cost reduction.
- Tools for analysing and rethinking your market.



How we will work

- The Strategy Canvas and the Eliminate-Reduce-Raise-Create framework.
- The neuroscience of value perception.
- Case studies and simulations.
- Group workshops to develop Blue Ocean ideas.
- AI as a tool for exploration and decision support.



What will change in practice

- A clear understanding of growth opportunities.
- Identified opportunities to differentiate.
- Testable, actionable ideas.
- A more creative vision, less dependent on competitors.
- A strategy aligned with your values and impact.



Who is it for?

Teams, managers, sales professionals, trainers and leaders who want to explore new markets.



Formats

Half-day
1 day
2 days



Our approach

Neuroscience • Practical methods • AI • Hands-on experience • Real cases.



An international, cross-sector perspective

Examples and inspiration from different sectors and countries.



Request the detailed programme

Questions? Let's discuss your needs.