

INSEAD

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مؤسسة الكويت للتقدم العلمي
Kuwait Foundation for the Advancement of Sciences

KFAS - INSEAD
Blue Ocean Strategy



OFF CAMPUS



EXECUTIVE EDUCATION
FOR A RAPIDLY CHANGING WORLD

EXPAND YOUR HORIZON. MAKE AN IMPACT.

Creating uncontested market space

Companies have long engaged in head-to-head competition in search of sustained, profitable growth. They have fought for competitive advantage, battled over market share, and struggled for differentiation. Yet in today's overcrowded industries, competing head-on results in nothing but a bloody 'red ocean' of rivals fighting over a shrinking profit pool characterised by increasing levels of commoditisation. While most companies compete within such 'red oceans', is this strategy likely to create profitable growth for the future?

INSEAD Blue Ocean Strategy offers you a new perspective on strategy formulation and execution. Immerse yourself in Blue Ocean Strategy concepts, tools and frameworks and start to create 'blue oceans' of uncontested market space to help you make the competition irrelevant. You will gain key insights on how these concepts complement and go beyond traditional approaches to strategy. There is also a strong emphasis on learning how to apply Blue Ocean Strategy concepts, tools and frameworks to real business situations in order to help your business break away from the competition and achieve strong profitable growth.

An important part of the programme is the opportunity for you to immediately start applying Blue Ocean Strategy to analyse your own organisation's strategic challenges.

INSEAD professors W. Chan Kim and Renée Mauborgne created Blue Ocean Strategy, based on over a decade of research, as a way for companies to swim out of the 'red ocean' filled with sharks. Blue Ocean Strategy argues that tomorrow's leading companies will succeed not by battling competitors, but by creating 'blue oceans' of uncontested market space ripe for growth.

INSEAD Blue Ocean Strategy enables you to discover such strategic moves - termed 'Value Innovation' - which can create powerful leaps in value for both the firm and its buyer, rendering rivals obsolete and unleashing new demand.

Key benefits

- Acquire an in-depth understanding of Blue Ocean Strategy tools and concepts developed here at INSEAD
- Learn how to engage your colleagues in a Blue Ocean Strategy process
- Start developing Blue Ocean Strategy for your organisation in order to break away from the competition through 'Value Innovation', the simultaneous pursuit of differentiation and low cost

Faculty

Programme Director



Neil Jones

Senior Affiliate Professor of Strategy

Contributing Faculty



Lauren Mathys

Adjunct Professor at INSEAD

Participant profile

This programme is especially relevant if you are seeking to break out of the traditional 'red' ocean of competition and create strong profitable growth for your organisation in both existing and new markets. It will benefit you if you are a senior executive, business owner, head of strategy or an executive from mid- to upper-level management directly involved in the development of new product and service offerings. A minimum of 12 year's experience is required to be eligible.

Programme content

INSEAD Blue Ocean Strategy is an intensive four-day programme featuring a mix of lectures, discussions, case analysis and workshops where you will analyse your own business. Hence you are encouraged to come with a specific challenge that you would like to work on during the programme.

Review and Critique of Competitive Strategy

You will evaluate tools and concepts of traditional competitive strategy, which include 'Five Forces', industry value chain, positioning analysis and generic strategies of cost leadership or differentiation.

Foundations of Blue Ocean Strategy

- Key defining features that separate 'red' and 'blue oceans'
- How to achieve 'Value Innovation', the simultaneous pursuit of differentiation and low cost
- Paths by which you can reconstruct market boundaries to break away from the competition and unlock tiers of new demand
- Analytic tools such as the Strategy Canvas, The Eliminate-Reduce-Raise-Create

An assessment: How Blue is Your Ocean?

Apply Blue Ocean Strategy to an analysis of the current 'As-Is' situation facing your business.

- Drawing the 'As-Is' strategic canvas of your business
- Identifying and understanding the range of industry assumptions and the cost implications
- Contrasting the outcome of a 'blue ocean' analysis with the outcome of a 'red ocean' perspective

Creating New Market Space

Explore how to systematically pursue 'Value Innovation' to fundamentally unlock new demand in a market.

- Three Tiers of Non-Customers: to think beyond existing customers and explore new customers
- Buyer Utility Map: to explore the levers you can pull to create a compelling leap in value for the market that unlocks demand from non-customers
- Six Paths Framework: to understand the paths to reconstruct market boundaries and unlock commercially compelling new business ideas

Looking for Your Own 'Blue Ocean'

Start the process of searching for a 'blue ocean' of new market space for your own organisation. The aim is to practice using the various tools and frameworks as well as to take advantage of the diverse experiences and perspectives of other participants to create a new market space.

Implementing Blue Ocean Strategy

Explore the two key approaches central to implementing Blue Ocean Strategy fast and at low cost while winning the support of employees.

- Tipping Point Leadership: learn how to overcome the cognitive, resource, motivational and political hurdles that prevent the best strategies from being executed
- Fair Process: learn how to communicate and interact with your staff to build deeper trust to facilitate the execution of a Blue Ocean Strategy for your organisation

Location

Dasman Ballroom, Radisson Blu Hotel, Kuwait

Dates and length

April 8-11, 2018

Teaching will start at 8AM and finish at 3PM

How to Apply

To register for this program, please ensure that you complete the steps online at www.kfas.org/BOS and adhere to the requirements listed below:

- Must be employed by a private Kuwaiti shareholding company
- Provide an updated C.V. reflecting current role and responsibilities
- Sign the Terms & Conditions document
- Minimum of 12 years work experience

Selection Process & Registration Deadline

All applicants will undergo a blind-review process by a selection committee. Any late or incomplete submissions will be automatically disqualified. Registration Deadline: March 22, 2018

All applicants will be notified of their application status between March 25 and April 1, 2018.

Contact us

To secure your place on the programme, please contact:

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