# Training Course on Blue Ocean Strategy

Professional Development Training Course Outline

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|---|---|---|---|
| **Category** | Blue economy | **Duration** | 5 Days |
| **Base Fee** | $1,500 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

The Blue Ocean Strategy represents a paradigm shift from traditional competitive strategies, urging organizations to move beyond the saturated "red oceans" of existing markets into the untapped "blue oceans" of uncontested market space. This innovative approach emphasizes **value innovation** , a simultaneous pursuit of differentiation and low cost, thereby rendering competition irrelevant. By focusing on **non-customers** and identifying latent demand, companies can unlock new growth opportunities and establish sustainable competitive advantages. Mastering this strategy is crucial in today's rapidly evolving business landscape, where **disruptive innovation** and **strategic foresight** are paramount for long-term success.

Training Course on Blue Ocean Strategy provides a deep dive into the Blue Ocean Strategy framework, equipping participants with the tools and techniques necessary to identify and capitalize on blue ocean opportunities. Through practical exercises, case studies, and interactive discussions, learners will gain a thorough understanding of the strategy's core principles and learn how to apply them to their own organizations. The course aims to foster **strategic thinking**, enhance **market analysis** skills, and cultivate a culture of **innovation and growth**.

## Programme Curriculum

**Training Course on Blue Ocean Strategy**

**Introduction**

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**Course Duration**

5 days

**Course Objectives**

1. **Identify Blue Ocean Opportunities:** Learn to recognize and analyze potential blue ocean spaces within diverse industries. (Trending Keyword: **Market Disruption**)
2. **Apply the Strategy Canvas:** Master the use of the strategy canvas to visualize and compare competitive landscapes. (Trending Keyword: **Competitive Analysis Tools**)
3. **Formulate Value Innovation:** Develop the ability to create value innovation by simultaneously pursuing differentiation and low cost. (Trending Keyword: **Value Proposition Design**)
4. **Explore the Four Actions Framework:** Understand and apply the four actions framework (eliminate, reduce, raise, create) to reconstruct market boundaries. (Trending Keyword: **Strategic Frameworks**)
5. **Target Non-Customers:** Learn to identify and understand the needs of non-customers to unlock new demand. (Trending Keyword: **Customer Segmentation Strategies**)
6. **Develop a Blue Ocean Strategy Map:** Create a comprehensive strategy map to guide the implementation of a blue ocean strategy. (Trending Keyword: **Strategic Planning**)
7. **Overcome Organizational Hurdles:** Identify and address common organizational hurdles to blue ocean implementation. (Trending Keyword: **Change Management**)
8. **Implement Blue Ocean Initiatives:** Develop practical steps for implementing blue ocean initiatives within your organization. (Trending Keyword: **Implementation Strategies**)
9. **Analyze Industry Trends:** Learn to analyze industry trends and identify potential blue ocean opportunities. (Trending Keyword: **Trend Analysis**)
10. **Foster Innovation Culture:** Cultivate a culture of innovation and creativity within your team. (Trending Keyword: **Organizational Culture**)
11. **Apply Blue Ocean Across Industries:** Adapt the Blue Ocean Strategy to diverse industries and business contexts. (Trending Keyword: **Industry Transformation**)
12. **Utilize the Pioneer-Migrator-Settler Map:** Understand and utilize the pioneer-migrator-settler map for strategic positioning. (Trending Keyword: **Strategic Positioning**)
13. **Measure Blue Ocean Success:** Establish metrics and frameworks to measure the success of blue ocean initiatives. (Trending Keyword: **Performance Measurement**)

**Organizational Benefits**

- Increased revenue and profitability through the creation of new markets.
- Enhanced competitive advantage through value innovation.
- Improved organizational agility and adaptability.
- Boosted employee morale and engagement through innovative projects.
- Strengthened brand reputation as an industry leader.
- Reduced competitive pressures and price wars.

- Sustainable long-term growth and market leadership.
- Increased market share through non-customer conversion.

**Target Audience:**

1. Business Leaders and Executives
2. Strategic Planners and Analysts
3. Marketing and Sales Professionals
4. Product Development Managers
5. Entrepreneurs and Start-up Founders
6. Innovation Managers
7. Consultants
8. Project Managers

**Course Outline**

**Module 1: Introduction to Blue Ocean Strategy**

- Understanding the Red Ocean vs. Blue Ocean concept.
- Core Principles of Blue Ocean Strategy.
- The importance of value innovation.
- Overview of the Strategy Canvas.
- Case studies of successful Blue Ocean implementations.

**Module 2: The Strategy Canvas and Competitive Analysis**

- Constructing the Strategy Canvas.
- Identifying industry key factors of competition.
- Analyzing competitive profiles.
- Visualizing strategic profiles.
- Utilizing the canvas for strategic decision-making.

**Module 3: The Four Actions Framework**

- Eliminate, Reduce, Raise, Create (ERRC) framework.
- Applying the ERRC grid.
- Reconstructing buyer value elements.
- Creating a new value curve.
- Practical exercises and examples.

**Module 4: Reaching Beyond Existing Demand**

- Understanding the three tiers of non-customers.
- Identifying and targeting non-customers.
- Exploring latent demand.
- Expanding market boundaries.
- Developing strategies to convert non-customers.

**Module 5: Building a Blue Ocean Strategy Map**

- Developing a visual representation of the strategy.
- Aligning strategic initiatives.
- Communicating the strategy effectively.
- Ensuring organizational alignment.

- Monitoring and adjusting the strategy map.

**Module 6: Overcoming Organizational Hurdles**

- Identifying cognitive, resource, motivational, and political hurdles.
- Strategies for overcoming each hurdle.
- Building a supportive organizational culture.
- Change management techniques.
- Creating a culture of innovation.

**Module 7: Implementing Blue Ocean Initiatives**

- Developing a detailed implementation plan.
- Allocating resources and responsibilities.
- Monitoring progress and measuring success.
- Adapting to changing market conditions.
- Scaling up blue ocean initiatives.

**Module 8: Blue Ocean Strategy in Diverse Industries**

- Applying the Blue Ocean Strategy to various sectors.
- Case studies across different industries.
- Adapting the framework to specific contexts.
- Identifying industry-specific opportunities.
- Future trends and blue ocean strategies.

**Training Methodology:**

- Interactive workshops and discussions.
- Case study analysis and group exercises.
- Practical application of tools and frameworks.
- Real-world examples and simulations.
- Expert facilitation and guidance.
- Collaborative online platforms.
- Individual and group assignments.
- Post training support and resources.

**Register as a group from 3 participants for a Discount**

**Send us an email:** info@fineskilltrainingcenter.org **or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Online | $1,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $1,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $4,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com