Blue Ocean Strategy and Value Innovation Implementation Training Course

23 - 27 Nov 2026

Tokyo

5800 € (Per Person)

Ref: #INN5275_113702

Course Introduction / Overview:

This course provides a comprehensive exploration of the groundbreaking concepts detailed by W. Chan Kim and Renée Mauborgne in their influential book, "Blue Ocean Strategy". It is designed to shift participants' strategic thinking from competing in overcrowded, "red ocean" industries to creating new, uncontested market space, or "blue oceans", making the competition irrelevant. The curriculum moves beyond theoretical understanding to focus on practical implementation, equipping attendees with the analytical tools and frameworks necessary to systematically pursue value innovation. This unique approach simultaneously creates a leap in value for buyers and the company, thereby unlocking new demand. Throughout the program, we will deconstruct the myths of conventional strategy and build a new mindset centered on market creation and strategic agility. BIG BEN Training Center has developed this course to be an immersive experience, guiding participants through the entire process, from analyzing the current competitive landscape to formulating and executing a robust blue ocean strategy that drives sustainable growth and profitability in any industry. This is not just a course on strategy; it is a roadmap for redefining your market and leading your organization into the future.

Target Audience / This training course is suitable for:

- Chief Executive Officers and Senior Executives.
- Vice Presidents and Directors of Strategy and Planning.
- Business Development Managers.
- Product Managers and Innovation Leaders.
- Marketing Directors and Brand Managers.
- Entrepreneurs and Business Owners.
- R&D Managers and Team Leaders.
- Management Consultants and Business Analysts.
- Heads of departments seeking to drive growth.

Target Sectors and Industries:

- Technology and Software Development.
- Healthcare and Pharmaceuticals.
- Financial Services, Banking, and Insurance.
- Retail and Consumer Packaged Goods (CPG).
- Manufacturing and Engineering.
- Telecommunications and Media.
- Hospitality and Tourism.
- Professional Services and Consulting.
- Government Agencies and Public Sector Organizations.
- Non-Profit and Social Enterprise sectors.

Target Organizations Departments:

- Strategic Planning and Corporate Development.
- Marketing and Sales.
- Product Development and Management.
- Research and Development (R&D).
- Executive Leadership and C-Suite.
- Business Innovation and Transformation Units.
- Operations Management.
- Customer Experience and Service Departments.
- Finance and Investment.

Course Offerings:

By the end of this course, the participants will have able to:

- Master the core principles of Blue Ocean Strategy and value innovation.
- Apply the Strategy Canvas to diagnose an industry's competitive landscape.
- Utilize the Four Actions Framework (ERRC Grid) to reconstruct market boundaries.
- Systematically explore the Six Paths Framework to create new market space.
- Develop a compelling value proposition that appeals to noncustomers.
- Build a robust and sustainable business model around a blue ocean idea.
- Implement Tipping Point Leadership to overcome organizational hurdles.
- Incorporate Fair Process in strategy making to ensure successful execution.
- Analyze and learn from real-world blue ocean case studies.
- Create a practical action plan for implementing a blue ocean initiative in their organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants not only learn the concepts but can also apply them effectively. This course moves beyond traditional lectures to create a dynamic learning environment. We utilize a blend of expert-led presentations, in-depth analysis of seminal case studies, and hands-on workshops. Participants will work in teams on practical exercises, applying tools like the Strategy Canvas and the Four Actions Framework to real-world business scenarios and their own organizational challenges. Interactive group discussions and brainstorming sessions are central to the learning process, fostering peer-to-peer learning and the exchange of diverse perspectives. The facilitator will provide continuous guidance and constructive feedback, helping teams refine their strategic thinking and develop actionable plans. This experiential approach ensures that attendees leave the course with not just knowledge, but also the confidence and practical skills to initiate and lead blue ocean projects within their respective organizations, transforming theory into tangible business results.

Course Agenda (Course Units):

Unit One: The Foundations of Blue Ocean Strategy

- Introduction to Red Oceans versus Blue Oceans.
- The core concept of Value Innovation as the cornerstone of strategy.
- Debunking the value-cost trade-off myth.
- The impact of market-creating strategies on growth and profitability.
- Examining the characteristics of a strong Blue Ocean Strategy.
- The analytical tools and frameworks of Blue Ocean Strategy.
- Case Study Introduction: Cirque du Soleil's market creation.

Unit Two: Analytical Tools for Strategy Formulation

- Deep dive into the Strategy Canvas for diagnosing the state of play.
- Identifying the factors of competition in an industry.
- Plotting the value curves of competitors and your own organization.
- The Four Actions Framework: Eliminate, Reduce, Raise, Create (ERRC).
- Applying the ERRC Grid to shift the strategy canvas.
- Workshop: Drawing a Strategy Canvas for a chosen industry.
- From "As-Is" to "To-Be" strategic profiles.

Unit Three: Reconstructing Market Boundaries

- Introduction to the Six Paths Framework for systematic market creation.
- Path 1: Looking across alternative industries.
- Path 2: Looking across strategic groups within industries.
- Path 3: Looking across the chain of buyers.
- Path 4: Looking across complementary product and service offerings.
- Path 5: Looking across functional or emotional appeal to buyers.
- Path 6: Looking across time and trends.

Unit Four: Focusing on the Big Picture and Reaching Beyond Existing Demand

- The four steps of visualizing strategy.
- Using the Pioneer-Migrator-Settler (PMS) Map for portfolio management.
- Identifying and targeting the three tiers of noncustomers.
- Understanding the key drivers for unlocking new demand.
- Building a strategy that appeals to the mass of buyers.
- Case study analysis of targeting noncustomers.
- Workshop: Mapping your organization's noncustomers.

Unit Five: Execution, Sustainability, and Implementation

- Sequencing the Blue Ocean Strategy for commercial viability.
- Aligning the value, profit, and people propositions.
- Overcoming key organizational hurdles to execution.
- Applying Tipping Point Leadership to drive change with limited resources.
- The principle of Fair Process in strategy making and execution.
- Putting it all together: Developing a Blue Ocean implementation roadmap.
- Final Project: Presenting a Blue Ocean Strategy for a business case.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can established organizations, deeply entrenched in 'red ocean' competition, overcome institutional inertia to successfully pivot towards a 'blue ocean'?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond a purely theoretical overview of Blue Ocean Strategy to a rigorous focus on practical, step-by-step implementation. While many programs discuss the "what" and "why," our curriculum is meticulously structured around the "how". We dedicate significant time to mastering the application of core analytical tools like the Strategy Canvas and the Six Paths Framework through hands-on workshops and real-world case studies. A key differentiator is our in-depth exploration of the execution phase, addressing the most common point of failure for new strategies. We provide actionable frameworks for overcoming organizational hurdles, such as Tipping Point Leadership and Fair Process, ensuring participants are equipped to manage the human and political dynamics of strategic change. The course is not about a single brilliant idea but about building a systematic and repeatable process for market creation. Participants will leave not just inspired by the possibilities of blue oceans, but with a clear, actionable roadmap and the practical skills to navigate their organization from a crowded red ocean to a new, uncontested market space.