



Confederation of Indian Industry



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*A 3-day workshop on*

# **Blue Ocean Strategy**

*through Design Thinking*

August 11, 12 and 13 at Chennai

Facilitated by

**George Eapen**  
INSEAD

**Partho Guha**  
Elephant Strategy + Design, India

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## Overview

Creating Uncontested Market Space . . .  
. . . And Making the Competition Irrelevant

Blue Ocean Strategy is the simultaneous pursuit of differentiation and low-cost to create new market space. A proven and practical approach to creating breakthrough business ideas, blue ocean strategy seeks to make the competition irrelevant by creating a leap in value for both the company and its buyers. While innovation has been seen as a random / experimental process, blue ocean strategy offers systematic and repeatable methodologies and processes in pursuit of innovation by both new and existing firms. Blue Ocean Strategy, by Professors W. Chan Kim & Renée Mauborgne, is an international bestseller over 5 continents, with more than 2 million copies sold worldwide and published in 41 languages.

Design thinking is the latest and hottest methodology to help a company to innovate. Design thinking approach promotes innovation and unlocks business opportunities. It has many followers now, including major corporations around the globe. Design thinking facilitates an organization to differentiate its products and services in multiple ways not restricted to pricing alone.

Harvard Business Review, 2008 defines Design Thinking, as a methodology that imbues the full spectrum of innovation activities with a human-centred design ethos... Innovation is powered by a thorough understanding, through direct observation, of what people want and need in their lives and what they like or dislike about the way particular products are made, packaged, marketed, sold and supported."

Blue Ocean Strategy integrates seamlessly with the Design Thinking process. A critical part of the Blue Ocean Strategy is using active observation to identify "pain points" and noncustomer spaces. Design thinking plays an important role in this aspect. Design thinking helps identify new directions triggering the Blue Ocean process to create new scenarios. It is a systematic process that identifies new value that can be delivered in an effective way to the user leading to a new product or service.

This three day workshop features a mix of lectures, discussions, case analysis and activities where participants analyse their own businesses. Participants are encouraged to come with a specific opportunity that they would like to work on during the programme. An important part of the programme is the opportunity to immediately start applying blue ocean tools and frameworks to analyse and visually explore your own organisation's strategic challenge. In addition, participants will gain valuable experience providing feedback and ideas to the others as they search for their blue ocean.

## The learning way

This three-day workshop will be an interactive journey into the world of blue ocean strategy and design thinking. Through short lectures and fast moving and interactive work sessions, the facilitators will take you through the innovative thinking process from concept to realization.

The workshop will be conducted in the EXPLORING, THINKING, CONTEMPLATING, EXPERIMENTING and EXPERIENCING format and will be highly interactive.

## The program

### Day 1

- Opening and introductions  
Welcome and workshop overview
- Planning a Blue Ocean Strategy Initiative  
Tips, tools, and land mines to avoid in organizing and directing a BOS initiative
- Introduction to Blue Ocean Strategy  
In-depth introduction to the strategic logic and process behind blue ocean strategy
- The Pioneer-Migrator-Settler Map  
Capturing the current state-of-play at the portfolio level: the PMS Map
- The “As Is” Strategy Canvas  
Capturing the current state-of-play: the “As Is” Strategy Canvas
- Design Thinking  
Observation, insights, problem framing
- Buyer Experience Cycle / Map.  
Participants discover blocks to utility created by the product or service through direct observation

### Day 2

- The Six Paths Framework  
Reconstructing market boundaries: The Six Paths Framework
- Insights  
Carving out insights from observation
- Building on the insights of the exploration

### Day 3

- Visual Exploration  
Learn how to effectively capture noncustomer insights using the Six Paths Framework in the field.
- Capturing Noncustomers  
How to identify noncustomer insights, order and combine them, and then de-segment your target mass of buyers
- The ERRC Grid & “To Be” Strategy Canvas  
The simultaneous pursuit of differentiation and low cost: Value Innovation



- Convert insight into innovative products or services using a design approach Prototyping
- Visual Strategy Fair  
Conduct a “Visual Strategy Fair” of the teams’ output

## Outcomes

- Achieve Dramatic Results
- Discover how to create a blue ocean for your business, generate and implement ideas to develop or improve products / services
- Participants will leave with a clear understanding of value innovation process and an agenda for action.
- Participants will learn tools that create great value, practical innovation techniques and the confidence to use them immediately
- Participants learn concepts and methodologies by applying them to their own businesses providing immediate relevance to learning and ongoing strategy initiatives.
- By the end of the workshop, your team will have a shared understanding of your company’s implicit strategic challenges, and most importantly, a common foundation for addressing them using blue ocean strategy.
- The tools and concepts learned during this course can be introduced and applied at every function and level of their company.

## Who should attend?

General Managers, business unit heads, heads of strategy, business development executives, heads of sales and marketing, CIOs, Head of R&D as well as other functional and business leaders at the corporate and business unit level.

Blue Ocean Strategy through design thinking is compelling for both established corporations and younger companies with high growth aspirations.

## Facilitators

### George Eapen

The workshop will be led by George Eapen. He is the Professor of Management Practice in Strategy at INSEAD. He has delivered BoS workshops to companies like AXA, Danone, Pfizer, Starwood to name a few.

As a member of the Blue Ocean Strategy Network, he has worked with Chan Kim and Renée Mauborgne in the development and delivery of Blue Ocean Strategy Programmes and Seminars for Executive Development. Currently working with the Centre for Social Innovation at INSEAD, developing an approach to adapt BOS methodology to issues around Sustainability and challenges at the Base of the Pyramid. He has travelled and worked extensively Europe and Asia



## Partho Guha

Partho specializes in corporate branding, brand communication and experiential design projects. With a focus on design strategy and user centric innovation Partho has helped in formulating brand and innovation strategy for a diverse set of clients in pharmaceuticals, automotive, banking, engineering and FMCG.

## Certification

All participants will get a certificate of participation from Confederation of Indian Industry & Elephantiversity Institute of Innovation.

## Pricing

The workshop price is 8,000 (Rs. 7,000 early bird price if you register and pay before August 07, 2009). For CII members the workshop price is Rs. 7,500. An additional discount of 10% will be available to companies that send three or more employees to the same program.

## Registration

There are four easy ways to register for this workshop:  
**Reply Form is included on the last page of this brochure**

1. Email the filled-in Reply Form to [magesh.babu@cii.in](mailto:magesh.babu@cii.in) or [hridaysh@elephantiversity.com](mailto:hridaysh@elephantiversity.com)
2. Fax the filled-in Reply Form to 044-42444510
3. Call Hridaysh on +91 99213 78687 or Mageshbabu on +91 99406 62154 or 044-42444555
4. You may also download the Reply Form & register online at [www.elephantiversity.com](http://www.elephantiversity.com)

## Date & Venue

**Date:** The workshop will be held on Wednesday to Friday, August 11, 12 and 13, 2009. The workshop will be held at

**Venue:**

**Hotel Raj Park**  
No.180, T.T.K.Road  
Alwarpet, Chennai-600 018  
Tel: 42257777  
Fax: 24990749  
Email: [food@rajparkchennai.com](mailto:food@rajparkchennai.com)  
Website: [www.rajpark.com](http://www.rajpark.com)

**Time:** 10.00 AM to 5.30 PM



## Contact Information

For more information: If you have questions regarding program content or if you're interested in learning about available discounts, please contact Hridaysh Deshpande at 9921378687 or email [hridaysh@elephantiversity.com](mailto:hridaysh@elephantiversity.com)

## About us

### Confederation of India Industry - CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to growth of industry in India, partnering industry and government alike through advisory and consultative process. CII is a non - government, not - for - profit, industry led to industry managed organization, playing a proactive role in India's development process.

Founded 114 years ago, it is India's premier business association, with a direct membership of over 7500 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 83,000 companies from around 380 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. Complementing this vision, CII's theme 'India@75: The Emerging Agenda', reflects its aspirational role to facilitate the acceleration in India's transformation into an economically vital, technologically innovative, socially and ethically vibrant global leader by year 2022.

### Elephantiversity Institute of Innovation

Elephantiversity Institute of Innovation is India's first institute of innovation. The institute has been created in response to increasing industry need for trained Innovation Leaders.

Elephant Design has been inspiring organizations to innovate and transform using design process. Elephantiversity is a medium of translating these experiences into structured program.

Nobody is educating prospective innovators. No one is educating its people how to think. That's exactly what Elephantiversity intends to do. Visit [www.elephantiversity.com](http://www.elephantiversity.com) for more details.

#### Disclaimer

In the event of unforeseen circumstances Confederation of Indian Industry & Elephantiversity Institute of Innovation reserve the right to change the programme content, the speakers, the venue or the date. Delegates will be notified no later than 5 working days prior to an event.