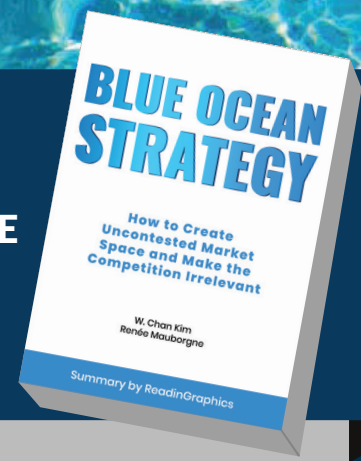


BLUE OCEAN STRATEGY

HOW TO CREATE UNCONTESTED MARKET SPACE AND MAKE THE COMPETITION IRRELEVANT

W. CHAN KIM & RENÉE MAUBORGNE



THE BIG IDEA



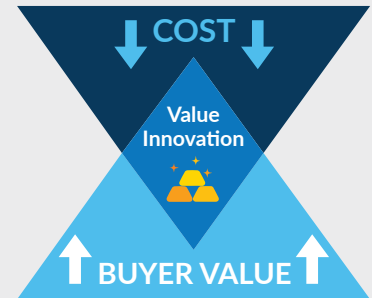
Don't try to beat the competition in existing market spaces.



Make competition irrelevant through **value innovation** (i.e. reduce costs and increase buyer value concurrently).



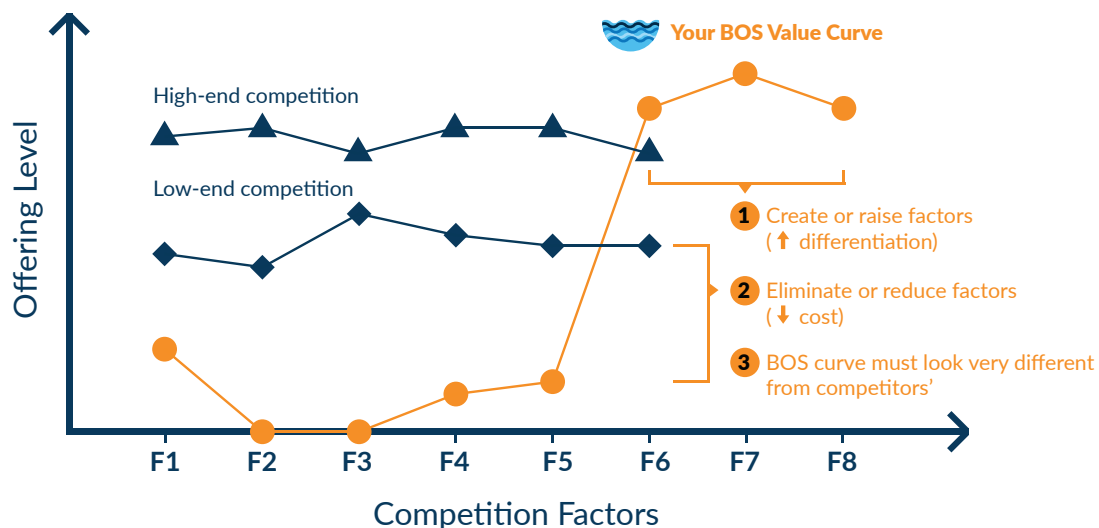
Create new demand + uncontested market space.



FORMULATING BOS

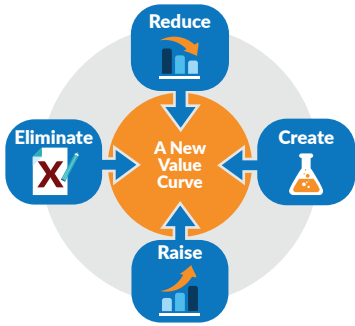
Strategy Canvas

A Key Visualization Tool. Use with other tools to develop, refine and execute your BOS.



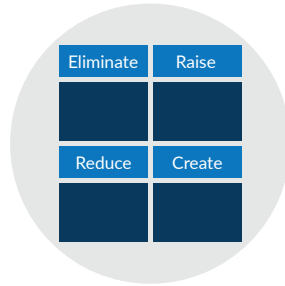
Other BOS Tools

Use these tools with the Strategy Canvas to develop and refine your BOS



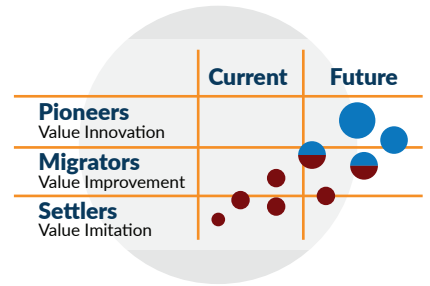
4 Action Framework

Identify product characteristics to ↑ or ↓ focus on.



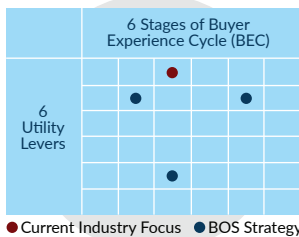
ERRC Grid

Specify actions to ↑ or ↓ focus on.



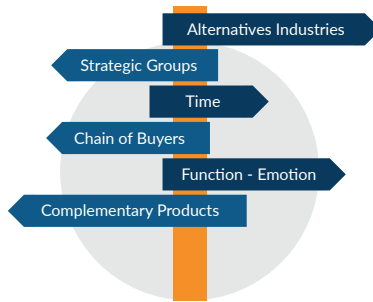
PMS Map

Develop a balanced portfolio for cash flow and growth.



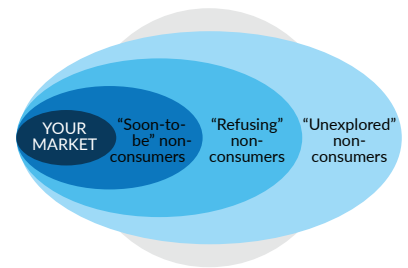
Buyer Utility Map

Identify and remove key blocks to utility across the BEC.



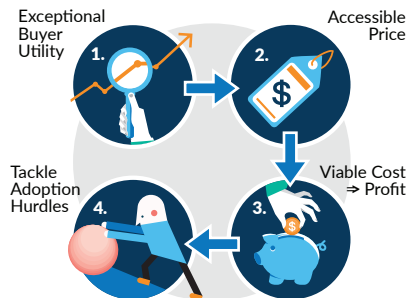
Reconstruct Market Boundaries

Look across 6 paths for insights to reconstruct market boundaries.



New Demand

Go beyond current demand: Explore 3 tiers of non-consumers.



Commercial Viability

The idea must pass all 4 steps in sequence.



Focus on the Big Picture

Use visualization to see and communicate the big picture.



EXECUTING BOS



Use these principles to execute your BOS

The Fair Process

Build execution into strategy with 3Es of the Fair Process.

Engage



Explain



Clarify Expectations



Tipping Point Leadership

Overcome 4 key organizational hurdles using TPL to create disproportionate influence.

Cognitive



Resource



Motivational



Political





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