

# BLUE OCEAN SHIFT: BEYOND COMPETING MASTERCLASS

10th - 11th April 2023

12th - 13th June 2023

Kuala Lumpur (In Person) / Online Training

## Major Benefits of Attending

Upon completion of the program, participants will be able to:

- **DISCOVER** a new way of thinking that allows you to shift from conventional approach, identify market creating opportunities while simultaneously reducing your costs, setting you on the path to profitable growth
- **THINK** differently about your strategic options, through a series of thought-provoking and perspective-shifting global case examples
- **LEARN** the tools, framework, and methodologies of Blue Ocean Strategy | Shift in creating uncontested market space
- **UNDERSTAND** the perspectives of a Blue Ocean mindset – the most important element for any successful innovation
- **APPLY** the 5-step process of Blue Ocean Shift using your own real world business case and develop an innovative market-creating solution
- **HOW** to build execution in strategy with strong alignment and buy-in from stakeholders to ensure a successful implementation

## Why Should You Attend

In this two-day interactive workshop you will learn

In conjunction with the Fasting Month of Ramadhan, all our Muslim Delegates would be given Complimentary Dinner Buffet Vouchers to remunerate the usual Lunch Buffet. Each fasting delegate will receive One (1) Voucher per Training Day. These vouchers are redeemable for dine-in in HOTEL VENUE, valid for One (1) Month from the event day

## Course Methodology

Client has the option to choose to participate either below method.

**Online Training :** This course will be conducted via Zoom.

**Marriot Group Hotel:** This course will be conducted at the hotel with the trainer on site. Participants will need to bring their own laptop. Lunch/Dinner and 2 networking breaks will also be provided.

For more details, contact [hello@fdb.sg](mailto:hello@fdb.sg)

Organized by:



FDB EVENTS PTE LTD (SINGAPORE)  
FDB EVENTS SDN BHD (MALAYSIA)

**"Blue Ocean Shift** is a systematic process to move your organization from cutthroat markets with bloody competition—what we think of as red oceans full of sharks—to wide-open blue oceans, or new markets devoid of competition, in a way that brings your people along."

**W. Chan Kim, Blue Ocean Shift: Beyond Competing – Proven Steps to Inspire Confidence and Seize New Growth**

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