

# BLUE OCEAN SHIFT: BEYOND COMPETING MASTERCLASS

10th - 11th April 2023

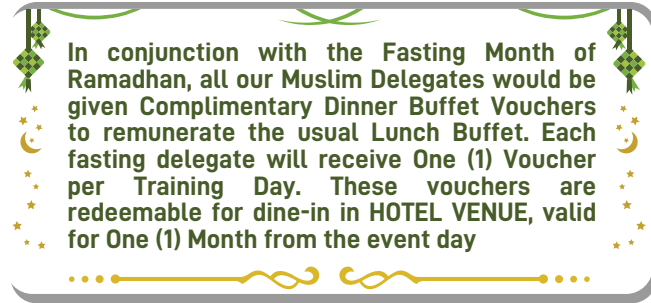
12th - 13th June 2023

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



## 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.

## Why Should You Attend

In this two-day interactive workshop you will learn

- **Blue Ocean Mindset** – The path of innovation and market creating moves starts from your mind. There is a reason why blue ocean strategists see new opportunities where others see only red oceans of declining profits and slow growth. Blue ocean strategists embrace a perspective that helps them challenge market assumptions, break conventional market boundaries and explore an ocean of new possibilities to create high growth sustainable offerings.
- **Roadmap** – The systematic five-step approach of applying the market creating tools and processes to create new blue ocean moves. Be it a startup, or a large established company or a non-profit organization or national government, the five-step approach is quite applicable to expand your organization to new heights of confidence, market creation and growth. Participants will also learn how to rapidly market test your strategic options and launch your new offering that will minimize risks and maximize the up-side.
- **Humanness** - Build psychological understanding into the blue ocean shift process so that people are willing to engage fully at every step – even when they are hesitant, may not trust one another, or are skeptical of their ability to succeed on the transformation journey. The blue ocean shift process accomplishes this not by demanding that anyone change but by easing people's fears and building their confidence step-by-step so they own and drive the process and are open to learn and free their imaginations from what is to imagine what could be.

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

Organized by:



FDB EVENTS PTE LTD (SINGAPORE)  
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*"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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