

# 2005/2006 Leadership Series®

## SEVEN days in Denver...



**Renée Mauborgne** • November 29, 2005 • 8:30 - 11:30 a.m.

### *Adopting the Blue Ocean Strategy*



*Strategic  
Innovation*

How can I create new and uncontested markets and make my competition *irrelevant*?

Professor Mauborgne is one of the world's preeminent experts on business strategy, innovation, and wealth creation in the knowledge economy. She was selected for Thinkers 50, a global ranking of business thinkers, and was named along with her colleague W. Chan Kim as "the number one guru of the future" by *L'Expansion*, France's leading business magazine. *Blue Ocean Strategy* presents a systematic approach to "value innovation," providing the principles and tools for identifying the strategic moves that will create and capture your "blue ocean."

#### CREDENTIALS

- Distinguished Fellow of Strategy and International Management of INSEAD, a top tier business school in Fontainebleau, France
- Affiliate Professor of Strategy, INSEAD
- Fellow of the World Economic Forum
- Founder, Value Innovation Network
- Board Member, Value Innovation Action Tank, Singapore
- Recipient, Eldridge Haynes Prize, best original paper in international business
- Coauthor with W. Chan Kim of *Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant*

#### LEADERSHIP COMPETENCIES

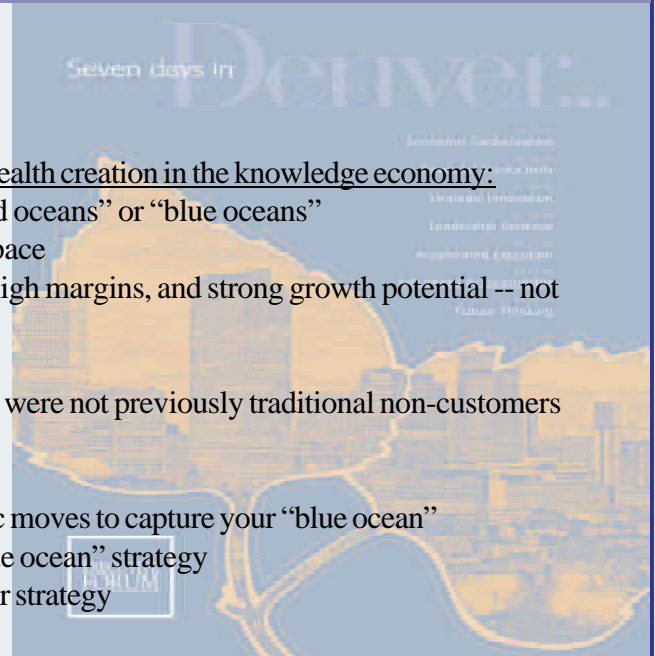
*Gain skills and enhance the following capabilities:*

Increase understanding of business strategy, innovation, and wealth creation in the knowledge economy:

- ◆ Understand the concept of market space as either "red oceans" or "blue oceans"
- ◆ Identify your "blue ocean" of new untapped market space
- ◆ Create new markets characterized by pricing power, high margins, and strong growth potential -- not battling competitors
- ◆ Reinvent your business
- ◆ Identify a whole new group of customers -- those who were not previously traditional non-customers

Understand the systematic approach to "value innovation.":

- ◆ Learn new principles and tools for identifying strategic moves to capture your "blue ocean"
- ◆ Understand the right strategic sequence to build a "blue ocean" strategy
- ◆ Address the key organizational hurdles to execute your strategy



*...that will challenge your thinking.*

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