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BLUE OCEAN LEADERSHIP STRATEGY TRAINING



14TH-17TH OCTOBER 2024

SILVERSQUARE BAILLI, BRUSSELS-BELGIUM

CONTACT US!!

ABMC INTERNATIONAL

EMAIL: info@abmc-int.com

WWW.INTL-ABMC.COM



A.B.M.C INTERNATIONAL LTD
ACCESS BUSINESS MANAGEMENT CONFERRING INTERNATIONAL LTD
LEADERS IN BUSINESS TRAINING

six paths
consulting



COURSE DESCRIPTION



A BRIEF COURSE DESCRIPTION ABOUT BLUE OCEAN STRATEGY

Join us for an immersive 3-day journey into the world of Blue Ocean Leadership, where traditional boundaries are shattered, and new frontiers in leadership excellence are forged. Designed for C-suite managers, board members, and HR professionals from both the private and public sectors, this transformative training program is your gateway to unlocking untapped potential and driving unparalleled success in today's dynamic business landscape. This intensive 3-day training program on Blue Ocean Strategy equips participants with the knowledge, tools, and techniques to formulate and execute innovative strategies that break away from competition and redefine industry boundaries. Through a combination of interactive lectures, case studies, group exercises, and real-world applications, participants will gain a deep understanding of Blue Ocean concepts and learn how to apply them effectively within their organizations.

COURSE OBJECTIVES



- Master the principles of Blue Ocean Strategy
- Acquire an in-depth understanding of the Blue Ocean Strategy framework and its application to both private and public sector, learning how to identify untapped opportunities and create new value.
- Redesign service provision
- Gain the skills to evaluate and transform existing public services, eliminating inefficiencies and enhancing the quality of services provided to clients.
- Foster a culture of innovation
- Learn to cultivate a culture of innovation and creativity within your department, inspiring teams to think differently and drive positive change.
- Achieve strategic alignment
- Discover how to align organizational strategies with the evolving needs and aspirations stakeholders/shareholders, ensuring that your policies and programs create lasting impact.
- Enhance decision-making
- Develop advanced decision-making capabilities by utilizing Blue Ocean tools and frameworks, enabling data-driven, forward-thinking solutions.



AGENDA (3-DAY TRAINING PROGRAMME PLUS ½ DAY TRIP)

Day 1: Discovering the Blue Ocean Mindset

- Dive deep into the core principles of Blue Ocean Strategy and Leadership.
- Explore real-world case studies of organizations that have successfully applied Blue Ocean principles to revolutionize their leadership approach.
- Develop a strategic mindset to identify and capitalize on uncontested market space in your leadership domain.

Day 2: Redefining Leadership Boundaries

- Challenge conventional wisdom and redefine the role of leaders in driving organizational innovation and growth.
- Learn practical tools and frameworks to inspire and empower your team to chart new territories and create blue oceans of opportunity.
- Cultivate a culture of trust, collaboration, and accountability to fuel innovation and unleash the full potential of your workforce.

Day 3: Charting Your Leadership Blue Ocean

- Translate theory into action with hands-on exercises and interactive workshops.
- Craft your personalized Blue Ocean Leadership roadmap tailored to your unique organizational context and leadership challenges.
- Gain insights from expert facilitators and fellow participants, and leave with a clear action plan to implement Blue Ocean Leadership practices in your organization.



WHY PARTICIPATE?

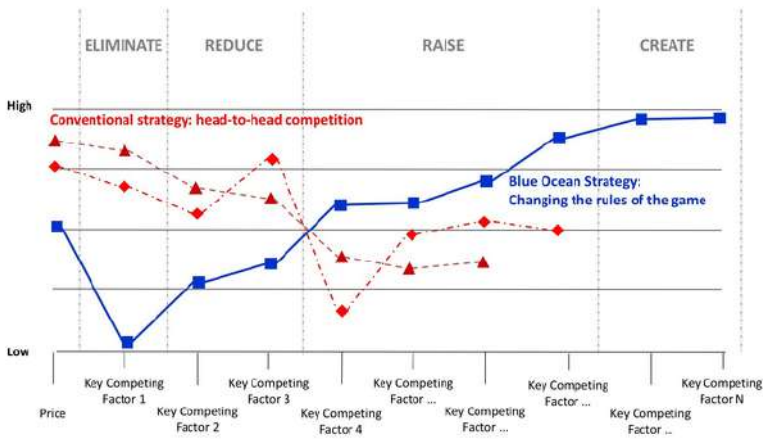
1. **Leadership Transformation:** Transform your leadership approach by challenging conventional wisdom and embracing a mindset of innovation, empowerment, and collaboration, driving positive change within your organization.
2. **Actionable Strategies:** Leave the program with a personalized Blue Ocean Leadership roadmap tailored to your organization's specific challenges and opportunities, providing you with a clear action plan to implement innovative leadership practices and drive results.
3. **Networking Opportunities:** Connect with like-minded professionals from diverse industries and sectors, fostering valuable relationships and opportunities for collaboration, knowledge sharing, and peer support.
4. **Personal Growth:** Develop as a leader by gaining insights into your strengths, weaknesses, and leadership style, and discover new ways to maximize your impact and effectiveness in driving organizational success.
5. **Professional Recognition:** Enhance your professional profile and credibility as a visionary leader who is equipped to lead organizations through transformational change and achieve sustainable growth in today's competitive business landscape.



BLUE OCEAN STRATEGY

WHAT IS BLUE OCEAN STRATEGY?

Blue Ocean Strategy is an innovative management theory that guides managers in pursuing profitable high-growth by creating a highly differentiated, winning value proposition



WHY BLUE OCEAN STRATEGY?

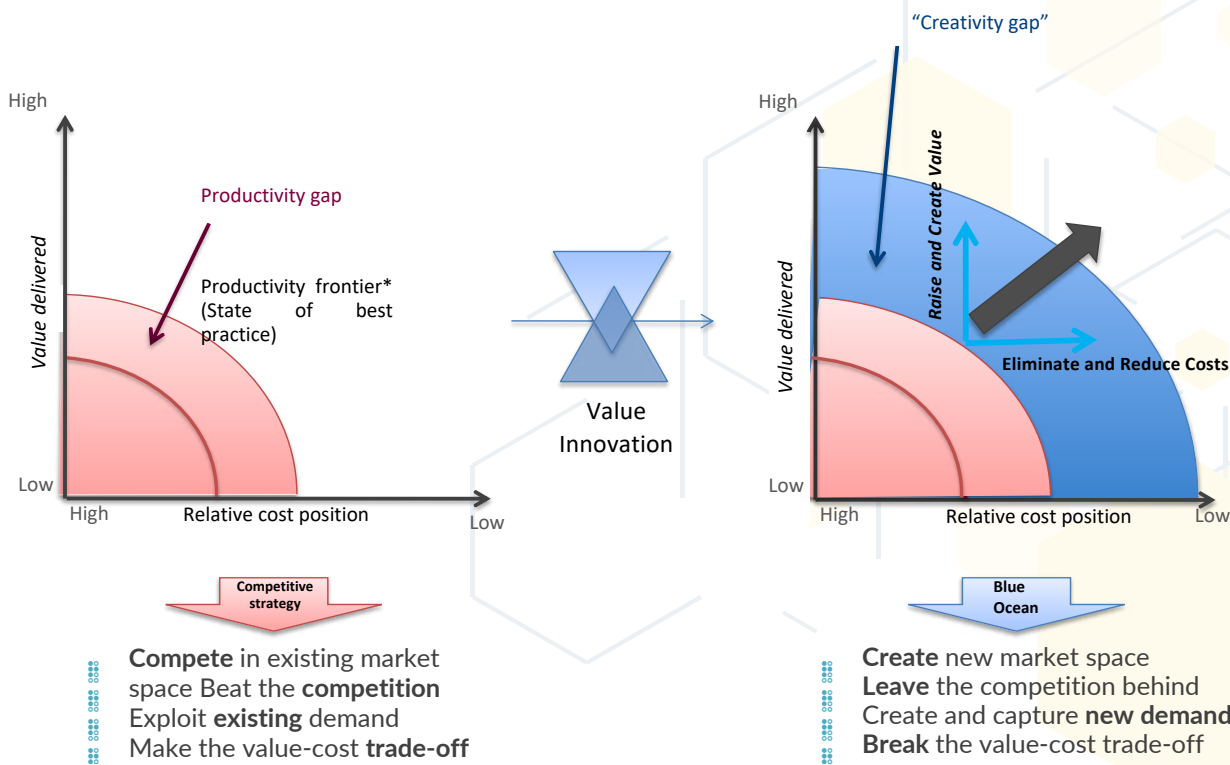
Unlike conventional thinking (competitive strategy), Blue Ocean Strategy is targeting new market and new demand creation through the simultaneous pursuit of differentiation and low cost

Blue Ocean Strategy comes with a rigorous process and tools for creating and testing compelling value propositions that customers love -applicable in a risk-minimizing and opportunity-maximizing way

Created by top global strategic thinkers W. Chan Kim and Renée Mauborgne from INSEAD, the theory and framework have been successfully proven in a variety of industries and sectors

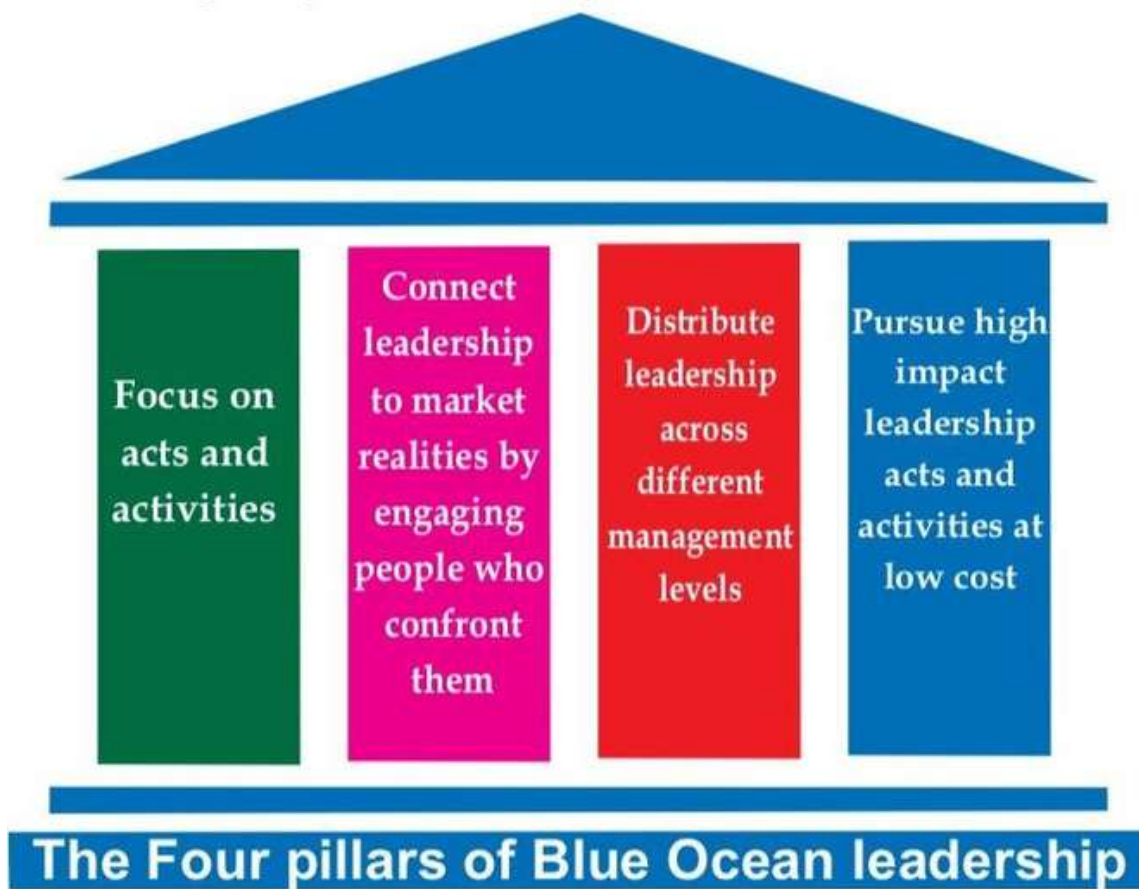
HOW IS BLUE OCEAN STRATEGY DIFFERENT FROM COMPETITIVE STRATEGY?

Unlike conventional strategy thinking , Blue Ocean Strategy is targeting new market and new demand creation through the simultaneous pursuit of differentiation and lower cost





THE FOUR PILLARS OF BLUE OCEAN LEADERSHIP



THE FOUR STEPS OF BLUE OCEAN LEADERSHIP

1. See your leadership reality
2. Develop alternative Leadership Profiles
3. Select to-be Leadership Profiles
4. Institutionalize new leadership practices



CASE STUDY

Building Innovation Capabilities for Financial Services Company

Challenge	Approach	Results
<p>A former pioneer in price comparison services (finance, insurance and energy), this Financial Services Company lost two positions to new entrants mainly due to its recent complacency. Our team was asked to help the Product Team becoming more agile, to innovate systematically and bring successful products to market in relevant time.</p>	<p>We employed the Design Thinking methodology, first focusing on the As-Is to identify the current issues at process, structure and people level, then creating the To-Be for solving problems and creating short-term wins and long-term value.</p> <p>In the course of the process we worked with a heterogenous team from across 6 different business functions. This approach was tremendously valuable in creating alignment on the existing problems and their root cause, and in agreeing to solutions and getting buy-in for execution.</p>	<p>As a result of the project, the Product Team embraced the Design Thinking as a front-end innovation process, from empathy and problem statement to ideation and testing prototypes, which instituted a common language and framework for innovation.</p> <p>Together with the transfer of expertise (innovation tools and methodologies), skills development and change in organizational structure, this helped the Product Team focus on opportunity-maximizing innovations and a fast go-to-market.</p> <p>In less than 1 year, the leap in value created to customers at product and customer experience level helped the company regain one place in the race to the top.</p> <p>Moreover, the employee motivation raised, which resulted in 20% productivity increase and in reducing turnover by 45%.</p>





IOAN CARPUS

STRATEGY AND INNOVATION CONSULTANT AND TRAINER

TRAINER PROFILE

IOAN CARPUS – STRATEGY AND INNOVATION CONSULTANT AND TRAINER

Ioan helps enable organizations to innovate systematically to stay ahead of the game, by strengthening their innovation capabilities and by driving culture change. His success stories include organisations such as Heineken, Bridgestone, AstraZeneca, Goodrich, GSK, 3M and the Malaysian Government. Ioan has an MBA from INSEAD - France / Singapore, is Blue Ocean Strategy certified expert and completed the Board Director Programme from INSEAD's IN-BOARD.

AREAS OF EXPERTISE

Strategy and innovation consultant and trainer • Innovation Management | Strategy | Marketing | Digital | Organizational Transformation | Entrepreneurship • Blue Ocean Strategy | Design Thinking | Lean Innovation | Business Model Canvas | Customer Development • Sectors: FMCG | Financial Services | Manufacturing | Aerospace | Automotive | Pharma | Public Sector

RELEVANT PROJECTS

Delivered impactful innovation and design thinking training to prestigious clients, including AstraZeneca, Bridgestone Europe, GSK, MSD, 3M, HP, Orange Business Services, and Eurocontrol. Strengthened their innovation capabilities and instilled a growth-oriented mindset, fostering a culture of continuous improvement. • Drove market share increase for Heineken, leading four brand teams to address underperforming customer segments and launch targeted new products, using Blue Ocean Strategy. • Created and delivered training programmes for senior leaders from the Kingdom of Saudi Arabia government on topics related to innovation, Blue Ocean Strategy, sustainability and customer experience. • Conducted tailored innovation training for Money Supermarket, focused on building internal capabilities and an innovation culture to support sustained organic growth.



SILVERSQUAREBAILLI –OUR PROPOSED VENUE IN BRUSSELS

- Located on Avenue Louise 231, one of Brussels best areas, Silversquare offers innovative working spaces for events
- The proposed training room offers an ideal environment for learning, coaching, discussions and collaborative group work
- Common areas are used for coffee breaks, while lunch could be served at the local cafeteria or in one of the select restaurants nearby



Access Business Management Conferencing

CONTRACT REGISTRATION FORM

Terms & Condition apply.

Thank you for your interest in the conference;
To register, please provide the following information and Send this form to

EMAIL: info@abmc-int.com

1. Dr. /Mr. /Mrs. /Miss:

Department:

Position:

2. Dr. /Mr. /Mrs. /Miss:

Department:

Position:

3. Dr. /Mr. /Mrs. /Miss:

Department:

Position:

Cell:

Email:

Cell:

Email:

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Email:

ALL PRICES EXCLUDING VAT WHERE APPLICABLE

\$1990 per delegate (early bird booking valid till 16th August 2024)

\$2190 per delegate (late booking after 16th August 2024)

\$1990 per delegate (2 & above delegates)

AUTHORIZATION

The signatory must be authorized to sign on behalf of the contracting organization, any cancellation should be done in writing 30 days before the training dates there after 100% course fee will be charged, and a substitute will be accepted This booking is invalid without a signature.

Name:

Job Title:

Organization:

VAT No.:

Telephone:

Physical Address:

Postal Address:

SIGNATURE:

Cell / D - Line:

Email:

Facsimile:

REGISTRATION DATE:

Terms & Conditions for this Service Level Agreement

1. The signatory must be authorized to sign on behalf of the contracting organization.
2. Any cancellation should be done in writing 30 days before the training dates there after 100% course fee will be charged, however, a substitute will be accepted.
3. This booking is invalid without a signature.
4. This contract booking is final, there will be no refunds for any cancellations, partial or in full, made by the client after 30 days, no show is considered a cancellation, and no refund will be made.
5. If the client decides to cancel, the full invoice remains payable after 30 days of the event.
6. Written cancellation 30 days before the event entitles the client to a credit voucher to attend a future event with ABMC International less service charge.
7. ABMC International reserves the right to modify the content, timing, speakers, or venue of the conference should circumstances dictate. The event may be postponed or canceled due to acts of terrorism, war, extreme weather conditions, industrial action, force majeure, or any event beyond the control of ABMC International.
8. Clients who wish to make payment closer to the event dates or at the event must fill in the ABMC International payment guarantee otherwise full payment is required within 5 working days.
9. Any dispute related to attendance and payments of this sales will be resolved under the Law in a court of Law as per terms and conditions of this service level agreement contract. All the legal fees involved shall be billed to the client.
10. Purchase Order is acceptable as payment, however payable within 15 days after the event.