

Leg 10. From Cardiff to Gothenburg

The Blue Ocean Strategy

02. Blue Ocean Strategy Insights



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OUTLINE. The Blue Ocean Strategy

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Jesus Renedo/Volvo Ocean Race

6 June 2018

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Blue Ocean Strategy Insights

From the book "Blue Ocean Strategy" to Reality...

How do we design (formulate), evaluate and execute a blue ocean strategy?

- Once we read the Blue Ocean Strategy first book and we visit the Blue Ocean website we can see the amount of information related to it.
- In addition, there are several interpretations on how to use the tools and frameworks provided by the authors.
- If we visit the Blueoceanstrategy.com, what started as a paper in October 2004, has evolved to our days. It is natural. 14 years have passed since then. The authors recently published a second book "Blue Ocean Shift", with the objective to guide us better when applying these tools.
- Each consulting practitioner who wished to leverage Kim & Mauborgne first book, established their own tweaks, fine-tuning and polish-up of these original tools utilization.
- Nowadays, it is possible that we see these tools applied differently, depending on the strategist, or the need or context interpretations.
- The second book ***Blue Ocean Shift*** was released last October 2017. With this new book, the authors wish to explain to us how to shift from compete to create with a more precise roadmap of 5 steps.

I'M NOT
INTERESTED
IN COMPETING
WITH ANYONE
I HOPE WE ALL
MAKE IT



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Blue Ocean Strategy Insights

Kim and Mauborgne have given us several analytical gears which are decision making tools in the Blue Ocean Strategy Process... Be aware these tools have been designed to help us through it.



Visualizing Strategy



Strategy Canvas



Four Actions Framework



Buyer Utility Map



Price Corridor
of the Mass



Tipping Point Leadership



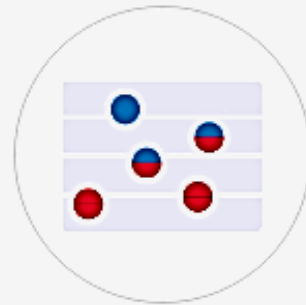
Fair Process



ERRC Grid



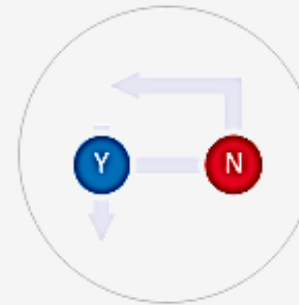
Six Paths Framework



Pioneer Migrator Settler
Map



Three Tiers of
Noncustomers



Sequence of Blue Ocean
Strategy



Four Hurdles to Strategy
Execution



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Blue Ocean Strategy Insights

From the 2005 "Blue Ocean Strategy" original book, Kim and Mauborgne provided a general guideline of six "building blocks" about their theory.

Strategy Formulation

Strategy Execution

1 Reconstruct Market Boundaries

Search Risk

2 Focus on the big picture, not the numbers

Planning Risk

3 Reach beyond existing demand

Scale Risk

4 Get the strategic sequence right

Business Model Risk

5 Overcome Key Organizational Hurdles

Organizational Risk

6 Build execution into strategy

Management Risk

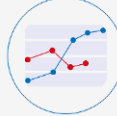



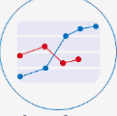

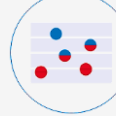










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From the original book "Blue Ocean Strategy, (2005)" the authors associated each of the six building blocks with 13 different tools to be used when doing the respective analysis

1 Reconstruct Market Boundaries	 Strategy Canvas	 Four Actions Framework	 ERRC Grid	 Six Path Framework
2 Focus on the big picture, not the numbers	 Strategy Canvas	 Visualizing Strategy	 Pioneer-Migrator-Settler Map	
3 Reach beyond existing demand	 Three Tier Non-costomers	 Sequence of Blue Ocean Strategy		
4 Get the strategic sequence right	 Buyer Utility Map	 Price Corridor Of the Mass		
5 Overcome Key Organizational Hurdles	 Four Hurdles of Strategy Execution	 Tipping Point Leadership		
6 Build execution into strategy	 Fair Process			

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Blue Ocean Strategy Insights

Nevertheless, with the new book "Blue Ocean Shift" (2017), Kim and Mauborgne have surpassed their original leap. They have simplified the Blue Ocean Strategy by gifting us a simplified roadmap...

5 Steps to Make a Blue Ocean Shift



GET STARTED	1	Choose the right place to start and construct the right blue ocean team
UNDERSTAND WHERE YOU ARE NOW	2	Get clear about the current state of play
IMAGINE WHERE YOU COULD BE	3	Uncover what limits the size of your industry and discover the ocean of noncustomers you can unlock
FIND HOW TO GET THERE	4	Systematically reconstruct market boundaries and develop alternative blue ocean opportunities
MAKE YOUR MOVE	5	Select your move, conduct rapid market tests and launch your blue ocean move

With "Blue Ocean Shift", the authors have provided a 5 steps process, and have regrouped the tools differently.

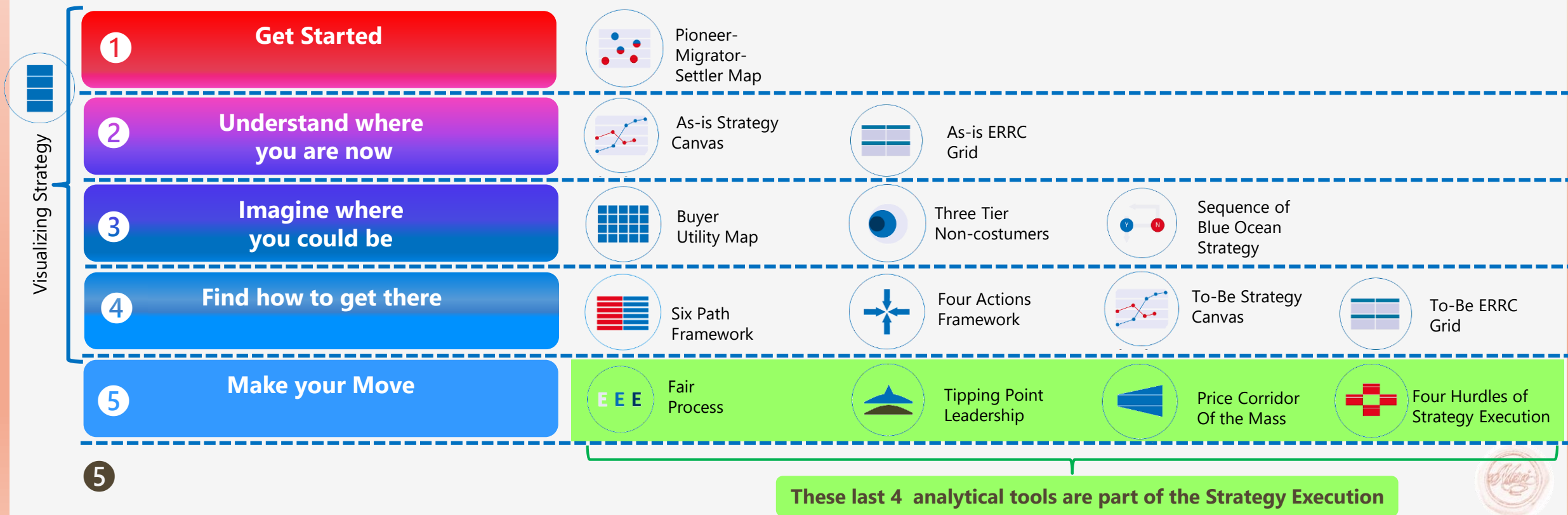


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Blue Ocean Strategy Insights

Kim and Mauborgne has provided us a different perspective on how to utilize their analytical tools with the release of the roadmap in the new book "Blue Ocean Shift" (2017)

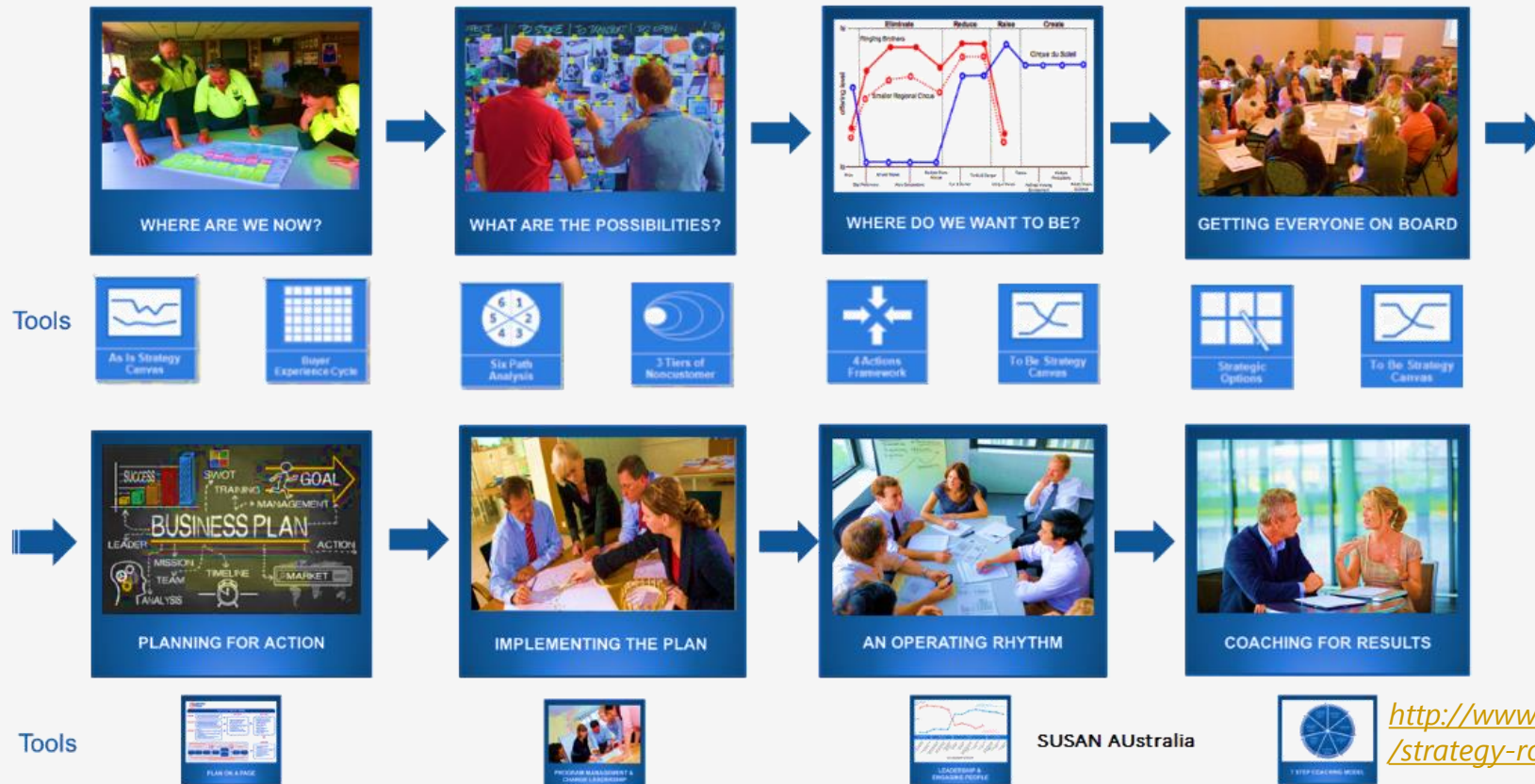


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Blue Ocean Strategy Insights

But the application of the Blue Ocean Tools is in the hands of the beholder. The following is an example of a different roadmap by Strategy to Performance Consulting Group...



This is the S2P's 8 step roadmap to design & implement strategy & change.

SUSAN AUstralia

<http://www.strategytoperform.com/strategy-roadmap.html>

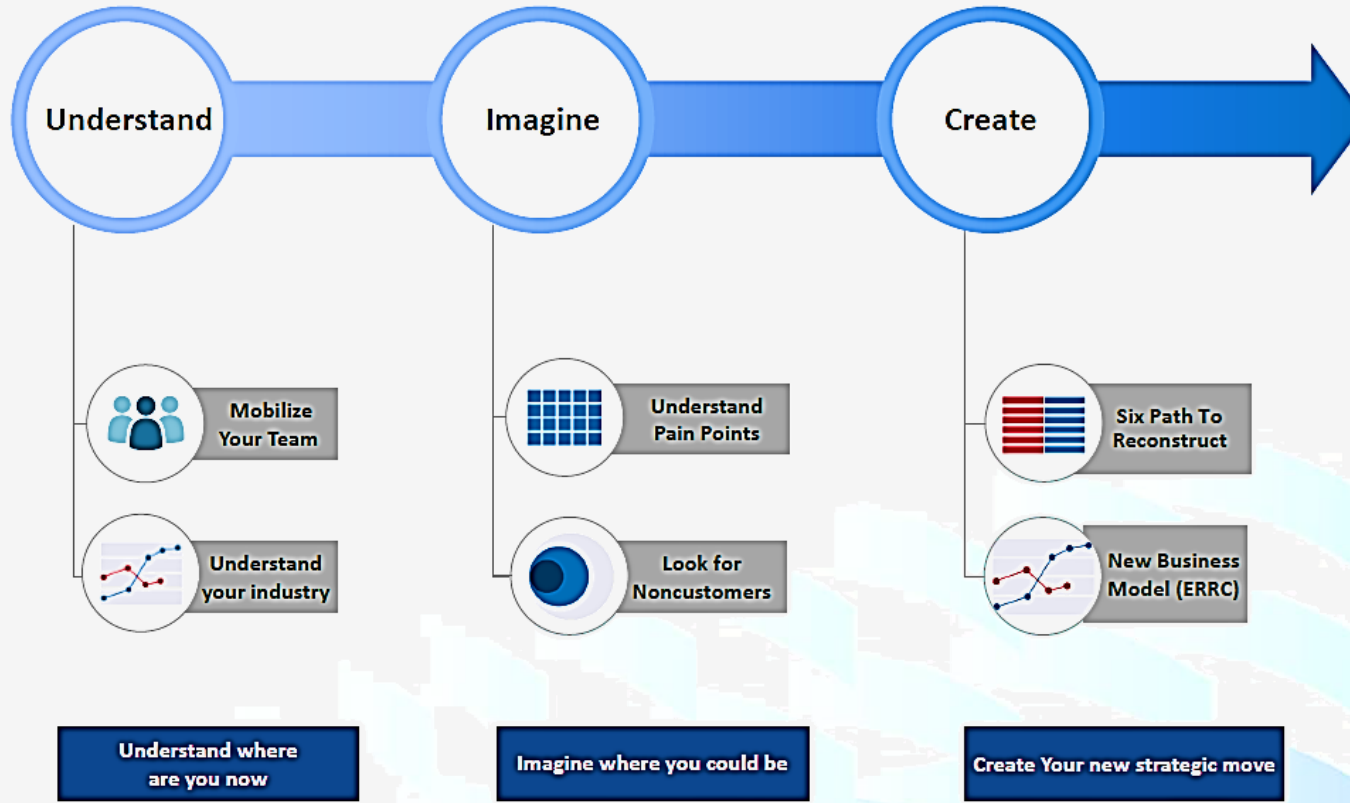


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Blue Ocean Strategy Insights

This is another interpretation of the Blue Ocean Shift process (2017), by the Malaysian company UCSI Blue Ocean Strategy Consulting Group



Raj Kumar
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Certified Blue Ocean Strategy
Consultant and Practitioner

<http://www.ucsiconsulting.com/blue-ocean-strategy-consulting/>

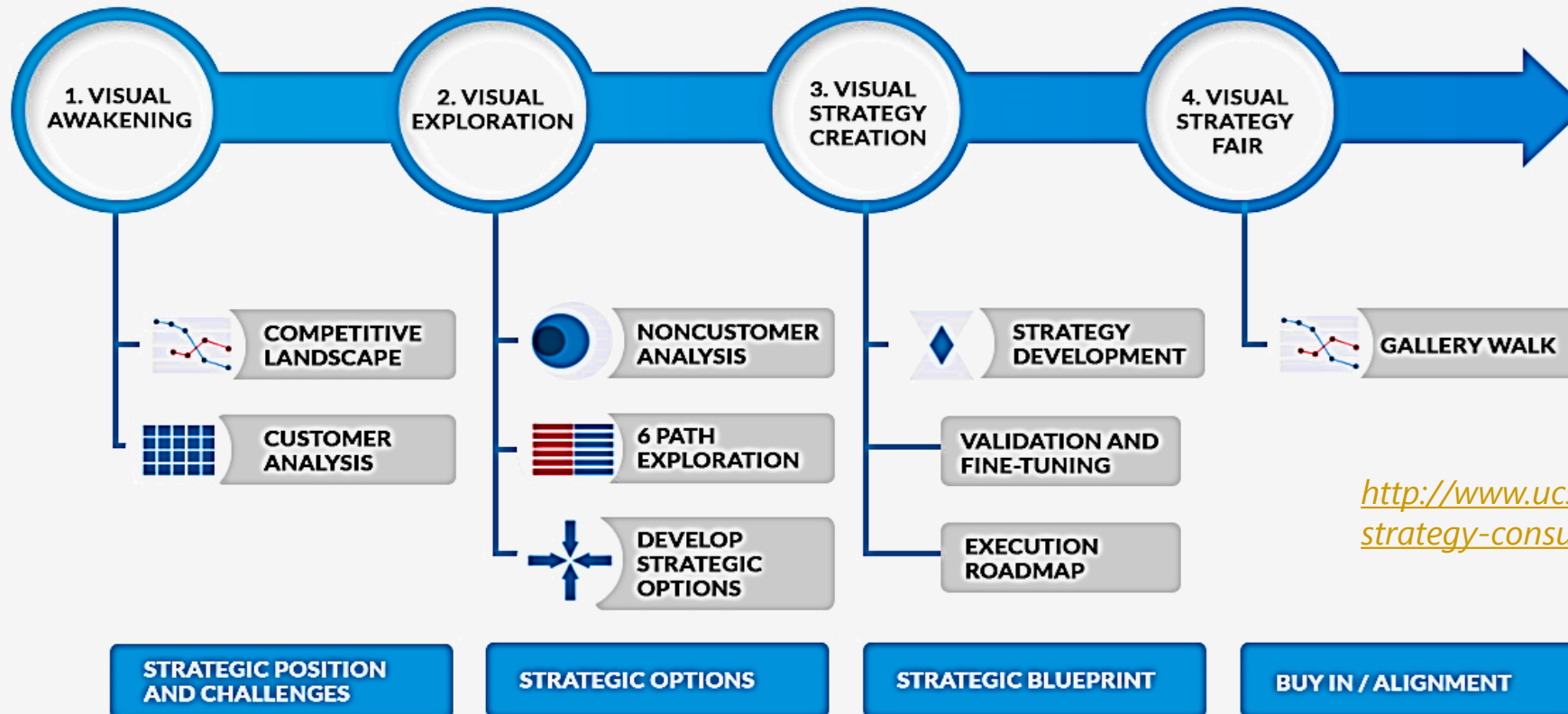


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Blue Ocean Strategy Insights

“At the center of blue ocean strategy formulation is a structured four-step process created by Kim & Mauborgne that involves visual exploration to unlock people’s creativity for pushing a company’s strategy towards a blue ocean”. The four major steps for visualizing strategy are:



<http://www.ucsiconsulting.com/blue-ocean-strategy-consulting/>

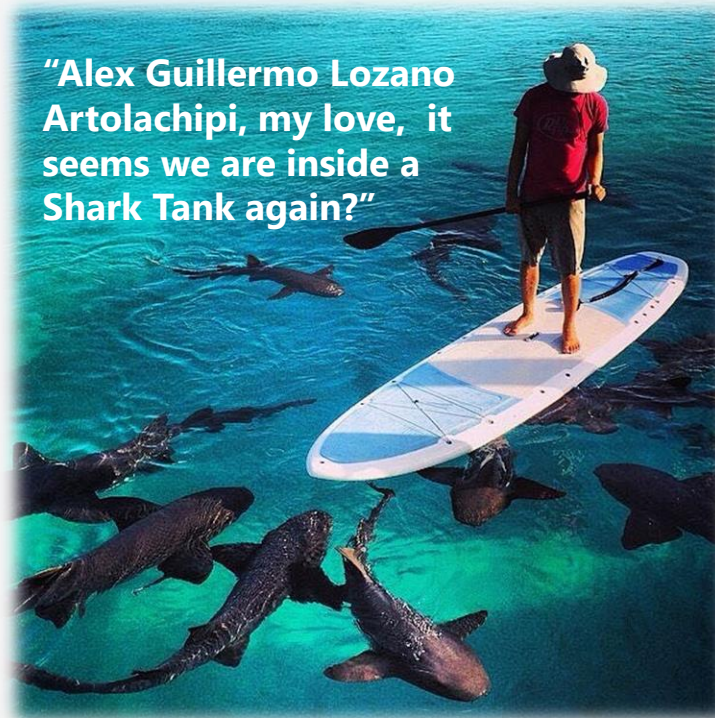


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Blue Ocean Strategy Insights

On our next post, we will move forward to the next subject Blue Ocean Strategy in the context of Industry 4.0...



Thank you!

