

EXECUTIVE DEVELOPMENT PROGRAM

MAY 7, 2014

8:30 A.M.–4:30 P.M.

PUBLIC \$995

UD ALUMNI \$945

PARTNER \$870

BLUE OCEAN STRATEGY: VALUE INNOVATION FOR THE 21ST CENTURY

Although the term "blue oceans" is new, their existence is not. They are a feature of business life, past and present. Many industries such as automobiles, music recording, aviation and health care – to name a few – were unheard of a hundred years ago. More recently, a plethora of multibillion-dollar industries have been created – overnight express mail, digital music, coffee bars, discount retail and cell phones. If history is any predictor of the future, we would expect to find many new industries and products created in the years ahead.

As you face an onslaught of changes in your industries, customer demands, technology new competitors, how can you direct strategic thinking to go beyond conventional competition-based strategic planning methods which defend your position in the red ocean of bloody competition? Blue Ocean Strategy encourages you to look beyond where you are competing today and provides you with a set of tools and frameworks to help you develop the capacity to think creatively with respect to creating new market space. In short, the aim of BOS is to create strategic moves that make your competition irrelevant by providing a quantum leap in buyer value and a lowering of your industry costs.

Based on the book *Blue Ocean Strategy* by W. Chan Kim and Renée Mauborgne of INSEAD, the leading business school in Europe, Trombetta has created a one-day program to help you understand the key ideas and frameworks of this worldwide best-selling business concept. Trombetta will illustrate the core ideas of BOS and show you how to apply tools like the strategy canvas to visualize your business or product/service strategy and the Four Actions Framework to create value innovations. He will also discuss methods for looking beyond the boundaries of conventional competition-based business strategies.

THIS PROGRAM WILL HELP EXECUTIVES:

- Understand the strategic logic behind blue ocean strategies and how they differ from traditional competition-based approaches.
- Discuss the connection between BOS and business model innovation.
- Get started on developing a strategy canvas for your business area and applying the principles of value innovation.



Ralph G. Trombetta

Ralph Trombetta is a senior strategist in the Blue Ocean Strategy network, founded by Professors W. Chan Kim and Renée Mauborgne. As a member of the authors' core team, he helped to commercialize the ideas and launch the book. Trombetta has been recognized as a leading practitioner of BOS and has worked in the United States, Europe, South America and Asia with very large Fortune 50 companies as well as smaller firms and family businesses.

Trombetta is the founder of Value Innovation Associates, a strategic innovation consultancy. He has been an adjunct professor of management at the Gabelli School of Business at Fordham University in New York City where he regularly teaches in the EMBA program. Prior to launching Value Innovation Associates, Trombetta was a vice president and member of the executive committee at Emergence Consulting, a global strategy consulting firm in Boston, and a principal in Renaissance Strategy, creators of the balanced scorecard founded by Drs. Kaplan and Norton from the Harvard Business School. He worked at IBM for 10 years and was an original member of the IBM Worldwide Consulting Group.

Trombetta holds an M.B.A. from the NYU Stern School of Business and has been recognized by the authors of Blue Ocean Strategy in the book's preface. He is a recognized speaker in executive education programs.