

BLUE OCEAN STRATEGY PROGRAMME

Date : Nov 4-5, 2009 (9.00am-5.30pm)

Trainer : Mr Krisnan

Venue : De Palma Hotel, Ampang (TBA)

Medium : English



**Register
Now!!!**

Call **AZRIANA**
at 03-91003913
012-247 5937

or email me at training@xplore-resources.com

HRDF Claimable under SBL SCHEME

BLUE OCEAN STRATEGY PROGRAMME is also available for IN-HOUSE.

Please don't feel hesitate to contact me for any assistant if you would like to conduct this programme for IN-HOUSE training, or alternatively login to www.xplore-resources.com

WHO SHOULD ATTEND

- CEOs, COOs, Managing Directors, General Managers
- Department Heads, Marketing Managers, Brand Managers, Sales Managers, Product Managers
- Sales Executives, Marketing Executives

OBJECTIVES

Participants who attend this seminar will gain a detailed understand:

- The difference view of the competitive market environment
- Enhance the internal diagnosis and external analysis ability
- Develop Strategic Thinking beyond the box
- Implement Power Value Innovations

TRAINER BIO

Mr. Krisnan brings with him 19 year's working experience in the areas of Education, Manufacturing, Trading, Sales & Service, Training and Consultancy. He has personally trained participants from all walks of life and has helped them realize their potential and capabilities. His training assignments have taken him throughout the region helping people from every industry. Having held various management positions and been hands on in the operations of the companies he had worked in, he brings along rich practical experience with him.

In summary, Krisnan's expertise is in the fields of Management & Leadership Development, Executive and Clerical Development, Sales and Service excellence, Quality & Productivity Improvement, Cost and Profit management, Strategic and process management.

Krisnan's academic credentials are Masters in Business Administration (MBA) from University of Bath, United Kingdom, Bachelor of Science (BSc) degree in Physics and Mathematics from University Malaya, Diploma in Education, Dip.Ed(p), from University Malaya, Diploma in Accounting and Finance (Dip.A.F), ACCA, United Kingdom. He is also a Certified Trainer with the American Management Association (AMA) and MIM - CPT (MIM Certified Professional Trainer) with the Malaysian Institute of Management (MIM).

PROGRAMME OUTLINES

BLUE OCEAN - WHY NEEDED?

- Why businesses need a paradigm shift in strategic thinking?
- Competitive Advantage and Competitive positioning - the 'reality'
- Blue Ocean Strategy: The Logic behind it
- Red Vs Blue Oceans: Value Innovation as a new way of thinking about Strategy and Innovation
- Blue Ocean Case Study : Cirque du Soleil

BLUE OCEAN STRATEGY-AN OVERVIEW

- Creating Blue Oceans
- Analytical Total Framework

BLUE OCEAN - THE PRINCIPLES

- Reconstructing Market Boundaries
- Focusing on the big picture, not the numbers
- Reach beyond existing demand
- Get the strategic sequence right
- Overcome key organizational hurdles
- Build execution into strategy

TOOLKIT TO CREATE YOUR BLUE OCEAN STRATEGY

- Current Strategy Canvas
- Future Strategy Canvas
- 4 Actions Frameworks
- Good Strategy to be implemented
- Critical Success Factors (CSF)
- Participant's Presentation

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PROGRAMME FEES

SPECIAL RATE	EARLY BIRD RATE	NORMAL RATE
**RM788.00	RM908.00	RM1076.00
Register Before Aug 23, 2009	Register Before Oct 6, 2009	

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PAYMENT:

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Email: training@xplore-resources.com
 Website: www.xplore-resources.com

TERMS AND CONDITIONS

- ✓ All fees are to be made before the Program & payable to XPLORE RESOURCES no less than seven (7) days after registration date.
- ✓ For cancellation to be valid, the request should be received in writing within seven (7) working days before the programme date. No cancellation is permitted after seven (7) days. However a substitute is welcome, otherwise a full fee is chargeable.