

# BLUE OCEAN STRATEGY FORMULATION

**Create Uncontested Market Place**

**Digital Program**  
0930 hrs to 1300 hrs  
17th November 2022

You cannot do today's job with yesterday's methods and still be in business tomorrow. Individuals and Organisations are increasingly facing disruption in the VUCA World. Hence, Outstanding Organisations work simultaneously on driving performance and transformation, on business models for the future. In this context, we are happy to present you the power of Blue Ocean Strategy.

## What will you learn?

- The basics behind the world-famous Blue Ocean business strategy
- Learn how to reorient your perspective from focusing on the competition to making it irrelevant by understanding where blue ocean opportunities reside
- Get a basic understanding of the structured process for creating new market space to systematically generate blue ocean insights for yourself or your organization.

## FACULTY

**Dr. Sanjay Mahalingam** is a proficient academic and educator at the Sri Sathya Institute of Higher Learning, Prashanti Nilayam. While his areas of expertise include Strategy and operations his keen interest and research also extends to transformational leadership. He has published many papers in peer-reviewed international journals of repute. He is a gifted communicator, an avid researcher and much-admired teacher.

## Who should attend?

**CXOs, Business Heads, Senior Managers, Entrepreneurs, across any industry looking to**

- Move from cut-throat competition to create uncontested market space
- Create new demand for your offerings and grow business
- Break free of the Value-Cost trade off
- Learn the essentials of blue ocean strategy formulation

## FEE

**CII Member : INR 2,500/- + GST**  
**Non-Member : INR 3,000/- + GST**  
**Academia / SMB : INR 2,000/- + GST**

- 10% discount for 3 or more participants from the same organization.
- Registration fee is non-refundable. However, a change in nomination is accepted.
- Registration would be confirmed only against receipt of payment.
- Sessions will be through Digital Platform



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