



BLUE OCEAN STRATEGY

**Presenting a 2-day hands-on workshop
On 14 & 15 July 2008**

**Taking you beyond the theory . . .
... Into real-life practice**

**Led by leading global
Blue Ocean Strategy practitioner
Kee-Hian TAN**

What Blue Ocean Strategy (BOS) is

Companies have long engaged in head-to-head competition in search of sustained, *profitable* growth. They have fought for competitive advantage, battled over market share, and struggled for differentiation. The same can be said for nations engaging in head-to-head competition in search of sustained, *economic* growth.

Yet in today's overcrowded industries, competing head-on results in nothing but a bloody "red ocean" of rivals fighting over a shrinking profit pool. Blue Ocean Strategy challenges everything you thought you knew about the requirements for strategic success. It contends that while most companies compete within such red oceans, red ocean strategies are increasingly unlikely to create profitable growth in the future.

Based on extensive research spanning more than a hundred years and thirty industries, we believe that tomorrow's leading companies will succeed *not* by battling competitors, but by creating "blue oceans" of uncontested market space ripe for growth, creating powerful leaps in value for both the firm and its buyers, rendering rivals obsolete and unleashing new demand.

The good news is that Blue Ocean Strategy has created a systematic approach to making the competition irrelevant through a proven analytical framework and the tools for successfully creating and capturing blue oceans.

What You Will Learn

In this workshop, you will learn about Blue Ocean Strategy. Originated by Professors Chan Kim and Renee Mauborgne from INSEAD, Blue Ocean Strategy is based on their study of 150 strategic moves spanning more than 100 years and 30 industries.

In addition to showing you the principles behind and the case examples of blue ocean strategies, this **action-oriented** and **practical** workshop will teach you the fundamental tools and methodology of the strategic logic behind creating a blue ocean strategy.

The objective of the workshop is to provide participants with an appreciation of the blue ocean strategy concept, the importance of blue ocean creation towards achieving sustained profitable growth, and the tools, frameworks and principles available to formulate and execute this strategy.

Participants would also see how many other companies have created blue oceans, and test some of the tools and frameworks on their own business. The workshop is designed to be interactive, with a balance of theory and practical applications. By the end of the workshop, the participants are likely to have picked up some immediate blue-ocean ideas to take back to their own organisations, and gain an understanding of how a blue ocean strategy can produce sustained, profitable growth for businesses and economies.

About the Trainer



Kee-Hian TAN is a Senior International Business Advisor, working with private and public organizations globally, and across a wide range of sectors on policies, strategies, management and organization. He is the Managing Director of KHT and Co, a Senior Global Expert in the Blue Ocean Strategy Network and a Senior Advisor of iGlobe Advisors

Kee-Hian has thirty years of international business experience in global management consultancies and MNCs. He was a Senior Vice President and Member of the Global Executive Committee of Gemini Consulting (Cap Gemini). Based in Boston and London, he created and led several business units and centres of excellence. He was also a Vice President at A.T. Kearney in Europe.

- His consulting experience includes strategy, public policy, operations and large-scale transformation engagements in US, Europe, and Asia, across industries and sectors, such as communications, technology, media, industrial products, consumer products, financial services, private equity, life sciences, healthcare, medical equipment, textile, automotive, forest products, oil & gas, and governments and public sector.

- A selection of his international clients include LG Electronics, IBM, Cisco, Kodak, Boots, Hoffman la Roche, AstraZeneca, GlaxoSmithKline, BUPA, Kings' College Hospital, PwC, General Motors, Carlyle Group, Candover Capital, Chase Manhattan, Citibank, Nationwide Building Society, Kodak, Boots, South African Breweries, Appleton Papers, Metsa Serla, Du Pont, Monsanto, Ashland Oil and Chemicals, Paramount, DRB-Hicom, Lion Group, Petronas, Brandix Apparel, Fazer, S.C. Johnson Wax, Whirlpool, Maxis, Orange, Telenor, AT&T, Sabanci Holdings, Sanjiu Pharmaceutical, the Governments of Singapore and Malaysia, Finnish National Fund for Research and Development, Confederation of Indian Industries, Confederation of Danish Industries, and Danish Marketing Forum.

Kee-Hian's corporate experience in MNCs includes being a Vice President and Member of International Leadership Team of MCI International, in charge of Strategy, M&A and Strategic Initiatives for Europe, Asia & Africa; and Project Manager, Offshore Engineer, and Underwater R&D with the Royal Dutch Shell Group in London & The Hague.

Kee-Hian holds an MBA with High Distinction from Harvard Business School, where he is a George F. Baker Scholar, and was a Shell Scholar and graduated with First Class Honours in Engineering from Imperial College London.

He held a patent for an underwater oil and gas invention. As an experienced trainer, he has received rave reviews from clients.

Testimonials from clients

'Mr. Tan's understanding and delivery of the subject was very good. He is the subject matter expert for the delivery of this strategy.'

*Kelvin Phuan, Senior HRD Manager,
Lion Group, Malaysia*

"Working with Kee-Hian using the Blue Ocean Strategy approach, we have discovered and developed ideas and strategies that we would not otherwise have achieved."

*Ashroff Omar, CEO,
Brandix Lanka, Sri Lanka*

"Mr. Tan is undeniably a master in his own class in BOS. A knowledge expert and a global practitioner of the Strategy himself, he effectively enlightened and transferred his BOS skills to our business leaders, enabling them to look at our businesses from multiple strategic perspectives.

*Datuk Haji Mohd Khamil Jamil,
Group Managing Director,
DRB-HICOM, Malaysia*

"Kee Hian is a leading Blue Ocean Strategy practitioner in Singapore. He makes the application of BOS easy and practical for his clients."

*Dr Tan. Chin Nam,
Senior Corporate Adviser, Singapore*

"After attending the BOS workshop led by Kee-Hian, our Chairman saw the potential value of BOS, and immediately asked my colleague and me to attend the next workshop. We now have a set of tools to create and implement innovative projects based on real customer values. The workshop was an eye-opener and totally changed our way of thinking about innovation."

*Jens Kjaer, Managing Director,
Jysk Display A/S, Denmark*

Workshop Outline

- Blue Ocean Strategy – Its relevance & Key Principles
- Applying core Blue Ocean Strategy Tools
- Individual Exercise & Report Back
 - Developing an as-is Strategy Canvas for your Business
- Blue Ocean Strategy in action – Field Applications and Benefits
- Creating Exceptional Utility for Buyers
- Group Exercise & Sharing
 - Assessing Hotspots in Buyer Utility Map of your Business
- Expanding Beyond Existing Demand
- Group Exercise and Sharing
 - Identifying and Evaluating the Non-Customers of your Business
- Looking Across Industry Boundaries
 - "Think-Out-of-the-Box" (Six Paths Framework)
 - Creating Uncontested Market Space
- Group Exercise & Sharing
 - Applying Six Paths Framework to your Business
- Formulating and Executing a Blue Ocean Strategy – How to do it
- Group Exercise and Sharing
 - Next Steps to Creating Your own Blue Oceans

Who Should Attend

General Managers, Business Unit Heads, Heads of Strategy, Business Development Executives, Heads of Sales and Marketing, CIOs, Heads of R&D, Senior Government Officers as well as other functional and business leaders at the corporate and business levels. Blue Ocean Strategy is compelling for government organizations, established corporations and younger companies with high growth aspirations.

Workshop Date

14 & 15 July 2008, 9.00 am to 5.00 pm
Refreshments and lunch are provided on both days.

Venue

EDB Learning Centre
2985 Jalan Bukit Merah
Singapore

Contact Us for information

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Fees

S\$1000 per participant
5% discount for confirmed bookings received before **28 June 08**.
10% discount for group bookings of **3 or more participants**. Please note group bookings are not entitled to further discounts.

2 ways to register

Fax the details at +65 6876 0569 or email the same to leonard.yang@khtandco.com

- Cancellation is not allowed but replacement is welcome with prior notice
- Organiser reserves the right to amend or cancel the events.

Closing date of registration: 10 July 2008

Full payment is required to guarantee entry.

You can mail us the crossed cheque (payable to **KHT and Co. Pte Ltd.**) to **108 Middle Road, #06-01 Bright Chambers, Singapore 188967** or bank in directly to:

KHT and Co Pte Ltd.

HSBC
21 Collyer Quay #14-01 HSBC Bldg
Singapore 049320
Account No. : 147-228241-001
Please fax bank-in slip to us

Company Name:	1) Delegate name:
Contact person :	<i>Delegate title:</i>
Tel:	2) Delegate name:
Fax:	<i>Delegate title:</i>
Email:	3) Delegate name:
Address:	<i>Delegate title:</i>
Sign & Stamp :	