

Location: Taaeen/ ADNOC

Date: April 2025

Duration: 3 Days

Fee: English

Course Title: Blue Ocean Strategy

Learning Objectives:

- Develop innovative strategies for entering uncontested market spaces.
- Apply tools to differentiate products/services from competitors.
- Create actionable plans for strategic growth and value creation.

Target Audience:

- Business leaders and strategists
- Product managers and innovation teams
- Entrepreneurs and business owners

Daily Course Outline:

Day 1: Understanding Blue Ocean Strategy & Market Differentiation

- Red vs. blue ocean markets
- Value innovation and strategic differentiation
- Strategy canvas and four-action framework

Day 2: Business Model Innovation & Identifying Market Opportunities

- Identifying untapped market opportunities
- Developing innovative business models
- Case studies of successful blue ocean strategies

Day 3: Implementation & Strategy Development Workshop

- Addressing barriers to implementation
- Managing change and stakeholder buy-in
- Hands-on exercise to develop a blue ocean strategy

