

INSEAD

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Blue Ocean Strategy Africa Corporate Specific Program



INSEAD Blue Ocean Strategy Africa Initiative

Africa as a blue ocean opportunity.

Africa offers an exciting ocean of opportunity to companies that have a deep understanding of its markets. Many African countries today have young and vigorous economies. Organizations and governments that understand how to effectively harness this potential can not only create social good, but strong and profitable growth for themselves -- a true win-win situation. Yet, despite the boundless opportunities out there, to date, many organizations have struggled to achieve this end in developing economies like Africa.

- Does your organization lack insight into how to create innovative distribution channels that can effectively penetrate African markets to achieve strong profitable growth?
- Does your organization understand how to innovatively adapt its range of product and services to offer African consumers and African corporate clients a leap in value that improves their livelihoods while earning strong profitable growth for itself?
- As an African government, does your government understand how to innovate its policies and practices to attract needed foreign investment and global talent while keeping its cost structure low?

If you answered yes to one or more of the above questions, the **INSEAD Blue Ocean Strategy Africa Corporate Specific Program** could be right for you. It offers organizations, including governments, insight into the concept, tools, and methodologies necessary to create blue oceans of uncontested market space. **Blue ocean strategy** is not about how to compete, but about how to make the competition irrelevant by simultaneously pursuing differentiation and low cost and is particularly relevant to emerging markets.

An **INSEAD Blue Ocean Strategy Africa Corporate Specific Program** would offer your organization a novel perspective on strategy formulation and execution. Participants learn the strategic logic behind creating blue oceans of uncontested market space and gain keen insight into how this concept complements and goes beyond traditional approaches to strategy.

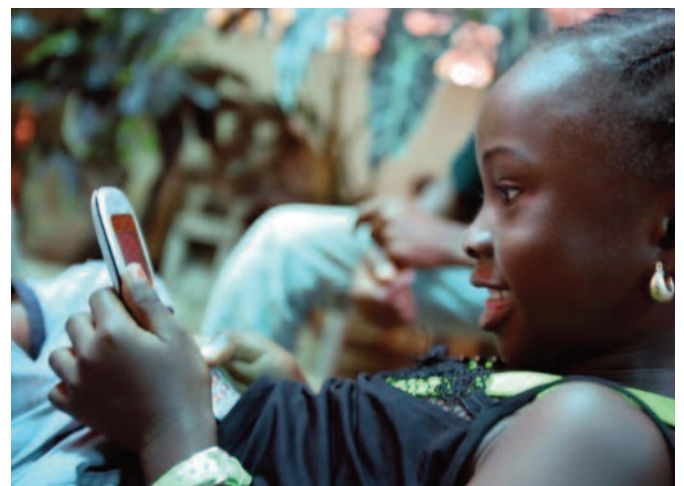
Here, participants not only learn the key building blocks of blue ocean strategy, but begin to apply the concepts, tools and frameworks to the practical strategic challenges faced directly by their organization in Africa. In this way, the **INSEAD Blue Ocean Strategy Africa Corporate Specific Program** encourages active learning through hands-on application and exercises. The program also uses the latest multimedia teaching materials from theory-based videos to simulations and flash games covering a wide range of industries, allowing participants to see and feel what companies are up against.

Key benefits

- Acquire an inside perspective of the increasingly influential blue ocean approach to strategy formulation and execution.
- Begin to gain fresh insights into the approach of opening up blue oceans of uncontested market space that create new demand.
- Corporate specific program approach adapts blue ocean strategy effectively to an African context.
- Discover ways to drive new business models for developing markets that will add to long-term profitability.

"The INSEAD Blue Ocean Strategy program is about new strategic thinking. It's as much a personal journey as it is a learning engagement to open new market space for my company."

Head of Corporate Development
Swiss Post Switzerland



Typical Corporate Specific Program Overview

Program content

The INSEAD Blue Ocean Strategy Program features an intensive mix of lectures, discussions, case analyses and workshops where organizations are encouraged to focus on a sector of their activity that they want to explore during the program.

An important part of this approach is the opportunity to start applying blue ocean tools and frameworks to analyze and visually explore your own organization's strategic challenge in Africa. In addition, participants from different parts of the organization gain valuable experience, feedback and ideas from each other as they discuss and apply these ideas in group exercises.



The following topics would be covered during a typical program:

An assessment: How blue is your strategy?

Here your organization learns how to apply the blue ocean strategy concepts and tools to an analysis of the current "as-is" situation facing your business in Africa.

This includes:

- Drawing an as-is strategy canvas of your business.
- Learning to identify and understand the industry assumptions and the cost implications of these assumptions in Africa.



2 million+
copies sold

42
languages

Creating new market space

Understand how to systematically pursue value innovation to unlock new demand for your business.

Here your organization will look at:

- How to achieve "value innovation," the simultaneous pursuit of differentiation and low cost in your African operations.
- The three tiers of noncustomers: Look beyond your existing customers and explore noncustomers in Africa.
- Buyer utility map/buyer experience cycle: Discover the utility levers that can create exceptional value for both African customers and noncustomers.
- Learn how to use the six paths framework to reconstruct market boundaries, break away from the competition, and unlock new demand.

Implementing blue ocean strategy

Gain insight into how to implement blue ocean strategy effectively. Here your organization will look into executing a blue ocean strategy using the principles of:

- Tipping point leadership: Learn how to overcome the cognitive, resource, motivational and political hurdles that challenge your organization to implement a blue ocean strategy.
- Fair process: Learn how to communicate effectively with your staff by building trust and commitment deep into your organization to maximize the successful execution of your strategy.

"I learnt how to use a powerful tool to identify hidden market opportunity and how strategy can be a simple task."

Supply Chain Director
Kimberly-Clark, Columbia

In Brief

- Blue Ocean Strategy is the fastest selling book in Harvard Business School Press' history
- Over 2 million copies sold
- Translated into over 40 languages
- Is a bestseller on five continents
- Since the opening of the INSEAD Blue Ocean Strategy Institute in 2007, 300+ articles on Blue Ocean Strategy have been published in over 30 different countries

INSEAD Africa Initiative

INSEAD Middle East Campus
Villa 205, Street 11
(Intersection Street 2 and Street 11)
Karama area
Abu Dhabi
P.O. Box: 48049

Contact: Raadiya.begg@insead.edu
Director INSEAD Africa Initiative

Europe Campus
Boulevard de Constance
77305 Fontainebleau Cedex, France
Tel : +33 (0)1 60 72 40 00
Fax : +33 (0)1 60 74 55 00

Asia Campus
1 Ayer Rajah Avenue, Singapore 138676
Tel : +65 67 99 53 88
Fax : +65 67 99 53 99

www.insead.edu/blueoceanstrategyinstitute
www.blueoceanstrategy.com