Blue Ocean Strategy Complete Self Assessment Guide

#Blue Ocean Strategy #self assessment guide #BOS complete guide #market creation strategy #strategic innovation audit

Explore the Blue Ocean Strategy with this comprehensive self-assessment guide, designed to help you evaluate your current strategic position and identify pathways for market creation. This complete resource provides practical tools for an effective BOS assessment, enabling you to uncover uncontested market space and foster strategic innovation within your organization.

Blue Ocean Strategy Complete Self Assessment Guide

Outperform 99% of your competition - BLUE OCEAN STRATEGY - Outperform 99% of your competition - BLUE OCEAN STRATEGY by LITTLE BIT BETTER 354,473 views 7 months ago 19 minutes - 1 book for ENTREPRENEURS to crash the COMPETITION and make MILLIONS: **Blue Ocean Strategy**, Buy the book here: ...
The BLUE OCEAN strategy
Path 1
Path 2
Path 5
Path 6
Blue Ocean Strategy (With Real World Examples) | From A Business Professor - Blue Ocean Strategy (With Real World Examples) | From A Business Professor by Business School 101 39,721 views 11 months ago 9 minutes, 55 seconds - Blue Ocean Strategy, is a business concept developed by Dr. W. Chan Kim and Dr. Renée Mauborgne. It offers significant value to ...
Blue Ocean vs. Red Ocean
Principles
Summary
The Explainer: Blue Ocean Strategy - The Explainer: Blue Ocean Strategy by Harvard Business Review 404,991 views 4 years ago 2 minutes, 20 seconds - When you break the bounds of existing industries, competition becomes irrelevant. The business universe consists of two distinct ...
Introduction
The Business Universe
Blue Ocean Strategy
Outro
BLUE OCEAN STRATEGY | HOW TO MAKE THE COMPETITION IRRELEVANT - BLUE OCEAN STRATEGY | HOW TO MAKE THE COMPETITION IRRELEVANT by Black Swan Thinking 45,467 views 3 years ago 6 minutes, 44 seconds - business #strategy #investment Please excuse my horrid pronounciation of "Cirque du soleil" :) **Blue Ocean Strategy**, teaches us ...
Introduction
The Red Ocean Strategy
Value Innovation

Eliminate
Reduce
Success
Conclusion
How To Differentiate Your Business With BLUE OCEAN STRATEGY - Book Summary #3 - How To Differentiate Your Business With BLUE OCEAN STRATEGY - Book Summary #3 by Rick Kettner 59,776 views 3 years ago 19 minutes - Let's take a look at **BLUE OCEAN STRATEGY**, by W. Chan Kim and Renée Mauborgne. This book is for entrepreneurs, founders, ...
Introduction to Blue Ocean Strategy
Insight #1 - Escape The Bloody Red Ocean Of Competition
Insight #2 - Reconstruct Buyer Value With The Strategy Canvas
Insight #3 - Attract Non-Customers To Expand Your Blue Ocean
Closing Thoughts on Blue Ocean Strategy
Make the competition irrelevant: BLUE OCEAN STRATEGY by W.C. Kim and R. Mauborgne - Make the competition irrelevant: BLUE OCEAN STRATEGY by W.C. Kim and R. Mauborgne by Productivity Game 394,668 views 6 years ago 8 minutes, 6 seconds - Animated core message from W. Chin Kim & Renee Mauborgne's book '**Blue Ocean Strategy**,'. To get every 1-Page PDF Book ...
Eliminate
Reduce
Raise
Create
Blue Ocean Strategy Full Audiobook 2021 - Blue Ocean Strategy Full Audiobook 2021 by Arrow Connec Education 132,068 views 3 years ago 6 hours, 29 minutes
Blue Ocean Strategy Summary - Blue Ocean Strategy Summary by Jarmo van der Heul 373,962 views 8 years ago 10 minutes, 14 seconds - Summary of the first four chapters of the international bestseller **Blue Ocean Strategy**,. Made by Group D of the Minor Global ...
Creating a Strategy Canvas - Creating a Strategy Canvas by David Kryscynski 49,063 views 5 years ago 9 minutes, 28 seconds - This video reviews the **strategy**, canvas **tool**, and how you can use the **tool**, to develop **strategic**, insights about how your company ...
Flying Factors
Strategy Canvas: Southwest vs. Full-Service Airlines
Departures
Comfortable Seating
Product Specs
Social Factors
Competitive Dynamics
6 unethical Psychological tricks that should be illegal //Robert Cialdini - PRE - suasion - 6 unethical Psychological tricks that should be illegal //Robert Cialdini - PRE - suasion by LITTLE BIT BETTER 2,802,263 views 1 year ago 16 minutes - 6 manipulation tricks that should be illegal //Robert Cialdini - PRE - suasion Buy the book here: https://amzn.to/3uWr8ba.
Critical Thinking - Proven Strategies To Improve Decision Making Skills - FULL AUDIOBOOK - Critical Thinking - Proven Strategies To Improve Decision Making Skills - FULL AUDIOBOOK by Success Audios 326,464 views 1 year ago 1 hour, 44 minutes - Critical Thinking: Proven Strategies To Improve Decision Making Skills, Increase Intuition And Think Smarter!" is a well-rounded ...
Art of War & Strategic Thinking for Entrepreneurs in 2020 - Art of War & Strategic Thinking for Entrepreneurs in 2020 by Valuetainment 400,827 views 3 years ago 21 minutes - Patrick Bet-David talks about how to think more strategically in business and life. He looks at the different types of **strategy**,, how to ...
Renée Mauborgne On Blue Oceans, Disruption, And Succeeding By Being Yourself - Renée Mauborgne On Blue Oceans, Disruption, And Succeeding By Being Yourself by Daily Stoic Podcast 3,284 views 9 months ago 1 hour, 8 minutes - Ryan speaks with Renee Mauborgne about her new book Beyond Disruption: Innovate and Achieve Growth without Displacing ...
MASTERY: Outperform 99% of people and become the best//Robert Greene (book summary) - MASTERY: Outperform 99% of people and become the best//Robert Greene (book summary) by LITTLE BIT BETTER 314,247 views 8 months ago 21 minutes - MASTERY: Outperform 99% of people and become the best//Robert Greene (book summary) Buy the book here: ...
Intro
Reconnect with your lifes tasks
Apprenticeship Phase

Social Intelligence
Mastery
The dimensional mind
Summary
An Introduction to Blue Ocean Strategy - An Introduction to Blue Ocean Strategy by Blue Ocean Strategy 205,021 views 13 years ago 7 minutes, 46 seconds - This short video describes the reach of **Blue Ocean Strategy**, concepts tools and methodologies created by Business school ...
How I Used Chat GPT to Write Good Product Descriptions That SELL - How I Used Chat GPT to Write Good Product Descriptions That SELL by Rezolutions Design 27,641 views 1 year ago 19 minutes - ChatGPT is an amazing **tool**, that can help you write product descriptions that are both engaging and informative. By using ...
6 Ways To Develop Your Blue Ocean Ideas - 6 Ways To Develop Your Blue Ocean Ideas by Blue Ocean Strategy 39,350 views 4 years ago 6 minutes, 54 seconds - Do you want to create game-changing ideas? Here are six ways to create your **blue ocean**, ideas and **strategy**,. If you are a high ...
Path 1
you have to ask what are the alternative industries to the one you are focusing on
Strategic group = a group of companies within an industry that pursue a similar strategy.
What strategic groups do YOU want to look across?
Path 3
Can YOU identify which buyer group does this industry typically focus on?
Look Across Complementary Products or Service Offerings
What are the pain points in buying a book?
What do customers think about it?
What is the context in which the product or service you are interested in is used?
Look Across Time Trends
How will these trends impact your targeted industry?
This 2500 Year Old Book Will Make You A Strategic Genius! - This 2500 Year Old Book Will Make You A Strategic Genius! by LITTLE BIT BETTER 518,766 views 7 months ago 39 minutes - The Art of WAR - Sun Tzu (24 Lessons) Buy the book here: https://amzn.to/47KshkS.
Avoid What Is Strong
Have an Emergency Fund
Become an Expert at Your Job
Managing My Tasks Effectively
Renée Mauborgne on lessons from Facebook, Uber and Amazon - Renée Mauborgne on lessons from Facebook, Uber and Amazon by Blue Ocean Strategy 36,809 views 5 years ago 8 minutes, 36 seconds - Renée Mauborgne, co-author (with W. Chan Kim) of the international bestsellers **Blue Ocean Strategy**, and Blue Ocean Shift, talks ...
STRATEGIES FOR CREATING NEW GROWTH OPPORTUNITIES
FACEBOOK NAVIGATING CRISIS FOLLOWING DATA ABUSE
UBER SAW MASS FIRINGS ON SEXUAL HARASSMENT CLAIMS
The Art of Blue Ocean Strategy (How to Build a $100 Million Company) - The Art of Blue Ocean Strategy (How to Build a $100 Million Company) by Intelligent Encounters 18,219 views 1 year ago 12 minutes, 59 seconds - You're already reading this, so you might as well subscribe to our NEWSLETTER. Make smarter decisions. Never miss out ...
What Is the Blue Ocean Strategy?
What is Red Ocean?
The Blue Ocean Mindset
The Two Examples of Blue Ocean Companies
How do you know if you need a blue ocean strategy for your company?
How to Implement the Blue Ocean Strategy
Five Steps to Developing a Blue Ocean Strategy
The Four Actions Framework
The Buyer Utility Map: Get the Strategic Sequence Right
Six Paths Framework
Is the Blue Ocean Strategy Bulletproof?
Which Industries Can Benefit from the Blue Ocean Strategy?
Do You Need to Be a Start-Up for the Blue Ocean Strategy to Work?
Do You Have to Be the First Mover in the Market?
Final Thoughts

Blue Ocean Studio™ – Powerful tools to create your business strategy - Blue Ocean Studio™ – Powerful tools to create your business strategy by Blue Ocean Strategy 5,355 views 3 years ago 1 minute, 14 seconds - Follow a guided process for new market creation, build innovative business models, and transform your business within our ...
How To Create A Blue Ocean: Look Across Time Trends - How To Create A Blue Ocean: Look Across Time Trends by Blue Ocean Strategy 1,013 views 4 years ago 1 minute, 8 seconds - All industries are subject to external trends that affect their businesses over time. Looking at these trends with the right perspective ...
How To Create A Blue Ocean: Look Across The Functional-Emotional Appeal To Buyers - How To Create A Blue Ocean: Look Across The Functional-Emotional Appeal To Buyers by Blue Ocean Strategy 1,132 views 4 years ago 1 minute, 36 seconds - Some industries compete principally on price and function – their appeal is rational. Other industries compete primarily on feelings ...
ways to develop your blue ocean ideas
to create blue oceans of new market space and strong profitable growth.
Some industries compete principally on price and function based largely on calculations of utility
Yet the appeal of most products or services is rarely intrinsically one or the other.
when they are willing to challenge the functional- emotional orientation of an industry
Starbucks elevated what was a commodity product into a coffee experience.
Drybar turned getting a blowout into an emotional experience from a typically functional one
If it competes on emotional appeal, what elements can YOU strip out to make it functional?
If it competes on functionality, what elements can YOU add to make it emotional?
Join the Blue Ocean Entrepreneurship Competition NOW!
How To Create A Blue Ocean: Look Across Complementary Products Or Service Offerings - How To Create A Blue Ocean: Look Across Complementary Products Or Service Offerings by Blue Ocean Strategy 1,018 views 4 years ago 1 minute, 30 seconds - Few products and services are used on their own. Most of the time, other products and services affect their value. But in most ...
ways to develop your blue ocean ideas
to create blue oceans of new market space and strong profitable growth
Look Across Complementary Products or Service Offerings
Most companies converge within the bounds of their industry's product and service offerings.
But untapped value is often hidden in complementary products and services.
The key is to define the total solution buyers seek when they choose a product or service.
A simple way to do so is to think about what happens before, during, and after your product is used.
What are the pain points in buying a book?
What do customers think about it?
What is the context in which the product or service you are interested in is used?
How can YOU eliminate these pain points through a complementary product or service offering
to open up a blue ocean of new market space?
Join the Blue Ocean Entrepreneurship Competition NOW!
How To Create A Blue Ocean: Look Across Buyer Groups - How To Create A Blue Ocean: Look Across Buyer Groups by Blue Ocean Strategy 1,082 views 4 years ago 1 minute, 31 seconds - Start creating your **blue ocean**, by looking across a chain of buyers rather than focusing on your target buyer. There are many ...
Based on studying over 150 strategic moves
to create blue oceans of new market space and strong profitable growth.
Look Across Buyer Groups
By shifting the buyer group of their industry, companies can create new market space.
Insulin supplied in vials was challenging to administer
Patients were left with the difficult task of dosing
Needles and syringes evoked unpleasant feelings of social stigmatism.
Novo Nordisk created Novopen
Novo Nordisk is not the only example
Can YOU identify the chain of buyers in your targeted industry?
How To Create A Blue Ocean: Look Across Strategic Groups Within an Industry - How To Create A Blue Ocean: Look Across Strategic Groups Within an Industry by Blue Ocean Strategy 1,644 views 4 years ago 1 minute, 17 seconds - Blue oceans, can be created by looking across **strategic**, groups within your industry. A **strategic**, group are the companies within an ...
How To Create A Blue Ocean: Look Across Alternative Industries - How To Create A Blue Ocean: Look Across Alternative Industries by Blue Ocean Strategy 1,925 views 4 years ago 1 minute, 27

seconds - To create a **blue ocean**,, you need to look beyond your existing industry. Don't focus on beating the rivals within your industry.
How To Capture Your Overall Business Strategy in One Picture - How To Capture Your Overall Business Strategy in One Picture by Blue Ocean Strategy 1,177 views 4 years ago 2 minutes, 43 seconds - The **blue ocean strategy**, canvas will show you how to present your blue ocean idea in one simple picture. It is one of the most ...
Wonder how to present your blue ocean idea?
you need to present your blue ocean idea.
in one simple picture
Go back to the four questions
The four actions will help you to create your strategy canvas.
By asking those 4 questions
simply place this range of factors on the horizontal axis.
Then, you have to show the current offering level that buyers receive
in your targeted industry's strategy
across all of these key competing factors on the vertical axis.
Then, you have to show your blue ocean profile
The strategy canvas allows you to see on one page
how your business offering stands apart from competitors.
When Australia's Casella Winery introduced [yellow tail] in the US
the market was highly competitive.
[yellow tail] soon emerged as the overall bestselling 750ml red wine
outstripping Californian, French and Italian brands.
Let's look at what [yellow tail] eliminated, reduced, raised and created to get to their blue ocean.
And now look at how different their strategy was
compared to the budget wine industry.
Get the Strategy Canvas App to easily draw your strategy canvas on your iPad or Android tablet
Good luck in presenting your blue ocean idea!
4 Questions to Ask when Developing Your Blue Ocean Pitch - 4 Questions to Ask when Developing Your Blue Ocean Pitch by Blue Ocean Strategy 1,597 views 4 years ago 1 minute, 48 seconds - Start with asking the right questions when developing your **blue ocean**, idea. If you are a high school student interested in ...
In developing your blue ocean pitch
you need to ask yourself
Which factors that your target industry takes for granted should be eliminated?
Which factors that your target industry has never offered should be created?
The first two questions of eliminate and reduce give you insight into
By contrast, the second two questions of raise and create
Drybar eliminated haircuts & coloring
They reduced hair styling equipment, stylist reputation
and stylist requirements for ancillary services (perm, color)
They raised the ambiance with a chic & fun cocktail bar atmosphere
and they raised the personal service, exclusive merchandise and the convenience.
Lastly, Drybar created a fun experience and blowout styles.
Look how different their strategy is
In developing your own strategy
what can YOU eliminate, reduce, raise and create?
Blue Ocean Entrepreneurship Competition
6 Ways To Develop Your Blue Ocean Ideas - 6 Ways To Develop Your Blue Ocean Ideas by Blue Ocean Strategy 39,350 views 4 years ago 6 minutes, 54 seconds - Do you want to create game-changing ideas? Here are six ways to create your **blue ocean**, ideas and **strategy**,. If you are a high ...
Path 1
you have to ask what are the alternative industries to the one you are focusing on
Strategic group = a group of companies within an industry that pursue a similar strategy.
What strategic groups do YOU want to look across?
Path 3
Can YOU identify which buyer group does this industry typically focus on?
Look Across Complementary Products or Service Offerings
What are the pain points in buying a book?

What do customers think about it?
What is the context in which the product or service you are interested in is used?
Look Across Time Trends
Blue Ocean Strategy Simplified - Blue Ocean Strategy Simplified by StrategyKiln 7,787 views 2 years ago 11 minutes, 45 seconds - An in depth **Blue Ocean strategy**, example featuring Tesla. We'll give you a high level summary and discuss principles like blue vs.
Intro
Review of Blue Ocean Strategy concepts
The four action framework
Tesla strategy canvas example and template
Enduring understanding
Make Competition on YouTube Irrelevant - Blue Ocean Strategy - Make Competition on YouTube Irrelevant - Blue Ocean Strategy by Validation 7,426 views 1 year ago 7 minutes, 47 seconds - Note: This is a "homework" video I made in the style of Ali Abdaal, inspired heavily by his video Tiny Changes, Remarkable ...
Intro
RED OCEANS VS. BLUE OCEANS
YOUTUBE OCEANS
VALUE INNOVATION
Cirque Du Soleil
STRATEGY CANVAS
4-ACTIONS FRAMEWORK
CEL Webinar - Blue Ocean Strategy - CEL Webinar - Blue Ocean Strategy by University at Buffalo School of Management 53,574 views 4 years ago 45 minutes - Recorded Tuesday, September 25, 2018 #UBMgt #UBuffalo #Business.
Introduction
Why You Should Care
Blue Ocean vs Red Ocean
The Blue Ocean Method
Exploration
Alternative Industries
Buyer Groups
Creation
Elimination
Factors of Competition
Create
How to go beyond existing demand
Three tiers of customers
Cirque du Soleil
Across the Bottom
This is Strategy Canvas
This is Strategy Map
What they eliminated
Family Business
Key Factors of Competition
Yellow Tail Example
Strategy Grid
Resources
Outro
Blue Ocean Strategy using ChatGPT - Blue Ocean Strategy using ChatGPT by Justin Webb 100 views 10 months ago 1 minute, 16 seconds - "Unlock the potential of **Blue Ocean Strategy**, with ChatGPT!" Are you eager to navigate uncharted waters of opportunity in ...
INSEADs Blue Ocean Strategy - ERRC Grid & Sounding Board in Change-Management - INSEADs Blue Ocean Strategy - ERRC Grid & Sounding Board in Change-Management by Prof. Dr. Jürgen Radel - HTW Berlin 6,965 views 2 years ago 9 minutes, 38 seconds - In under 10 minutes you will learn one super simple but yet effective **tool**, for communication in change processes. Based on the ...
Blue Ocean Strategy, Create New Markets and Leave the Competition Behind | Renée Mauborgne | WOBI - Blue Ocean Strategy, Create New Markets and Leave the Competition Behind | Renée

Mauborgne | WOBI by WOBI - World of Business Ideas 241,520 views 12 years ago 6 minutes, 2 seconds - Revealing the idea of **blue ocean strategy**,, Renée Mauborgne shares the secret for how to create uncontested market space and ...
Red Ocean Strategy
Blue Ocean Strategy
Strategy To Be Sustainable
What Is Blue Ocean Strategy? - What Is Blue Ocean Strategy? by Dan Lok 190,515 views 5 years ago 4 minutes, 1 second - What is **Blue Ocean Strategy**,? If you've been following Dan's work for some time, you know that he is a fan of not competing, but ...
Introduction
What is Blue Ocean Strategy
Me Business
Blue Ocean Strategy Authors Reveal How To Disrupt An Industry | ESG | Capitalism | Beyond Disruption - Blue Ocean Strategy Authors Reveal How To Disrupt An Industry | ESG | Capitalism | Beyond Disruption by Valuetainment 94,600 views 8 months ago 1 hour, 51 minutes - PBD and the Biz Doc Interview the authors of one of their favorite books, W, Chan Kim and Renee Mauborgne, **Blue Ocean**, ...
Blue Ocean Strategy Full Audiobook - Blue Ocean Strategy Full Audiobook by Grow & Glow with Emin 2,776 views 5 months ago 6 hours, 29 minutes - Welcome to our exploration of the innovative '**Blue Ocean Strategy**,'! This paradigm-shifting book presents a unique approach to ...
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