

Exclusive Once Only Australian Seminar with

Professor W. Chan Kim

Co-author, Blue Ocean Strategy

Ranked amongst the world's top ten most influential business thinkers

Infinite New Possibilities for Your Business in Today's Turbulent Times



**MELBOURNE
8 September**

The Crown
Promenade

AM Seminar:
BLUE OCEAN
STRATEGY:
Creating
Uncontested
Market Space

PM Seminar:
CREATING AND
EXECUTING BLUE
OCEAN STRATEGY

“The challenge is not to emulate what other companies have done, but to understand the thinking process that allowed these companies to create a new market”

ABOUT THE SPEAKER



Professor W. Chan Kim is Co-Director of the INSEAD Blue Ocean Strategy Institute and The Boston Consulting Group Bruce D. Henderson Chair Professor of Strategy and International Management at INSEAD, France (the world's second largest business school). He has served as a board member as well as an advisor for a number of multinational corporations in Europe, the US and Asia Pacific. **He is an advisory member for the European Union and a Fellow of the World Economic Forum.**

His Harvard Business Review articles, co-authored with Renée Mauborgne, are worldwide bestsellers and have sold over half a million reprints. The Journal of International Management recognises Kim as **"one of the world's most influential academic journal authors in global strategy."**

He is the **co-author of Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant** (Harvard Business School Press, 2005).

Kim received the **Nobel Colloquia Prize for Leadership on Business and Economic Thinking 2008** and is a **winner of the Eldridge Haynes Prize**, awarded by the Academy of International Business and the Eldridge Haynes Memorial Trust of Business International, for the best original paper in the field of international business. Thinkers 50, the global ranking of management gurus, places Kim **among the top ten most influential thinkers in 2007**. L'Expansion also named Kim along with his colleague Renee Mauborgne as **"the number one gurus of the future."** The Sunday Times (London) called them **"two of Europe's brightest business thinkers. Kim and Mauborgne provide a sizeable challenge to the way managers think about and practice strategy."** The Observer called Kim and Mauborgne, **"the next big gurus to hit the business world."**

Kim co-founded the Blue Ocean Strategy Network (BOSN), a global community of practice on the Blue Ocean Strategy family of concepts they created. BOSN embraces academics, consultants, executives, and government officers.

WHAT IS A "BLUE OCEAN STRATEGY"?

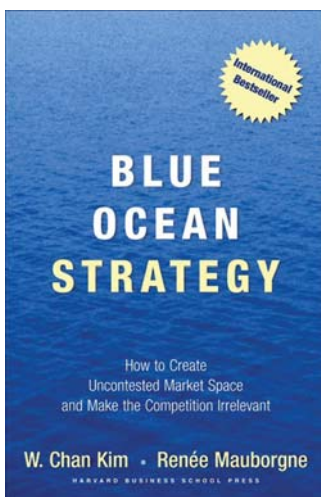
A systematic approach to breaking out of head-to-head competition.

In today's over crowded industries, most companies fight long and hard for competitive advantage, battle for market share and struggle for differentiation. They do this only to find themselves fighting their rivals head-on in a bloody "red ocean" over a shrinking pool of profit. These red ocean strategies are less and less likely to create profitable growth in the future.

Blue Ocean Strategy argues that tomorrow's leading companies will succeed not by battling competitors, but by creating "blue oceans" of uncontested market space ripe for growth. Such strategic moves—termed "value innovation"—create powerful leaps in value for both the firm and its buyers, rendering rivals obsolete and unleashing new demand.

In his talks, Professor Kim explores the key concepts, tools and frameworks behind Blue Ocean Strategy and explains how companies can apply these ideas to breakaway from the competition and create their own "blue ocean."

INTERNATIONAL BESTSELLER



A best business/economic book in:

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Japan	USA
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BusinessWeek Bestseller

FAST COMPANY Best Book of 2005

amazon.com Top Ten Best Business Books of 2005

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DCF Prix des Dirigeants Commerciux de France 2009

BLUE OCEAN STRATEGY: Creating Uncontested Market Space

AM Seminar:
9.00 - 12.00 pm

Learn from Professor Kim how companies globally are reinventing themselves by repeatedly creating new market space

Creation of Blue Oceans that Builds Brands

- The rising imperative of creating new market spaces (blue oceans)
- How blue ocean strategic moves have created brand equity for companies that has lasted for decades
- The case for Value Innovation: the logic behind strategic moves to open and capture new market spaces

The “How To” of Formulating Blue Ocean Strategy

- **Reconstruct market boundaries:** explore six paths to creating new market spaces
- **Focus on the big picture, not the numbers:** use a strategy canvas to unlock the creativity of team members to uncover blue ocean ideas
- **Reach beyond existing demand:** move from focusing on current customers and finer market segmentation to look to non-customers
- **Get the strategic sequence right:** build profitable business models whereby companies as well as buyers receive a leap in value

What You’ll Learn:

- The distinction between how to compete in existing markets or industries and how to redefine market boundaries and create new market spaces
- The logic of creating new market space by unlocking new demand and breaking the value-cost trade-off to simultaneously achieve differentiation and low cost
- How to maximise the size of a new market space by shifting the focus from competitors to alternatives and from customers to non-customers
- How to build an organisation’s planning process to go beyond incremental improvements to creating breakthrough leaps in value for both the company and its buyers
- How to create alignment between a company’s profit proposition and its value proposition including strategic pricing, strategy as sequence and partnering.

CREATING AND EXECUTING BLUE OCEAN STRATEGY

PM Seminar:
1.00 - 4.00 pm

Join this executive forum with Professor Kim for a global update on how leading companies and leaders are effectively driving the execution of their blue ocean strategy initiatives

The Leadership Agenda:

Make the Competition Irrelevant

- Case studies of how companies, past and present, in declining industries or a downturn are creating new market space to achieve rapid and profitable growth
- Making the leadership shift to go beyond competing for share in an overcrowded market to creating blue oceans
- How companies can systematically maximise the opportunity while at the same time minimise the risks of formulating and executing a blue ocean strategy initiative

Executing Blue Ocean Strategy: Making It Work For You

- **Tipping point leadership:** lessons of how companies bring about rapid, dramatic and lasting change with limited time and resources
- **Building execution into strategy:** how the exercise of fair process at strategy formulation and execution can determine successful blue ocean strategic moves from those that failed

What You’ll Learn:

- An industry’s relative attractiveness is largely driven by the strategic actions companies take, and even declining industries can be made attractive by the creation of new market spaces (blue oceans) from within
- Blue oceans are created by both industry incumbents and new entrants, contrary to the assumption that start-ups have natural advantages over established companies in creating new market space
- How formulating and executing blue ocean strategy can be made to be as systematic and actionable as competing in the red waters of known market space
- How effective blue ocean strategy should be about risk minimisation and not risk taking
- How to overcome key organisational hurdles to drive effective execution of a blue ocean strategy

POST EVENT NETWORKING

Cocktails:
4.00 - 5.30 pm

REGISTRATION DETAILS

Details of person responsible for invoice (Please photocopy form for additional attendees)

MR/MRS/MS	FIRST NAME:	LAST NAME:	
POSITION:			
ORGANISATION:		ABN:	
ADDRESS:			
SUBURB:		STATE:	POSTCODE:
TELEPHONE:		FACSIMILE:	
EMAIL:			

SEMINAR DETAILS

	EARLY BIRD PAY BY 15 AUG 09 (EX GST)	STANDARD PAY AFTER 15 AUG 09 (EX GST)
SEMINAR 1 (Lunch Included)	<input type="radio"/> \$620	<input type="radio"/> \$700
SEMINAR 2 (Lunch & Cocktails Included)	<input type="radio"/> \$620	<input type="radio"/> \$700
FULL DAY - SEMINAR1&2 (Lunch & Cocktails Included)	<input type="radio"/> \$1,000	<input type="radio"/> \$1,100
GROUP OF 10 - FULL DAY ONLY (Lunch & Cocktails Included)	<input type="radio"/> \$9,000	<input type="radio"/> \$10,000

*please be advised prices exclude GST and Credit Card fees. These will be added to your bill when processed.

PAYMENT DETAILS

CHEQUE* EFT VISA MASTERCARD DINERS CLUB AMERICAN EXPRESS

*CHEQUE PAYABLE TO: UCSI BLUE OCEAN STRATEGY RC

PURCHASE ORDER NO: _____

EFT: Acc Name : UCSI BOS RC Australia Office P/L - Trust Account

Bank : ANZ
BSB : 013287
Acc : 479210439

Address : UCSI BOS RC Australia Office

Suite 112, Level 1 / 89 High Street, Kew VIC 3101

Ph. : (03) 9245 0254 Fax : 1300 367 536

e-mail : aevans@au.drakeintl.com

CARD NUMBER:	EXPIRY DATE:
CARDHOLDER NAME:	
CARDHOLDER SIGNATURE:	
<input type="radio"/> I HEREBY AUTHORISE DRAKE AUSTRALIA PTY LTD ABN 42 004 939 771 TO PROCESS MY CREDIT CARD AS PER THE ABOVE DETAILS THE INFORMATION ON THIS FORM WILL BE TREATED WITH STRICT CONFIDENCE.	

TERMS & CONDITIONS

Drake reserves the right to cancel courses due to insufficient enrolments or conditions beyond its control. Notification of any cancellations will be made as early as practical and include a full refund.

Cancellations and Transfers

A full refund is available for cancellations received in writing at least 7 working days prior to the event commencement. Cancellations or payments received after this period are non refundable. Any changes of person registered to attend should be advised to Drake. Drake will not take any responsibility for travel or accommodation costs incurred.

Credit Cards

Please complete credit card details on enclosed enrolment form.

Payment via Mail

Make cheques or money orders payable to UCSI Blue Ocean Strategy RC and crossed "Not Negotiable". Do not include bank notes or coins. Mail payment with Payment Slip. Please do not use pins or staples.

Payment Details

- To secure your place payment should be received prior to the day of course attendance.
- Payment can be received by cheque or credit card.
- Companies selecting Invoice option will receive an invoice 7 days prior to course commencement.
- Late registration will be considered subject to availability.
- Prices subject to change without notice.

- Cheques should be made payable to Drake Australia Pty Ltd and accompanied with relevant course details.

Notification of Booking

Notification of your booking will be sent on receipt of your application. This will include venue details. Drake reserves the right to withdraw any participant from the course if payment has not been received in accordance with our payment terms. Publicly scheduled course fees include training materials, refreshments and lunch.

Your Privacy

Drake is committed to respecting and upholding the individual's rights to privacy protection under the National Privacy Principles contained in the Privacy Act 1988. Individuals may access their personal information by contacting the Training Manager.