



AXESSIO
Training Organization
No 11754937675



STRATEGY & INNOVATION – TOOL METHOD

BLUE OCEAN STRATEGY - EXECUTIVE WORKSHOPS 2/ "BLUE OCEAN EXPLORATION"

Our training courses contribute to the transformation of your organization's skills and talents with the ambition of "making innovation the company's strategy". They are eligible for vocational training funds. The training program must be given to the trainee prior to registration.

Blue Ocean Strategy – Coaching Lv2 Price: 4 000 € / team

Target audience: Management committee, managers, intra/contractors, project managers

Format: team of 2 to 4 participants, remote (Zoom, Teams)

Pedagogical objectives:

- Knowing how to lead a *Blue Ocean Strategy*
- Knowing how to operationally launch my *Blue Ocean Strategy approach* : Exploration phase
- Have interview guides and targets to interview
- Know how to use and analyze my interviews

Repositories:

- *Blue Ocean Strategy: How to Create New Strategic Spaces* by W. Chan Kim and Renée Mauborgne (Pearson, 2010)
- *Blue Ocean Shift: Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth* (by W. Chan Kim and Renée Mauborgne (Hachette Books, 2017)
- Case studies from the candidates' analysis files before the jury of the [Blue Ocean Awards](#), an annual event created by Alban Eral in 2014

Prerequisites: have validated the training: "1/ Make my offer Blue Ocean"

Duration: 8 hours in total (excluding breaks): 4 sessions (2 hours each) remotely (Zoom)

Possible formats: inter-company / intra-company

Qualifying training

Course of the training: training workshops to: identify your interview targets, build your interview guides and train in the conduct of the interviews, their use and their restitution. Artificial Intelligence Support.

Pedagogical, technical and supervisory resources

- ✓ Preliminary telephone exchange (15min) with the intern to define his identified market scope to launch a *Blue Ocean Strategy*.
- ✓ Case studies awarded Blue Ocean Awards (www.blue-ocean-awards.com)
- ✓ Dedicated workshops: Non-Client Identification / Exploration / Interviews / Utility Map
- ✓ Our exclusive collaborative Blue Ocean project management platform, including assistance by the Artificial Intelligence: [BlueOceanSTARTER](#)
- ✓ The training will be provided by Mr. Alban Eral, holder of a Master of Science in Business (HEC Paris) and a master's degree (Télécom Paris). Alban has been deploying Blue Ocean strategies for more than 10 years within the largest international groups and startups with potential. In 2014, Alban created, with HEC Paris and the Ministry of the Economy, the Blue Ocean Awards, a reference event that highlights companies that have successfully followed a Blue Ocean strategy.

Course of the training program

1st half-day (4 hours) face-to-face (4 hours) or 2 remote sessions (2 hours each)

Individual Workshops to Prepare for Exploration in its *Blue Ocean Strategy*

1. Principles of Blue Ocean Exploration & Case Examples of Exploration Pipelines
2. Workshop: "Identifying My Interview Targets"
3. Workshop: "Building my interview guide"
4. Presentation of the work to finalize the interview guide to be prepared at home

2nd half-day (4 hours) face-to-face (4 hours) or 2 remote sessions (2 hours each)

Individual workshops to conduct Exploration interviews in its *Blue Ocean Strategy*

1. Role-playing workshop: "Conducting my Exploration interviews"
2. Restitution workshop: "Exploiting and analyzing my Exploration interviews"
3. Exploration Analysis Workshop: "Building and Interpreting My Utility Map"
4. Conclusion

Monitoring and evaluation

- ✓ A summary of the content presented will be offered to each trainee
- ✓ A presentation of the work in the workshops will be given to the trainee
- ✓ An assessment of the trainee's prior learning with knowledge assessment
- ✓ An online satisfaction questionnaire will be submitted to the intern

Tools

- ✓ Zoom or Teams for distant trainings
- ✓ Collaborative Blue Ocean project management platform: www.blueoceanstarter.com

