

Synergy Blue Ocean into Behavioural Intelligence Strategies

Are you mastering your skills to differentiate your organisation?

How are we able to apply behavioural intelligence to make yourselves different from the others?

Introduction

Adopting and synergy blue ocean strategy and behavioural intelligence enhance differentiation strategy doubled the productivity in the organisation. The synergy of the concepts is a systemized, fully sequenced and applicable methodology. It enables organisations to break free from competitors and find breakthrough growth through debunking strategic assumptions and redefining market boundaries. And it puts the customer rather than the competition at the centre of strategic thinking. There are no permanently excellent companies, just as there are no permanently excellent industries. To improve the quality of our success, we need to study what we did that made a positive difference and understand how to replicate it systematically. This workshop helps you to think strategically to sustain in a competitive business environment.

Program Objectives

This program aims to

- Make the formulation and execution of blue ocean strategy as systematic and actionable as competing in the red waters of known market space
- Show a set of analytical tools and frameworks that show you how to systematically act on this challenge
- Elaborate the principles to the synergy between behavioural intelligence and blue ocean strategy in competition-based strategic thought

Learning Outcomes

After completing this program, participants should be able to

- Step up to the challenge of creating blue oceans in a smart and responsible way
- Create opportunities maximising and risk minimising business

Who should attend?

Middle management, senior management and anyone who needs to propose strategies for long term goals in the organisation

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	Behavioural Economics in Blue Ocean Strategy In this module, participants would understand the illogical human behaviour by understanding various concepts such as altruism, anchoring bias, bounded rationality, default behaviour, expert bias, fairness and reciprocity, familiarity bias, fear of change, framing problem, hedonic adaptation, head behavioural, and others concept in behavioural economics. These concepts would be used to create Blue oceans and apply in the analytical tools and frameworks
10.30am-11.00am	Break and Networking
11.00am-1.00pm	Applying Behavioural in Reconstructing Market Boundaries The participants would learn how to break from the competition and create blue oceans through behavioural intelligence concept. The challenge is to identify successfully, out of all the possibilities that exist, commercially compelling blue ocean opportunities through understanding the concept of human behaviour.
1.00pm-2.00pm	Lunch Break and Networking
2.00pm-3.30pm	Focus on the Big Picture, Not the Numbers In this module, the participants would look at completion from different perspectives. For instance, the participants would learn different techniques such as visual awakening, visual exploration, visual fair, visual strategy fair and visual communication
3.30pm-4.00pm	Break and Networking

4.00pm-5.00pm	Reach Beyond Existing Demand In this module, the participants would learn the three tiers of noncustomers. First-tier - “soon to be” noncustomers, “refusing” noncustomers, and the unexplored noncustomers. The participants would learn nudging strategies to handle these customers.
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Time	Day Two
9.00am– 10.30am	<p>Get the Strategic Sequence Right</p> <p>In this module, the participants would learn the buyer utility and how to deliver exceptional utility to buyers. Then, the participants would apply the behavioural intelligence into the price, cost and adoption.</p>
10.30am-11.00am	<p>Break and Networking</p>
11.00am-1.00pm	<p>Overcome Key Organisational Hurdles</p> <p>Overcoming the organisational hurdles to strategy execution is an important step toward that end. The participants would apply behavioural intelligence to remove the roadblocks that can put a halt to even the best of strategies. The power of cognitive, motivation, scarce resources and politics would be handled in this module.</p>
1.00pm-2.00pm	<p>Lunch Break and Networking</p>
2.00pm-3.30pm	<p>Build Execution into Strategy</p> <p>Create a culture of trust and commitment that motivates people to execute the agreed strategy—not to the letter, but the spirit. People’s minds and hearts must align with the new strategy so that at the level of the individual, people embrace it of their own accord and willingly go beyond compulsory execution to voluntary cooperation in carrying it out.</p>
3.30pm-4.00pm	<p>Break and Networking</p>
4.00pm-5.00pm	<p>Application of Technology into Synergy of Behavioural Intelligence and Blue Ocean</p> <p>In this module, the participants would learn the adoption of technology when applying behavioural intelligence and blue ocean to create a sustainability strategy for the organisation.</p>