

Blue Ocean Shift

Developing Cutting Edge Ideas
through Blue Ocean Thinking

15-16 MARCH 2022
• 9AM-5PM •

To emerge victorious from the pandemic, you need to be consistently and sustainably innovative.

With the pandemic changing business realities, now more than ever, finding creative solutions to existing or new problems is crucial.

Blue Ocean Shift offers a powerful methodology to help you be innovative systematically, differentiate yourself from the competition and create new market space.

Learn how to think differently, create value while simultaneously reducing your costs, and set yourself on the path to profitable growth. Being innovative is now a survival skill.

Join both **Blue Ocean Shift** and **Blue Ocean Leadership** programs to get your **FREE** book



COURSE OUTLINE

- Strengthen your strategic thinking, learn innovation and creativity systematically.
- Shift your perspective to see new opportunities and grow
- Reorient - from focusing on competition to focusing on creation
- Turn hidden pain points your customers face into opportunities to create value
- Look to noncustomers rather than customers to create new demand
- Reconstruct your existing market boundaries and create new market space
- Create value for your customers while keeping your costs down
- Create new demand for your product or service
- Learn and apply the tools, frameworks and process to unlock a blue ocean

A BIT ABOUT ME

SIVANESUVARY APPUKUDDY



Sivanesuvarry Appukuddy is a certified learning and development professional by CIPD (London) and an experienced Senior Consultant at UCSI Consulting. She has worked in various private and public sector institutions to enhance strategies in areas of human resource development, management, organisational transformation and innovation.

She specialises in Innovation Growth Strategy, Blue Ocean Strategy, Blue Ocean Leadership, Communications and Group Team Building among others.