

TARANISCO ADVISORY

THE BLUE OCEAN STRATEGY WORKSHOP

# Stop Competing in the Red Ocean. Create Your Blue Ocean.

Beat the competition by creating new market space within your existing business.

**Increase your sales from today!**

[taranis.co.za](http://taranis.co.za)

# New market space, less competition

Blue Ocean Strategy is about creating a new market space where competition is less relevant. Instead of competing head-to-head in an existing market (“red ocean”), you innovate to create new demand, differentiate your offering and achieve profitable growth.

1

Change what you offer

2

Change how you deliver value

3

Change who you serve

4

Change how you compete

## OUR APPROACH

Decide by consensus on each question on “The One Thing!” that must be implemented.

## The workshop framework

01

Understand

02

Diagnose

03

Identify

04

Differentiate

05

Prioritise

06

Design

07

Plan

08

Commit

## What you walk away with

01

Red Ocean Competition Map

02

Opportunity Gap

03

Four Actions Grid

04

Blue Ocean Opportunities

05

Priorities

06

Blue Ocean Business Model

07

90-Day Action Plan

08

Commitment

HOST A WORKSHOP

# Let's create your Blue Ocean

Let us know whether you would like to host a Blue Ocean Strategy Workshop for your team, and we will customise the facilitation accordingly.

## Gerrit Davids

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