

“If you want to make a difference, to create a company that builds a future where customers, employees, shareholders and society win...”
Kim & Mauborgne, Blue Ocean Strategy



The Blue Ocean Company

A Brief Introduction

Our passion: to help you turn each business challenge into an opportunity for success

Philosophy



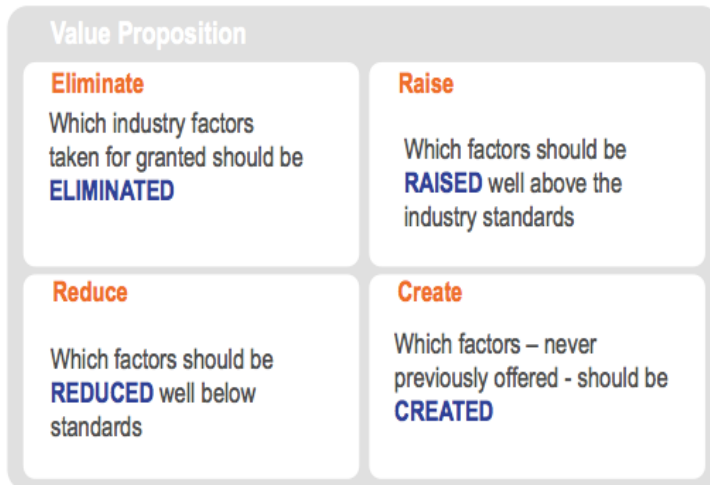
We believe that there is always a better, more innovative, more powerful way to achieve your professional and personal aspirations.

We apply the basic premise of *Blue Ocean Strategy* in everything we do:

- ◆ Challenge common sense thinking about ‘what we know’
- ◆ Evaluate and implement alternative strategies to optimise impact on business

Value Proposition

We use the Blue Ocean Strategy Canvas to design time- and cost-effective development solutions that result in real change in individuals and teams



Source: *Blue Ocean Strategy*, Kim & Mauborgne

ELIMINATE:

One size fits all; off-the-shelf 'solutions'

REDUCE:

Participant cost, time away from work

RAISE:

Application of learning to workplace

CREATE:

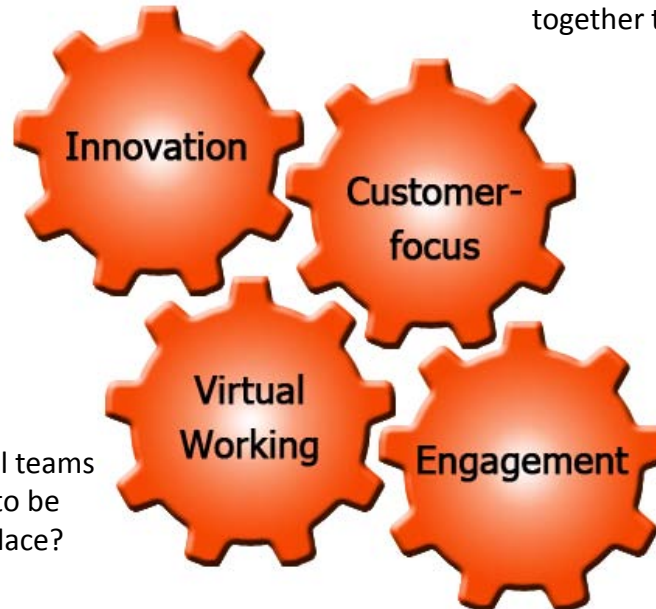
Innovative solutions to achieve next level of performance

Expertise

Research on past economic slowdowns indicate that these four strategic areas are key for business success. For most organisations, at least one of these is an aspiration. Our focus is to discover ways together to achieve the strategic change you seek.

How can you tap into the creative and innovative ability of your workforce, and boost your organisation's performance?

How can you ensure that managers across all levels and functions are working together to provide value to the customer?

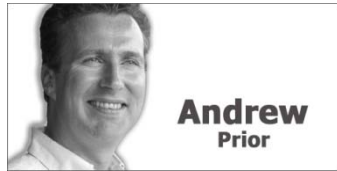


How can you help your global teams develop the skills they need to be effective in the virtual workplace?

How can you encourage people to perform to even higher levels when they are already stretched to the max?

International Network of Professionals

We engage exclusively with highly experienced, leading-edge experts



Clients

Below is a sample of the over 100 organisations our Associates have worked in and for:



Our Client Philosophy



You and your situation are our primary focus; we start from where you are, and together define where you want to go and how to get there.

Expect that your **assumptions will be challenged** by us; our underpinning objective is to accelerate your ability to take action.

We are not bound to any particular model or framework, but are familiar with many. We are **dedicated to finding innovative ways** that address your specific needs.

We are **experienced and knowledgeable** in our understanding of how organisations work, and what makes successful change work.

We are deeply committed to doing whatever it takes to **help you achieve your objectives**. Your business is our passion; we are here to make a difference.

Examples of Client Impact

Challenge:

A global insurance company discovered through evaluations and exit interviews that their **top talent lacked an understanding about the realities of organisational politics, networking and stakeholder management**. This resulted not only in important projects being delayed or stalled completely, but also in a severe talent drain as key individuals became disheartened and eventually resigned “because of the politics around here”.

Solution:

A series of “Strategic Influence” workshops were devised that were creative in their design and innovative in their ability to help these demanding and talented learners understand “the other organisational chart”, the unwritten rules, the difference between helpful and unhelpful politics and how to cut through political resistance. Online diagnostic tools provided in-depth insights into personal influencing and political styles, and experiential learning helped strip away the myths and misunderstandings, changing attitudes and building skills

Impact:

The company reported improved levels of talent retention, and perhaps more significantly, faster results and a more confident and influential population within the talent pool. The participants were now able to see the organisation in a subtly different way; they had greater skills, savvy and understanding about how things got done, speeding up results and producing a greater return on investment for the organisation.

Challenge:

A newly appointed team of ‘Global Service Managers’ within a global engineering company were tasked with **creating and implementing a ‘Global Blue Print’ for the end-to-end client experience** of their allotted service division to be delivered via a virtual network.

Solution:

We worked with the team to design an approach that allowed the creation of a business plan and score card for their division. This included strategic aims and a tactical plan, the creation of a ‘virtual networking community’ and the skills required to build relationships via the community.

Impact:

The project is still current and in phase three of implementation. Networks have been formed and through that a ‘blue print’ has been created and agreed globally with implementation being delivered within Europe, US and the Far East.

Challenge:

The management team of a global petro-chemical company, spread out over the globe, was struggling to work together to create a clear strategy and budget at short notice. Team members met face-to-face once a year and otherwise had to work virtually. There was interpersonal conflict, envy about the recent promotion of one of the team members to team leader, lack of coordination of activities, low trust and miscommunication in the virtual space.

Solution:

After individual phone interviews with team members and stakeholders, and a formal assessment of the team's effectiveness, we designed a 3-day face-to-face event linked to the team's annual meeting. While working on their real tasks (strategy and business planning), the team learned about team work, trust, group dynamics and feedback. They created a communication plan, choosing the appropriate technologies for their virtual work, as well as defining their own virtual etiquette.

Impact:

The team worked through their difficulties and bonded by the end of the learning event. The new leader was given the authority by his team members to act as the team's boss. They created a common understanding of their business, priorities and actions. Their virtual teamwork improved dramatically due to a shared agreement of very practical issues such as style and response time of e-mails, who to copy and not, the routing of documents and balancing task-focused and relationship-focused elements in their virtual meetings.

Why Partner with Blue Ocean?

Leading edge: over 20 professional coaches, consultants, trainers and facilitators who are the best in the business

Wide range of expertise: from values-based leadership to employee engagement, from culture change to virtual teams...

Full customisation: the ability to integrate our collective expertise to create new, innovative approaches to address your specific requirements and thus maximise impact

Competitive pricing: our virtual organisation means minimum overhead costs for you



Our passion is to provide individuals, teams and organisations with innovative solutions that will help them to achieve and exceed their business aspirations.



The Blue Ocean Company

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