

## Section 1 | Programme Intro

<b>PROGRAMME NAME</b>	<b>Think Blue Ocean</b>
<b>LENGTH</b>	6 hrs.
<b>TARGET AUDIENCE</b>	Line Managers and Hospitality Leaders
<b>ATTENDANCE</b>	Min 6 & Max 20 Attendees per session
<b>MODE</b>	Classroom or Web Café based sessions
<b>LEARNING METHOD</b>	Instructional training method – introduction, development & consolidation. Individual, pairs and small group written exercises involving group discussion Classroom games, Online games, and Case Study
<b>CERTIFICATION</b>	On achieving the standards required, you will be awarded Certificate of Attendance

## PROGRAMME OBJECTIVES

<b>1</b>	Define Blue Ocean Shift and state difference between 2 perspectives of the business i.e. Red Ocean Vs Blue Ocean
<b>2</b>	List and explain 2 behaviors our leaders can demonstrate to encourage behaviors of Think Blue Ocean
<b>3</b>	List 6 steps to scan the market condition prior to creating a Think Blue Ocean Idea
<b>4</b>	List 4 action framework (ERRC Model) for creating Think Blue Ocean Idea
<b>5</b>	Demonstrate how to prepare Think Blue Ocean Idea as a Think Blue Ocean Team in a case study group

## PROGRAMME OUTCOME

<b>1</b>	Develop confidence to Innovate and create Think Blue Ocean Ideas
<b>2</b>	Create new Ideas by lowering the costs while simultaneously increasing the value for the organization/department
<b>3</b>	Look positive in a challenging situation and manage your resources in a cash crunch situation
<b>4</b>	Create Think Blue Ocean Recognition Scheme

and development partners"

THINK BLUE OCEAN			
Module	Content	Length	Time
MODULE 1   AWAKENING BLUE OCEAN METHOD			
1	Clarify Blue Ocean analogy Difference between Red Ocean Vs Blue Ocean	75 Minutes	
2	Leadership traits of a Think Blue Ocean Leader Behaviors required to Innovate and Think Blue Ocean		
Coffee Break			
MODULE 2   EXPLORE BLUE OCEAN METHOD			
3	Difference between Innovation and Think Blue Ocean Identifying Thinking Patterns	120 Minutes	
4	Disruptive Innovation and Nondisruptive Creation Six steps to scan the environment before you prepare a Blue Ocean Idea		
Lunch Break (1 hrs.)			
MODULE 3   DIVE INTO YOUR BLUE OCEAN			
5	Case Study Overview Working as a team and team forming stage Team roles Case Study Preparation Case Study Presentation Case Study Conclusion	160 Minutes	