



UNLEASHING BLUE OCEAN STRATEGIES TOWARDS CAREER PROGRESSION -INDEPENDENT DIRECTORS

Presentation by:

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What You Will Learn



- ❑ Become familiar with concepts behind Blue Ocean Strategy
- ❑ Discover how to strategically use your strengths, abilities and your competitive edge(Re-known personalities)
- ❑ Share strategies on how you will be able move from red to blue ocean

Introduction



- The business environment in which most business strategy and management has been based on is changing, evolving or disappearing.
- Some of this change is due to technology, culture, globalization, speed of new information, or the role of demographics in the workplace.

A changing environment



If you want to expose yourself as an out of touch Director, Manager , Entrepreneur ,keep trying to address today's issues and opportunities with yesterday's thinking.

BLUE OCEON STRATEGY



□ Blue ocean strategy,” a new model for discovering uncontested markets that are ripe for growth.

□ Its about making competition irrelevant.
(Chan Kim and Renee Mauborgne)

OUR GUIDE.....



□ A favorite quote accredited to Abraham Maslow-

“In any given moment, we have two options; to step forward into growth or step back into safety”

Red Oceans

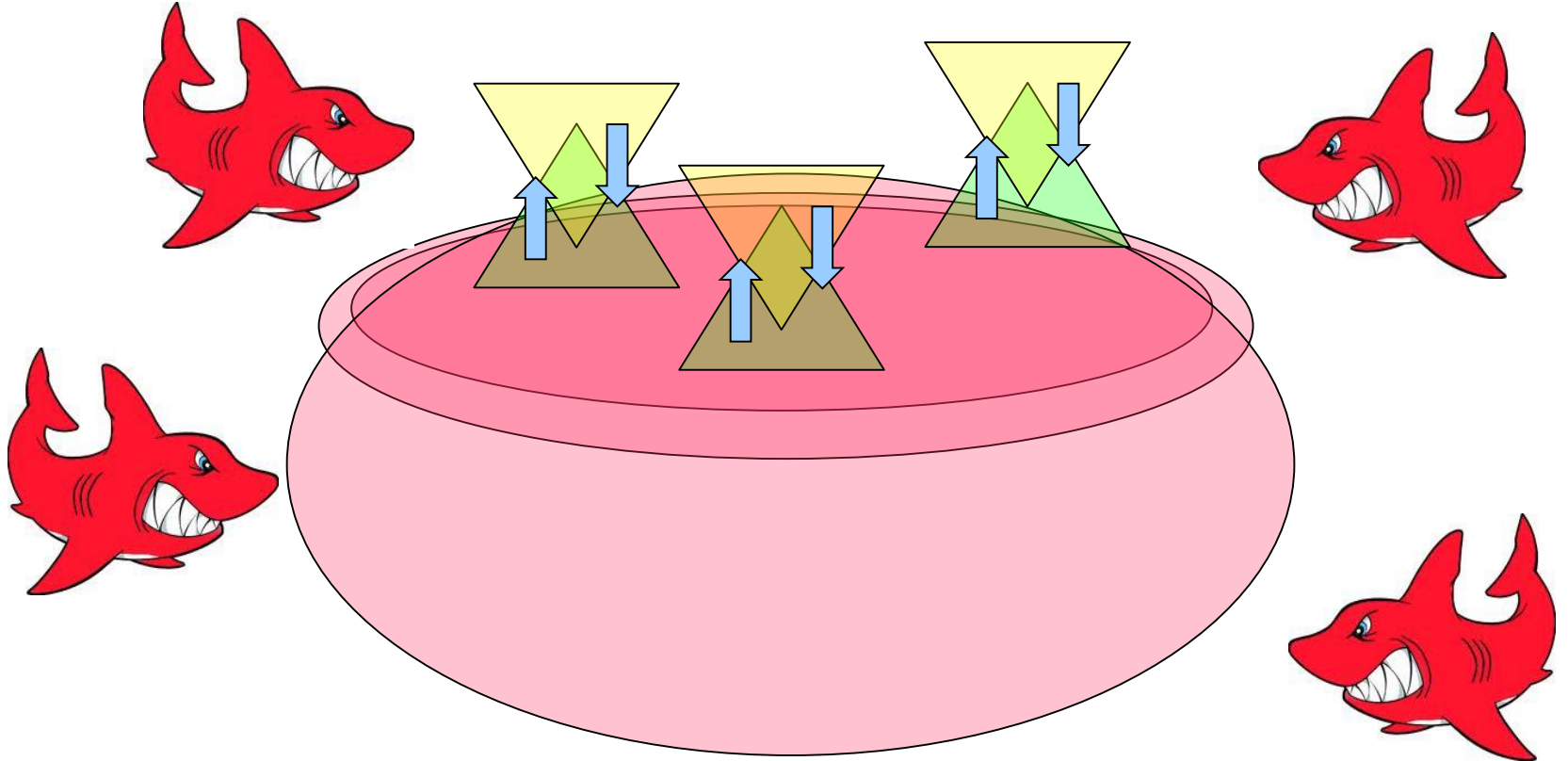


Red Oceans represent all industries and mindsets in existence today.

They have defined rules, competitors, and market boundaries.

Key words might include *competition, price wars, market share, commoditization, benchmarking, strategic positioning, value add.*

Red Oceaon



Blue Oceans



Blue Oceans represent all industries ,businesses and innovations
NOT
in existence today.

This is undefined market space, otherwise known as OPPORTUNITY. Key words might be

- ✓ *value innovation*
- ✓ *Focus on differentiation*
- ✓ *creation of demand*
- ✓ *new marketplace*

Blue Oceans



- ❑ The phrase “Blue oceans” is new, but the concept is not. Think of what industries/personalities existed in 1990’s.
Take 3 minutes...
- ❑ At your table, brainstorm a list of industries and personalities that have emerged since then.

Blue Oceans



❑ Smartphones, YouTube, Twitter, Facebook, Wikipedia.

✓ Can't imagine your life without these. Right? Yet, none of these existed just a stone's throw ago.

❑ Tabitha Karanja ,Julie Gichuru, Dr.Riria,Olive Mugenda,Elizabeth Murimi, Koki Mutunga ,etc.

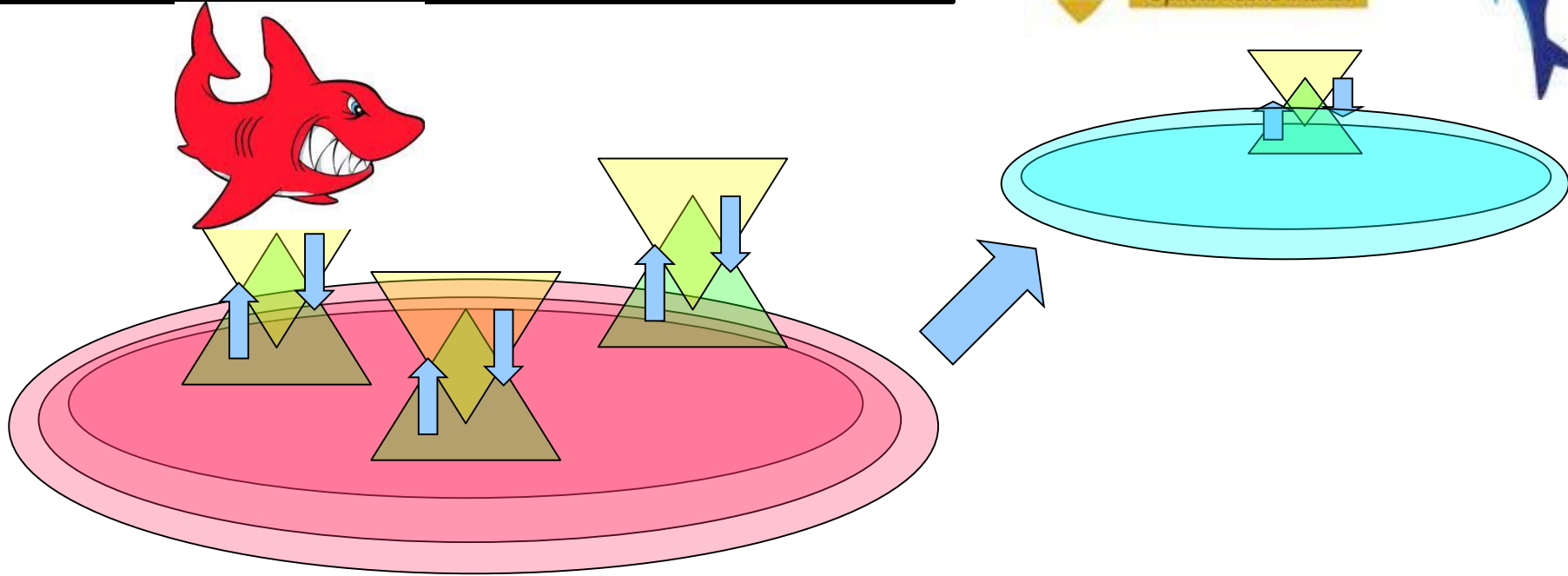
Blue Oceans



All of these industries and personalities created
new market space.

To be a victor in this new reality, your offering
needs to stand out as never before.

Blue Oceans



A successful strategy consists of “pulling oneself out” of the tough competition by venturing into unchartered “water” where no other competitors are present (yet)

Who moved my cheese????????????????



THERE ARE FOUR CHARACTERS IN THIS STORY



HEM

Who does not want to change



HAW

Who is started by change but changes and moves on to new cheese



SNIFF

Who can smell change in the air



SCURRY

Who goes into action immediately



Red Ocean VS Blue Ocean



Red Oceans

Compete in existing markets

Beat the competition

Exploit existing demand

Make the value-cost trade off

Align the firm value chain to the overall strategy (low cost or differentiation or focus)

Blue Oceans

Create uncontested market space

Make the competition irrelevant

Create and capture new demand

Break the value-cost trade off

Align the firm value chain to seeking both differentiation and low cost

ESSENCE OF BLUE OCEAN STRATEGY



Its based on Research -



□ Separating **Winners** from the **Survivors** and the **Losers** adrift in the red ocean.

It pursues differentiation



❑ value innovation to your life.

✓ Are you an ordinary leader, manager entrepreneur or and extra-ordinary one?

**It creates uncontested
market space.**



WHO ARE YOU COMPETING WITH?

❑ Leaders need to look systematically across “them” to create *blue oceans* – new and uncontested market space of new demand and high profitable growth.

It maximises opportunity while minimising risk



□ Blue ocean strategy is an opportunity-maximising, risk-minimising strategy. Of course any strategy will always involve risks – be it red or blue.

Strategy Challenge



1. Which organization are you representing?
2. What industry are you in?
3. What factors does it traditionally compete on?
(i.e. price, competition, etc.)
4. Are there any factors that set you apart?
5. Are there any factors that do not add any value and could be dropped?
6. What could be created to add value?

Action points



- ✓ What if you were in a league of your own?
- ✓ Instead of competing with others in your industry, what if you were setting the pace, creating unique products and profiting from lucrative new markets?
- ✓ **Companies & leaders are better off searching for ways to gain "uncontested market space" than engaging in traditional competition**





RE - KNOWN PERSONALITIES



In today's world no woman should be considered weak. God made each of us in a way so that we are all complete within ourselves. But, sometimes it's our surroundings that make us think that we are weak. Women need to know their inner strength, their inner power. We need to empower ourselves.

It's wonderful when we meet someone or know someone who is ready to share our happiness and pain with them but that is not always a necessity. God is always with us and we should know that we are never alone. This is just a journey where we have come to learn some important lessons of life. So, instead of wasting time on focusing on what we cannot do and don't have, we need to focus on what we can change and what we can achieve in our life. Remove yourself from anything that doesn't serve you anymore. Life is really short. Every moment is truly precious. So enjoy them and live them the way that makes YOU happy but make sure your intention is always honest and true.

Stay happy and stay blessed ~Abira Mukherjee
LifeLoveQuotesAndSayings.com



Tabitha Karanja-Founder/C.E.O Keroche



"Women have always believed that it is men who are supposed to do that ... Women should challenge themselves and think further. We need to believe that we can do even better than men."

(Tabitha Karanja -founder and CEO of Keroche breweries)

Recognitions



- ✓ Tabitha Karanja, -Recognized for her achievements with the 2016 Global Inspirational Women Leadership Award.
- ✓ This prestigious award was presented by the Centre for Economic and Leadership Development (CELD) an organization in special consultative status with the United Nations Economic and Social Council (UN ECOSOC) and the National Organization of Black Elected Legislative Women (NOBEL Women), USA.
- ✓ In 2015, she won The African Leadership Network Transformational Business Award in Marrakesh, Morocco
- ✓ In 2014, she won Forbes/CNBC Africa Business Woman of the Year Award

Recognitions



- ✓ Tabitha Karanja has been recognized for her fighting spirit and entrepreneurial mind.
- ✓ She received the Entrepreneurial Excellence in Africa Award in the Lifetime Africa Achievement Prize in Accra, Ghana on Saturday 20 August 2016, becoming only the fourth Kenyan to have won the prize after former [President Mwai Kibaki](#), [industrialist Manu Chandaria](#) and US-based Harvard University [Professor Calestous Juma](#)

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Elizabeth Marami-Marine Pilot



Others



4. Julie Gichuru

✓ Julie Gichuru is an entrepreneur and African media personality. Founder and Chief Executive Officer of Arimus Media Limited, a production house focused on quality AFRICAN content, and MIMI HOLDINGS LTD, a fashion retail business.

✓ The 43-year-old mother of 5 has worked for various media houses in the country.

✓ She initially worked for Capital FM then moved to KTN, later on, she worked at NTV before moving to Royal Media Services and currently K.B.C.

5. Irene Koki Mutunga-The Boeing girl, as she is popularly known by her colleagues, is the only female pilot in Africa licensed to fly Boeing 787 Dreamliner.

WAYFORWARD



.....Strategies



1. Know When to Pivot

- ❑ leave before they leave you : Get as much out of your current job/Business
- ❑ as you can. Use each experience to build up your profile and earn strong recommendations to help propel you forward.

2. Look for new Opportunities



Opportunities in your :-

- Career
- Leadership
- business

3. Hire Right



- ✓ Hire people who are smarter than you and move into a visionary role.
- ✓ I know where I want my business to go, “but I realize that I don’t have to be the person to execute that.” Carol

4. Find People Who Have the Courage to Disagree With You



- ✓ Before she hires someone, Tyra Banks tells them: “You will not stay in this position if you continue to say yes to me for every single thing. I need you to change my mind 70% of the time. There will be 30% of the time that I will say, ‘No, we’re going to do it this way because this is what I want to do,’ but I need you to be more clever than me 70% of the time.”

5. Build Your Brand



- ✓ When you solidify your brand, investors and clients trust you. Even if you have a setback, the brand can outshine the failure.



6. *Align Profit With Social Goals*

- ✓ If you can find something that you're passionate about that is in some way aligned to your profit side, it makes your message so much easier.

7. Women Must Work Harder

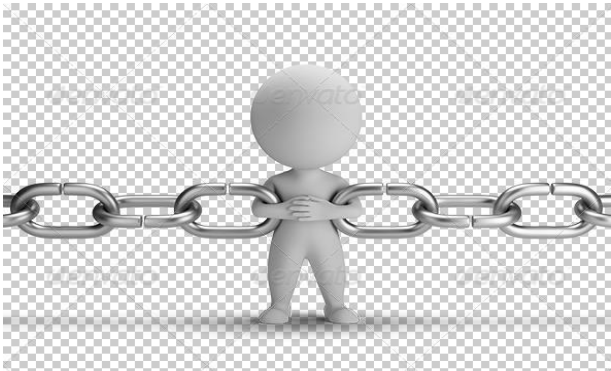


- ✓ to succeed in your career/business , we must be exceptionally good. “We have to be better than that guy that’s right next to us.
- ✓ Women must also reach out more to find mentors, both inside and outside your organizations.
- ✓ People will pay attention if you make yourself heard and seen

8. Create Networks



- ✓ Just because you are in charge doesn't mean you need to have all the answers
- ✓ Just because people don't work for you doesn't mean that they can't work with you...but you have to invite them
- ✓ No one is as smart as everyone
- ✓ It is about the “architecture of participation”



FINALLY.....



- Organize your life with the future in mind
- Set realistic life goals and steps to achieve them
- Expect “seasons of hard work”
- Follow your passions
- Take calculated risks
- Search out opportunities & network

;;;;;;;;;;; **END** ;;;;



THANK YOU FOR YOUR ATTENTION

ANY QUESTIONS?

CONTACTS



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