

# New: Blue Ocean Strategy Simulation

This Inaugural Event is Led by Certified Blue Ocean Instructor—Bryan Stennes



**March 11, 2010**

**9:00am-5:00pm**

**\$1,100**

**Hotel La Jolla**

**Meeting Room:  
Torrey Pines**

**7955 La Jolla Shores**

**La Jolla, CA 92037**

**800-666-0261**



The last day to register  
is March 1.

Register from the Public  
Workshop page at  
[deBonoForBusiness.com](http://deBonoForBusiness.com)

Or call Lynda

818-507-6055

Based on the best selling book: *Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant*.

- ▶ In this **rich, interactive simulation**, teams of participants will manage a company locked in vicious competition in a declining industry. Using Blue Ocean thinking, you'll create new products and services that turn the industry on its head – and in the process, you'll capture profits and market share. You'll leave excited and eager to **apply Blue Ocean thinking to your own business**.

**About the Creators: W. Chan Kim and Renée Mauborgne**

W. Chan Kim is Co-Director of the INSEAD Blue Ocean Strategy Institute and The Boston Consulting Group Bruce D. Henderson Chair Professor of Strategy and International Management at INSEAD, France, the world's second largest business school.

Renée Mauborgne is The INSEAD Distinguished Fellow and a professor of strategy at INSEAD. She is also Co-Director of the INSEAD Blue Ocean Strategy Institute.

Kim and Mauborgne's Value Innovation and Fair Process articles were selected among the best classic articles ever published in Harvard Business Review.

In 2009 Kim and Mauborgne were named to The Thinkers 50, the definitive listing of the world's top 50 business thinkers.

**More information—[info@LyndaCurtin.com](mailto:info@LyndaCurtin.com)**



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