

Day One	Day Two
<p>Opening Remarks (Introductions, Housekeeping, Expectations, Resources)</p>	<p>Recap on Day One & Other Studies Cases on BOS Implementation & Avoiding Replication</p>
<p>Understanding Blue Ocean Strategic Moves & Thinking -A Different Strategic Logic & Preparing for Field Work</p>	<p>The Six Paths to Commercially Viable Innovation - Inspiring Ways to Redefine Industry Boundaries</p>
<p>Morning Break</p>	<p>Morning Break</p>
<p>Building Execution into Your Strategy - Bringing Your People Along For Journey (Fair Process, Tipping Point & Blue Ocean Leadership)</p>	<p>Six Paths (continued)</p>
<p>Exploring for your Red & Blue Oceans – Sketching Your Portfolio Map</p>	<p>The Business Model Generation Canvas - Innovating Your Business Model</p>
<p>Lunch</p>	<p>Lunch</p>
<p>Exploring for Non-customers & Your “As Is” Strategy Canvas - Identifying Growth Limiting Industry Paradigms</p>	<p>Validation & Execution (4 Actions Framework and “To Be” Strategy Canvas)</p>
<p>Afternoon Break</p>	<p>Afternoon Break</p>
<p>Identifying & Addressing Non-Customer Desires & Pain Points to Create Value Innovation</p>	<p>Mini Strategy Fair Day Two Review & Debrief</p>
<p>Day One Review & Debrief</p>	<p>More Resources & Your Personal Next Steps</p>