Be The B.O.S.S. & Dominate Your Market

Real Estate Brokerages that Innovate, Differentiate, and Capture Unique Market Share with Blue Ocean Strategy® Success

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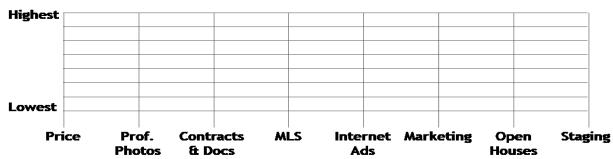
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Introduction	
 What are my goals today? Why Innovate? Barriers to Innovation 	_
1. Meet Blue Ocean Strategy (BOS)	
 Blue Ocean Strategy Is Blue Ocean Strategy Is NOT Red Ocean Strategy Is Red Ocean Strategy vs. Blue Ocean Strategy Reduce Costs + Raise Value = Value Innovation 	
Activity: Shark Fishing (Name your top 3 competitors & their value propositions)	
 Competitor #1 Competitor #2 Competitor #3 	
2. Create Value	
 Who are your customers? What do they want? 4-Step Cycle to discovering customer needs & wants 	
Activity: Customers on Lost Island (Brainstorm Customer Wants / Needs in Marke	et)
 Customer Need/Want #1 Customer Need/Want #2 Customer Need/Want #3 	- -

3. Action Tools B.O.S.

- Strategy Canvas
- Four Actions Framework
- Maximize Profit Margin

Activity: Think Outside the Toolbox (map your own strategy canvas)



4. Innovate by Design

- Creating something new
- Myth: Creativity randomly "just happens"
- Creativity is a process that can be learned
- Six Paths Framework
- Discover new non-customers

Activity: Dare to Dive off the Plank (Six Paths Framework)

- Look across alternative industries

- Shape external trends over time _______

5. Don't Drown in Deep Waters

- No sustainable plan
- Sailed too far away from shore
- Unprepared for the long journey
- Hidden Icebergs below the Surface?
- Swim Back to Safety

Activity:	Beacon of Light (What is your action plan? How will you execute it?)

Recommended Books & Resources

Blue Ocean Strategy: Making the Competition Irrelevant presentation on YouTube by Dr. Zunaira Munir, published by USD School of Business on July 21, 2010

<u>Blue Ocean Strategy</u>: How to Create Uncontested Market Space and Make the Competition Irrelevant by W. Chan Kim, Renée Mauborgne

<u>Blue Ocean Shift</u>: Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth by W. Chan Kim, Renée Mauborgne

<u>The Art of Innovation</u>: Lessons in Creativity from IDEO, America's Leading Design Firm by Tom Kelley

<u>Change by Design</u>: How Design Thinking Transforms Organizations and Inspires Innovation by Tim Brown