

Blue Ocean Strategy: The Strategy Canvas



Strategy Kiln

Job to be done...

Remove the obscurity of your strategic position with a framework that shows you how to blaze your own path forward.



FDR was
a Blue
Ocean
Strategist
at heart...

“
*To reach a port we must set sail.
Sail, not tie at anchor. Sail, not drift.*
”

Red vs. Blue Oceans

RED OCEAN STRATEGY



Compete in existing market space

Beat the competition

Exploit existing demand

Make the value cost trade-off

**Align your company or brand's activities in
pursuit of differentiation OR low cost**

BLUE OCEAN STRATEGY



Create uncontested market space

Make the competition irrelevant

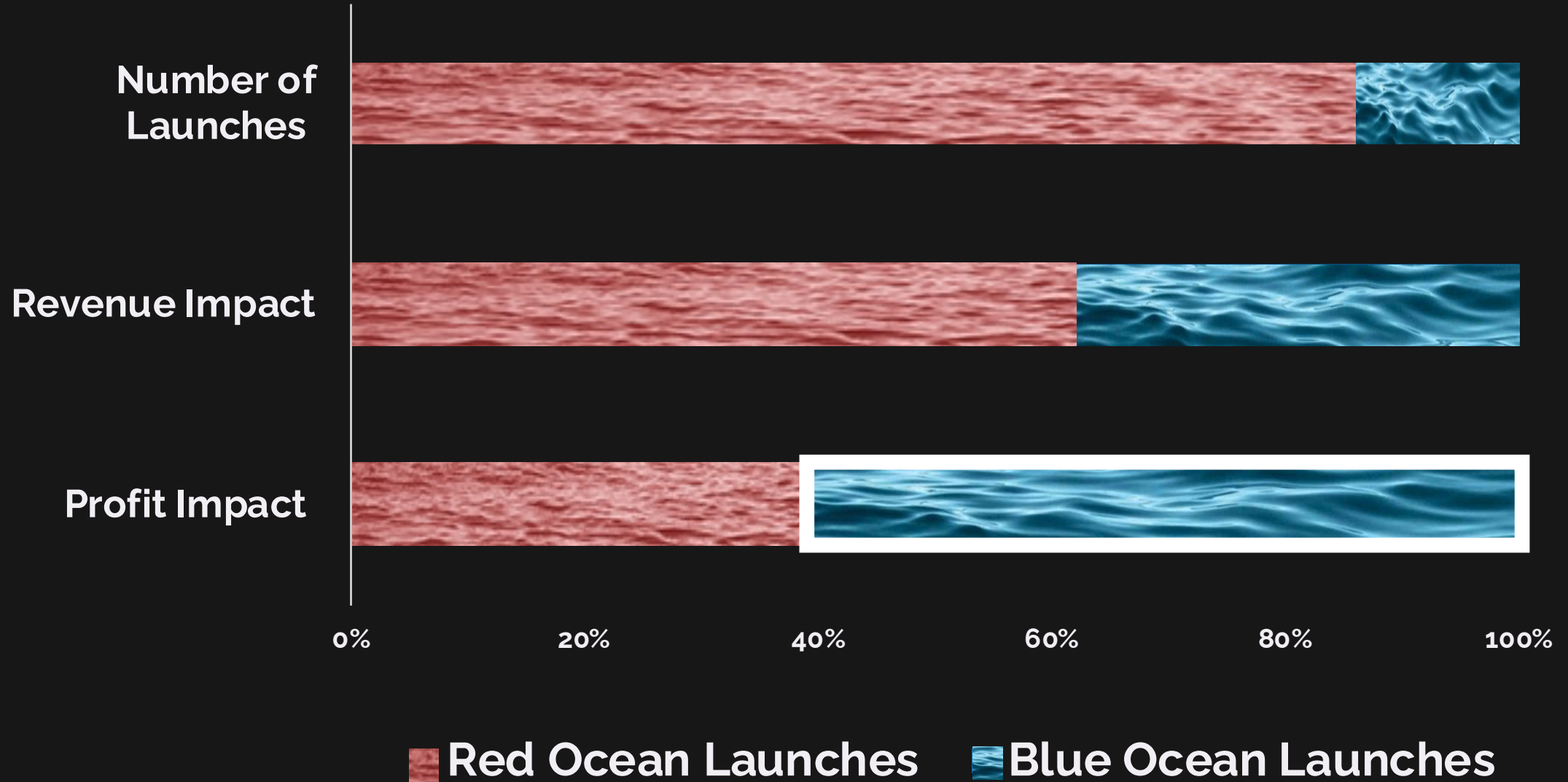
Create and capture new demand

Break the value-cost trade-off

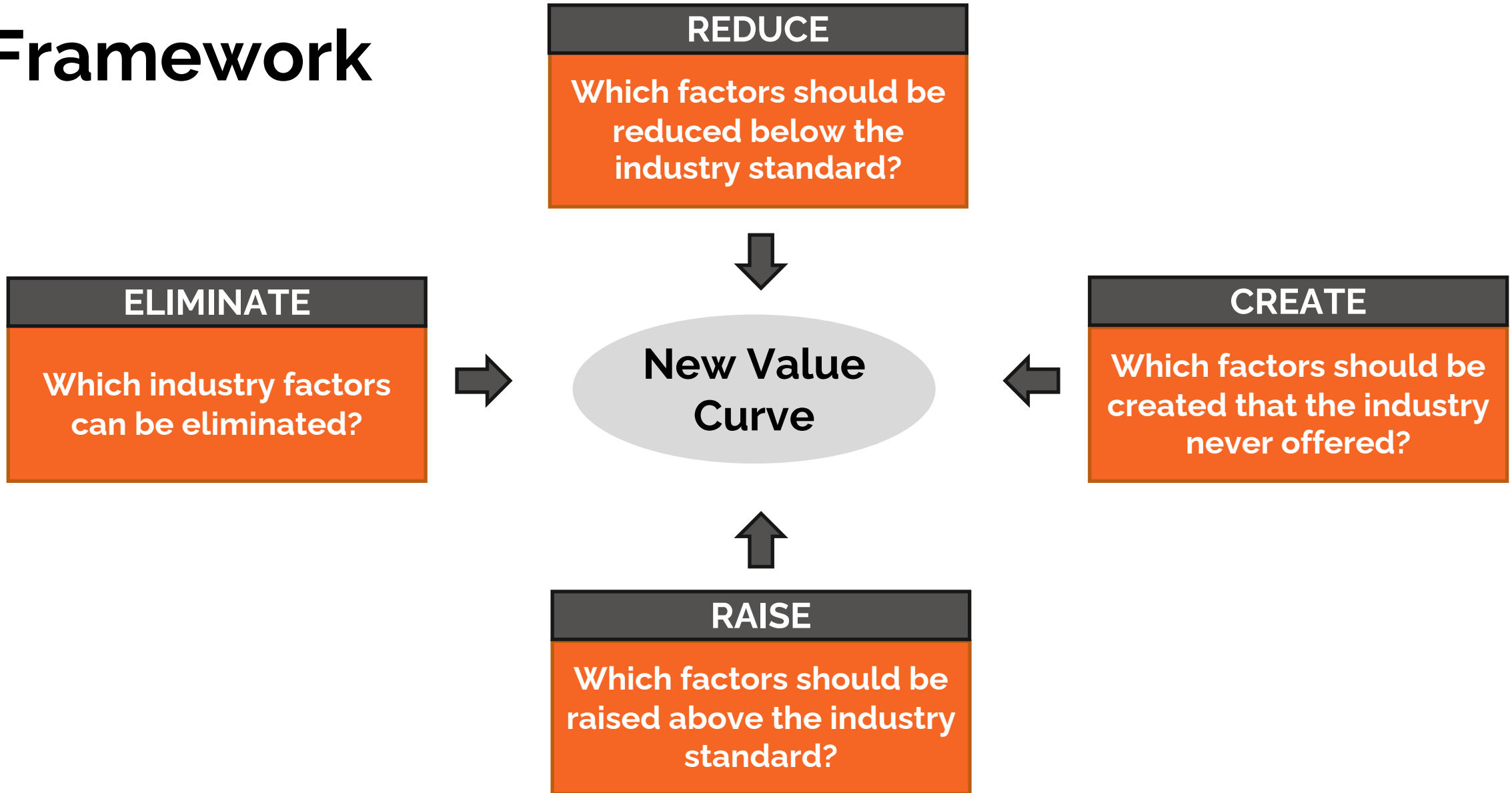
**Align your company or brand's activities in
pursuit of differentiation AND low cost**



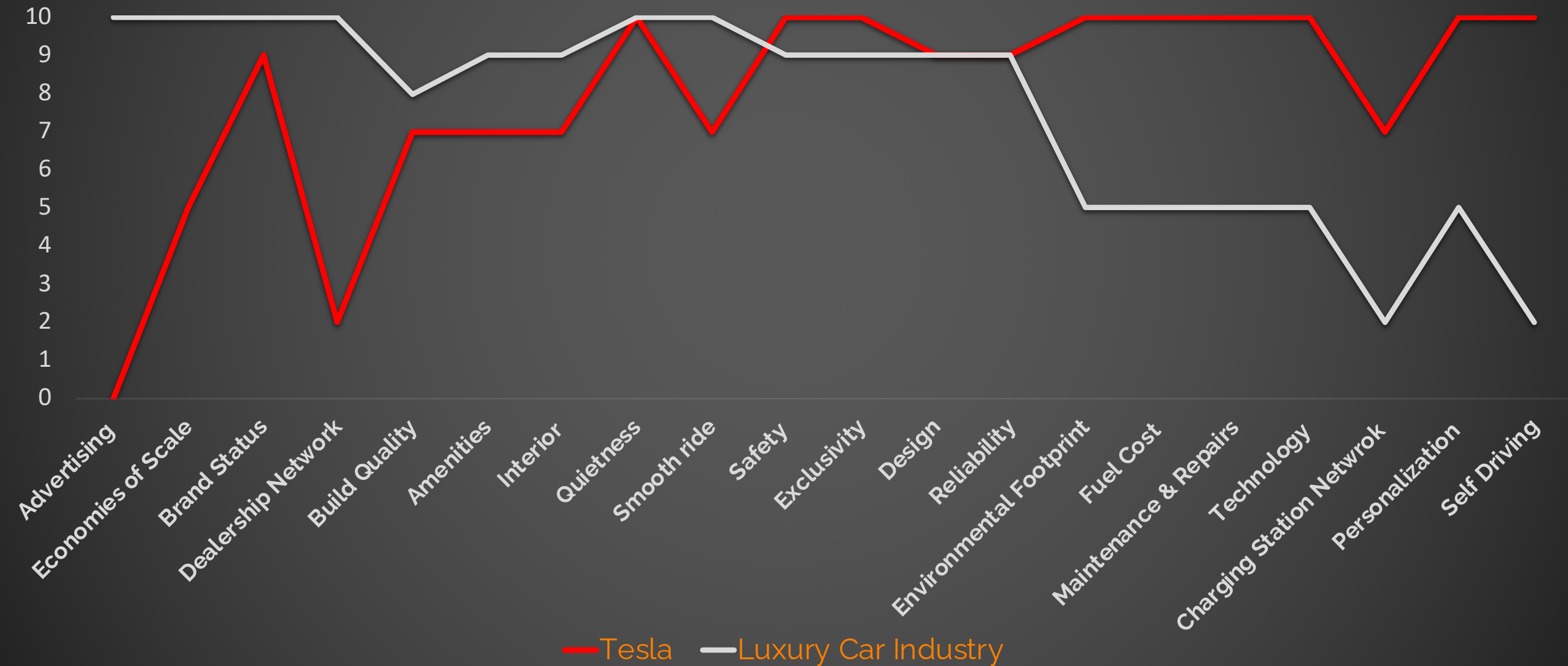
Number of Launches and Business Impact: Red vs. Blue Oceans



Four Action Framework



Tesla vs. The Luxury Car Industry

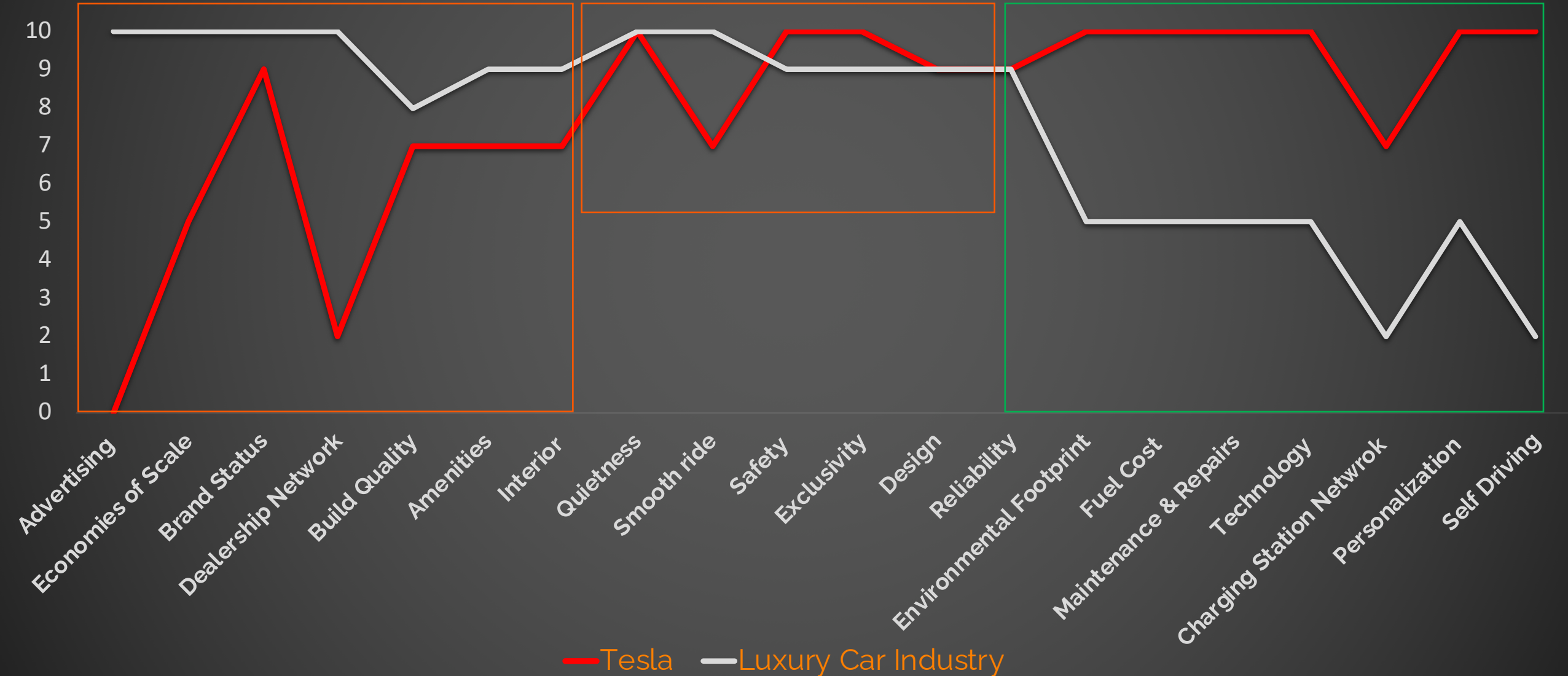


Tesla vs. The Luxury Car Industry

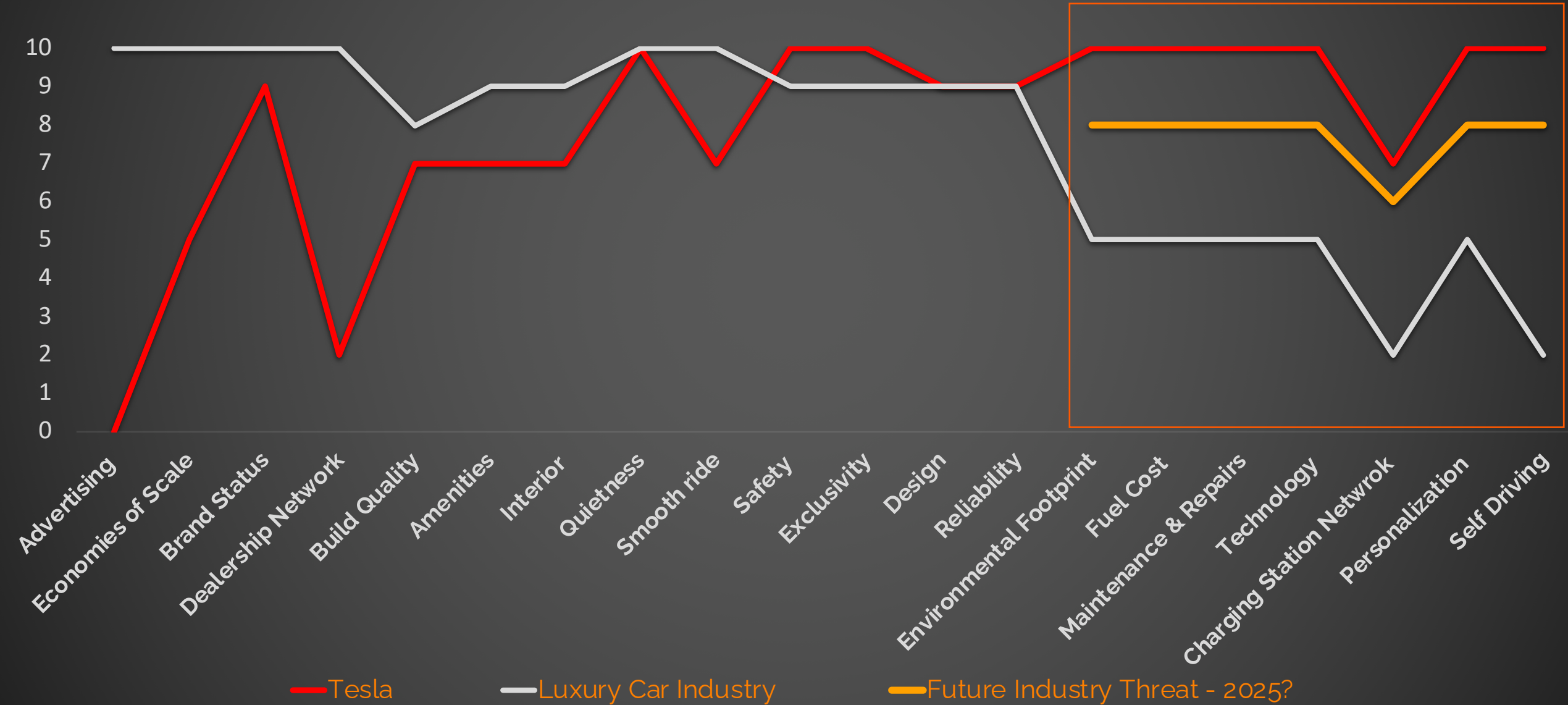
Weak

Parity

Breakout Superiority



Tesla vs. The Luxury Car Industry



The Enduring Understanding

**Continuously explore uncharted,
uncontested market space to deliver
greater customer & business value.**



APPENDIX

Strategy Canvas Template



	 OPEN-UP	 COMPRESS	 COORDINATE	 ACTIVATE	 MEASURE
Behaviors	Ask Questions Ideate Gather data & trends Spot patterns	Analysis of data/resources Seek competitive adv. Manage trade offs Simplify & set goals	Weave into corp. strategy Risk planning Align on key objectives Find multiplier effects	More risk planning Harness resources Execute flawlessly Launch plan	Measure Review launch Apply learnings Optimize Feedback loop
Traits	Curious to learn Big picture visionary Status quo challenger Positivity	Ability to focus Analytical skills Intuition Courage	Multi-dimensional thinker Flexibility Ability to anticipate Relationship building	Take initiative Eye for detail Hunger to win	Results driven Patience Tenacity Be proactive
Tools	Porter's Five Forces Value Chain Analysis Consumer journey map Situation Assessment	BCG Growth Matrix Strategy Canvas SWOT Positioning Statement	Business Case Project Charter McKinsey 7	Project Charter Paid/owned/earned Crawl, walk, run	KPI dashboard Creative testing Brand tracker results Progress to forecasts
	What's happening?	What are the critical success factors?	Where are the synergies?	Will my plan deliver my objectives?	How can we improve?

