Public sector as a blue ocean opportunity.

Today, governments across the world confront heightened competition to win foreign direct investment, to attract the best global talent, and to retain the brightest local talent to avoid a drain on a nation’s intellectual capital. There are also increasing pressures to combat new forms of terrorism to secure public safety, to increase the standards of education for youth so they can viably participate in the knowledge-based globally integrated economy, and to build stronger healthcare and environmental standards to protect the well-being of citizens and the planet. All of these tasks are essential for raising the standard of living of nations. And yet, at the same time that the challenges governments face are steeper than ever, the coffers of governments are increasingly depleted with many governments operating in the red. The question is how can governments offer a leap in value in public policy to achieve these ends, lower government and civil service cost structures so that the solutions are economically viable and sustainable, and gain citizens’ support for these new solutions.

Blue ocean strategy offers the public sector exciting oceans of opportunity for addressing precisely these challenges, creating increased value at lower cost in public policy. Organizations and governments that understand how to effectively harness this potential can not only create greater social good, but also lower their costs to create economically sustainable policies – a win-win for all. Yet, despite the boundless opportunities out there, to date, many governments struggle to achieve this end. They lack a strategic paradigm and the practical tools and frameworks to get them there.

Ask yourself the following question:

As policymakers or governmental organizations, do you understand how to innovate public policies and practices to address the range of issues facing nations today from attracting foreign direct investment, to enhancing security, to dramatically improving education, while lowering government costs in making this happen?

If you answered ‘no’ to the above question, Blue Ocean Strategy for Public Policy could be right for you. It offers governments insight into the concepts, tools, and methodologies necessary to create blue oceans of opportunity. Blue ocean strategy is not about how to compete with other countries or private or public services, but about how to make the competition irrelevant by simultaneously pursuing differentiation and low cost and is particularly relevant to the public sector where resources are often limited.

Blue Ocean Strategy for Public Policy would offer your organization a novel perspective on strategy formulation and execution. Participants learn the strategic logic behind creating blue oceans of value and gain keen insight into how this concept complements and goes beyond traditional approaches to strategy.

Here, participants not only gain knowledge of the key building blocks of blue ocean strategy, but begin to apply the concepts, tools and frameworks to the practical strategic challenges faced directly by their organization. In this way, Blue Ocean Strategy for Public Policy encourages active learning through hands-on application and exercises.

“The INSEAD Blue Ocean Strategy program is about new strategic thinking. It’s as much a personal journey as it is a learning engagement to open new market space for my company.”

Head of Corporate Development
Swiss Post Switzerland
**Key benefits**

- Acquire an inside perspective of the increasingly influential blue ocean approach to strategy formulation and execution.
- Begin to gain fresh insights into the approach of opening up blue oceans of value for all stakeholders.
- Organization specific program approach adapts blue ocean strategy effectively to a Public Policy context.
- Discover ways to drive new policies for government challenges that will add to long-term prosperity.

**Program content**

The INSEAD Blue Ocean Strategy Program features an intensive mix of lectures, discussions, case analyses and workshops where governmental organizations are encouraged to focus on a specific public policy issues that they want to explore during the program.

An important part of this approach is the opportunity to start applying blue ocean tools and frameworks to analyze and visually explore your own organization’s strategic challenges. In addition, participants from different parts of the organization gain valuable experience, feedback and ideas from each other as they discuss and apply these ideas in-group exercises.

The following topics would be covered during a typical program:

- An assessment: How blue is your public policy strategy?
  Here you learn how to apply the blue ocean strategy concepts and tools to an analysis of the current “as-is” public policy you have chosen to focus on.
  This includes:
  - Drawing an as-is strategy canvas of the current public policy offering, capturing in one simple picture the strategic profile of a government program, service, or policy.
  - Learning to identify and understand the assumptions and the cost implications of these assumptions to your public policy offering

- Creating new market space
  Understand how to systematically pursue value innovation to unlock increased value at low cost.
  Here you will look at:
  - How to achieve “value innovation,” the simultaneous pursuit of differentiation and low cost in the public policy issue you have chosen to focus on.
  - Buyer utility map/buyer experience cycle: Discover the utility levers that can create exceptional value for both citizens and other interested parties.
  - Learn how to use the six paths framework to look across conventional boundaries and gain insight into creating a high impact offering at a low cost.

- Implementing blue ocean strategy
  Gain insight into how to implement blue ocean strategy effectively. Here you will look into executing a blue ocean strategy using the principles of:
  - Tipping point leadership: Learn how to overcome the cognitive, resource, motivational and political hurdles that prevent the implementation of strategic shift in public policy.
  - Fair process: Learn how to communicate effectively with all interested constituencies by building trust and commitment to maximize the successful execution of your strategy.

**In Brief**

- Blue Ocean Strategy is the fastest selling book in Harvard Business School Press’ history
- Over 2 million copies sold
- Translated into over 40 languages
- Is a bestseller on five continents
- Since the opening of the INSEAD Blue Ocean Strategy Institute in 2007, 300+ articles on Blue Ocean Strategy have been published in over 30 different countries