



**LAGOS
BUSINESS
SCHOOL**

PAN-ATLANTIC UNIVERSITY



Driving Innovation and Growth using Blue Ocean Strategy

Effective strategy + Implementation = Competitive Strategy



Programme date
August 4, 2026



Mode of delivery
Hybrid



Duration
3 days



Fee
₦850,000
Excluding VAT

Overview

Blue Ocean Strategy offers participants a new perspective on strategy formulation and execution. They will immerse themselves in Blue Ocean Strategy concepts, tools and frameworks, and start to create 'blue oceans' of uncontested market space to help make the competition irrelevant. They will also gain key insights on how these concepts complement and exceed traditional approaches to strategy. There is also a strong emphasis on learning how to apply Blue Ocean Strategy concepts, tools and frameworks to real business situations in order to help businesses achieve strong profitable growth.

An important part of the programme is the opportunity for participants to immediately start applying Blue Ocean Strategy to analyse their organisation's strategic challenges. In addition, they will provide feedback and ideas to other participants as they search for their 'blue ocean' to enrich the learning experience.

Learning Objectives and Benefits

At the end of this programme, you will:

- Acquire an in-depth understanding of Blue Ocean Strategy tools and concepts
- Learn to engage colleagues in a Blue Ocean Strategy process
- Start developing a Blue Ocean Strategy for their organisation in order to break away from the competition through 'Value Innovation', the simultaneous pursuit of differentiation and low cost.

Who Should Attend

This seminar is designed specifically for top-level managers with responsibilities for formulating or reviewing strategy for firms, divisions, businesses, product lines, or brands. It will be especially beneficial to top-level managers in innovative or fast-changing industries or sectors.

For More Information, Contact:

OLUWAKEMI MFON-BASSEY
+234 808 672 6686
omfon-bassey@lbs.edu.ng

AFOLABI OYEWUNMI
+234 701 990 0756
aoyewunmi@lbs.edu.ng

TOBA OLUGOSI
+234 708 007 0553
Tolugosi@lbs.edu.ng

FLORENCE DICK
+234 708 609 5194
fdick@lbs.edu.ng,
exceedsales@lbs.edu.ng