



SNAPSHOT WEBINARS



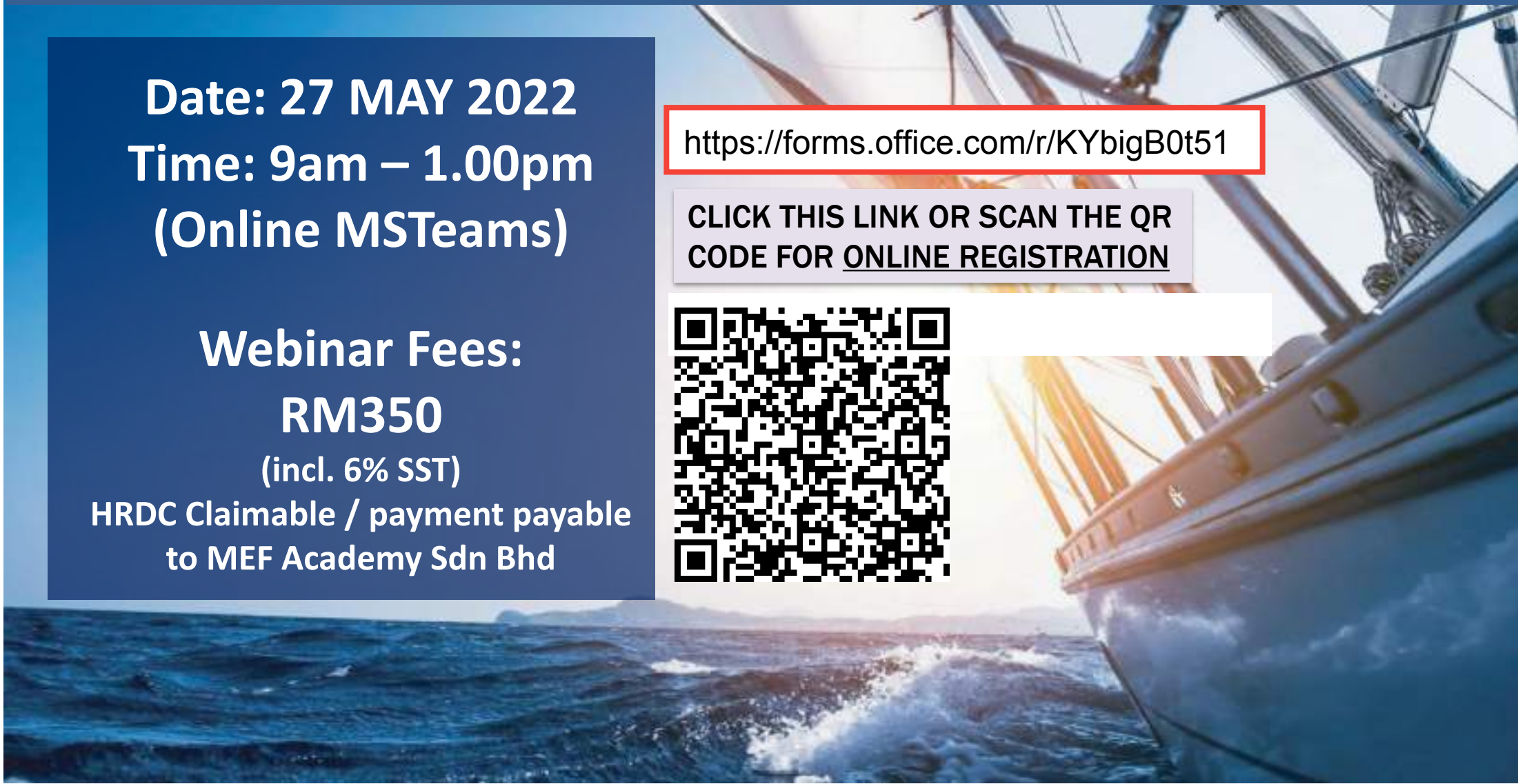
Blue Ocean Strategy Shift Beyond Competing, Towards Creating

Date: 27 MAY 2022
Time: 9am – 1.00pm
(Online MStTeams)

Webinar Fees:
RM350
(incl. 6% SST)
HRDC Claimable / payment payable
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To emerge victorious from the pandemic, you need to be consistently and sustainably innovative. With the pandemic changing business realities, now more than ever, finding creative solutions to existing or new problems is crucial.

Beyond Competing-Towards Creating Blue Ocean Shift

offers a powerful methodology to help you be innovative systematically, differentiate yourself from the competition, create new market space and move beyond competing.

AGENDA

9:00 am

-

11:00 am

Part I: Blue Ocean Strategic thinking (Interactive Lecture)

- *What is strategy? What is BOS?*
- *Importance of proposition alignment*
- *Value Innovation and Demand Creation*
- *Interesting strategic moves (Case studies)*

10.40am -
11.00pm

Break

11:00 am

-

1:00 pm

Part II: Visual Awakening and Exploration (Practical Exercise)

- *Understanding the current strategic profile*
- *Test Drive Strategic Tool - “As Is” Strategy Canvas tool*
- *Q&A and wrap-up*

Ms. Sivanesuvarry Appukuddy

Senior Consultant



Ms. Sivanesuvarry Appukuddy is a Senior Consultant at UCSI consulting having had years of experience in working with clients from diverse industries such as education, banking, property, construction, and manufacturing to craft and execute their business strategies and deliver Design Thinking, Innovation Growth Strategy and Blue Ocean Strategy training sessions.

She has also served as an Administrative and Diplomatic Officer in the Malaysian Civil Service and has experience in a number of ministries in the Malaysian public service including as a Deputy Director at the National Institute of Public Administration, (INTAN) Malaysia. At INTAN, the training arm of the Public Service Department, she had been a trainer and consultant to various government sector agencies and had trained public sector talent in the field of Strategy, Human Resource Development, Management, and Organisational Transformation & Development and headed the INTAN Blue Ocean Strategy Centre.

She hence has intimate knowledge of the workings of public services and also a wide network of official contacts. She has also served as a Deputy Director at the National Strategic Unit (NSU), of the Ministry of Finance, Malaysia.

She has a Bachelor of Arts degree with Honours, a Postgraduate Diploma in Education from the University of Malaya and a MBA with special focus in Blue Ocean Strategy from UCSI University.

Having been trained in Blue Ocean Strategy at INSEAD France she now provides training and consultancy in Innovation, Growth Strategy, Design and Blue Ocean Thinking to both private and public sector organisations and is also certified by CIPD (London) as a Learning and Development professional.

She has strong training and people skills and brings with her vast experience in dealing with multi-stakeholder related projects as well as consultancy in developing customized solutions to clients' business issues and challenges.