

# EXPONENTIAL



# BLUE OCEAN SHIFT

# WORKSHOP

## DATE AND TIME

**1st-3rd of March**  
**15:00-17:00 GMT+2**

## 6 TOTAL TRAINING HOURS

**3 DAYS**  
**2 HOURS/DAY**

## TARGET AUDIENCE:

C-LEVEL EXECUTIVES &  
COMPANY OWNERS  
WANTING TO:

- Increase company revenue.
- Disrupt into new levels of growth and value.
- Develop a comprehensive action plan to achieve the above.

## COURSE OVERVIEW

Designed for executives and company owners who wish to achieve exponential growth for their business. This course uses the latest methodologies used by top companies in Silicon Valley to achieve quick growth and increase in revenue. It provides fast, practical techniques that can be directly applied and show results. The course is delivered by certified ExO consultant Ammar Mango with over 30 years of experience helping organizations world-wide grow and achieve their objectives.

## TOPICS COVERED

1. Stories of organizations that grew exponentially and thrived in times of crisis:
  - Why do some organizations do well in times of crisis and others go bankrupt?
  - What changed in the last decade that led to a new breed of organizations that grow exponentially?
2. Visualizing Success like NASA Astronauts
  - What is success? Who should define it? Is it the board of directors? The founder?
  - Why do executives fail to answer this simple question?
3. Competitive Intelligence and Market Analysis
  - What markets are you competing in?
  - Who are your competitors?
  - Why do many companies fail to realize who their real competitors are?

# EXPONENTIAL

# BLUE OCEAN SHIFT

# WORKSHOP

## WHAT MAKES EBOS WORKSHOP DIFFERENT?

### FAST

Quick and straight to the point.

### PRACTICAL

Gives practical steps that can be directly implemented to increase revenue.

### BEST PRACTICES FROM SILICON VALLEY

Combines best practices of Exponential Organizations and the Blue Ocean Shift.

### CERTIFIED TRAINER

Trained by CIP Exponential Organizations (ExO) certified consultant Ammar Mango.

#### 4. Pioneer – Migrator – Settler Map

- Why do most executives fall into the trap of believing their services / products are pioneers?
- What does a real pioneering product/service look like?
- Why are even the biggest companies at risk if most of their products are settlers?
- Is a competitive advantage or a differentiator enough?
- How can you uplift your services/products into pioneers?
- Does improving need a huge investment and lots of time?

#### 5. Red Ocean Canvas

- How to profile your main competitors?
- Why is the biggest risk for top performers underestimating smaller players in the market?
- How can small and medium companies overtake a bigger player and get market share?
- Why most organizations do not know what they are really competing on?
- Are features of our product, service, or software really relevant when competing?
- What are unexpected competing factors that most organizations neglect or fail to realize?
- How to get insights on how to beat competition even in the toughest markets and economic conditions?

#### 6. Blue Ocean Mindset

- How to rise above the competition?
- How to make competition irrelevant?
- What does a blue ocean look like?
- Case studies and examples on companies that successfully shifted.
- Why Blue Ocean Strategy is a must but still not enough

# EXPONENTIAL



# BLUE OCEAN SHIFT

# WORKSHOP

## LEARNING OUTCOMES:

- Step by step methodologies to a detailed plan 2x-20x your revenue.
- How to create a detailed timeline with action items and quick wins.
- Allow your organization to disrupt into new levels of growth and value.
- Leave behind the competitive market and create new opportunities where competition is no longer relevant.

## ABOUT THE TRAINER:

**Ammar W. Mango** PMP PgMP CSSBB

A certified ExO (Exponential Organization) Consultant with a passion to help clients breakthrough and transform into higher levels of performance, His +30 years of experience in



Organizational Development includes consulting and coaching for companies worldwide. His clients range from Fortune 100 companies to SMEs and startups. He has also worked with NGOs and semi-governmental agencies.