



THE WORLD'S LARGEST BLUE OCEAN STRATEGY
CONSULTING COMPANY

TRAINING PROGRAMS

www.damson.group



DAMSON Group is the world's largest Blue Ocean Strategy consulting company with highest number of most senior and acclaimed Blue Ocean Strategy consultants from around the world and highest number of 50+ geographical locations in 6 continents. We design, develop, and implement World's No. 1 Blue Ocean Strategy projects focused on Value Innovation, Creation of uncontested new market space, Achieving profitable growth, Reconstructing industry boundaries, Turning noncustomers into customers, and Breaking the value-cost tradeoff. Over 13 years, we have helped numerous organizations all around the world systematically applying blue ocean strategy.

Recently DAMSON has launched 10 BOS based Training Programs for Multinationals, Conglomerates, Corporations, Mid-sized Businesses, SMEs and Start ups to equip them for exploring blue ocean strategic options across multiple strategic business units. These training programs help businesses by inspiring and guiding them through the systematic methodology of blue ocean strategy, and in exploring innovative strategies in simplified training process offering a cost-effective way to formulate an in-house blue ocean strategy.

These 10 Training programs address the core critical domains mandatory for an unprecedented and swiftest hike in revenue, growth, positioning and stability. These 10 essential domains include Strategy, Leadership, Management, Marketing, Positioning, Innovation, Customer Experience, Growth, Sales, and CEO Brilliance Profiling. Details of these programs are presented in this brochure.

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BLUE OCEAN STRATEGY – TRAINING PROGRAMS

PROGRAM	DAY 1	DAY 2	DAY 3
STRATEGY	Blue Ocean Strategy	Blue Ocean Game Theory	Blue Ocean Design Thinking
LEADERSHIP	Blue Ocean Leadership	Global Leadership	Future Leadership
MANAGEMENT	Blue Ocean Management	Global Management	Future Management
MARKETING	Blue Ocean Marketing	Global Marketing	Future Marketing
POSITIONING	Blue Ocean Positioning	Global Positioning	Future Positioning
INNOVATION	Blue Ocean Innovation	Global Innovation	Future Innovation
EXPERIENCE	Blue Ocean CX	Global CX	Future CX
GROWTH	Blue Ocean Growth	Global Growth	Future Growth
SALES	Blue Ocean Selling	CEO Selling	Rainmaking
CEO	Blue Ocean CEO	Billionaire CEO	Trillion Co. CEO

DAMSON. STRATEGY

Day 1 – Blue Ocean Strategy

World's No. 1 Out-of-the-box Business Strategy. Founders W. Chan Kim & Renée Mauborgne ranked No. 1 on Thinkers50 ranking. Blue Ocean Strategy is company's breakthrough action of creating a new, uncontested market space that makes competitors irrelevant by developing new consumer value while decreasing costs. 12 Tools and Frameworks developed through 8 years of research based on a study of 150 greatest strategic moves spanning 120 years from 30 different industries. Resulting in 7 companies reaching \$ trillion and beyond in market cap, and 104 globally leading companies in different industries, followed by 24 countries and states adopting Blue Ocean Strategy as national development plan.

Examples: [Nvidia](#), [Microsoft](#), [Apple](#), [Amazon](#), [Alphabet](#), [Meta](#), [Tesla](#), [Youtube](#), [Android](#), [Gmail](#), [Whatsapp](#), [Cirque du Soleil](#), [Netjets](#), [Cisco](#), [Southwest Airlines](#), [Nintendo Wii](#), [Bloomberg](#), [Cemex](#), [Novo Nordisk](#), [JCDecaux](#), [Paypal](#), [N26](#)

Day 2 – Blue Ocean Game Theory

Use Game Theory the Blue Ocean way to apply rigorous strategic thinking. It's the mathematics of anticipating your opponent's next moves. From John Nash to Robert Wilson, 15 Game-Theorists have won the Nobel Prize in Economics by far.

Examples: [Google](#), [LinkedIn](#), [Facebook](#), [Flickr](#), [Apple Store](#), [Linux \(IBM, HP\)](#), [Amazon](#), [Adobe](#), [Match.com](#), [Craigslist](#), [BoxOfficeMojo](#), [TurboTax](#), [eBay](#), [Skype](#), [Second Life](#)

Day 3 – Blue Ocean Design Thinking

Blue Ocean Design Thinking resulted in double sales between \$500 million and \$1 billion, quadruple profits, increased company's market value by more than \$100 billion and grew company's portfolio of billion-dollar brands from 10 to 24. This program shows business leaders how to adopt and apply this model, guiding everyday actions with larger strategic goals built around the clear, essential elements that determine business success.

Examples: [Gillette](#), [Olay](#), [Bounty](#), [Swiffer](#), [Febreze](#), [Folgers](#), [Actonel](#)

DAMSON. LEADERSHIP

Day 1 – Blue Ocean Leadership

Revolutionary Blue Ocean Leadership frameworks to successfully implement the remarkable Blue Ocean Strategy, which resulted in 7 companies to reach \$ trillion and beyond.

Examples: [Nvidia](#), [Microsoft](#), [Apple](#), [Amazon](#), [Alphabet](#), [Meta](#), [Tesla](#)

Day 2 – Global Leadership

Recent dramatic rise of tech-giants improves the concepts the way leaders work with teams to drive successful global businesses. Through these blue ocean successes, remarkable insights are being uncovered which are leading to powerful new strategies for improving business execution and expanding them globally, to every country and region. Lead as a global leader in reaching out to all other regions involving bridging, framing, capacitating, analysing and deciding towards maximum growth.

Examples: [Tesla](#), [BYD](#), [Amazon](#), [iPhone](#), [Proctor & Gamble](#), [Microsoft](#)

Day 3 – Future Leadership

Nvidia's sudden and outstanding \$ 4 Trillion leap is an inspiration which leads to where the future belongs. Be prepared and equipped for the next decades to come, and lead your organization to embrace the future beforehand. Learn where next decades are heading and what they offer to adopt today.

Examples: [Nvidia](#), [Neuralink](#), [Boring Company](#), [Optimus](#), [OpenAI](#)



MANAGEMENT

Day 1 – Blue Ocean Management

Unique Blue Ocean Management concept focusing on group management solutions using the out-of-the-box blue ocean thinking in order to convert companies into learning, adapting, and leading organizations. Blue Ocean Management disciplines represent approaches (theories, methods, tools & frameworks) for developing three core capabilities: fostering aspiration, developing reflective conversation, and solving management complexity.

Examples: [Google](#), [Apple](#), [Amazon](#), [Whatsapp](#)

Day 2 – Global Management

How leaders achieve historic global business achievements, bringing business back from the local domains or from brink of insolvency, to lead the industry globally. Insights into management and leadership ranging from strategy to global positioning, from revenue to mountainous growth. The program reveals the lessons on how to run highly successful global companies, decade after another.

Examples: [Proctor & Gamble](#), [Microsoft](#), [Coca Cola](#), [Google](#), [Apple](#), [Amazon](#), [Tesla](#), [Whatsapp](#)

Day 3 – Future Management

Adopting and managing the space and digital domains are blue ocean cards of future. What people of the planet will be thinking and doing, learn, adapt, and manage 50 years in advance.

Examples: [Nvidia](#), [Google](#), [SpaceX](#), [OpenAI](#), [Optimus](#)

DAMSON. MARKETING

Day 1 – Blue Ocean Marketing

Differentiation by added value. Finding signature elements that help you stand out, improve customer experience, reduce attrition and drive positive word of mouth. 100 examples from 1,000 case studies over 3 years of research.

Examples: [Kimberly-Clark](#), [Novo Nordisk](#), [Pfizer](#), [Google Ads](#), [Youtube](#), [Amazon](#), [Whatsapp](#)

Day 2 – Global Marketing

Develop all in one global marketing strategy according to consumers' sensorimotor, cognitive, and affective response to marketing stimuli. Study of behavior and measurement of customer preference changes in activity in economic regions and financial centers of the world.

Examples: [Alphabet](#), [Tesla Model 3](#), [Frito-Lay](#), [IKEA](#), [McDonald's](#), [L'Oréal](#), [Zara](#)

Day 3 – Future Marketing

Forward Gen Z metaverse attraction marketing is the opposite of traditional interruption marketing; instead of interrupting the customer with unrequested information, attraction marketing prompts prospect consent in advance to receive the short marketing information. This marketing information then spreads most effectively from customer to customer, rather than from business to customer. This powerful customer-to- customer dialogue spreads like epidemics. Help your customers do the future marketing for you.

Examples: [Alexa](#), [Facebook](#), [YouTube](#), [PayPal](#), [Amazon](#), [Temu](#), [Tiktok](#), [ChatGPT](#), [Siri](#)

DAMSON. POSITIONING

Day 1 – Blue Ocean Positioning

Blue Ocean Positioning is about how people think about brands and converting their minds to preferences. Brand choice decisions ultimately take place inside the consumer's brain. Neuroscience holds lessons for how consumers respond to brands and make purchasing decisions. This program is a result of responses to over 30,000 TV commercials in Adtrack's database.

Examples: [Duolingo](#), [Cemex](#), [Co-Op](#), [British Gas](#), [iPhone](#), [Whatsapp](#), [Gmail](#), [Youtube](#), [Android](#), [Chrome](#), [AWS](#)

Day 2 – Global Positioning

Blue Ocean global branding urges you to put a differentiation element into everything you build, and everything you do, to create something truly noticeable. Your offer is either a blue brand or doesn't exist at all. It is either remarkable or invisible.

Examples: [Starbucks](#), [Zara](#), [Vicks](#), [Samsung](#), [Rolex](#), [Shell](#), [Sony](#), [Pepsi](#), [Pizza Hut](#), [Proctor & Gamble](#), [Armani](#), [Bloomberg](#)

Day 3 – Future Positioning

Future branding is a marketing strategy that aims to make a brand occupy a distinct futuristic position, relative to competing brands of today, in the mind of the customer. Companies apply this strategy either by emphasizing the distinguishing features of their brand (what it is, what it does and how, etc.) or by creating a suitable future image (inexpensive or premium, utilitarian or luxurious, entry-level or high-end), for decades to come.

Examples: [SpaceX](#), [Marvel](#), [Disney](#), [Apple](#), [Google](#), [American Express](#), [Hershey's](#), [Temu](#), [Amazon](#)

Day 1 – Blue Ocean Innovation

Innovate and achieve growth through Non-disruptive Creation, without displacing industries, companies, or jobs. Plan and innovate beyond non zero-sum thinking and as positive-sum thinking. Innovate or improve a product or service in ways that the market does not expect, typically first by designing for a different set of consumers in a new market and later by lowering prices in the existing market.

Examples: [M:NI](#), [Boots](#), [N26](#), [Johnson & Johnson](#), [Grameen Bank](#), [Sesame Street](#), [Virgin Galactic](#)

Day 2 – Global Innovation

A validated learning through rapid scientific experimentation, and counter-intuitive practices that shorten product development cycles, measure actual progress without resorting to vanity metrics, and learn what customers really want. It enables a company to shift directions with agility, altering plans inch by inch, minute by minute, at global levels.

Examples: [Tesla](#), [Procter & Gamble](#), [Novo Pen](#), [Uber](#), [T-20 Cricket](#)

Day 3 – Future Innovation

The next Steve Jobs will not build iPhone. The next Elon Musk won't make a Tesla. Tomorrow's champions will only win by making the competition irrelevant with non-disruptive creation, in today's marketplace. They will escape competition altogether, because their businesses will be unique, locating singular ways to create new things for the future. Doing what someone else already knows, how to do takes the world from present to next, adding more of something familiar. But when you do something new, you go from scratch to future.

Examples: [Optimus](#), [OpenAI](#), [Duolingo](#), [SpaceX](#), [Virgin Galactic](#), [Moonlander](#), [Mars City 2050](#), [Hyperloop](#), [Starlink](#)

DAMSON. EXPERIENCE

Day 1 – Blue Ocean CX

Through Buyer Utility Map, Blue Ocean Strategy creates soul soothing and repeat impulse finger tip customer experience. From world's best selling Tesla cars to a world's biggest customer-base of 3 billion users of Whatsapp, and to the annually most awaited next iPhone, Blue Ocean CX lasts outstanding and outreached to competitors, affordable, loved, and leaves an everlasting user experience. Learn the 36 magic boxes behind this charisma.

Examples: [Whatsapp](#), [Tesla](#), [Alexa](#), [Starbucks](#), [N26](#), [iPhone](#), [Tangerine Bank](#), [Marvel Studios](#), [Nintendo Wii](#), [Zara](#), [Gillette](#)

Day 2 – Global CX

From New York to Tokyo, and from London to Kuala Lumpur, innovative universal products and services have woven a common customer behavior, with customer experience knitted for the one global village. This has projected companies to create products and services matching the common global demand, to be on 1 click for 5.65 billion social media users worldwide. Value creation before the manufacturing and platforms before the supply chain.

Examples: [Tesla](#), [Whatsapp](#), [Novo Pen](#), [Uber](#), [Uber Eats](#), [Youtube](#), [Monzo](#), [Tiktok](#), [Qatar Airways](#)

Day 3 – Future CX

Think/Done based future is right-ahead. Clicks will be not be pressed but thought. Payments will be joyous, consumptions will be without a running-out worry, deliveries will be instant than expected, and spending will match the life-span care. Functional – Emotional – Social – Life-long – Green – and Well-being will be the keywords of the upcoming future in CX. And this all will be in face of brutal best live ratings. This training unit shows you the future and the early adoption.

Examples: [WeChat](#), [Starlink](#), [Flightradar24](#), [Siri](#), [Youtube Shorts](#), [X.com](#)

DAMSON. GROWTH

Day 1 – Blue Ocean Growth

Blue Ocean Growth means reaching out to 8 billion in mind, at minimum. A growth program which brings in maximum revenue, against the unique value innovation in global utility offers. Learn to craft such cordial offering backed by a never-ending revenue chain.

Examples: [Whatsapp](#), [Google](#), [Youtube](#), [Starlink](#), [Android](#)

Day 2 – Global Growth

Targeting to be the best selling company in every country, at either basic level, premium level, or both. Universal acceptance and universal user-friendliness, in an organic tie-up between global growth and global revenue generation.

Examples: [Tesla](#), [Whatsapp](#), [Novo Pen](#), [Uber](#), [Qatar Airways](#), [Facebook](#), [Temu](#)

Day 3 – Future Growth

Exploration of the future trends and industries by reading ahead the very logic of both the user trajectory and unexpectedness. From globalization to space, from AI digitization to virtual realities, from augmentation to shortest buy & supply cycles, from longevity to life-long medical well being in advance, and many more.

Examples: [WeChat](#), [Starlink](#), [Siri](#), [Youtube Shorts](#), [X.com](#), [Blue Origin](#), [Spotify](#), [BYD](#)

Day 1 – Blue Ocean Selling

Become a Blue Ocean Lion Seller, get lion's share of market, customers and sales commission. How to beat mediocre hyena, jackal and vulture sellers and how not to become one. This highly interesting program makes a difference between a hunter and a scavenger in a sales safari.

Day 2 – CEO Selling

Sell only to CEOs. Learn why and how? Make 65% bigger sales, and get 120% more add-on business from high C-level executive customers. Cut short your sales cycle by 80% and move only with the decision maker, the CEO.

Day 3 – Rainmaking

A business rainmaker magically brings new business and clients to a firm or generate unexpected record revenue from existing and non-existing customers. Learn how to become a rain-maker, a sales wizard, and a magician sales leader, using clearly defined 4Ps of Revenue & Growth including: 4Ps of Marketing: Product, Price, Place, Promotion. 4Ps of Business Development: People, Partnership, Platforms, Positioning. And 4Ps of Sales: Prospecting, Pitching, Presenting, Profiting (through Upselling and Cross-selling).

SPECIAL C-LEVEL TRAINING PROGRAMS

Achieve everlasting corporate excellence positioned at the crossroads of the strategy and entrepreneurship contributing to strategic renewal, balanced exploration, and unprecedented growth.

Day 1 – CEO Blue Ocean Strategy

Every corporation in a red ocean, no matter how great, is vulnerable to decline. But decline can be avoided, detected and reversed the blue ocean way, replaced by a long-lasting growth. This program offers leaders the well-founded model of Blue Ocean Shift that they can learn how to stave off decline, reverse their course, amidst the desolate landscape of competition, and create series of distinct blue oceans, to be everlasting prominent corporations, for decades and centuries.

Day 2 – Billionaire CEOs

This program goes beyond the incessant barrage of management buzzwords and fads of the day to discover timeless qualities that have consistently distinguished outstanding leaders. It shatters myths, provides new insights, and gives practical guidance to C-level executives to build landmark corporations that stand the test of time. Latest, up-to-date, and live research on truly exceptional leaders, outperforming the general stock market by a factor of 15 in direct comparison to top competitors.

Examples: [Elon Musk](#), [Mark Zuckerberg](#), [Tim Cook](#), [Jeff Bezos](#), [Stephen Schwartzman](#)

Day 3 – Trillion Co. CEOs

Explore why 7 companies have thrived in uncertainty, disruption, and chaos, despite wars, stock fluctuations, economic melt-downs, and pandemics like Covid-19, and crossed the \$ trillion benchmark, in very recent times. Based on rigorous analysis and infused with engaging cases, the program enumerates the principles for building a truly great enterprise in unpredictable, tumultuous, disruptive, and fast-moving times. Learn from companies that rose to greatness, beating their industry indexes by a minimum of 10 times over the last 7 years in environments characterized by big forces and rapid shifts.

Examples: [Nvidia](#), [Microsoft](#), [Apple](#), [Amazon](#), [Alphabet](#), [Meta](#), [Tesla](#)



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