“In blue oceans, demand is created rather than fought over. There is ample opportunity for growth that is both profitable and rapid.”

“In red oceans, there is a competitive-advantage worldview, companies are often driven to outperform rivals and capture greater shares of existing or shrinking market space.”

HEALTHCARE REFORM
**RED OCEAN**

- Customers: Fixed Number
- Value or Cost
- Highly Competitive
- Shrinking Profits
- Engine of Survival
- “If Only”
- Probable
- Active Inertia
- Strategic Planning
  - Linear Processes

**BLUE OCEAN**

- New Customer Population
- Value & Cost
- No Competition
- Huge Profits
- Engine of Growth
- “What If”
- Possible
- Momentum
- Strategic Thinking
  - Non-Linear Processes
REFLECTIONS

Tonight’s session helped me because….

Questions I have are….
SUMMARY: WHAT CAN GO WRONG….

1. Kodak

1. Habit
REFERENCES


THANK YOU