



## WORKSHOP OBJECTIVES

This workshop is intended to establish a strategic vision focused on the model of Blue Ocean, which consists in to achieve position in spaces or areas where competition is not the most important factor, managing to find areas of opportunity for the Organization and defining the steps to follow to be able to enter these spaces.

Let's Lego Play have more than **200 clientes** worldwide where we have contributed to the Digital Transformation Challenge with these workshops.



Chile | Colombia | Costa Rica | Ecuador | Spain |  
Mexico | Panama | Dominican Republic |  
United States | Venezuela

### AUDIENCE

CEO, Board of Directors, CxO, Organization Key VPs.

### DELIVERABLES

Blue Ocean strategy Defined + opportunity model conclusions following the pillars of such a strategy:

- Market Opportunity Penetration with Null / Low Competition.
- Irrelevance Creation with respect to competitors  
New Demand Caption and Creation : Segments & Related Products.
- Transformation / Creation Model Definition Cost Oriented.
- Aligning of all activities and services of the organization based on **DIFERENTIATION & COST CONTROL.**

### WORKSHOP DURATION

5 Days 5 Hours a Day.