

Seeking New Customers? Tired of All the Competition?

You Need Blue Ocean Strategy*

Catch the Wave With Dr. Sarah Layton

Bypass the bloody Red Ocean of competition and dive into the uncontested Blue Ocean of new, fresh markets to serve. Blue Ocean Strategy works even for established businesses, such as building materials, hotels, banks, professional services, manufacturers, airlines, retailers, distributors and food and beverage.

Would you like to –

- Uncover sustainable, profitable new markets?
- Increase revenue and profit in your Red Ocean?
- Gain new insights on how to develop future strategies?
- Break from the status quo, create a winning future strategy and execute quickly at low cost?
- Have a practical process with powerful results?

Corporate Strategy Institute shows you how to –

- Challenge industry costs. Profit should increase almost from the beginning. Cost structure is a major benefit.
- Think beyond existing boundaries. Besides trying to create Blue Oceans, you will be poised to better compete in your current Red Ocean Environment.
- Find new customers. We look across existing industries and leave no stone unturned.
- Create new energy. Everyone who learns about Blue Ocean Strategy will become an idea magnet for the future. Personal growth is a strong benefit cited by employees. All heads and hearts are in the game.

“Blue Ocean Strategy is changing the way organizations formulate strategy and do strategic planning. It is not strategic planning as usual.”

*-- Strategist
Dr. Sarah
Layton*



Dr. Sarah Layton, managing partner of the strategic management consulting firm Corporate Strategy Institute, has been qualified by the Blue Ocean Strategy Initiative Centre, London, in Blue Ocean Strategy concepts, tools and frameworks. She utilizes Blue Ocean Strategy tools in her strategy processes, which are based not just on preparing a document but also on drawing a picture called a “strategy canvas.” This approach consistently produces strategies that are easy to understand and communicate, that engage more people within an organization and that unlock the creativity of participants.

She celebrates more than 20 years in business and serves as a trustee of Florida Southern College and as a trustee of Junior Achievement of Central Florida Foundation. She is a former national director of the Institute of Management Consultants – USA.

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