

As business climates change – your strategic plan should too.
Is it time to revisit yours?

Strategic Planning Workshop

Utilizing BLUE OCEAN STRATEGY



Presented by Paul Lamore, PhD

Thursday, September 29, 2011

8:00 a.m. to 10:30 a.m.

Molewski Room (109)
Sheehy Farmer Campus Center, King's College

What makes Blue Ocean Strategy compelling is that it is a straightforward and practical process, not a theory, that guides you and your company as you think and plan strategically for the future. It is also a different way of thinking - suggesting that the only way to beat the competition is to stop fighting head-to-head over a shrinking profit pool. Instead, it offers a process to uncover the uncontested market space that is ripe for growth.

Blue Ocean Strategy has been called one of the most important developments in strategy in the last 20 years. We introduced the concept last March, and now present a "How To" workshop to help you grow your business!

Paul Lamore has taught Blue Ocean Strategy for years at King's College, where he is an Associate Professor of Business Administration, specializing in innovation management and new product development. Paul's background, in addition to receiving his Ph.D. in Industrial and Systems Engineering from the University of Alabama and a MBA from Providence College, includes 20 years of experience in industry. He has worked for a small startup and for Fortune 500 companies, as well as the owner-operator of family run apple orchard for 15 years.

REGISTRATION - Strategic Planning Workshop

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Family Business Forum, William G. McGowan School of Business,
King's College, 133 N. River St., Wilkes-Barre, PA 18711

Company: _____

Person(s) Attending: _____
