

# BLUE OCEAN STRATEGY

Workshops and Consulting



MARC ELLIS  
TRAINING ACADEMY

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## About Marc Ellis Training Academy

Marc Ellis have been specialists in recruiting for the digital and Technology industries for over a decade. We believe and strongly endorse the digital initiatives that all the GCC are undergoing and support businesses & government entities in supplying some of the best skilled workforce in the region.

We have over the years combined expertise and specialist talent pool to allow us to support clients (who come in all sizes) and candidates to ensure we find the perfect match.

Since we know what the market requires, we launched Marc Ellis Training Academy to allow all people within the market in the GCC to be skilled up with the best certifications in the Technology & Digital skillsets.

We collaborate with some of the most talented and gifted trainers to offer fun, interactive and most importantly informative courses to allow people taking part to benefit from it.

**WE OFFER A RANGE OF SPECIALIST COURSES INCLUDING**

**SCRUM MASTER** BY SCRUM INC

**PRODUCT OWNER** BY SCRUM INC

**SCRUM@SCALE** BY SCRUM INC

+ MANY MORE

MARC ELLIS HAS A 100% PASS RATE OF STUDENTS TAKING PART IN OUR COURSES

# Overview of The Blue Ocean Strategy

**Preparing for Upcoming Changes:** The reference to "Managers and professionals should prepare for the coming changes" underscores the significance of being proactive and well-prepared in the face of evolving trends and technologies. In today's rapidly changing business landscape, it is crucial for individuals in managerial and professional roles to anticipate and adapt to the changes that are on the horizon. These changes can encompass shifts in customer behavior, technological advancements, market dynamics, and more.

**The Importance of Knowledge in AI:** The statement goes on to emphasize that a particular course serves as a "key path to knowledge about AI" for a diverse range of professionals. This signifies that AI (Artificial Intelligence) is not just a passing trend but a transformative force in various fields. Gaining knowledge about AI is seen as pivotal, as it equips individuals with the necessary understanding and skills to navigate the AI-driven landscape effectively.

**AI in Retail Organizations:** Retail organizations are increasingly turning to AI to gain insights into their customers' preferences and behaviors. This means they are utilizing artificial intelligence to analyze data and text in order to better understand what drives consumer choices. The desire to harness AI's capabilities is driven by the competitive nature of the business world. Companies are all striving to gain an edge over their rivals, and they believe AI can provide that advantage. However, this growing interest in AI poses a challenge for managers. They must not only make sense of this complex technology but also effectively implement it. In this environment, the companies that can quickly adapt and respond to opportunities will thrive, as they'll be better positioned to benefit from the AI revolution.

## Targeted Audience

The course is positioned as highly relevant to a specific audience, including:

- **Established Companies Facing Intense Competition:** companies operating in saturated and highly competitive markets, often referred to as the "red ocean," can benefit from the Blue Ocean Strategy. This strategy provides a framework for breaking away from the competition and finding new, uncontested market spaces.
- **Startups and Entrepreneurs:** Startups and entrepreneurs looking to enter markets with innovative products or services can use the Blue Ocean Strategy to identify unique value propositions that set them apart from existing players. It encourages creative thinking and a focus on differentiation.
- **Strategic Planners and Executives:** Executives and strategic planners within organizations are a key audience for the Blue Ocean Strategy. It provides a systematic approach to strategic planning and decision-making, helping leaders identify growth opportunities and navigate industry challenges.
- **Product Managers and Marketers:** Individuals responsible for product development and marketing can use the Blue Ocean Strategy to create and position products in ways that appeal to customers in novel and compelling ways. It emphasizes value innovation and customer-centric thinking.
- **Companies Seeking Innovation:** Organizations that recognize the importance of innovation in staying competitive can use the Blue Ocean Strategy to foster a culture of innovation. It encourages thinking beyond incremental improvements and challenges companies to reimagine their industry boundaries.
- **Industries Facing Disruption:** Industries undergoing rapid technological changes or facing disruptive forces can benefit from the Blue Ocean Strategy. It provides a framework for adapting to change, identifying new opportunities, and staying ahead of industry shifts.
- **Global and Local Businesses:** the Blue Ocean Strategy is applicable to businesses operating at various scales, from local enterprises to multinational corporations. Its principles can be adapted to different markets and business environments.

# Curriculum and Learning Objectives

## Day One

### Section 1: Artificial Intelligence in Retail Today

- What do we mean by AI
- The six key components of AI:
- What is the AI value proposition?
- Its all about decisions and goals
- A bit of AI retail history
- Initial successes and failures in retail
- Video – AI in Retail

### Section 2: Identifying Retail Marketing Opportunities

- What is machine learning
- Customer behavior with machine learning
- The idea of correlation and regression
- What is a correlation matrix?
- Using correlation matrices for marketing opportunities
- Interpreting the results
- Problems with correlation matrices
- Demonstration – Building a correlation matrix Section.

### Section 3: Retail Buyer Behavior Patterns

- What is affinity analysis?
- How is it used in marketing?
- How does Amazon use this idea?
- Sentiment analysis in retail
- Detecting emotions in patterns, customer service
- Issues with affinity analysis
- Interactive Demonstration – Affinity Analysis and Sentiment analysis

# Curriculum and Learning Objectives

## Day Two

### Section 4: The use of Chatbots – Applying Speech AI to Retail

- How does this work?
- Uses of speech recognition – e.g. voice assistants, virtual assistants
- Employee Interaction - How useful is the Chatbot, IVR?
- How can your organization use speech recognition now?
- Customer service and the use of chatbots in retail
- Robotic assistants in retail outlets
- Video Discussion – Uses of Speech Recognition or Using Robots in Stores

### Section 5: Deep Learning and Retail

- What is deep learning about?
- Deep learning in retail, e.g image recognition
- How does image recognition work?
- Uses of image recognition – compliance, crime detection, law enforcement
- Recognizing faces, logos, images, gender, objects
- Imaging and retail – store layout, shelf space analysis
- Issues with image recognition
- Video Discussion – What are Neural Nets

### Section 6: The Promise of AI for Retail

- On line shopping and AI
- Tracking purchasing patterns
- Reducing Risk in retail through use of AI
- Bespoke clothing through AI
- Impact of the AI on the future of jobs
- Demonstration – Predictive Analytics and Neural Nets

## Certification Process

**Prerequisites:** There are no specific prerequisites to enroll in the Scrum Product Owner training program. However, a basic understanding of Scrum principles and practices can be beneficial.

**Training Duration:** The training program consists of 2 days of engaging and interactive learning, designed to ensure a deep understanding of the Scrum framework and the Product Owner's responsibilities.

**Examination:** Following the training, you will have the opportunity to take the CSPO certification exam. The exam assesses your comprehension of Scrum concepts and your ability to apply them to real-world scenarios.

**Passing Criteria:** To achieve the CSPO certification, you need to successfully complete the exam with a passing score. Our training will thoroughly prepare you for the exam by covering all relevant topics and providing practical insights.



# FRANK KOWALKOWSKI

## Trainer Profile



Frank Kowalkowski is President of Knowledge Consultants, Inc., a firm focusing on business performance, business analytics, data science, business architecture, big data, business intelligence, predictive analytics and statistical techniques. He has over 30 years of line management and consulting experience in a wide variety of industries

He has been involved with many projects both as a user and purveyor of business analytics. He has worked projects in state and federal government (including national defense department, Coast Guard) dealing with back office operations, legislative compliance and regulatory compliance. His background includes a number of industries including manufacturing, distribution, supply chain, banking, insurance, financial institutions, health care, pharmaceuticals, oil and gas and chemicals.

Frank is often a keynote speaker, panel moderator and member at international conferences as well as a conference chair, he has written numerous papers and spoken at conferences on a variety of business subjects. He conducts frequent seminars and workshops nationally and internationally on a variety of business management, analytics and information technology topics. He also develops algorithms for analytics tools particularly semantic algorithms as well as data analysis techniques. He is the author of a 1996 book on Enterprise Analysis. His most recent publications are a featured chapter in the business book "Digital Transformation: Using BPM You Already Own." for publication in 2017. His chapter is titled "Improve, Automate, Digitize", he also has a chapter in the business architecture book titled 'Business and Dynamic Change' June, 2015 and a chapter on semantic process analytics in the book Passports to Success in BPM published in 2014 all are available on Amazon.



# MARC ELLIS TRAINING ACADEMY

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