



TEC Chair David Woodley is a senior executive with a proven record of profitable growth and development in the highly competitive, tight-margined North American manufacturing sectors. An excellent communicator, team builder and strategic thinker, David has developed a management style that engages and motivates stakeholders at all levels. Passionate about business, he possesses the leadership qualities to help TEC members develop their skills and abilities for success in the new millennium.



Robert Schmidt has served as the President and CEO of two corporations, as a subject matter expert in creating and executing profitable growth strategies and as a trusted advisor to corporate leaders. Over the past decade, he has grown corporate revenues for his clients and companies by more than \$20 million. Robert's approach to growth is focused on matching market demand with corporate capabilities. He works to apply the proven principles of leading business thinkers to everyday growth challenges.

TEC Canada is proud to present: Blue Ocean Strategy

In such a highly competitive marketplace, companies search for sustainable and profitable growth. They have long competed head-to-head with their rivals in fierce battles over market share while struggling for differentiation. Yet in today's overcrowded industries, direct and deliberate competition results in nothing but a bloody "red ocean" of rivals fighting over a shrinking profit pool.

Southwest Airlines, Apple's iPod, Sony's Walkman and sticky notes are all brilliant products that have driven substantial return for their companies. They are also companies that have created "blue oceans."

TEC Canada speaker Robert Schmidt will share insights based on Blue Ocean Strategy, which argues that tomorrow's leading companies will succeed not by battling competitors, but by creating "blue oceans" of uncontested market space ripe for growth.

Such strategic moves, termed "value innovation", create powerful leaps in value for the firm and its buyers, rendering rivals obsolete and unleashing new demand.

This session will help you understand how to:

- Re-categorize your business in terms of alternatives from the customer's perspective.
- Identify which competitive factors should be increased, decreased, eliminated or created.
- Position your one-page "strategy canvas" across the organization.
- Leverage your "strategy canvas" to create profitable growth.

Blue Ocean Strategy will be hosted by TEC Canada, the world's preeminent forum for chief executives and business owners, with over 14,500 members worldwide.

Join us! Please RSVP as space is limited. You may reserve a seat for this event by visiting: www.tec-canada.com/EventsRSVP

Alternatively, you may call Debbie Carson at (800) 661-9209 or e-mail your response directly to: dcarson@tec-canada.com



Register Now