

Extracting the Key Insights from the Six Paths & Developing Blue Ocean Alternatives

Exercise Template



Overview:

Extracting the Key Insights from the Six Paths Market Exploration

- [BLUE OCEAN SHIFT](#) outlines the process of how to extract and interpret the results of your six paths market exploration and develop blue ocean alternatives
- [BLUE OCEAN SHIFT](#) presents a sample completed eliminate-reduce-raise-create (ERRC) grid and a resulting to-be strategy canvas for your reference
- To aid you in completing this step and all the other steps in [BLUE OCEAN SHIFT](#) we strongly recommend using the [online BLUE OCEAN STUDIO](#).



The Specific Factors Revealed From Market Exploration of a Given Path

(repeat for each path explored)



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The Four Actions Framework

For a given path (repeat for each path explored):

- Which of the factors that the industry takes for granted should be ***eliminated***?
- Which factors should be ***reduced well below*** the industry's standard?
- Which factors should be ***raised well above*** the industry's standard?
- Which factors that the industry has never offered should be ***created***?

The Eliminate-Reduce-Raise-Create Grid

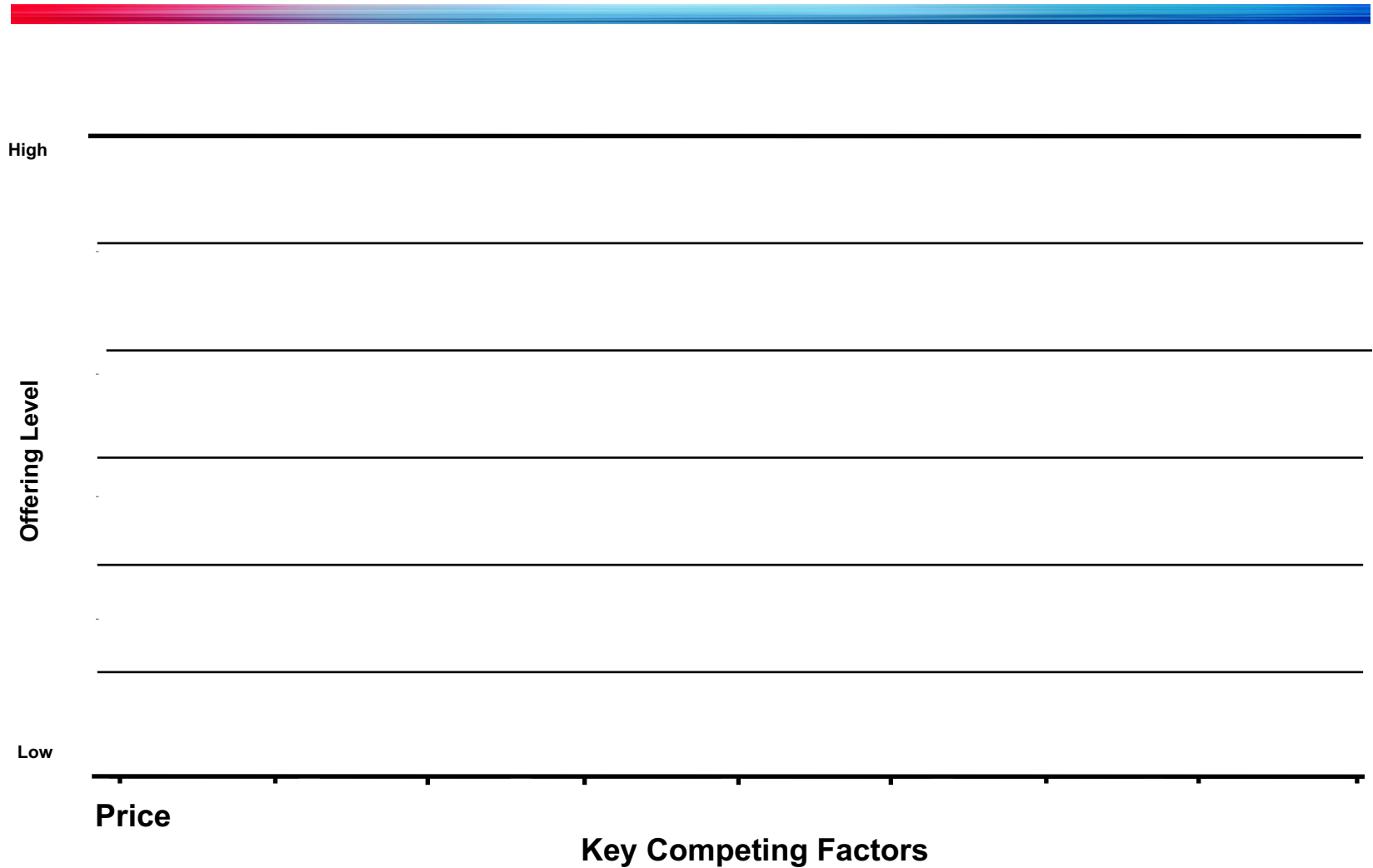
(create for each path explored)



Eliminate	Raise
Reduce	Create

To-Be Strategy Canvas For a Given Path

(create for each path explored)



Tagline for the To-Be Strategy Canvas

(repeat for each path's to-be strategy canvas)



Economic Benefits for the Blue Ocean Option

(repeat for each path's to-be strategy canvas)

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