

# Strategy Canvas: Overview

The Blue Ocean Strategy provides a multipurpose set of tools that allows us to better understand the competitive landscape and to create new market spaces.

One of the simplest and most powerful tools that the framework provides is the Strategy Canvas.

This tool helps you to quickly visualize the way your main competitors are currently positioning themselves through an understanding of where their efforts are being placed, and according to the main factors that are driving the industry.

Additionally, you can understand how your offering is differentiated from the rest of the market. This makes the Strategy Canvas a great tool to develop a visual and meaningful competitor analysis.



# Strategy Canvas

## Instructions

1. Identify your competitors – make a list of your competitors (minimum of two), either individually or by cluster.
2. Identify competing factors – identify which factors (a minimum of 7) your customers value the most when choosing a product or service offering.
3. Map your positioning vs. your competitor – on the vertical axis draw a scale from 0-10 (low to high) and place a dot on where you are (or your proposition is) against each factor. Use the same board and repeat the exercise for your competitors. Note: higher is not better or worse, it's just higher.
4. Analyze the map and think about how you can achieve competitive differentiation.

The first 3 steps give you an overview of how your offering compares to your competition. It is a great way to quickly visualize it and is a great complement to other competitor analysis methodologies.

Step 4 can help you reshape or improve your offering and links directly to the concept of the Blue Ocean Strategy, which is to create uncontested market spaces.

To do that, analyze your current Strategy Canvas and answer the questions from the ERRC Grid.

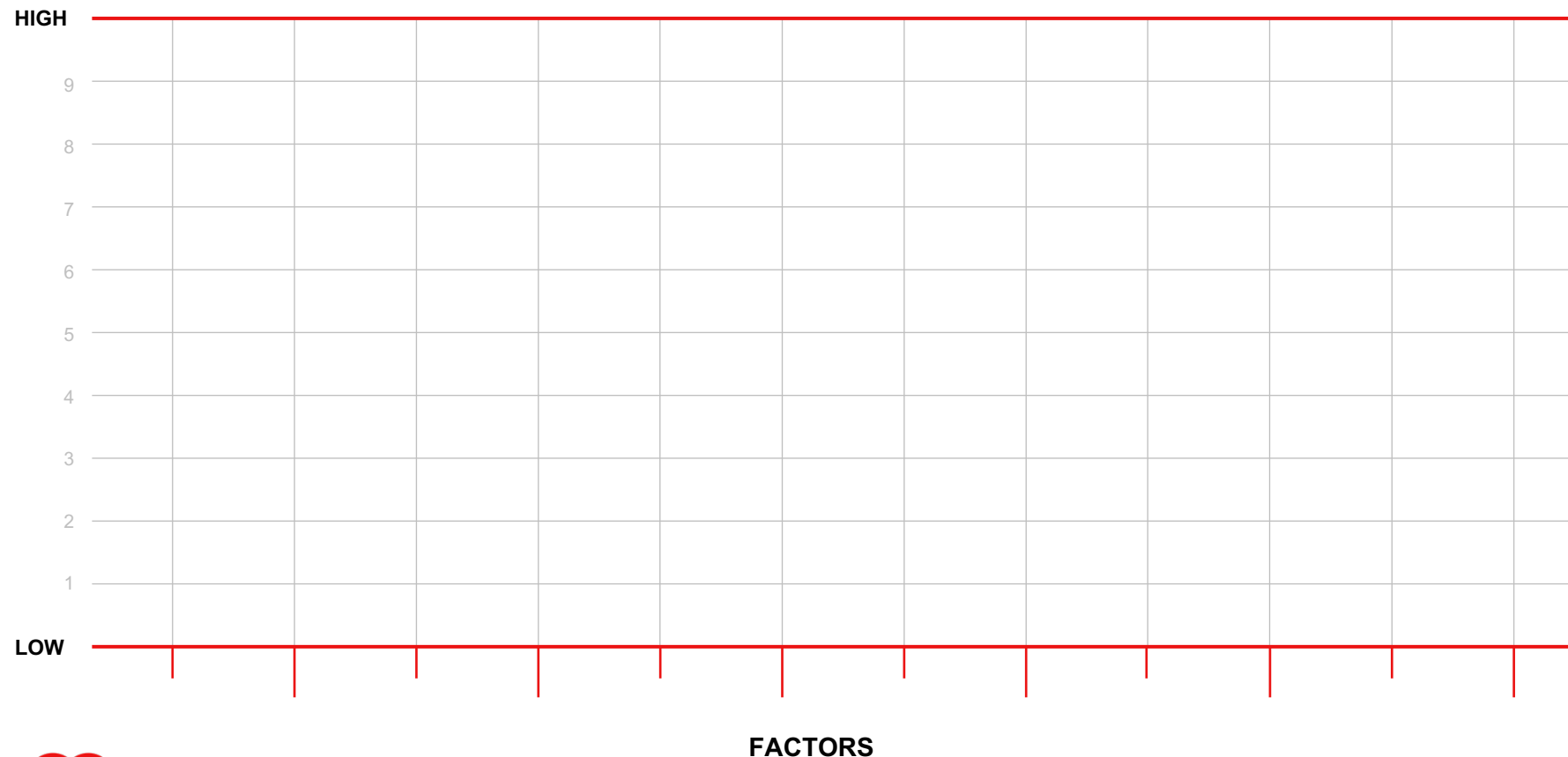


# MY COMPETITIVE LANDSCAPE

**Blue Ocean Strategy Canvas** – make a list of your competitors (minimum of two).

Identify the competing factors (a minimum of 7) your customers value the most when choosing a product or service offering and place them on the horizontal axis. Then map your positioning on the vertical axis by placing a dot where you are – or your proposition is – against each factor. Repeat the exercise for all of the competitors you want to analyze.

Then, analyze your current Strategy Canvas the questions from the ERRC grid.



**Eliminate** - Which factors that the industry has long competed on should be eliminated?

**Reduce** - Which factors should be reduced well below the industry's standard?

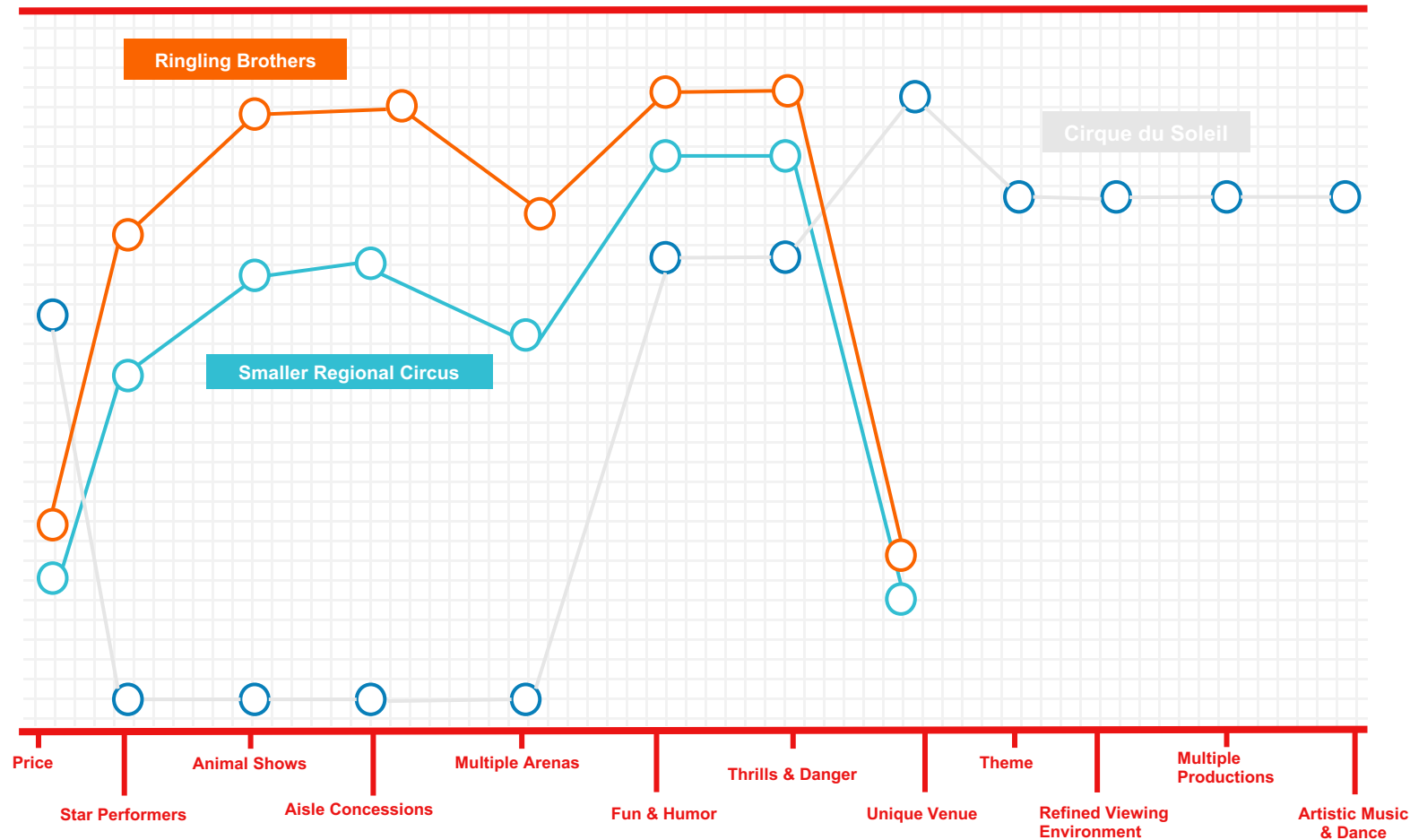
**Raise** - Which factors should be raised well above the industry's standard?

**Create** - Which factors should be created that the industry has never offered?



# Example: Strategy Canvas

## Cirque du Soleil



How did Cirque du Soleil position themselves to become an industry leader?

### Eliminate

- Star Performers
- Animal Shows
- Aisle Concessions
- Multiple Arenas (\*each show is its own business)

### Reduce

- Thrills & Danger

### Raise

- Price

### Create

- Theme
- Refined Viewing Environment
- Multiple Productions
- Artistic Music & Dance

