The Mind Map of Blue Ocean Leadership

**Personal Qualities & Behavioral Styles**

**Acts & Activities**

**Generic**

**Connected to Market Reality**

**Focus on Executives**

**Focus Across All Management Levels**

**Invest Extra Time for Leadership Practices**

**Pursue High Impact Leadership Practices while Conserving Time**

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**KEY DIFFERENCES FROM CONVENTIONAL LEADERSHIP APPROACHES**

**Employee disengagement:** Global average (87%) America (70%) China (94%) Germany (85%) Korea (88%)

**CHANGE**

**Focused on Day to Day Operations**

**Delegate and Chart the Company's Future**

**Control & Play Safe**

**Liberate, Coach, and Empower**

**Please the Boss**

**Cut Through to Serve Customers**

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**PROCESS**

Top/Senior management engages employees through a controlled process for a leap in leadership performance

The systematic 4-step process driven by visual tools is deployed to effectively de-personalise and synthesise employees' input on leadership

Through the collective wisdom & action, high performance is achieved fast at low cost

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