Virtual Ocean Strategy – the way to reset strategies with a purpose driven "traditional industry structures & resource constraints are irrelevant" mindset?

(Draft For Discussion Purposes Only)

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"Virtual Ocean Strategy " at a glance…

Situation

- While the phrase "strategy reset" means different things to different companies, most strategy practitioners agree, that there are not many comprehensive approaches available within the market place designed to reset both the strategic plan, and "design of the business purpose seed", simultaneously , with an integrated/systemic mindset", to meet the ever changing business needs of the 21st century social media driven connected world!

Complication

- Lack of an Integrated systemic mindset within the three purpose dimensions of leadership, strategy & innovation.
- Lack of an agreed upon purpose statement.
- Lack of the purpose seed not being germinated properly (in spirit and essence) into an organization with a unique culture with a unique DNA".
- Lack of an approach with a "tearing down the walls of industry structures"
- Lack of a multi dimensional balancing model, as opposed to the traditional 2D "value-cost" balancing model (i.e. tradeoff in ROS and "doing both" in BOS).

Resolution

- We suggest a contrarian Deconstructionanist/ hybrid approach (between Red ocean and Blue Ocean) with a "Virtual Ocean" mindset "–by resetting company's purpose statement (vision, mission, values, codes and BHAG), using nature's Seedal chain principle (Seed-Season-Sequel), with a **"traditional industry structures and resource constraints are irrelevant"** mindset along with a multi dimensional balancing model in the five dimensions of **value, cost, velocity, growth and purpose.**

Lack of an Integrated systemic mindset within the three purpose dimensions of leadership, strategy & innovation, is the #1 reason, why most strategy resets, do not yield its intended outcome!

How does VOS stack up against BOS and ROS within this MBA framework?

MBA Step	Red Ocean	Blue Ocean	Virtual Ocean
Motivation	**Compete aggressively** in order to grab value from competitors, within an **existing value ocean pie.**	**Dive deeper**, in order to tap the untapped value within an **existing value ocean pie.**	**Fly faster** into the virtual space, in order to tap the untapped value, **by doubling the size of the value pie,** using our firm's VOS, VRE, Capitalism Plus, Purpose Innovation and VizPlanet platforms.
Belief	Beat the competition at any cost.	Make competition irrelevant.	Make traditional Industry structures and resource constraints irrelevant.
Action	Trade-off value and cost.	Balance value and cost.	Balance the five dimensional value cycle i.e. "value-cost-velocity-growth-purpose" using five value stations (4 BSC+ purpose).

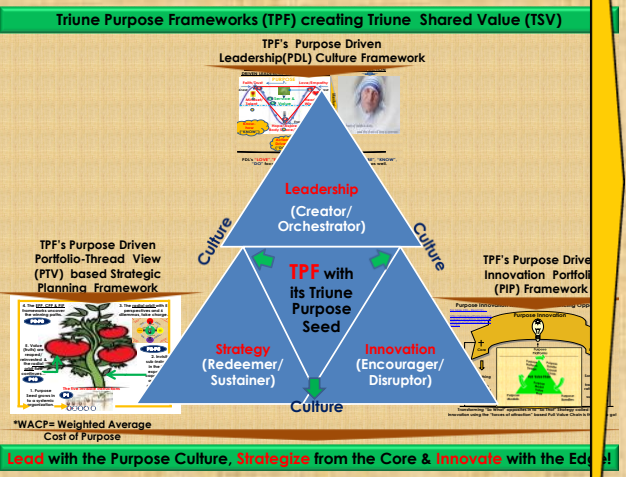
Stacking strategy frameworks with an MBA lens, not only helps us to diagnose & prescribe effective and efficient strategies, but also, helps us to prioritize, where we need to spend our time & energy (i.e. which step within MBA) to maximize value!

Virtual Ocean Strategy (VOS)

Using Nature's Seedal Chain (Seed-Season-Sequel) Principle

1

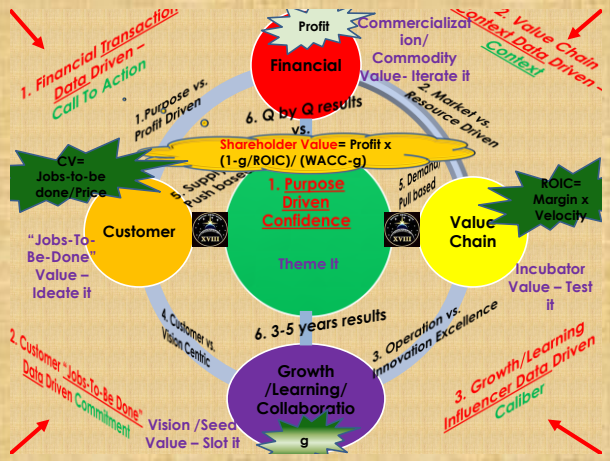
Design the Business by resetting the Triune Purpose **Seed** (vision, mission, values, codes and BHAG)



Purpose manifesting as Energy

2

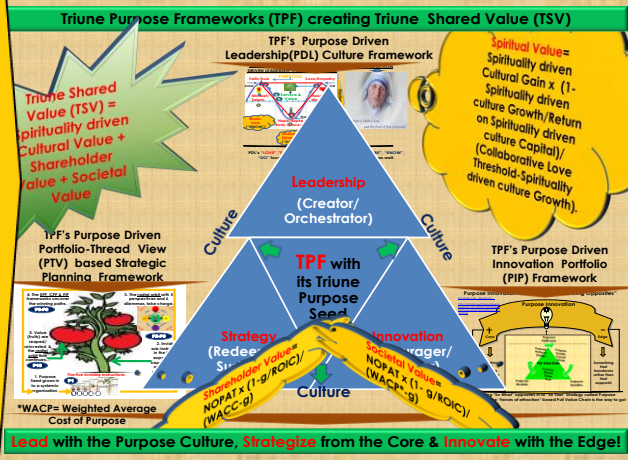
Plan using the Integrated Three Track **Seasonality** (Leadership, Strategy and Innovation) driven **"Industry structure is irrelevant"** mindset



Purpose manifesting as Value

3

Execute/Reap with the Triune Shared Value (TSV) driven "collaborative heartbeat" for the best outcome **(Sequel)**

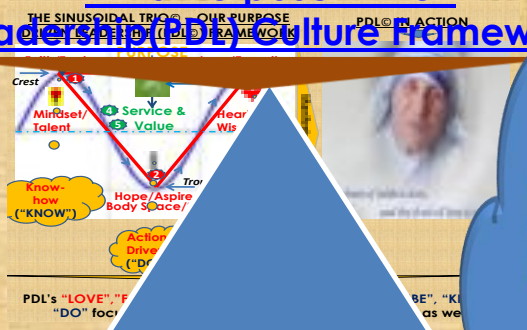


Purpose resulting in as Triune Shared Value

Reset the purpose seed with a "seedal chain" spirit, formulate the strategy with an integrated seasonality driven "industry structure is irrelevant" mindset, and execute and reap with a TSV driven "collaborative heartbeat(sequel)", thus increasing the size of the value pie by multi-fold!

1 Design the Business by resetting the Triune Purpose Seed using leadership, strategy and Innovation Frameworks

TPF's Purpose Driven Leadership (PDL) Culture Framework



Triune Purpose Seed in this context being –

- Vision,
- Mission
- Values
- Codes
- BHAG

Culture

Leadership
(Creator/ Orchestrator)

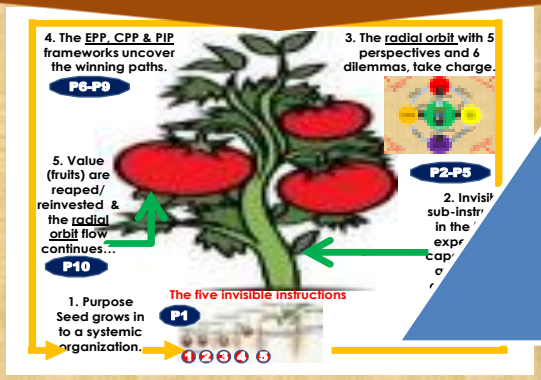
TPF with its Triune Purpose Seed

Strategy
(Redeemer/ Sustainer)

Innovation
(Encourager/ Disruptor)

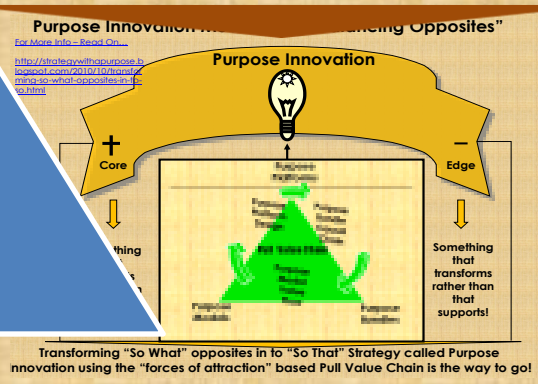
Culture

TPF's Purpose Driven Portfolio-Thread View (PTV) based Strategic Planning Framework



*WACP= Weighted Average Cost of Purpose

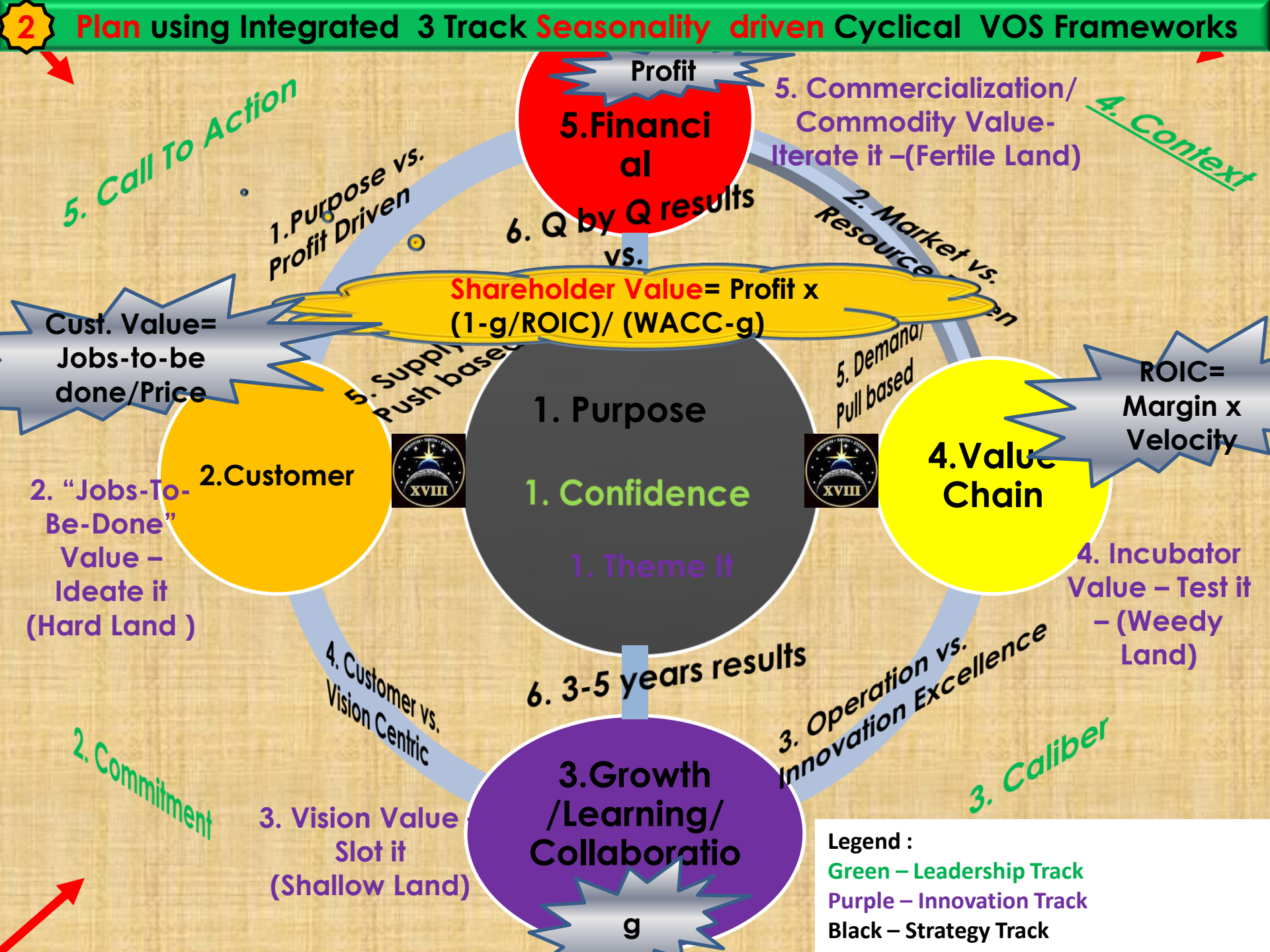
TPF's Purpose Driven Innovation Portfolio (PIP) Framework



Transforming "So What" opposites in to "So That" Strategy called Purpose Innovation using the "forces of attraction" based Pull Value Chain is the way to go!

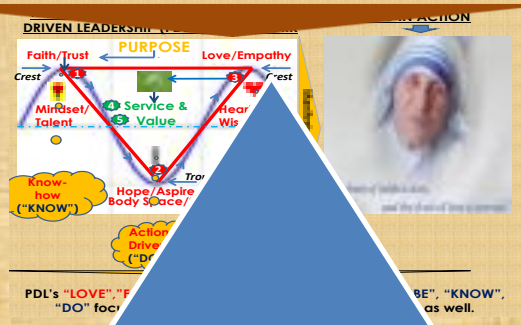
Lead with the Purpose Culture, Strategize from the Core & Innovate with the Edge!

2 Plan using Integrated 3 Track Seasonality driven Cyclical VOS Frameworks



3 Execute with the Triune Shared Value (TSV) mindset for the best VOS Sequel

TPF's Purpose Driven Leadership(PDL) Culture Framework



Triune Shared Value (TSV) = Spirituality driven Cultural Value + Shareholder Value + Societal Value

Spiritual/Emotional Value= Spirituality/Emotional energy driven Cultural Gain x (1- Spirituality driven culture Growth/Return on Spirituality/emotion driven culture Capital)/ (Collaborative Love Threshold-Spirituality driven culture Growth)

TPF's Purpose Driven Portfolio-Thread View (PTV) based Strategic Planning Framework

TPF's Purpose Driven Innovation Portfolio (PIP) Framework

Culture

Leadership (Creator/ Orchestrator)

Culture

TPF with its Triune Purpose Seed

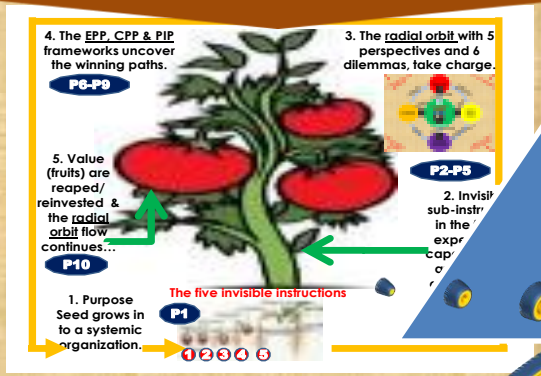
Strategy (Redee... Su...

Innovation ...urager/ ...)

Culture

Shareholder Value= NOPAT x (1-g/ROIC)/ (WACC-g)

Societal Value= NOPAT x (1- g/ROIC)/ (WACP*-g)



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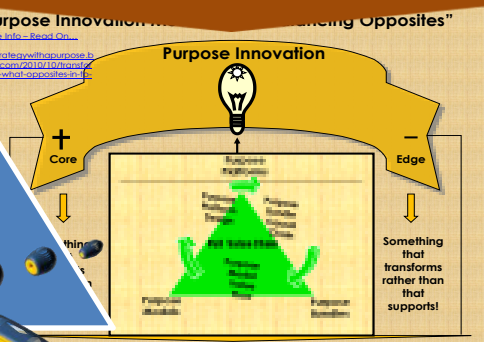

...ing "So What" opposites in to "So That" Strategy called Purpose ...he "forces of attraction" based Pull Value Chain is the way to go!

Lead with the Purpose Culture, Strategize from the Core & Innovate with the Edge!

In spite of using these great frameworks, some strategy resets still do not produce its intended outcome? Why?

In Porter's words, the essence of strategy is choosing what not to do, and so, here are five "what not to do's" …..

- What Not #1 -> Do not reset with a single dimensional strategy mindset, as opposed to an integrated systemic approach, in the three dimensions of leadership, strategy and innovation, as addressed by our TPF framework within VOS.

- What Not #2-> Do not reset strategy without resetting the purpose seed, as addressed by our Purpose driven seedal chain/scientific energy management principle driven Portfolio Thread view based strategic planning framework .

- What Not #3-> Do not go after an existing market, as opposed to going after the virtual ocean market and/or experience pools, which do not exist today with a motivational momentum themes creating experience moments or movements-> as addressed by our Experience Pool Portfolio (EPP) framework and our Purpose Innovation.

•What Not To Do #4->: Mixing up SCA vs. capability vs. competency within organic and inorganic growth strategies and not following a portfolio approach in managing capabilities – as addressed by our Capability Pool Portfolio (CPP) Framework

SCA vs. Competency vs. capability is equivalent to Grandma's hand trick of sautéing for the right duration with right temperature vs. Recipe vs. Ingredient.

•What Not To Do #5-> Executing without a real time performance visibility -> partly addressed by our big data driven real time valuation based Corporate performance management framework.

Alright…. How does it then stack up against Red Ocean and Blue Ocean?

#	Red Ocean	Blue Ocean	Virtual Ocean (aka TPF)
1	Compete in an existing market, within an existing industry structure with a unique winning path.	Create a new market within an existing industry structure and make competition irrelevant.	Create a new market by tearing down the artificial walls among industry structures and make **industry structures irrelevant**.
2	Beat the competition.	Make competition irrelevant.	Plan with "competition irrelevant" mindset, but execute with a **collaborative mindset** as competition will catch up sooner than later, in the 21st century digitally connected virtual world.
3	Value-cost trade-off.	Break value-cost trade-off.	**Balancing five dimensional "value-cost-velocity-growth-purpose"** using nature's principle of "balancing opposites using the five value stations (4 BSC+purpose)
4	Align the whole system of firm's activities with low cost or differentiation.	Align the whole system of firm's activities in pursuit of low cost and differentiation.	Align the whole system of firm's activities in pursuit of **low cost, differentiation, talent management, operational velocity and purpose, all simultaneously.**
5	Sourced from a Single dimensional "outside-in" Completive Strategy mindset.	Sourced from two dimensional, "outside-in" strategy and value innovation mindset.	**Sourced** from three **"inside-out"** sources of **"purpose-energy-value"** portfolios, **manifesting** itself as an integrated/systemic approach (of leadership, strategy and innovation dimensions), **resulting** in Triune shared value (shareholder + societal + spiritual/emotional/cultural value), governed by nature's seedal chain principle.

How does it stack up against Red Ocean and Blue Ocean? Contd…

#	Red Ocean	Blue Ocean	Virtual Ocean (aka TPF)
6	Success is Competitive Advantage driven	Success is Value Innovation driven.	**Success is Three dimensional Value Advantage** driven= market or experience advantage + capability or competency advantage + collaborative cultural/emotional value advantage .
7	Structuralistic approach where structure decides strategy	Reconstructionist approach where strategy decides structure.	**Deconstructionist approach** where we start with a super design purpose structure of business followed by strategy and then, arriving at the fine grained Triune shared value(TSV) structure.
8	Primarily balances value proposition and value chain proposition only	Primarily balances value proposition, profit proposition and people proposition.	**Five dimensional balancing** of value, profit, growth, velocity and purpose propositions, thus **resulting in six macro dilemmas** as identified in our radial framework.
9	Exploit existing demand	Create and capture new demand.	Create and capture new demand with a pull mechanism, yet prevent/mitigate and balance it with supply side (i.e. push side) with a balanced **CORE-EDGE-FRINGE** mindset.
10	Primarily shareholder value driven with CSR mindset, slowly transforming into Porter's emerging CSV mindset.	Primarily shareholder value driven with value innovation mindset.	**Triune Shared Value driven** i.e. two "outside-in" values of Shareholder and societal value complemented by "Inside-out" value called Spirituality/Emotional energy/culture value, which makes it sustainable.