

Robynne Berg

Director at Berg Consulting Group

Melbourne, , AU

An experienced, compelling speaker explains how companies can create leaps in value and profit through innovative strategy and leadership.

Availability

Keynote, Workshop

Industry Expertise

Management Consulting, Advertising/Marketing

Areas of Expertise

Blue Ocean Strategy, Transformational Leadership, Strategy

Affiliations

Australian Marketing Insitute, USCI Blue Ocean Strategy

Sample Talks

Blue Ocean Strategy; making your competitors irrelevant

How do organisations launch themselves out of the bloody red oceans of competitive strategy and make the competition irrelevant? Blue Ocean Strategy is a revolutionary approach to strategic thinking that focuses on value innovation rather than competitive-based strategies focused on markets with shrinking margins. Key themes include: value innovation; reconstructing market boundaries; creating a strategic canvas; tipping point leadership; Case Studies ? Australian & International organisations who created blue oceans and left the competition behind

Education

Swinburne

Masters of Business Marketing

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