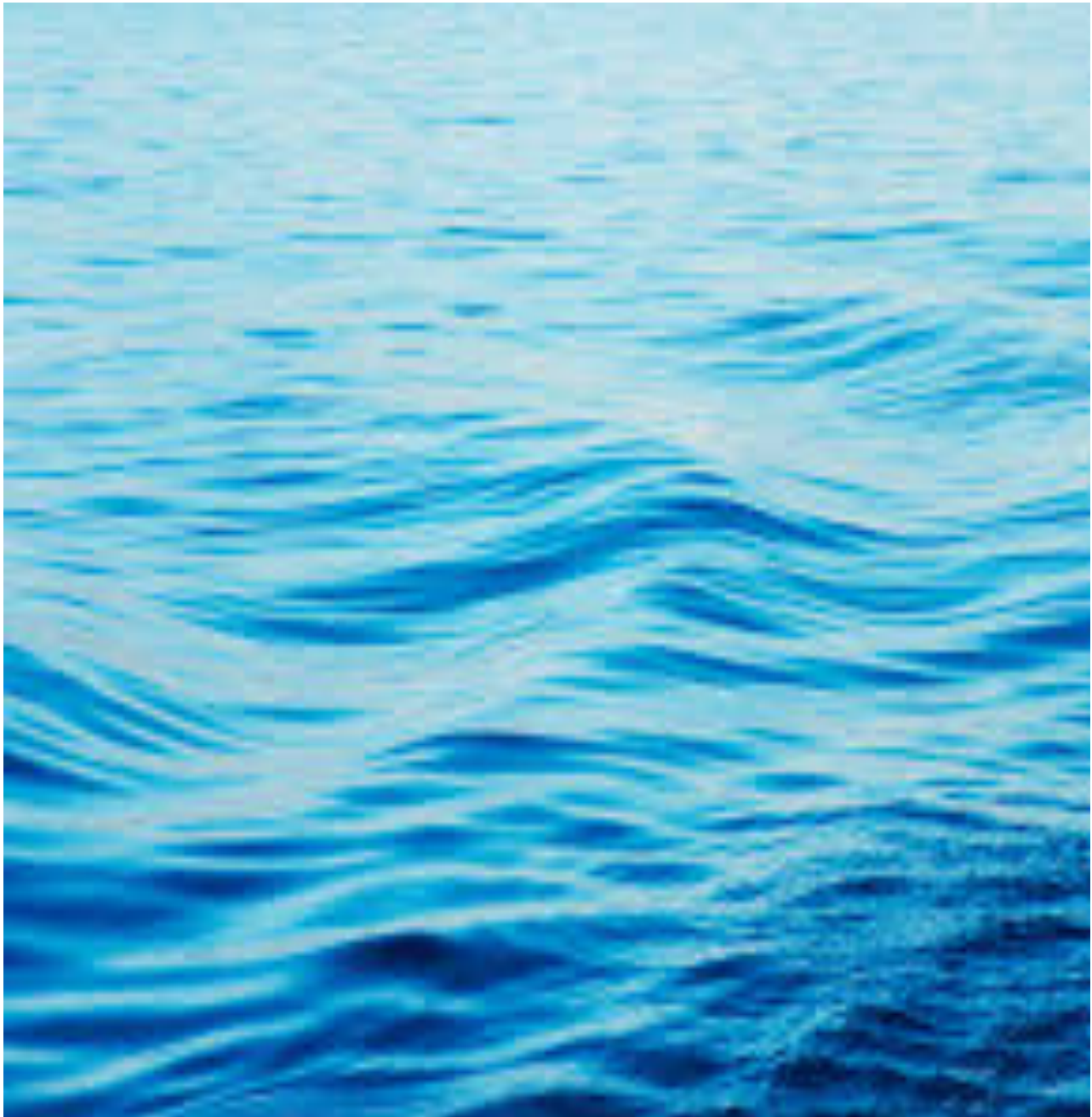


THE JUNGLE TIMES TRANSCRIPT

OCEAN STRATEGIES

MARCH 21ST 2026



"OCEAN STRATEGIES"

Hello and welcome to the podcast – I'm Lawrence Poole and this is Episode# 21. It's called *Ocean Strategies*.

Before I get into it, I'll tell you about this and future episodes of the Podcast. In the first 20 episodes, I demystified Nature's management principles and exposed how they are based on the emergence of creative leaders. Those presentations are, more or less, one hour long and each was divided into 3-parts. Episodes were offered about once a month.

Starting with this Presentation, number 21, the podcasts will be shorter. They will be based on what I discovered during my observations of tropical jungles, of the social jungle, and of the business jungle.

My partner Suzy (Ethier) and I have trained more than 50,000 leaders across Quebec, Canada, and several European countries, on how Nature manages its complex systems. This series will demystify topics of concern to leaders and will be published about once a week. Thanks for your continuing support.

So... *do you know about Blue Ocean Strategies?*

Defined by authors W. Chan Kim and Renée Mauborgne in their book of that name, the term refers to new markets. The usual marketplace most of us know and work is called a "Red Ocean Market". The term "Blue Ocean" is then used to describe a market that is not yet bloodied by the competition.

The authors o make the point that *competing* in overcrowded markets *is not the way to prosper*. They tell us how opportunity comes from creating and pursuing "*blue ocean strategies*".

Creative thinking is the only way to do it, the authors assert. They explain that new territories define new opportunities. By exploring Blue Ocean markets, leaders gain a premium: *They can jump as much as a year ahead of their competition while establishing their new, Blue, BRAND identity.*

I tell my client's that leaders who expect to innovate and explore Blue markets must organize themselves around different rules than people who will continue work in *Red Ocean* markets.

Rather than trying to control the red market's behaviour, or fight for short-term gains or even strive to attain performance targets, leaders should engage in "Blue Ocean" strategies by learning how to be more cooperative, more flexible and more innovative.

To assure future-now prosperity, *leaders* must create an environment that promotes self-empowerment. They must install the conditions that will cause innovative thinking to emerge.

The authors of *Blue Ocean Strategies* cite Quebec's "Cirque du Soleil" as an example. Rather than fight for his place in the traditional circus world – a world that was already in a slow decline - Guy Laliberté, the founder of Cirque du Soleil, invented a new circus by producing shows that were so innovative, so amusing and so fantasy-filled that he created his own fans, his own consumers.

He created a shift in the marketplace. Laliberté is now sailing "Blue Ocean" waters... and his success is growing. A new marketplace has bought into his billion-dollar idea.

In 1992, when I was president of Kéroul – the Quebec Ministry of Tourism's spokesperson in matters of physical access to tourism infrastructures, services and cultural events – I published an article called: "A Market of Millions" to describe *a Blue Ocean Opportunity.*

It addressed the Tourism Industry – beginning with a primer, a Tourism 101 that defined tourism as activities carried out *50-kilometer away from one's domicile for a day trip or 80 kilometers away for an overnight trip.*

It explained why people become tourists - *#1 reason: To visit family and friends; #2: For business reasons; #3 – To vacation.*

I wrote about a demographic shift: Baby-boomers have become the world's 1st ever tourist-class and they were starting to retire. I said that elderly people will live longer and healthier, and that being disabled no longer meant being poor. In fact – thanks to car and accident insurance, to government pensions and to Medicaid – many disabled people have the time and revenue to become ideal tourists.

I wrote about the statistics – *How the aging boomer markets has become the fastest growing market segment, that is growing 11 times faster than the general population.* Retired people have 77% of all the active money and 50% of discretionary income. They represent 40% of all consumer purchases.

The Elderly and Disabled Persons Markets are Blue Ocean Opportunities. Can you afford to say “NO!” to 15-30% of the market.

I presented my finding in a presentation to a congress of the World Tourism Association in Mexico City, and it was picked up by the Order of Architects of Argentina who used it as a basis for their plan: A Ciudad Para Todo – a city for everyone. It also greatly influenced the Government of Chile. The tourism industry looked to invest in Blue Ocean Waters. For example, the country of Costa Rica passes a law stating that 10% of hotel rooms had to be wheelchair accessible.

In every situation, finding new clients is an obvious fact - so I told the marketplace where customers "niche". I stated that the market is not one large mass of people but rather a series of smaller niches that

come together in common interest, for mutual gain. I said that people tend to niche in 9 areas:

1. *Where « doing business » is easily accessible.*
2. *Where people find « best value » in a geographic area.*
3. *Where our needs are quickly satisfied.*
4. *Where we are offered a unique selling position.*
5. *Where we know the price being charged for the « unique selling position » is not exorbitant.*
6. *Where we can try something out, return it, and be reimbursed without a hassle.*
7. *Where we can find good advice – FREE.*
8. *Where the service is personalized, and we feel appreciated, or we get a bonus or loyalty reward.*
9. *Where we believe the relationship has greater potential.*

In conclusion, the Blue Ocean thinkers must invest in an empowered workforce. To get a jump on their competition, they need to invest in their creative capital in order to assure their continued prosperity in this rapidly changing world.

If you want to sail Blue Ocean waters,

1. **You must clarify your position** - Chaos often brings about changing market conditions soß“ you should position yourself to adapt. Strategic leaders must be very clear about their vision to then empower their employees to explore how Blue Ocean markets can emerge.
2. **You must reinforce relationships** - You must demonstrate the importance of new thinking to achieve new results. For example - make sure that all your collaborators invest in creativity training. In this way they can install the conditions that allow Blue Markets to be served.
3. **You must encourage the emergence of empowered**

teams - Strategic leaders need to encourage new learning and introduce new tools. They must be the first to apply new thinking to problems and challenges.

4. **You must share *information*** - Strategic leaders need to create an information-rich environment in which workers are encouraged to share new ideas, explore how these will impact their work and, the organization as a whole, to then serve your new Ocean Markets.
5. **You must think **BIG ...over the long term**** – To set sail in "Blue Ocean" waters, strategic leaders must focus on a larger vision where new markets are explored with bold thinking.

Thanks for listening. «The Jungle Time» podcast is written and animated by yours truly – I'm Lawrence Poole.

If you enjoyed my presentation, please share it with your friends and colleagues. If you did not, write and tell me why not, or leave your opinion in the Comments Section.

You can visit my website www.TheJungleTimes.com or follow me on YouTube, Facebook, LinkedIn, X, or Instagram. You can order my book "*Invest in your creative capital*" at Amazon.com.

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