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# Homework for BICB8970

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## 1 Reading Notes

The blue ocean Chapter 4-6 talks about contents including **Focus on the Big Picture, Not the Numbers, Reach Beyond Existing Demand** and **Get the Strategic Sequence Right**.

**For Chapter 4** the author tells us how to align your strategic planning process to focus on the big picture and apply these ideas in drawing your company's strategy canvas to arrive at a blue ocean strategy. That enables us to avoid *red ocean* and pave a path to be successful in the blue ocean. There are few ideas that play a significant role in the blue ocean.

1. Focusing on the Big Picture
2. Drawing Your Strategy Canvas
3. Visualizing Strategy at the Corporate Level
4. Overcoming the Limitations of Strategic Planning

Also, I have learned some things that may be good for my future.

**For Chapter 5** shows use How to maximize the size of the blue ocean you are creating, and we are supposed to focus on *The Three Tiers of Noncustomers*. What is more, we are able to apply different strategies to different customers and mine more value of our project. Also, the authors present an example of the Aerospace Industry in order to show the key competing factors, which allow me to get a comprehensible understanding of blue ocean strategies.

**For Chapter 6** states how to build a robust business model and brings us to the fourth principle of the blue ocean: Get the strategies sequence right. Moreover, the chapter explains how to validate the blue ocean to ensure its commercial viability and the right strategic sequences in detail.

In addition, the sequences contains several steps:

- Buyer utility
- Price
- Cost
- Adoption

From my perspective, I know how to take action step by step and achieve my goal. Plus, I am confident that this knowledge will enrich my brain.

## **2 Speaker Reflections**

After listening to the talk, many valuable thoughts make me think about my path of future. Nowadays it seems like that I have multiple choices after I get the degree. What is more, I am not sure that I have an intense enthusiasm on academic research. But I enjoy the feeling of creating value and finishing something amazing. Whatever the final choice is, I should try my utmost to learn as more as possible. If I end up entering the industry, I would like to be a deep learning engineer. Moreover, if I have the possibility to conduct interesting research, I will definitely dive into the field as well.

In addition, the experience is helpful for us as we can regard that as a reference, which enables us to make wise choices when we are confronted with so many choices. Maybe we should calm down and keep our minds peaceful, we are able to do things through lots of considerations.

Finally, I begin to take my career into account and feel anxious sometimes. I know the feeling may hurt my health but it also can push me to get higher goals. I hope I can live with the feeling of anxiety. I really appreciate the talk!