

WHITE COMPANY IN THE RAINBOW OCEAN

GANCAR **C**ANDRA **P**REMANANTO
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WHAT KIND OF OCEAN THAT YOU
ALREADY KNEW?

Red Ocean

“Bloody competition to take a larger share in the market”

Blue Ocean

“Why compete when you don't have to?”



Jump in with everyone else.
Or jump right.

Kim and Maubourgne (2005)



Compete in existing market space

Beat the competition

Exploit existing demand

Make the value-cost trade-off

Align the whole system of a firm's activities with its strategic choice of differentiation or low cost

"Defend Current Position"
Perspective



Create uncontested market space

Make the competition irrelevant

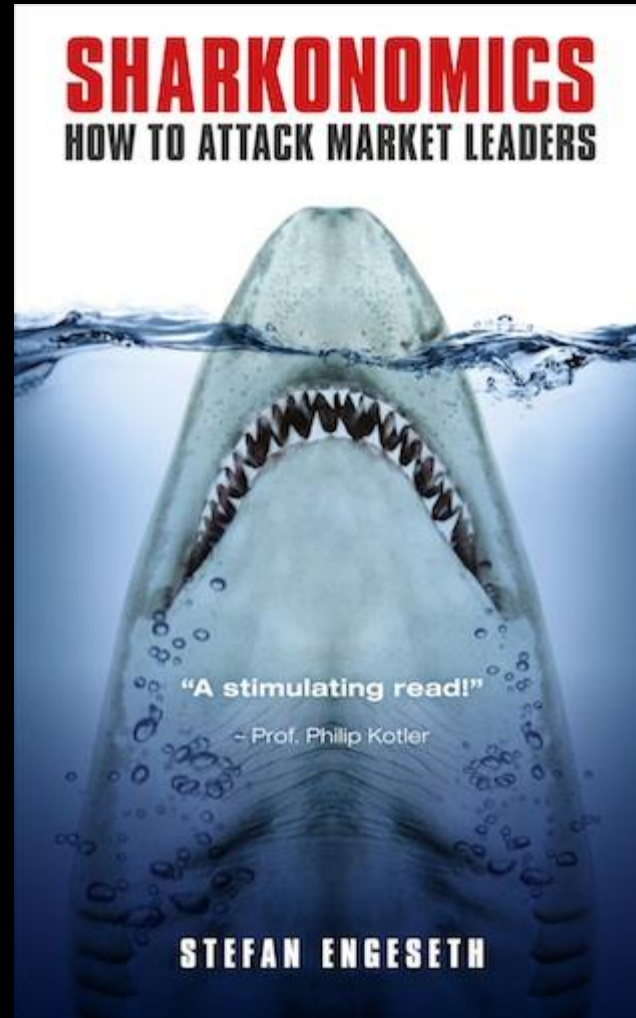
Create and capture new demand

Break the value-cost trade-off

Align the whole system of a firm's activities in pursuit of differentiation and low cost

"Innovate & Pursue New Opportunities"
Perspective

HOW 2 LIVE IN THE RED OCEAN?



10 POINTS TO ATTACK MARKET LEADERS

- 1. Start planning long before your attack
 - 2. Don't get stuck in history
 - 3. Spread panic
 - 4. Do market research the shark way
 - 5. Find blind spots to bite
 - 6. Strike unpredictably
 - 7. Timing is key to successful attacks
 - 8. Move or die
 - 9. Kill with style
 - 10. Write a *Sharkonomics* "attack list"
- "To survive, companies have to behave like sharks – if they don't keep moving they will drown."
Richard Branson
 - "Stefan not only uses the 'shark' metaphor but has actually swam in shark waters to absorb the drama of life and death. He describes the attack strategems of a shark, but respects the intended victims enough to show how they can defend themselves. A stimulating read!!"
Philip Kotler, S

• "

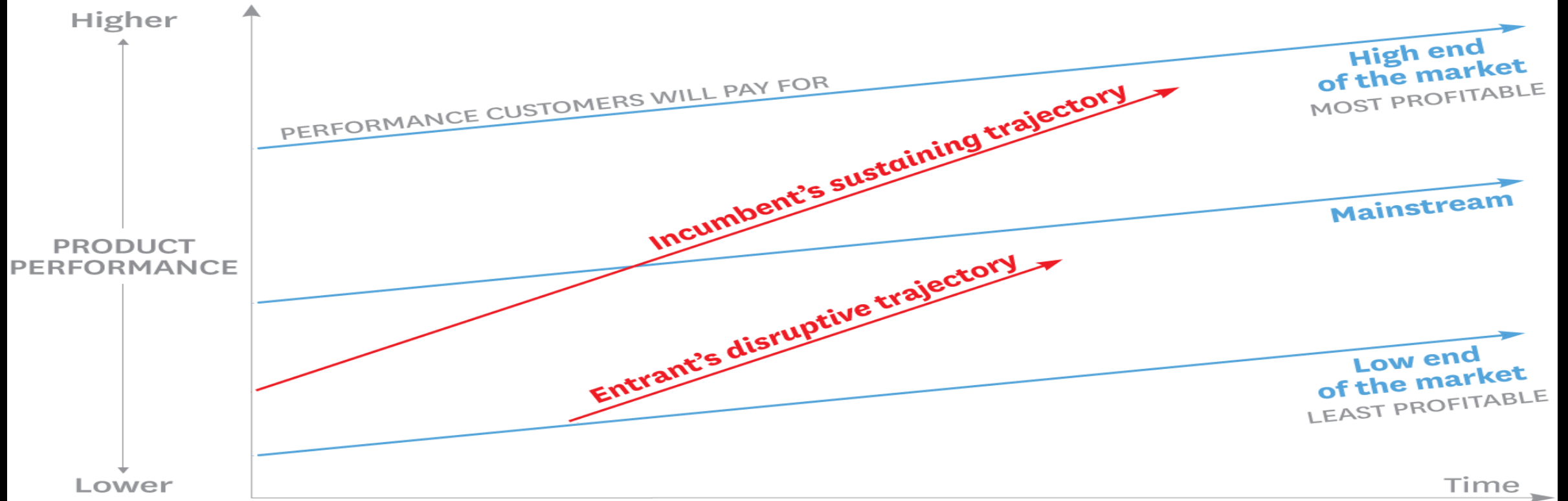


HOW TO BE IN BLUE OCEAN?

- DISRUPTIVE INNOVATION

The Disruptive Innovation Model

This diagram contrasts *product performance trajectories* (the red lines showing how products or services improve over time) with *customer demand trajectories* (the blue lines showing customers' willingness to pay for performance). As incumbent companies introduce higher-quality products or services (upper red line) to satisfy the high end of the market (where profitability is highest), they overshoot the needs of low-end customers and many mainstream customers. This leaves an opening for entrants to find footholds in the less-profitable segments that incumbents are neglecting. Entrants on a disruptive trajectory (lower red line) improve the performance of their offerings and move upmarket (where profitability is highest for them, too) and challenge the dominance of the incumbents.



SOURCE CLAYTON M. CHRISTENSEN, MICHAEL RAYNOR, AND RORY MCDONALD
FROM "WHAT IS DISRUPTIVE INNOVATION?" DECEMBER 2015

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PURPLE OCEAN (NITHISATHIAN, KITTIKOK AND WALSH, 2013)

Purple Goldfish Strategy

floating in between Red and Blue Ocean

Red Ocean Strategy	Purple Goldfish Strategy	Blue Ocean Strategy
Compete in existing market space	Compete in existing market space, but stand out via g.l.u.e ... giving little unexpected extras	Create uncontested market space
Beat the competition	Differentiate yourself from the competition	Make the competition irrelevant
Exploit existing demand	Exploit current customer base to reduce attrition, drive loyalty and promote word of mouth	Create and capture new demand
Make the value-cost trade-off	Break the transactional market economy mindset, add value to exceed expectations	Break the value-cost trade-off
Align the whole system of a company's activities with its strategic choice of differentiation <i>or</i> low cost	Align the whole system of a company's activities in pursuit of differentiation through added value	Align the whole system of a company's activities in pursuit of differentiation <i>and</i> low cost

White Ocean Strategy





WHITE OCEAN

(DANAI CHANCHAOTHAIR, 2012),

BLACK OCEAN

(P. S. AITHAL & P. M. SURESH KUMAR, 2015)

- Black ocean strategy is a kind of survival strategy to foresee the organizational problems and solve them successfully to continue in its business market by means of a kind of black magic may be legally or illegally, ethically or unethically



SO, WHAT KIND OF OCEAN THAT
WE LIVED IN?

BUSINESS THAT WE LIVED IS LIKE RAINBOW



SPIRITUAL SUPPORT

- وَإِذْ قَالَ رَبُّكَ لِلْمَلَائِكَةِ إِنِّي جَاعِلٌ فِي الْأَرْضِ خَلِيفَةً ، قَالُوا أَتَجْعَلُ فِيهَا مَنْ يُفْسِدُ فِيهَا وَيَسْفِكُ الدِّمَاءَ وَنَحْنُ نُسَبِّحُ بِحَمْدِكَ وَنُقَدِّسُ لَكَ ، قَالَ إِنِّي أَعْلَمُ مَا لَا تَعْلَمُونَ (سورة البقرة: 30)

“Ingatlah ketika Tuhanmu berfirman kepada Para Malaikat: "Sesungguhnya aku hendak menjadikan seorang khalifah di muka bumi." mereka berkata: "Mengapa Engkau hendak menjadikan (khalifah) di bumi itu orang yang akan membuat **kerusakan padanya dan menumpahkan darah**, Padahal Kami Senantiasa bertasbih dengan memuji Engkau dan mensucikan Engkau?" Tuhan berfirman: "Sesungguhnya aku mengetahui apa yang tidak kamu ketahui." QS. Al-Baqarah: 30

WHERE IT ALL COME FROM?

- Remember [Jordan Belfort](#) with his company, Stratton Oakmont (1998)?
- ENRON case (2001)... [Enron: What Caused the Ethical Collapse?](#)
- Worldcom case (2002)... Cynthia Cooper as whistleblower



WHAT KIND OF LEADER ARE U?

Ethical VS Unethical charismatic leader

Ethical charismatic leader	Unethical charismatic leader
Use power to serve others	Use power for personal gain
Consider and learn from criticism	Censure critical or opposing views
Open, two way communication	One way communication
Develop and support followers	Insensitive to followers needs
Stimulate followers to think independently	Demands own decisions be accepted without questions.



- **Pertama**, *Rojulun Yadri wa Yadri Annahu Yadri* (Seseorang yang Tahu (berilmu), dan dia Tahu kalau dirinya Tahu).
- **Kedua**, *Rojulun Yadri wa Laa Yadri Annahu Yadri* (Seseorang yang Tahu (berilmu), tapi dia Tidak Tahu kalau dirinya Tahu).
- **Ketiga**, *Rojulun Laa Yadri wa Yadri Annahu Laa Yadri* (Seseorang yang tidak tahu (tidak atau belum berilmu), tapi dia tahu alias sadar diri kalau dia tidak tahu).
- **Keempat**, *Rojulun Laa Yadri wa Laa Yadri Annahu Laa Yadri* (Seseorang yang Tidak Tahu (tidak berilmu), dan dia Tidak Tahu kalau dirinya Tidak Tahu).



MANAGEMENT SPIRITUAL IN INDUSTRY 4.0



18th Century

Industry 1.0

Mechanical production.
Equipment powered by
steam and water

19th Century

Industry 2.0

Mass production assembly
lines requiring labor and
electrical energy

20th Century

Industry 3.0

Automated production
using electronics and IT

Today

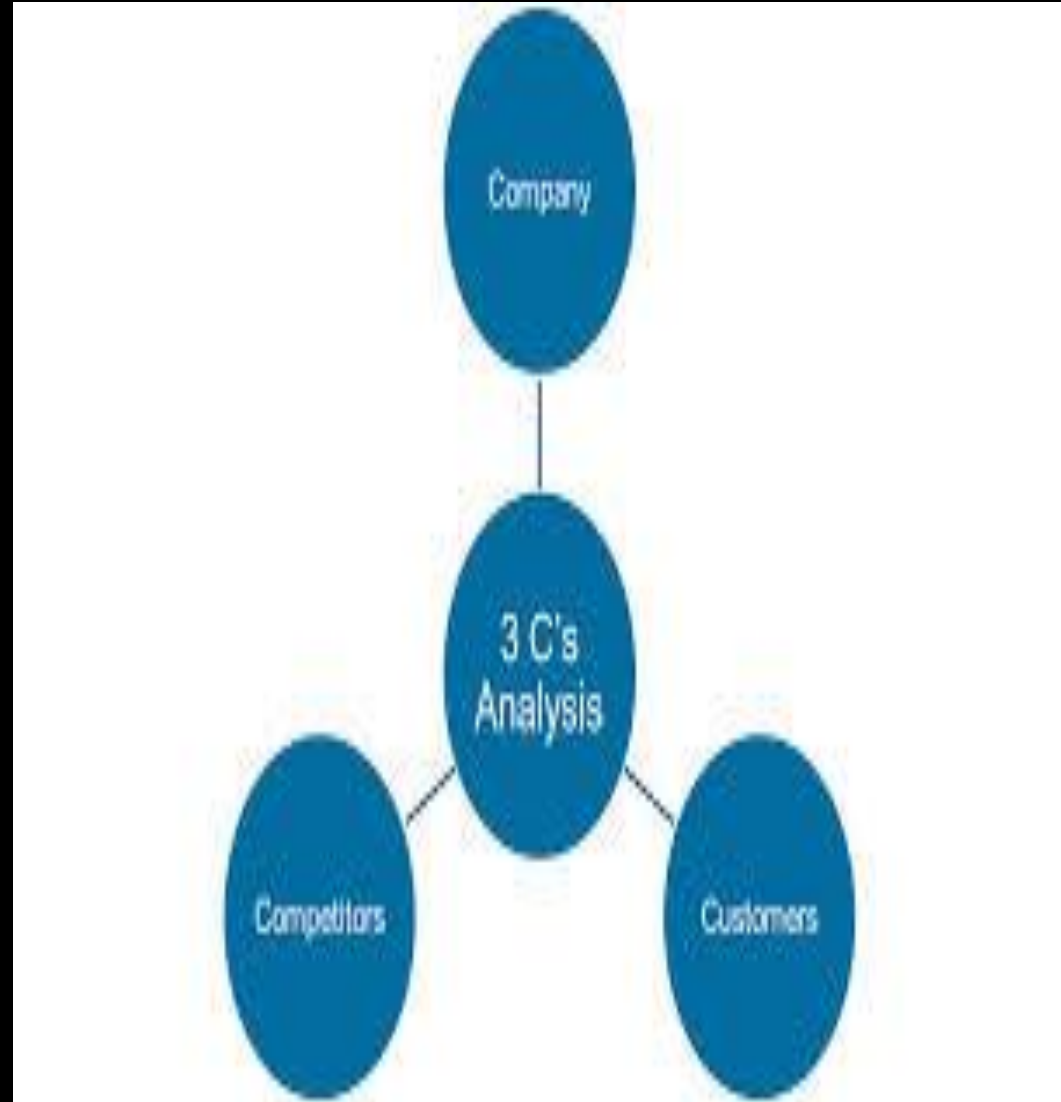
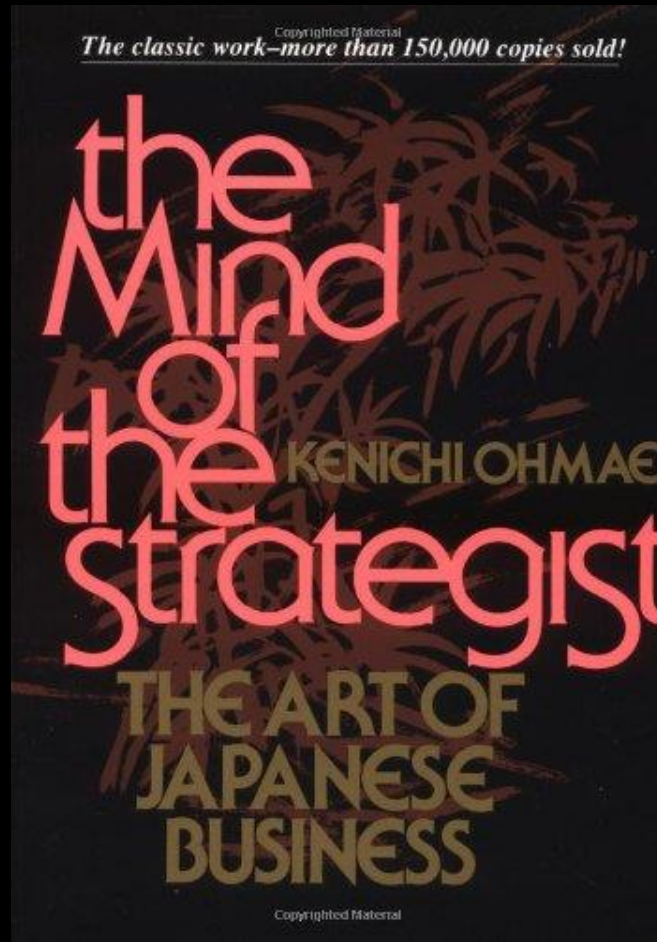
Industry 4.0

Intelligent production
incorporated with IoT, cloud
technology and big data



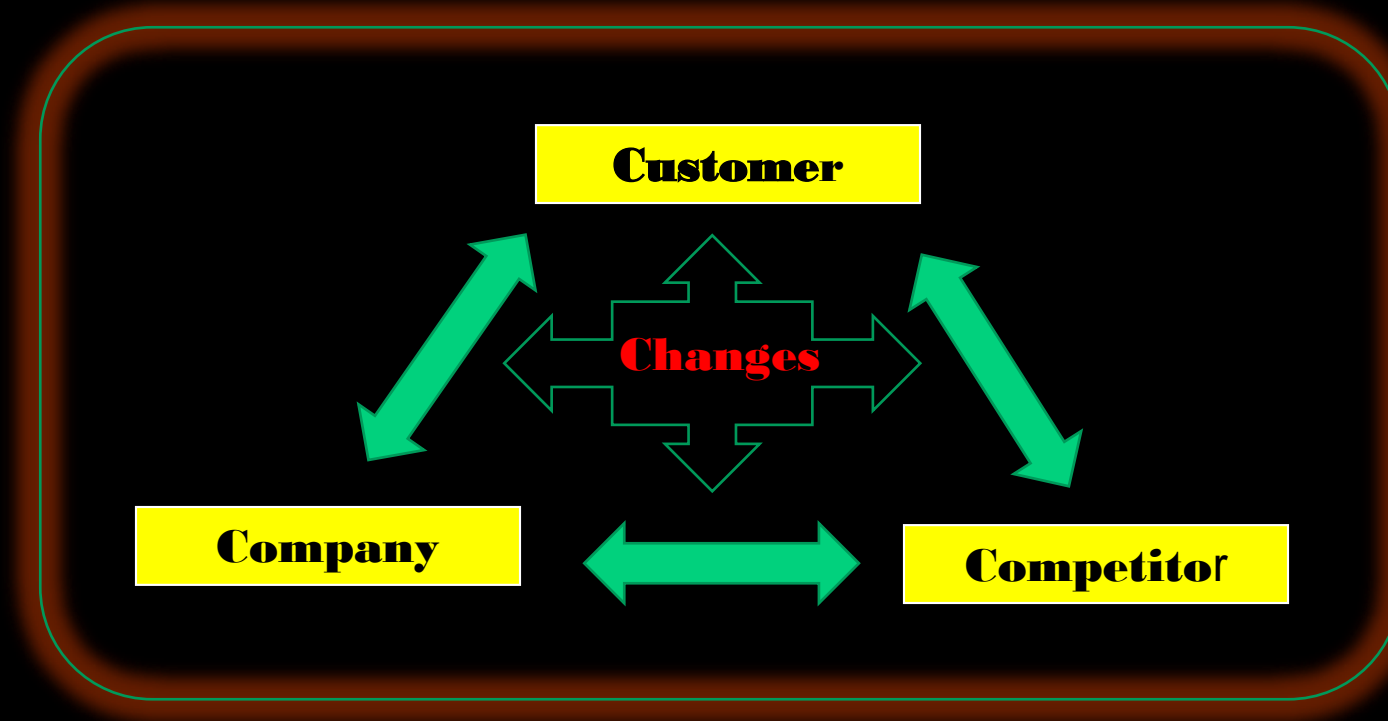
The Art of Business:

Understanding 3 C's



SPIRITUALITY IN BUSINESS
(5'CS IN THE MIND OF SPIRITUAL STRATEGIST)

The Creator



SO... HOW TO LIVE IN THIS OCEAN?





LARANGAN IMMA'AH

- “Janganlah salah satu di antara kamu sekalian berimma’ah, yang jika orang lain baik maka engkau baik, dan jika mereka jelek maka engkau ikut jelek pula. Akan tetapi hendaklah engkau tetap konsisten terhadap (keputusan dirimu. Jika orang-orang baik, maka engkau juga baik; dan jika mereka jelek, hendaklah engkau menjauhinya keburukan mereka.” (HR Tirmidzi)

MAKA...

“...MAKA BERLOMBA-LOMBALAH KAMU
(DALAM BERBUAT) KEBAIKAN...”
(AL-BAQARAH: 148)



WE CAN MANAGE THE WORLD WITH OPTIMISM AND INNOVATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
يَمَعْشَرَ الْجِنِّ وَالْإِنْسِ إِنِ اسْتَطَعْتُمْ أَنْ تَنْفُذُوا مِنْ أَقْطَارِ السَّمَوَاتِ
وَالْأَرْضِ فَانْفُذُوا لَا تَنْفُذُونَ إِلَّا بِسُلْطَانٍ ﴿٣٣﴾

33. Yā ma‘syaral-jinni wal-insi inistaṭa‘tum an tanfuẓū min aqṭāris-samāwāti wal-arḍi fanfuẓū, lā tanfuẓūna illā bisulṭān(in).

33. Wahai golongan jin dan manusia! Jika kamu sanggup menembus (melintasi) penjuru langit dan bumi, maka tembuslah. Kamu tidak akan mampu menembusnya kecuali dengan kekuatan (dari Allah).

Teruslah Berbuat Baik

Allah Ta'ala Berfirman,
"Tidak ada balasan kebaikan kecuali kebaikan
(pula)".

Q.S AR-RAHMAN 60



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WITH GOODNESS

THE *Giving* PLEDGE

Warren Buffett's goal for his Giving Pledge is to give away 99% of his wealth during his lifetime. American billionaires, other than Bill Gates and Warren Buffett, who have taken the Giving Pledge since 2010 include the following:

#196



ELI BROAD

\$6.9B, investments

#1372



STEVE CASE

\$1.2B, AOL

#466



JOHN DOERR

\$3.4B, venture capital

#731



BARRY DILLER

\$2.4B, online media

#5



LARRY ELLISON

\$48B, Oracle

#295



GEORGE LUCAS

\$4.9B, Director, producer

#687



MICHAEL MILKEN

\$2.5B, investments

#1565



JOHN MORGRIDGE

\$1B, former Chair, Cisco Systems

#73



RONALD PERELMAN

\$14B, leverage buyouts

#580



DAVID ROCKEFELLER

\$2.9B, oil, banking

#796



TED TURNER

\$2.2B, cable TV

#21



MARK ZUCKERBERG

\$28.5B, Facebook

BAAROKALLAH...

- Trying to stay White in the Rainbow Ocean..

