

DOD MENTOR PROTÉGÉ TRAINING WEEK



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TEC-MASTERS

How to Make Your Competition Irrelevant

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Director, Partner Programs
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Presentation Overview

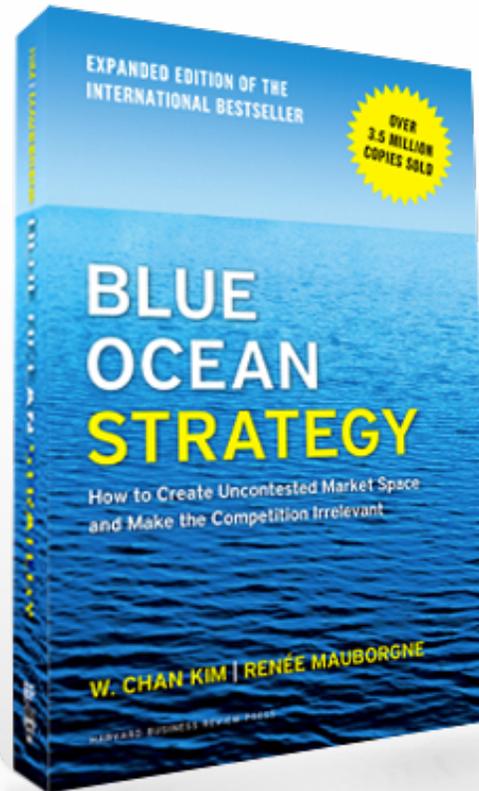
- **Learn to make your competition irrelevant**
- **Provide solutions that separates you from the crowded market**
- **How to streamline your operations to save cost to the customer**

Red Ocean



Blue Ocean





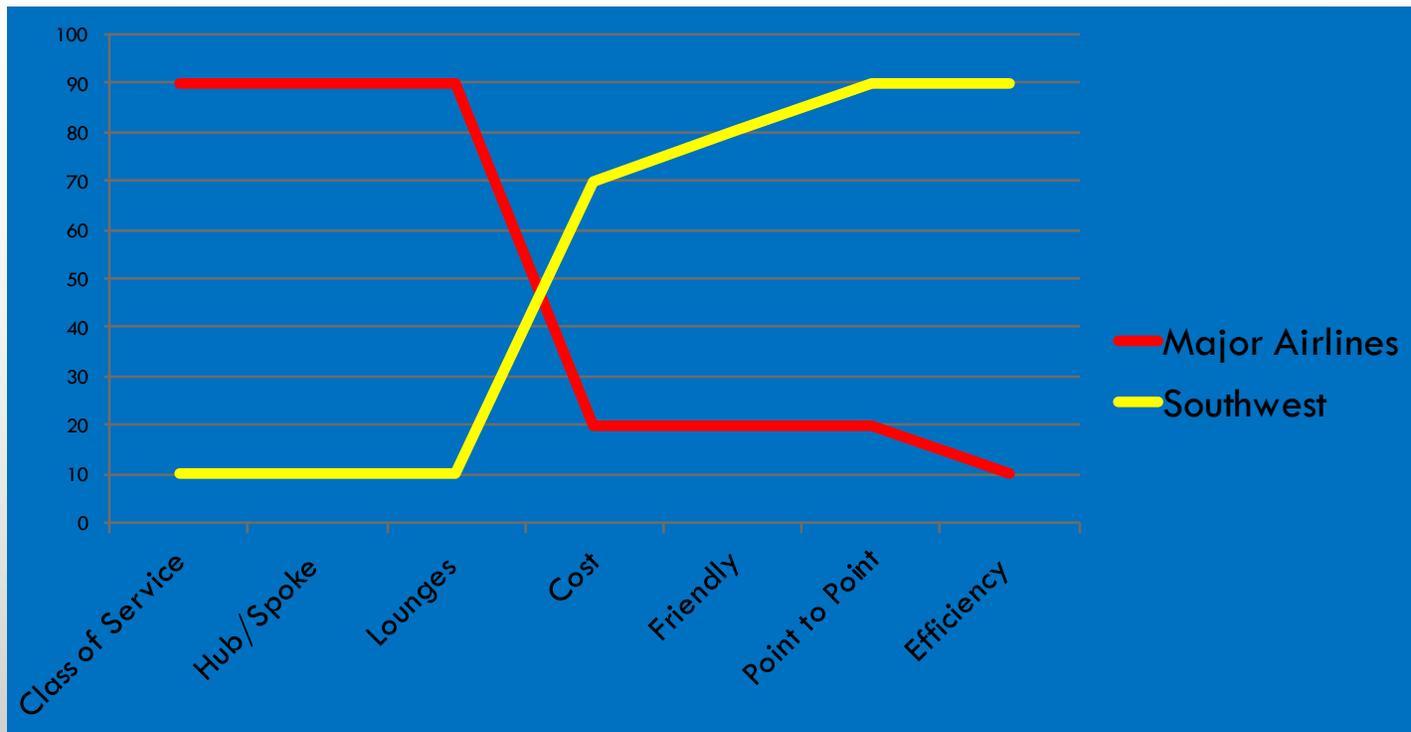
Blue Ocean – What is it?

Compete in existing market space	Create uncontested market space
Beat the competition	Make the competition irrelevant
Focus on customers	Target non-customers
Higher value OR lower cost	Higher value AND lower cost

Blue Ocean – What is it?

Eliminate	Reduce
Raise	Create

Blue Ocean – Value Curve



Exercise



Current Mayor
Robert Craft
Since 2008



Ruth Dailey

Mayor of Gulf Shores Issues

- College Spring Break taking away from family friendly environment
- Unwanted apartment development
- Congested roads
- Property Taxes
- Over 5.5 million travelers spent \$5.4 billion dollars visiting the Alabama Gulf Coast in 2016, making up over 40 percent of state's travel-related expenditures.

QUESTION AND ANSWER SESSION