

How to begin your course

Welcome! We're delighted you've joined us! Below you will find a quick guide to get started.

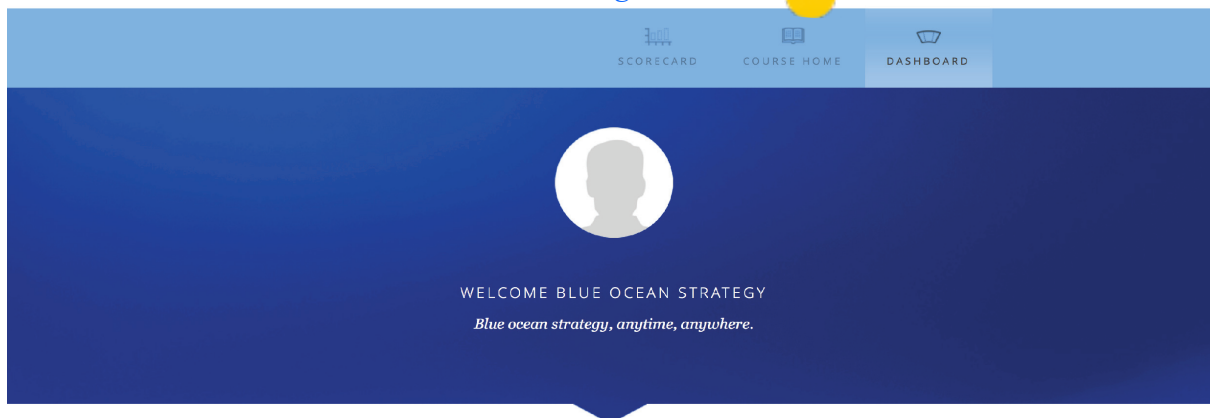
- 1 You have been registered for the course Blue Ocean Strategy Online Training and will receive an email from **Team BOS (teambos@bostraining.my)** that will contain your **USER ID** (your email address) and **PASSWORD**.
- 2 You will then receive a second email that will contain your **TOKEN**. This is not the same as your password and you will need it when you are ready to begin the course.
- 3 Visit <https://bostraining.my> and use your **USER ID** and **PASSWORD** to **LOG IN**.
- 4 You will find yourself at your **DASHBOARD**. From here you can...

Visit our Help page to learn more about the course

Change your profile information, including your profile picture

Switch between English and Bahasa Malaysia before entering the course

CONTACT HELP PROFILE LOG OFF



COURSES

Or get started with your course...

This two-week program will guide you through the concepts of blue ocean strategy during which you will practice creative thinking using its tools and frameworks. After successfully completing this course, you will:

- Understand the concepts of blue ocean strategy and their application to business and beyond
- Enhance your creative thinking and be able to exercise it using blue ocean tools and frameworks
- Be able to develop a "to-be strategy" for businesses and beyond

You will work through 10 interactive modules that feature **videos** outlining the key concepts of blue ocean strategy.

In most modules, directly following the video, you will be prompted to take a brief **concept assessment**, so watch the videos carefully! But don't worry – you can replay the videos as many times as you choose throughout the two-week period. Concept assessments contain 5 questions, worth 1 point each.

You will also find **case illustrations** designed to show you how these concepts are applied in real-world examples of successful businesses. A quick quiz of 1-3 questions, each worth 1 point, will follow each case.

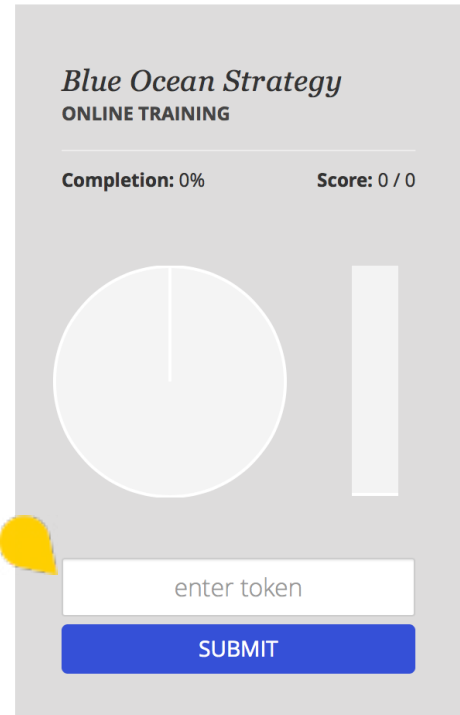
In some modules you will be presented with a **scenario exercise**. Here you will put your creativity to work using your printable companion workbook. It will take you

Read a summary of the course

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When you are ready to start the course, you must enter your **TOKEN** which you received in your second email notification.

Please note that entering the token will automatically start the 30-day period for completing the course.

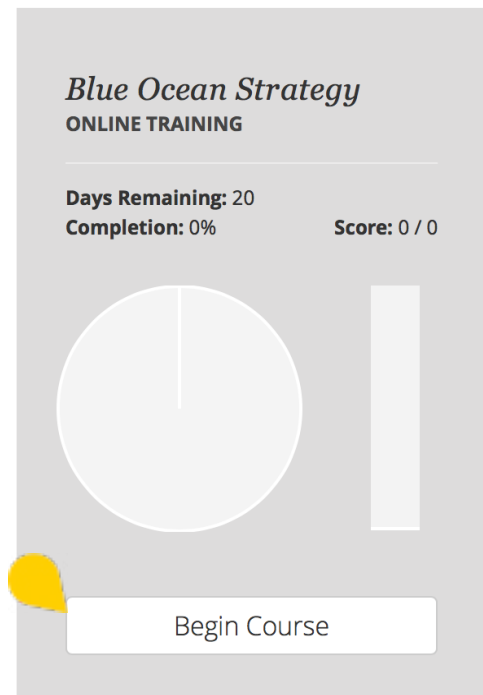


The screenshot shows the 'Blue Ocean Strategy ONLINE TRAINING' interface. At the top, it displays 'Completion: 0%' and 'Score: 0 / 0'. Below this are a large circular progress indicator and a vertical bar, both currently empty. A yellow callout bubble points to a white input field containing the text 'enter token'. Below the input field is a blue button labeled 'SUBMIT'.

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Once you have entered your token, click **BEGIN COURSE** and you will be taken to the **COURSE HOME** page.

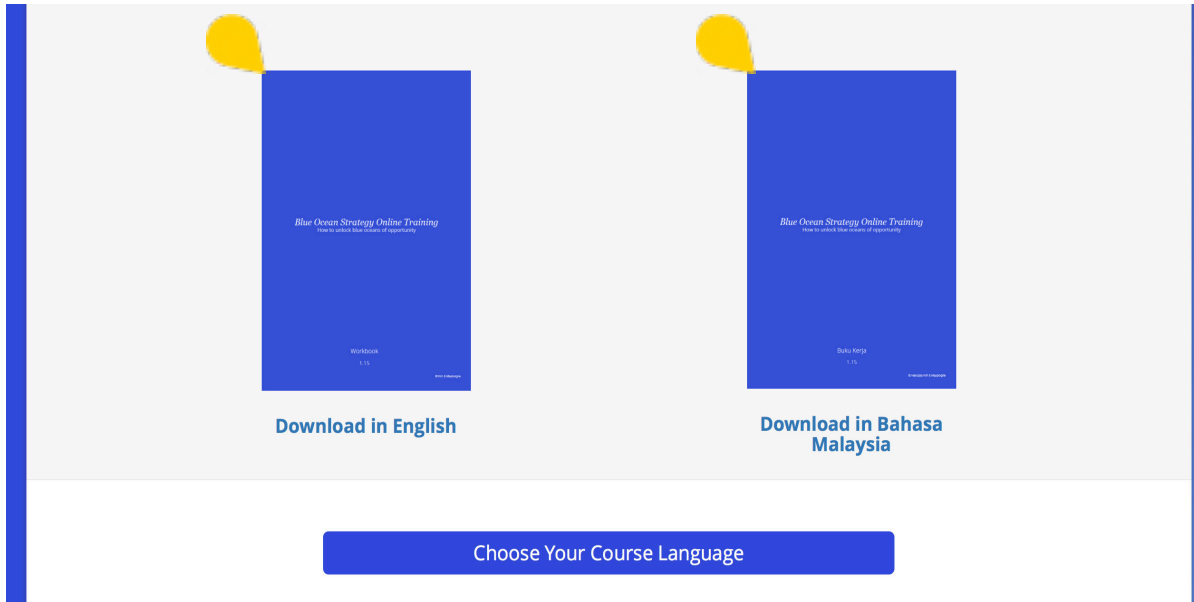
From here you can start Module 1: Introduction to Blue Ocean Creativity and you're on your way!



The screenshot shows the 'Blue Ocean Strategy ONLINE TRAINING' interface after the token has been entered. It now displays 'Days Remaining: 20' and 'Completion: 0%' along with 'Score: 0 / 0'. The circular progress indicator and vertical bar remain empty. A yellow callout bubble points to a white button labeled 'Begin Course'.

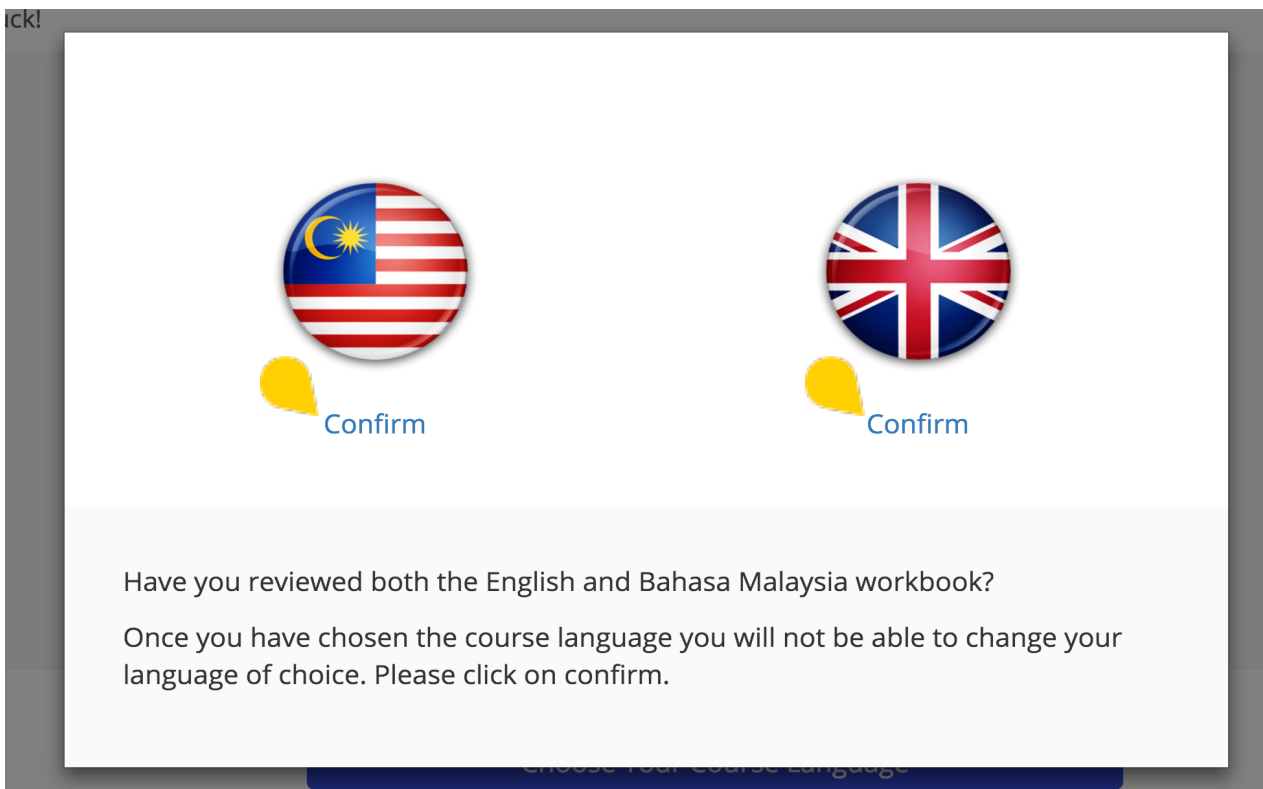
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At the end of Module 1, you will encounter the **WORKBOOK OVERVIEW**. At this point, you will have the option to download the workbook in **ENGLISH** and/or **BAHASA MALAY-SIA**. You can read the workbook in both languages before choosing your final course language.



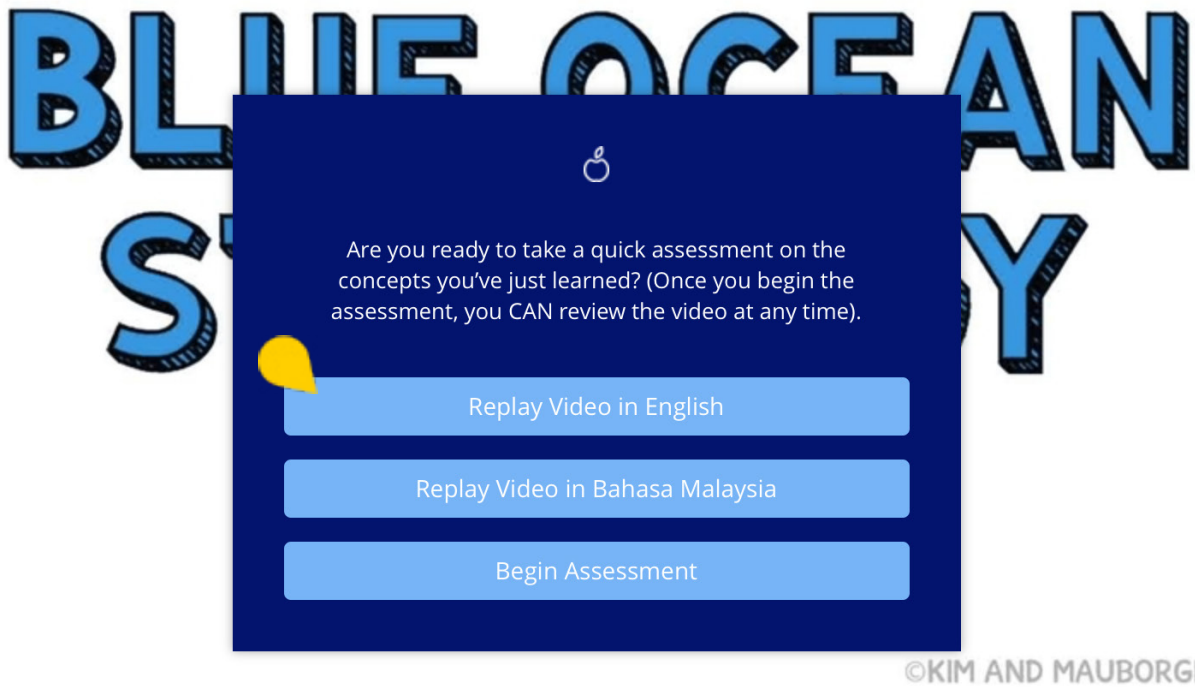
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Once you have clicked **CHOOSE YOUR COURSE LANGUAGE**, you will be taken to a pop-up (see below) where you will be able to choose and confirm your **FINAL LANGUAGE** selection. The language you select will be used for the rest of the course and you will not be able to switch back.



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Regardless of the language you select, you will always have the option to **REPLAY VIDEOS** before you begin your assessment. You may replay videos in English or Bahasa Malaysia.



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If you need help along the way, please visit our help page or contact us: support@bostraining.my