

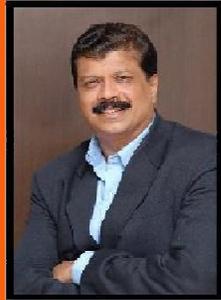


Silver Jubilee Offer
Fellow Admissions Now
Extended Till January
7th

“From Disengaged to Engaged” Is Blue Ocean Leadership the Ultimate Leadership Approach?

JAYANT NAGAVKAR

Fellow Scholar, AHRD, G.M. Corporate Accounts, Thermo Fisher Scientific



W. Chan Kim and Renée Mauborgne, the authors and inventors of the famous Blue Ocean Strategy, introduced a new leadership concept which they have coined as the '**Blue Ocean Leadership**'. This concept was first introduced in the May 2014 edition of the Harvard Business Journal. According to the authors, Blue Ocean Leadership has a key role to play in uplifting performance by converting disengaged employees into being engaged and motivating people to excel and act with commitment.

Key concept of Blue Ocean Leadership:

(Based on hundreds of interviews over the last 10 years) According to Chan and Mauborgne, leadership can be thought of as a service that people in an organization “buy” or “don't buy.” When people value your leadership practices, they, in effect, buy your leadership. They're inspired to excel and act with commitment. But when employees don't buy your leadership, they disengage, becoming non-customers of your leadership.

The key difference between other leadership approaches and the Blue Ocean Leadership is that, it is distinct in at least three ways from traditional leadership approaches. Firstly, Blue Ocean Leadership **focuses on acts and activities** leaders need to undertake to boost their teams' motivation and business results, **not on who, leaders need to be**. Secondly, people who face market realities are engaged in defining the leadership practices that will enable them to thrive, and those practices are **connected to the market realities** against which they need to perform. And lastly, for Blue Ocean Leadership the key to a successful organization is **having empowered leaders at every level**, because outstanding organizational performance often comes down to the motivation and actions of middle and frontline leaders, who are in closer contact with the market.

When I first read the article on Blue Ocean Leadership, the following questions crossed my mind:

- Is Blue Ocean Leadership a radically transforming game changing leadership approach which allows an organization to achieve rapid turnarounds while saving money?
- Can the Blue Ocean Leadership approach help in filling the gaps created by existing leadership approaches?
- Can Blue Ocean Leadership complement existing time tested leadership approaches like transformational leadership?