
SIX PATHS FRAMEWORK

To win in the future companies need to stop trying to beat the competition. The Six Paths Framework developed by W. Chan Kim and Renée Mauborgne allows managers to address the search risk many companies struggle with. It enables them to successfully identify out of the haystack of possibilities that exist, commercially compelling blue oceans by reconstructing market boundaries.

| | Head-to-Head Competition | Blue Ocean Creation |
|---|--|---|
| Industry | Focuses on rivals within its industry | Looks across alternative industries |
| Strategic Group | Focuses on competitive position within strategic group | Looks across strategic groups within industry |
| Buyer Group | Focuses on better serving the buyer group | Redefines the industry buyer group |
| Scope of Product or Service Offering | Focuses on maximizing the value of product and service offerings within the bounds of its industry | Looks across to complementary product and service offerings |

**Functional-
emotional
Orientation**

Focuses on improving the price performance within the functional-emotional orientation of its industry

Rethinks the functional-emotional orientation of its industry

Time

Focuses on adapting to external trends as they occur

