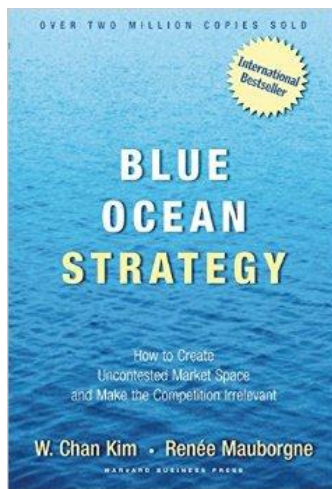




Partnership for
Nonprofit Excellence

PNE Book Club

“Value innovation is the cornerstone of blue ocean strategy. We call it value innovation because instead of focusing on beating the competition, you focus on making the competition irrelevant by creating a leap in value for buyers and your company, thereby opening up new and uncontested market space. Value innovation places equal emphasis on value”

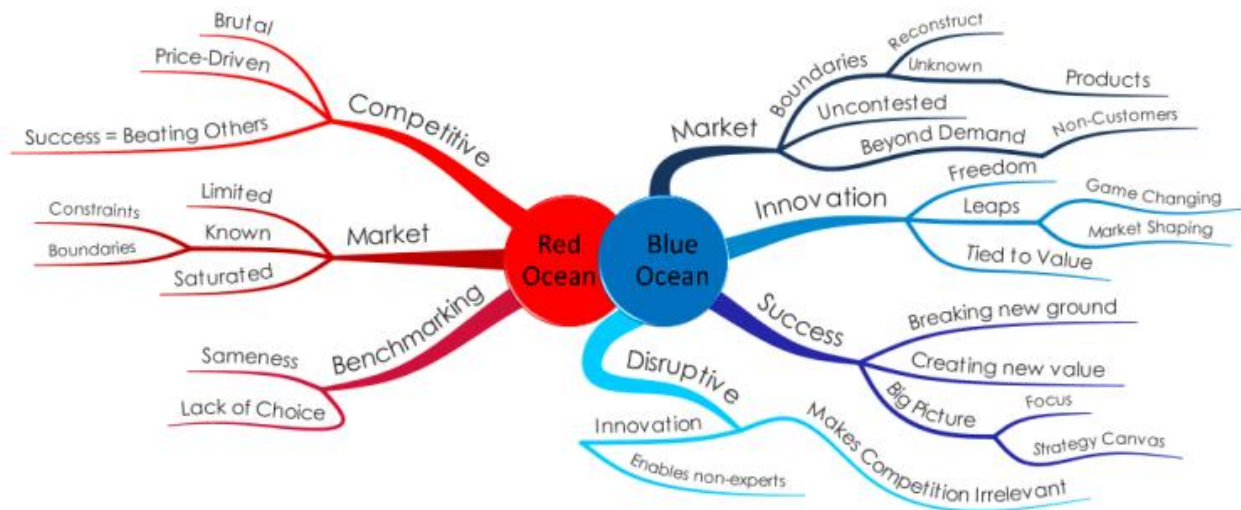


— W. Chan Kim

The third book for the PNE Book Club was Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant (BOS). This was the group’s first marketing text and so naturally our conversation focused on our nonprofit partners and clients. One book club member had this to say about our time reading BOS, “It was really compelling. It forced you to think about the mission, think about what we do and not only why we do it but how we do it- and who else is doing it... so many great questions!” While another reader added this, “Reading Blue Ocean strategy brought me back to my business roots. In this day and age, I think it is important for nonprofits to approach their work using strategies that are typically used in for-profit businesses. I

enjoyed discussing these strategies with my colleagues because we each come from diverse backgrounds of work experience.”

The PNE Book Club truly spent much of their time in hearty debate over the questions the book posed around value, innovation, audience, market capacity, competition, and how all of this applies to the nonprofit sector. Translating a book that spends most of its time (until a rather terrible nonprofit example at the very end of the book) on for-profit large scale experiences into ideas and issues around the social sector is not always easy but the Book Club did it- and continues to do so... several post-Book Club meetings were held to run PNE programs through the BOS models and test the theories created in BC sessions. It was also a great opportunity to learn more about current and potential shared programming across all PNE programs and operation staff. It was truly a great experience to read this book together and have time and space to consider the plethora of marketing and market share concerns in the local nonprofit community.



For March, the PNE Book Club will be taking on Peter Block's The Answer to How is Yes: Acting on What Matters.

Curious about what it is or want to join us? Email Eleanor@nonprofitlearningpoint.org for more information!

