

# BLUE OCEAN STRATEGY ONLINE TRAINING IN THE PUBLIC SERVICE FOR 2017

## **BACKGROUND**

- Blue Ocean Strategy Online Training (BOSOT) 2017 is a course that was introduced following the announcement of 1Malaysia Blue Ocean Entrepreneur initiative (1MBOE) by YAB Prime Minister, Dato ' Sri Najib Tun Razak in 2009. This course aims to develop creative minded civil servants and innovative in planning and implementation of strategic national development.
- The need for this course is to take into account the nation's aspiration to achieve developed nation status with the people of high expectation by 2020, thus ensuring the well-being of the people remains secure by the year 2050. Hence, in addressing the challenges of national development, conventional problem-solving methods are no longer relevant where available resources are limited. In this regard, a creative and innovative solution approach are the best shot for civil servants where BOSOT is one of the most effective approaches.

## **COLLABORATORS**

- Division of Research, Planning and Policy, Public Service Department
- National Institute of Public Administration
- MAMPU, Prime Minister's Department
- Ministry of Finance
- Malaysia Blue Ocean Strategy Institute

## **MEANS OF COLLABORATION**

- A BOSOT Governance Committee is set up which includes the function of implementation, monitoring, logistics, coordination with government agencies, technical and financial provisions.
- 180,000 civil servants have been identified for this course and monitored by ambassadors at their respective agencies.
- A BOSOT Governance Committee is set up which includes the function of implementation, monitoring, logistics, coordination with government agencies, technical and financial provisions. 180,000 civil servants have been identified for this course and monitored by ambassadors at their respective agencies