

# Creating Your Eliminate-Reduce-Raise-Create (ERRC) Grid

*Exercise Template*

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## Overview:

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- [Blue Ocean Strategy](#) and [Blue Ocean Shift](#) outline the process of how to extract and interpret the results of your six paths market exploration using the Four Actions Framework and the Eliminate-Reduce-Raise-Create Grid.
- The books present sample completed Eliminate-Reduce-Raise-Create (ERRC) grids to inspire you as you on your blue ocean journey. So be sure to check these out.



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Value innovation, the cornerstone of blue ocean strategy, is the simultaneous pursuit of both differentiation and low cost.

To create a leap in value and reduce costs, use the Four Actions Framework and the ERRC Grid.

The Four Actions Framework drives you to answer the following four questions:

Which of the factors that the industry takes for granted should be **eliminated**?

Which factors should be **reduced well below** the industry's standard?

Which factors should be **raised well above** the industry's standard?

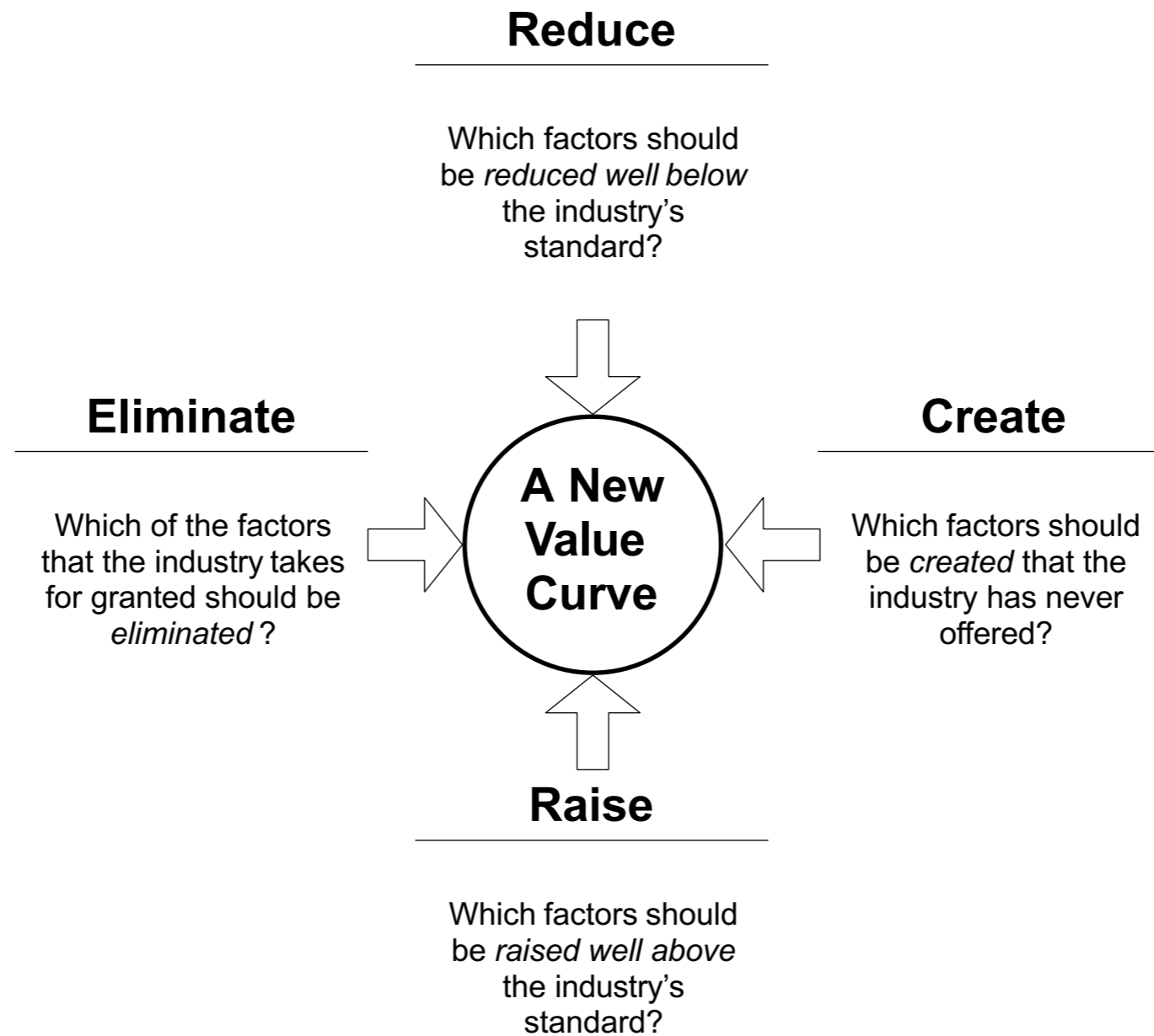
Which factors should be **created** that the industry has never offered?

In light of the six paths framework and noncustomer analysis, identify which factors in your industry or target industry you are going to eliminate, reduce, raise and create. Use the as-is strategy canvas as your baseline.

Complete the ERRC Grid to push you to act on all four actions. Remember that what you eliminate and reduce will lower your business's costs. And what you raise and create will drive a leap in value for buyers. Taken together the four actions enable the simultaneously pursuit of differentiation and low costs.

# The Four Actions Framework

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# Complete Your Eliminate-Reduce-Raise-Create (ERRC) Grid

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| Eliminate | Raise  |
|-----------|--------|
|           |        |
| Reduce    | Create |
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# Key Insights

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