



Blue Ocean Strategy References- Bill Kimbrell

“Bill, that was one of the finest 45 minutes I’ve ever spent in my whole life. You did a fantastic job...had everybody there on the edge of their seats. I can’t tell you how much I appreciate your doing it. I mailed you a note yesterday.

We postponed action items on the agenda because of you. I heard numerous people there say they wanted to buy the book.

It was a great presentation. Your stories were terrific, well connected. And you did it with such grace, authority, and professionalism...”

**Warren Rosenthal, founder
Long John Silver’s
Owner/CEO Patchen-Wilkes**

“In a time of ‘Red Ocean powerpoint presentations,’ Bill’s presentation was truly ‘Blue Ocean.’ The ‘Red Ocean’ of presentations is filled with bullet points and words...blah, blah, blah. His slides were entertaining and still conveyed his information without the typical ‘bullet-point-and-read’ slides we see so often. Bill was great!”

**Ryan Lisk, Lisk Associates
Organizational Management
Lexington, KY**

“Bill Kimbrell is a delightful presenter. He makes it easy to understand Blue Ocean Strategy and Skillful Thinking. Audience members come away with plenty of practical material to use in their business.”

**Kathie Stamps
Stamps Communications
Writer, Sky Magazine
Commentator, ESPN**



“As a long believer in ‘Blue Ocean Strategy’ –I read both their original article in HBR, as well as their book. I was intrigued and excited about the workshop. Bill did an excellent job in his presentation, highlighting the principles and concepts of ‘Blue Ocean Strategy.’ But, the crowning event was his addition of ‘Skillful Thinking,’ the new mindset core to ‘Blue Ocean Strategy.’ Bill’s presentation kept everyone’s ardent attention while rendering a rewarding takeaway.”

Molly Sutherland
Sutherland & Associates
Partnerships for Success
Past Director, HR, KY Utilities

“Bill is an engaging speaker who keeps your attention with creative visuals as well as real life examples. I knew nothing of the topic, and went away describing it to others. He really inspired me!”

Katie Hardwick, Director Special Events
Commerce Lexington, Inc.