



**STRATEGIC**  
 • UK GROUP •  
 CONSULTANCY

# OPERATION DEEP DIVE

## A missing insight of strategy today

Conventional consultancy is losing traction and Middlesex-based Strategic UK Group Ltd is committed to disrupting the broad structure of UK consultancy. The firm was founded in 2020 to address the growing concern that strategy and management consultancy has increasingly become a “show and tell” and a “presentation of ideas”, wherein it should form a structure of military precision that relates to military shock and awe.

To address this, Strategic UK Group Ltd has devised a concentrated strategy review using their own unique “Operation Deep Dive” methodology. Deep Dive is often carried out in companies to understand fundamental operations. A deep dive gives an opportunity to evaluate a business’s capability and how efficiently the firm’s resources adapt to changing internal and external economic and social environments. This is where five forces focus a business to look at rivalry among competing seller, firm in other industries offering substitute products, and potential new entrants.

Operation Deep Dive is not a new way of thinking in many businesses or companies. However, Strategic UK Group devised operation deep dive to concentrate operational excellence which they believe is “a fundamental to strategy success”. Deep dives are a valuable tool to transforming resources that are allocated to various activities in various parts of a business operation.



### DEFINITION OF STRATEGY AT STRATEGIC UK GROUP



***Strategy is the execution and development of resource, capabilities, that support the achievement of organisational intentions that achieve superior operational expansion.***



Part of operation deep dive is to deconstruct strategy which often sits in the head of the CEO and is not translated into clear writing. A critical dive into strategy should look at a firm’s capabilities, resources to enable better insight to operational effectiveness, a firm’s strategy context, content, and process. Chief Executives need to take a hands-on approach to setting strategy for their company, not taking a back seat by just saying words that have no meaning to their leadership team and other staff members. This may be the consequence of why so many businesses are not keeping up with their market competition and may be too reliant on others to set a strategic view.

#### Occurring questions in strategy to consider:

1. Where is the firm competing?
2. How is it competing?
3. Where are we competing?
4. What is the basis our competitive advantage?



#### One Strategy Vision a UK first

Expanding upon Operation Deep Dive, Strategic UK Group has developed its One Strategy Vision to establish a fundamental grounding that is needed in a changing business environment. This UK first enables leaders and teams to have better context of seven core concepts: operational effectiveness, competitive advantage, five forces, core competence, game theory, and diversification strategy. These concepts have existed for a long time but there is no proper use of these concepts in setting strategy direction and vision by many businesses today.

Companies frequently encounter strategy as a series of isolated tools: a growth model here, a competitive analysis there, an operational review conducted separately. One Strategy Vision seeks to consolidate these domains into a unified standard, ensuring that operational effectiveness aligns with competitive positioning and long-term growth.



*Strategic UK Group has been awarded Business Strategy Consultants of the Year. The Corporate LiveWire Innovation & Excellence judging panel was particularly impressed by the firm’s forward-thinking approach and admired their ability to tear up the rulebook and devise a new way of thinking for strategic excellence.*

#### Serious rethink

Strategic thinking is a commonly discussed topic on social media but Naim Rahman, Chief Executive of Strategic UK Group, believes it is often void of substance. “I constantly see material and social media posts on strategic thinking with strategy which is hyped up with words like objectives, goal, vision, and direction that at times is easy to say but, in reality, has no substance to back how a business should apply these words to form part of their strategic thinking.”

Naim’s other bug bear is hearing the word strategy written or spoken by companies and teams followed by a list of words in point form which on many instances has no meaning or bearing to set clear strategic vision to help the company deliver incremental improvements and meaningful performance change. “There must be scope for a meaningful rethink of what businesspeople understand by strategy. Strategic UK Group have taken a bold step to re-educate businesses and people on their thinking and understanding of strategy through a series of papers on strategy understanding.”

These papers will be available on the Strategic UK Group website ([www.strategicukgroup.com/future-context](http://www.strategicukgroup.com/future-context)). As part of these series of strategy papers, Strategic UK Group invite businesses from all sectors to take part and collaborate with their re-education of strategy understanding. For more information, get in touch via email at: [thecontext@strategicukgroup.co.uk](mailto:thecontext@strategicukgroup.co.uk).