

# IE 100 MAGAZINE

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2026 Q1

## Strategic UK Group

Most Innovative Strategy Consultancy &  
Business Startup of the Year - UK



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# A missing insight of strategy today

**Strategic UK Group is commitment to disrupt the broad structure of UK consultancy. Conventional consultancy is losing traction. A disruptive movement is required to take a bold move to enable a different methodology and thinking to strategy and management.**

The firm's powerful ethos: to disrupt and speak truth to power is fuelling its ambitions to challenge conventional consultancy by transforming change through the firm's enabling services.

### Consultancy a Deep Dive

Strategic UK Group uses "disruptor" and "disruptive" constantly to reiterate that strategy and management consultancy is losing traction in the UK market. Where it is sometimes viewed as a "show and tell" and a "presentation of ideas", it should form a structure of military precision that relates to military shock and awe. In practice, this involves a concentrated strategy review using a methodology created by our firm "Operation Deep Dive".

Deep dive is often carried out in companies to deeply understand fundamental operations. A deep dive gives an opportunity to evaluate a business' capability and how efficiently the firm's resources adapt to changing economic and social environments - internally and externally. This is where five forces focus a business to look at rivalry among competing sellers, 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. Strategic UK Group devised operation deep dive to concentrate operational excellence in 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 by the 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 often does not translate in clear writing. A critical dive into strategy should look at a firm's capabilities, resource to enable better insight to operational effectiveness, a firm's strategy context, content, and process. As a Chief Executive, they 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 reason 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

Creation of One Strategy Vision is to be a UK first standard to establish a fundamental grounding that is needed in a changing business environment - enabling leaders and teams to have better context of seven concepts encapsulated within One Strategy

There must be scope for real meaning; a full rethink of what people understand by strategy.



Vision: Operational Effectiveness, Competitive Advantage, Five Forces, Core Competence, Game Theory, 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.

### Serious Rethink

As the Chief Executive of Strategic UK Group, I constantly see material and social media posts on strategic thinking, strategy that is hyped up with words like objectives, goal, vision, and direction that, at times, is easy to say but has no substance to back how a business should apply these words correctly to make sense to form part of their strategic thinking. The other bug bear that I have is hearing the word "strategy" written or spoken by

companies and teams as a 'show and tell'; as an idea with words written down in point form which on many instances has no meaning or bearing to set clear strategic vision to help the company delivery incremental improvements and meaningful performance change.

There must be scope for real meaning; a full rethink of what people understand by strategy. Strategic UK Group take s the bold step in re-educating businesses and people on their thinking and understanding of strategy through a series of papers on the basics of strategy understanding.

As part of a re-educating to understand strategy there is a series of papers available on Strategic UK Group website: <https://strategicukgroup.com/future-context>.

As part of this series of strategy papers, there is a welcome to all sectors of business to take part and collaborate with re-educating our understanding of strategy; plus a welcome to be involved with our Re-Educating Series Papers: The Context – Strategy: [thecontext@strategicukgroup.co.uk](mailto:thecontext@strategicukgroup.co.uk) ■



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**Think Strategic UK Ltd**  
Business Strategy Consultancy of the Year - UK

# Think Strategic: A school of thought



**At the core of the ethos "A disruptor that makes the impossible possible," Think Strategic UK is redefining how organisations understand and apply strategic thinking, drawing heavily on the discipline and clarity of military methodology.**

## A strategic synopsis

Strategy is fundamentally about constructing a distinctive path, one that enables a company to outperform competitors and achieve sustained success. True strategy demands meaningful differentiation. At least 95% of a firm's strategic approach should diverge from its rivals, not through minor product tweaks but through bold, unconventional choices. Strategic thinking requires a disciplined focus on action: shaping a vision, clarifying intentions, designing the strategy, and executing it with precision.

## Making the impossible possible

Think Strategic UK challenges traditional business assumptions by interrogating four essential questions:

- Which accepted truths are limiting our thinking?
- What becomes possible if constraints are removed?
- Are we defining the problem too narrowly?
- Do CEOs genuinely understand their own strategy?

## Military thinking for business clarity

Integrating military principles into business strategy provides a sharper understanding of actions, direction, and market engagement. Many organisations overlook foundational concepts that military thinking makes explicit:

- **Competitive Advantage:** identifying, creating, and sustaining strategic superiority.
- **Firm Growth:** understanding how and why organisations expand.
- **Core Competence:** recognising what a company does exceptionally well.

## Command & Control

In military terms, Command refers to the authority to direct and coordinate forces, while Control concerns the responsibility to implement orders across subordinate units. Businesses mirror this structure: CEOs act as commanders, and organisational charts reflect chains of command.

Command & Control offers a dynamic, adaptive framework for

executing shared action. It aligns people, resources, and capabilities toward a unified strategic intent. By adopting military-style "laser thinking," firms can better assess capabilities, allocate resources, and adjust their approach, ultimately strengthening their strategic execution and operational coherence. ■

Think Strategic  
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