

One Strategy Vision

Founding of One Strategy Vision is to better support best practice in the design and development of strategy. There is a cross section of instrument that are missed by Founder and Chief Executives in businesses, organisation that are not making full use of strategy instruments available to design their strategy for their business. A cross section of concepts that would help chief executives with the design of execution, capability, and resource of a strategy to enable growth and market dominance.

"A Chief Executive's missing instrument: Knowledge on Strategy Execution & Realising its Resource and Capabilities"

Why One Strategy Vision – designed to integrate two pivotal thinking "standards" and "school of thought". A missing purpose is a standard and school of thought designed for strategy spelling out missed instruments in the design of execution, resource, and capability, these areas support the thinking for a Chief Executive with designing their strategy execution, option for resource required to maintain direction and growth, and identifying a business capability are knowledge based that reside in people, in a business intellectual capital, and embodies tacit knowledge.

One Strategy Vision sets out a thinking for setting **Standards** and **School of Thoughts**. *Why is this separation of Standards and School of Thoughts a bold step?* A requirement for clear perspective and grounding for businesses when it comes to using the word "Strategy" and "Strategic". Confusion is a factor in organisations during the design, development of strategy and strategic actions, priorities that are letting organisations down to strive for success.

Setting the foundations for understanding "strategy" and "strategic" the differences between these two words that was founded by the military. The standards will adopt a military context that is missing from organisations reasoning for both strategy and strategic. The standard set out a doctrine that could help organisations of all size to adopt during the design, priorities needed for an organisation's strategic direction and action to be taken.

With the school of thought is setting the fundamental thought process on different strategy concepts like resource and capability, executing strategy. The school of thought is to engage the brain of a chief executive to think of the construct of their strategy execution and resource and capabilities. The existence of strategy execution and resource and capabilities as concepts play a critical role for the chief executive to think about the questions for strategy execution and for resource and capability. This is context that is missing from people and organisations though the process around strategy

The techniques of evaluating a company's resource capability, relative cost position, and competitive strength versus rivals, a company situation analysis prepares the groundwork for matching the company's strategy both to its external market circumstances, to its internal resources and competitive capabilities.

In evaluating how well a company's present strategy its working starts with what the strategy is. The focus is to pin down the company's competitive approach. The company needs to consider if it's striving to be a low-cost leader or emphasizing ways to differentiate its product offering from its rival.

Executing Strategy starts with customising a company strategy to fit with clear set of action these are resource (staff and teams) also capabilities to deliver services and products, also understanding the company's own environment, the market a company operates within. Differences in executing strategy is important as these differ low-cost provider strategy, and high-end differentiation strategy.



Action setting for strategy execution by a company that enable people to carry out a probing assessment of what the organisation must do differently to carry out strategy successfully.

Questions to ask What needs to be done in a team's area of responsibility to implement the company's strategy, and what the team should do to accomplish.

At the core of One Strategy Vision is to take out the confusion factor taking place in businesses when developing and designing strategy. To broaden the horizons One Strategy Vision is bubble bring together "standards" and "school of thought". This distinction between standards and school of thought represents a bold move providing necessary clarity, foundation for all size of businesses discussing the importance of having a well described "strategy" for its business.

Recently awarded with Most Innovative Strategy & Business Education Consultancy 2026 – UK, Think Strategic UK continues to add to its selection of prestigious accolades. Going forward, it is moving away from conventional thinking to redefining the design by incorporating a UK One Strategy Vision.



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