



ONE STRATEGY

# One Strategy Vision

**Imminent Thinking on One  
Strategy Vision**

**Across the UK & Around  
the World**



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The **core mission** of **OSV**, or **One Strategy Vision**, is to redefine the delivery of strategy and management consultancy throughout the UK. We aim to move beyond conventional approaches to provide innovative, impactful clarification that drive real change and help our clients achieve their most ambitious goals.

We are **dedicated** to **disrupting** the status quo in the consultancy market. Our focus is on delivering genuine, measurable value in highly competitive landscape. This dedication ensures that our clients receive strategies that are not only insightful but are also practical and executable, leading to tangible success.

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# One Strategy Vision Standard

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# **Standard**



# One Strategy Vision Standard

- These are the seven concepts that are foundational to the **One Strategy Vision Standard**:
- **Operational Effectiveness**: Operational Effectiveness is about performing activities better that is, faster, or with fewer inputs and defects than rivals.
- **Competitive Advantage**: primary objective of a firm's strategy is to identify, create, and sustain a competitive strategy over its industry rivals.
- **Five Forces**: Understanding the competitive forces and the underlying causes, reveals the roots of industry's current profitability while providing a framework for anticipating, influencing competition, and profitability over time.
- **Core Competence**: that is often synonymous with what an organisation does particularly well, core competence in the purest sense is a firm-specific collection of skills, insights, and capabilities that represent the product of long-term accumulated knowledge, organisational learning, and focused investment.
- **Game Theory**: a branch of mathematics that studies strategic interactions between intelligent and rational decision makers, named *players*.
- **Firm Growth**: the concept of growth of a firm can be viewed as a collection of factors that explain how and why firms grow and what factors constrain their growth.
- **Diversification Strategy**: encompasses two levels of firm's strategy: a) corporate strategy, b) business strategy.

