

# One Strategy Vision



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Imminent Thinking on One  
Strategy Vision



[www.strategicukgroup.com](http://www.strategicukgroup.com)



# Introduction

**Strategic UK Group** is a consultancy firm based in London, known for its **disruptive** approach and commitment to delivering honest insights. We are evolving to **transform** the landscape of strategy and management consultancy across the **United Kingdom**.

In a market saturated with competition, the delivery of strategy and management consultancy has often become stagnant. Firms are primarily focused on acquiring new clients, sometimes at the expense of genuine innovation and effective solutions. At Strategic UK Group, we take a different approach.

We are committed to speaking truth to power and challenging conventional wisdom to bring about meaningful change.

Both **Strategic UK Group** and **Think Strategic UK** are proud recipients of numerous awards, including recognition of SME NEWS, Corporate Live Wire, Corporate Vision, International Elie 100. These accolades reflect our dedication to excellence and our impact in industry.

# Vision

**One Strategy Vision** is to redefine the delivery of strategy and management consultancy across the UK. Aim to provide innovative, impactful clarifications that drive real change and help our clients achieve their goals. We are dedicated to disrupting the status quo and delivering genuine value in a competitive market.

One Strategy Vision provides a unique approach by drawing inspiration from **military strategy** and **management**. It emphasises **tactics**, **force**, and gaining an **advantage** over adversaries.



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# Standard

**Imagine** a scenario where firms unite to establish a **Leading Standard** based on the **One Strategy Vision (OSV)** methodology. This has the potential to significantly reshape the industry.

## The Impact of OSV as a Leading Standard

The implementation of OSV as a Leading Standard would bring several transformative changes.

- **Increase Efficiency:** Standardise methodology streamlining processes, leading to more efficient consultancy service.
- **Improve Quality:** a shared standard ensures consistent quality across firms enhancing client satisfaction.
- **Enhance Collaboration:** Joint development fostering collaboration among firms fostering knowledge sharing and best practices.
- **Disruption to the Sector:** Adopting a singular, powerful standard can disrupt existing practices, requiring competitors to adopt or fall behind.

# Key Benefits

Here are some of the primary benefits of adopting OSV as a Leading Standard.

- **Uniformity:** Creates a uniform approach to consultancy, ensuring predicable and high-quality outcomes.
- **Benchmarking:** Allow firms to benchmark their performance against the industry standard, identifying areas for improvement.
- **Credibility:** Establishes a credible standard that clients can trust, bolstering the reputation of participating firms.
- **Innovation:** Drives innovation by sharing collective knowledge and insights, enhancing the OSV methodology over time.



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# Challenge

Despite the many potential benefits, some challenges need to be addressed.

- **Resistance to Change:** Firms may be hesitant to adopt a new standard, especially if they have well-established methodology.
- **Agreement on Standards:** Reaching a consensus on the specifics of the OSV standard may be difficult.
- **Implementation of Cost:** Implementing a new standard may require significant investment in training and resource.



# The Future of OSV

Developing and implement OSV as a Leading Standard has the potential of significantly unsettle the consultancy sector. By working together, firms can drive positive change, improve the quality of service, and set a new benchmark for excellence in the industry.

Timeline	Activities	Expected Outcome
Year 1	Initial collaboration & OSV Refinement	Draft of Leading Standards
Year 2	Industry-Wide Adoption & Training	Initial Implementation
Year 3	Monitoring & Feedback	Refined Leading Standard
Year 5	Full Adoption & Industry Transformation	Mature Leading Standard

# Seven Concepts

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 advice 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.



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# Seven Concept Questions

Through the seven concepts the Standard needs to understand how firms use the concepts in the delivery of specific strategies.

- Is operational effectiveness used to deliver focused strategy?
- How has competitive advantage been used to understand strategy?
- Do firms practice applying the 5 forces to develop focused strategy?
- How does core competence play in developing active strategy?
- Has game theory concept been used to deliver strategy?
- How is firm growth used in the design and development of strategy?
- Explain how diversification strategy is used?

# Key Doctrines

One Strategy Vision Standard is built upon the following core doctrines:

- **Tactical Method:** strategic tactics to achieve objectives.
- **Force Multiplication:** maximising resource and capabilities
- **Competitive Advantage:** gaining and maintaining a distinct advantage.
- **Unified Framework:** integrating diverse practices into the standard.

# Integration of Disciplines

The One Strategy Vision brings together several disciplines:

- Strategy
- Management
- Organisational Behaviour
- Human Resource
- Marketing & Advertising

Onboard other disciples keen to achieve **excellence** and **competence**.

# Creating the OSV Standard

Ultimate goal is to design a recognised “Standard” that:

- Provides a comprehensive framework for strategy and management
- Offers practical tool and techniques for implementation.
- Ensures consistency and effectiveness across different contexts.



***Judges at Corporate Live Wire Awards***  
feedback on **One Strategy Vision**:

- *“Integration of military strategy concepts with business advisory through your “One Strategy Vision demonstrates a unique, forward-thinking model rarely seen in the sector.”*



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