



Imminent Thinking on One Strategy Vision

Across the UK & Around the World



One Strategy Vision

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Standard

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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Introduction

One Strategy Vision gives **originality** by its inspiration from **military strategy** focusing **tactics**, **force**, and advantage over its adversary.

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.



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Seven Concepts Definition

- How Is Operational Effectiveness used in Strategy
- Competitive Advantage
- Five Forces that shape Strategy
- Core Competence
- Game Theory
- Firm Growth
- Diversification Strategy



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The One Strategy Vision (OSV) Standard on Operational Effectiveness used in Strategy (OES). Operational Effectiveness is about performing activities better that is, faster, or with fewer inputs and defects than rivals. Operational effectiveness allows a company to better utilise its inputs by reducing defects in products or developing better products faster.

Operational Effectiveness and strategy are an essential to superior performance, after all is the primary goal of any enterprise. An enterprise can outperform rivals only if it can establish a difference that it can preserve.

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**Operational
Effectiveness used in
Strategy**



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Competitive Advantage

One Strategy Vision (OSV) Standard on Competitive Advantage primary objective of a firm's strategy is to identify, create, and sustain a competitive strategy over its industry rivals. A firm's strategy should identify a unique strategic position within its industry to reduce or counter the profit-reducing effect of competitive forces in an industry.



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Five Forces that Shape Strategy

One Strategy Vision (OSV) Standard on Five Forces that Shape Strategy configuration of five forces differ by industry. 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. An industry structure is also essential for effective strategic position.



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Core Competence

One Strategy Vision (OSV) Standard on Core Competence is a term 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.



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Game Theory

One Strategy Vision (OSV) Standard on Game Theory a branch of mathematics that studies strategic interactions between intelligent and rational decision makers, named *players*. Strategic interaction takes anytime a player's payoff depends on his or her own decision but also on the decisions made by the other player.



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Firm Growth

One Strategy Vision (OSV) Standard on Firm Growth: the concept of growth of a firm can be viewing as a collection of advice that explain how and why firms grow and what factors constrain their growth. Firm Growth look at the resource that is combined within the business. Services generated by the resource creates the value for the business.



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Diversification Strategy

One Strategy Vision (OSV) Standard on Diversification Strategy encompasses two levels of firm's strategy: a) corporate strategy, b) business strategy. Key motives for pursuing a diversification strategy, a perspective on:

- a) Diversification as a value-enhanced strategy.
- b) Strategic flexibility as a driver of diversification strategy.
- c) Managerial discretionary power as an antecedent of diversification strategy.