

# A Missing insight of Strategy Today.

Strategic UK Group Ltd

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 it 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 as it 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's – capability and how efficiently the firm's resources adapt to changing economic and social environments internal and external. This is where five forces focuses a business to look at rivalry among competing seller, firm in other industries offer substitute products, and potential new entrants.

Operation Deep Dive is not a new way of think in many business or companies. Strategic UK Group devised operation deep dive to concentrate of operational excellence 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, 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 firms 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 word that have no

meaning to their leadership team and other staff members. This may be the consequence of why so many businesses are not keeping up with there market competition and may be too reliant on others to set a strategic view.

An occurring question 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 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 post 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 & 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 full rethink of what business, people understand by strategy. Is it for Strategic UK Group to take bold step in re-educating businesses and people on their think, understanding of strategy through a series of papers on the basics of strategy understanding.

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

As part of these series of strategy paper, a welcome to all sectors of business to take part and collaborate with re-educating our understanding of strategy. 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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