



Building strategic capabilities for competitive advantage

All organizations have strategic goals or 'strategic intents'. In order to achieve these strategic intents, organizations will have to build, develop and maintain specific strategic capabilities. To achieve sustainable competitive advantage it will not be enough to simply develop the same capabilities as everyone else. Sustainable competitive advantage requires 'differentiating strategic capabilities' (DiSCs) – capabilities which are rare, highly valuable and are very difficult to copy.

Professor William Scott-Jackson of Oxford Strategic Consultants has developed a rigorous methodology to identify these DiSCs – the capabilities that are crucial for future success. Having identified them, we then carry out global research to ensure we could define each DiSC very carefully, design rigorous marketing and brand campaigns to attract the very best people with those specific attributes, form partnerships with education to access the very best, train and develop to world-class levels and ensure that every process impacting relevant staff and managers supports them in demonstrating that capability. We then devise sound measures to demonstrate how the capability was being built and how it compares to competitors.

From our research, we suggest that at least 50% of future growth is dependent on developing key capabilities.

Based on our extensive research combined with global consulting experience, Oxford Strategic Consultants are the world's experts in defining and building strategic capabilities.

We have developed a high impact, proven method to:

1. Clarify Strategic Intent
2. Clarify Strategic milestones
3. Identify and define required Strategic Differentiating Capabilities
4. What people skills/competencies are required
5. Implementation Planning: What processes and measures are needed to build the capabilities