



**Think Strategic UK Ltd**  
Business Strategy Consultancy of the Year - UK

# Think Strategic: A school of thought



**At the core of the ethos "A disruptor that makes the impossible possible," Think Strategic UK is redefining how organisations understand and apply strategic thinking, drawing heavily on the discipline and clarity of military methodology.**

## A strategic synopsis

Strategy is fundamentally about constructing a distinctive path, one that enables a company to outperform competitors and achieve sustained success. True strategy demands meaningful differentiation. At least 95% of a firm's strategic approach should diverge from its rivals, not through minor product tweaks but through bold, unconventional choices. Strategic thinking requires a disciplined focus on action: shaping a vision, clarifying intentions, designing the strategy, and executing it with precision.

## Making the impossible possible

Think Strategic UK challenges traditional business assumptions by interrogating four essential questions:

- Which accepted truths are limiting our thinking?
- What becomes possible if constraints are removed?
- Are we defining the problem too narrowly?
- Do CEOs genuinely understand their own strategy?

## Military thinking for business clarity

Integrating military principles into business strategy provides a sharper understanding of actions, direction, and market engagement. Many organisations overlook foundational concepts that military thinking makes explicit:

- **Competitive Advantage:** identifying, creating, and sustaining strategic superiority.
- **Firm Growth:** understanding how and why organisations expand.
- **Core Competence:** recognising what a company does exceptionally well.

## Command & Control

In military terms, Command refers to the authority to direct and coordinate forces, while Control concerns the responsibility to implement orders across subordinate units. Businesses mirror this structure: CEOs act as commanders, and organisational charts reflect chains of command.

Command & Control offers a dynamic, adaptive framework for

executing shared action. It aligns people, resources, and capabilities toward a unified strategic intent. By adopting military-style "laser thinking," firms can better assess capabilities, allocate resources, and adjust their approach, ultimately strengthening their strategic execution and operational coherence. ■

Think  
Strategic  
UK



**Think Strategic UK Ltd**

<https://thinkstrategicuk.com>

naim.rahman@  
thinkstrategicuk.com

0207 633 9119