

# Strategy Consulting Director of the Year (London): Naim Rahman

Think Strategic UK is a strategy and management consultancy firm and business education provider. The company specialises in analysing its clients' businesses to identify and address complexities in strategy and management that hinder growth and performance, enabling them to overcome barriers holding their businesses back. Based in London, Think Strategic UK is helmed by Founder and CEO Naim Raham, who has been recently awarded in the UK CEO of the Year Awards 2024. We learn more from Naim, below.

A leading consultancy firm, Think Strategic UK's extensive expertise spans strategy, management, and organisational behaviour. Driven by the motto "We make the impossible possible", the company is on a mission to empower businesses with practical solutions for overcoming barriers, achieving strategic goals, and fostering continued growth. Ultimately, Think Strategic UK takes an approach that ensures realistic performance objectives are aligned with the strategic goals of senior management.

As the Founder and CEO of Think Strategic UK, Naim Raham brings with him 15 years of experience in the civil service, working across various high-profile government departments. His illustrious academic journey has included a Bachelor's in Business and a Master of Business Administration in Finance, equipping him with valuable skills in litigation casework, budget and performance reporting, and business analysis. These qualities have laid the solid foundation for a lifetime of sustained professional growth.

"A pivotal moment in my career was my work with a police inspectorate, where I gained profound insights into the challenges faced by the 43 police forces across the UK," Naim reflects. "These included reporting crimes, conducting thematic inspections into domestic violence, and addressing the deeply sensitive issue of female genital mutilation. This experience gave me a deeper appreciation for how organisational strategies impact lives."

During Naim's tenure in government, he observed an overemphasis on setting strategic objectives tied to long-and-medium-term planning, often disconnected from the clarity required by staff and senior leaders. This frustrating but vital experience inspired Naim to reimagine how strategy could be more effectively designed, communicated, and implemented, setting the stage for his future success.

Naim founded both Think Strategic UK and its parent company, Strategic UK Group, during the first COVID-19 lockdown in 2020. "The concept was born from my aspiration to make business education accessible and actionable," he recalls. "Despite the challenges, I remained committed to developing a consultancy operation from the ground up. Today, Think Strategic UK not only provides consultancy services but also offers unique frameworks such as Strategy Advice, Strategy Shock and Awe, Military Strategy, and the introduction of Command and Control techniques."



Opting for a democratic leadership style, Naim encourages his team to share their knowledge and collaborate with one another to develop new ideas and concepts. Innovation, success, and excellence are qualities ingrained within the team as they work tirelessly to achieve the seemingly impossible. Together, the team strives to be a driving force behind client success, harnessing operational excellence to stand out in the market as a beacon of prosperity and successful strategy.

Positioned at the very forefront of its industry, Think Strategic UK has garnered much recognition and celebration in recent years. To date, the company has received three awards from SME News: the Greater London Enterprise Awards 2024, and two consecutive CEO of the Year Awards for Naim in 2023 and 2024. These accomplishments have set a high standard for both Naim and Think Strategic UK, as the company and its CEO continue to strive for excellence.

At present, the company is developing its Command and Control frameworks for strategy and management, alongside designing its One Strategy Vision as an operational application. This application can be adopted by similar consultancy firms to help their clients achieve success, with Naim's vision for the One Strategy Vision ultimately being to establish it as a consultancy standard framework for top-tier strategy and management solutions.

Throughout 2025, Think Strategic UK will be focused on redefining business education for strategy and management. The company will be developing its network and knowledge base to better create a support structure designed to help companies and business leaders alike in creating a vision of the future that is realistic and achievable, using an expert mixture of strategy and tactics.

With such ambitious plans for the company, we at SME News wonder what the future has in store for Naim, named Strategy Consulting Director of the Year (London). "My career plan is to remain as the Founder and CEO of Think Strategic UK," the visionary leader concludes. "This year, I will be taking the brave move of leaving the civil service to work full-time at Think Strategic UK."

**Think Strategic UK**

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