

Most Innovative Strategy Consultancy 2025 — England

“A disruptor that makes the impossible possible.”

One of England’s premier consultancy firms, Think Strategic UK Ltd strives to be a point of reference and an enactor of change in the field of strategy and management consultancy, disrupting methods of delivery in the realm of business education. Having recently introduced a Command & Control component into its service suite, the firm now delivers a five-fold approach in this area, demonstrating its encompassing expertise. We caught up with Naim Rahman, the firm’s founder, for more.

On a mission to take businesses and their leaders to new heights and make the impossible possible, Think Strategic UK is the self-designed operation of Naim Rahman, who delivers programmes such as Strategy Advice, Strategy Shock and Awe, and Military Strategy. His firm’s portfolio has recently expanded to include Command & Control and the Think Strategic Awards, with these areas seeing the team use command and control techniques and then reward competence and context through 18 awards categories, respectively.

Through these services, Think Strategic UK is working towards its ultimate aim of forever redefining strategy and management consultancy, affording its clients a different perspective that penetrates the heart of their operation and sets the wheels in motion for lasting change. As for the long game, it is the firm’s aim to become the leading disruptor in this space, combining its diverse focus areas to benefit of as many client businesses as possible — drilling down to identify their failures, needs, and the ways they can improve.

As it works towards these goals, Think Strategic UK is supported by its parent company, Strategic UK Group. Together, these enterprises are working towards growing as many operations as possible through the encompassing One Strategy Vision. Simply put, this benchmark has been designed to lay out the best practices across seven concepts — Operational Effectiveness, Competitive Advantage, Five Forces (that shape strategy), Core Competence, Game Theory, Firm Growth, and Diversification Strategy.

Commenting on this strategy, Naim told us: “Our One Strategy Vision offers originality through its military inspiration, focusing on the likes of tactics, force, and advantage over competitors.” Thus, this unique venture sees consultancy taken to a new level — one not previously considered by other firms operating in this space. In an environment that is highly competitive, this disruptive approach is paving a new way for businesses to find success, disrupting the wider consultancy landscape in the process.

Think Strategic UK therefore serves as a beacon of constant evolution in a largely stagnant market, with its convenient location in the heart of London seeing it rub shoulders with other disruptors across a number of diverse industries all competing to be heard. Rather than simply shouting louder than the rest, the firm is elevating its presence both in London and across the whole of the UK through by leveraging military strategy, reaching its audience through channels such as its website and social media.

With the company continuing to go from strength to strength on the back of its newer and more tenured consultancy services alike, Think Strategic UK is looking ahead to its long-term growth. A big part of its future is expansion, with Naim explaining that the firm will continue to thrive in the future only by continuing to demonstrate unprecedented creativity, innovation, and attitude. This extends to include technologies



such as AI, which will further streamline the way it delivers its disruptive strategic consultancy services.

As for the imminent future the next 12-24 months or so — the firm’s focus remains on recent releases such as the aforementioned Think Strategic Awards, as well as the primary objective that is its One Strategy Vision. Finally, Naim explained: “Think Strategic UK welcomes authors who are subject matter experts in strategy, management, economics, organisational behaviours, law, policy development, accounting, business ethics, and operational strategy.” These experts are invited to help refine the firm’s resources.

Having recognised how effectively military strategy translates to the business environment, Think Strategic UK has solidified itself as a true disruptor, with its ability to drive the capacity of businesses through the right principles, theories, and actions leading to growth and innovation across this sector. Anchored to the values of innovation, success, and excellence, Think Strategic UK Ltd embodies these on a daily basis — making it more than deserving of this award and a place in our UK Enterprise Awards 2025.

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