

Most Innovative Strategy Consultancy 2026 — England

Pondering on the word “strategic” has different school of thoughts on the definition that best fits changing business presentation of wordless actions. We learn more from CEO Naim Rahman on the future of strategy in business below, as the company is bestowed with its title in our UK Enterprise Awards 2026.



The founding of Think Strategic UK as a consultancy and education for schooling of business. At the heart of the ethos “A disruptor that Makes Impossible Possible.” Think Strategic UK is setting a school of thought on the best way to construct strategic thinking in the application of strategy using a military perspective.

The infamous word ‘Strategic’ brings to mind words like strategic objectives, direction, along with goals, and vision. In essences strategic poses a challenge for senior leaders and manager to set direction and action when a CEO does not clearly set a directional path it’s company should take. When talking about strategic vision a CEO should provide a panoramic view of “where the company is going and actions to proceed” a rationale for why this makes business sense for a company. A clearly articulated strategic vision communicates a CEO’s aspiration to staff and stakeholders and steer its energies of a company’s resource and capability in a laser direction.

Strategy is centred on a company’s strategy construction; a set of action to outperform its competitors to achieve superior success. Strategy at its substance is too be different from its rivals - don’t do or can’t do. A key element of a company’s strategy should be 95% different that differ in many important respects — tactics and advantage. This mean that a firm should think outside of the box with their product and service offering. Not just tweak products and services around the edge; but go fully out in the opposite direction. Stop being conventional!

Strategic is decided by the firm’s strategy. To think about strategic really needs laser focus on “Actions” founded in a firm’s strategy. Think Strategic UK is going against all conventional practices by lasering in on these questions: 1. What established truth are limiting our think? 2. What if the current constraints were removed? 3. Are we defining the problem too narrowly? 4. Do CEO’s have a clear strategy action for their business?

What is missing from our understanding of a critical subject matter of military thinking? Military thinking of strategy and strategic is the founding of these two words which have common practices for business although there are chunks missing when it comes to doing constructive show and tell of strategy ideas in teams, companies, and organisations.

As a start military thinking into strategy is to clearly explain a business’s activities (actions), directions, and markets engagement. Businesses are short-changing themselves by not adopting military thinking to enable critical firm’s activities, directions, resource, and capabilities. A missing part is the conventional concepts that is not new or reinvented; it is missing from a firm understanding of how to apply these important concepts that can support the design, adoption of the firm’s strategy activities.

Organisations have structures that operates like a military command have an organisational chart with a CEO as the head of the organisation. In a military command has a General or Commander only then it is given the title Command.

A context to Command & Control (C2) a dynamic and adaptive methodological process to design and execute shared action, whose purpose is to provide focus for people and organisations so they may integrate and expand their resource and activities to achieve desired actions. There are comparisons Command and Control that businesses could build to enabling strategy direction knowing the complexities businesses tackle to identify capabilities and resources, these are analytical to a CEO to understanding strategy design to its strategic actions.

Military laser thinking for capabilities: a forceful and adaptive methodology to design and execute joint actions. Encompasses essential functions, to creating shared awareness also responsiveness of command intention. Knowing allocation of resource to create effective assessing progress, recognising a firm to change approach to command and control. The plan of action. This is the interface between strategy and firm, where would command and control have a major impact on strategy thinking!

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