

Greater London, UK

## BUSINESS STRATEGY CONSULTANTS OF THE YEAR

### Think Strategic UK Ltd

Founded by Naim Rahman, Think Strategic UK Ltd is revered business consultancy and education provider. Focusing specifically on strategy, management and organisational behaviour, the business strategy experts specialise in diagnosing and resolving complex business challenges that hinder growth and performance. Naim and his cohort of highly experienced and professional staff identify barriers that hold their clients' companies back and deliver tailored solutions that drive measurable results and long term success. The guiding principle — *make the impossible possible* — informs every aspect of the specialists' operations, ensuring that clients receive practical, actionable strategies. Unlike traditional consultancy firms that offer generic recommendations, Think Strategic UK provides hands-on guidance that translates high level strategy into real world implementation.

The consultancy's services are structured around a suite of operational provisions designed to meet the diverse and ever-evolving business needs of their clients. These include strategy advice, strategy shock and awe, management and military strategy. Think Strategic's proprietary *Command and Control* framework, inspired by military principles, is a game-changing approach that enables businesses to navigate complexity with clarity and precision. This framework helps organisations implement strategy and management practices effectively, ensuring sustainable growth and enhanced performance. The consultancy works with businesses of all sizes across the UK, from SMEs and established enterprises to government entities, corporate firms, retail businesses and hospitality companies.

The judging panel were particularly impressed by the innovative consultancy approaches developed and adopted by the hardworking team at Think Strategic. A key focus is the ongoing development of its *Command and Control* framework, refining its applications in strategy and management to create an even more robust methodology. Additionally, the firm is designing the *One Strategy Vision*, an operational application intended to be rolled out to other consultancies, helping them apply strategy and management best practices using a standardised framework. Undeniably setting a new benchmark for consultancy services, *One Strategy Vision* will play a pivotal role in shaping the industry's approach to strategic execution.



Think Strategic UK excels in strategy, management and education, delivering innovative solutions through its *Command and Control* framework and pioneering consultancy services.



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