

Most Innovative Business Education & Strategy Consultancy 2024

Founded by Naim Rahman, Think Strategic UK Ltd is, at its core, a consultancy and education provider in the realm of business. Determined to make the impossible possible, this self-designed operation is an enabler consultancy focusing on the areas of strategy advice, strategy 'shock and awe', military strategy, and management. Across these specialties, a bespoke approach is favoured, allowing the minds of clients to grasp the very foundations of strategy and management concepts, beginning with a blank page on which a client's wants, needs, and feelings will all be projected.

With a multi-pronged focus spanning consultancy, business education, and its unique One Strategy Vision model, Think Strategic UK proudly stands as something entirely unique in this space. Regardless of the reasons behind a client seeking out the firm's services, Naim and his team remain dedicated to building a foundation of trust with them, so that they may feel comfortable and confident approaching the company with any problems or complexities that they face across the course of their day-to-day business operations.

In a business environment where money is tight and consultancy more generally is in decline, particularly in London, Think Strategic UK is in the midst of re-evaluating the services and the products that it offers to the market, differentiating itself from a host of like-minded firms operating across England. The strategy consultancy firm has achieved this in a number of ways, most notably being its Think Strategy App, a smartphone application that serves as the ultimate all-in-one platform for academic, corporate, and industry settings.

Against the backdrop of developing and designing this innovative app, along with the similarly excellent Think Strategic Flashcard, it has also been necessary for Think Strategic UK to devise a unique form of delivery for its existing education, strategy, and management solutions, as these remain at the very heart of the business. Naim himself expresses to us the unwavering enthusiasm that he and his team have for being enablers in this sphere, increasing knowledge and know-how through implementable strategies that can be used across companies and organisations of any size.

Strategy begins in the minds of a company's leaders, and what Think Strategic UK does across its consultancy services is essentially take the right steps to allow these people in positions of power to pluck the intended strategy from their heads and put it down on paper. This is not always easy, but by breaking things down and figuring out what the right strategy is for a firm, the team here can assess its operational effectiveness. All of this starts with simply asking the right questions, with the gaps filling themselves in from there.

The natural extension of this is the aforementioned strategy 'shock and awe' pioneered by the company. Unlike the more general strategy service touched on above, this offering sees a client encouraged to turn their attention outwards as opposed to inwards, enabling them to understand both the dynamics of their specific sector and the forces necessary to drive change within it. The end result is that a firm will better understand the power that it has and how to transform this into a revolution that will demonstrably increase its market opportunities.

Think Strategic UK's final strategy area is geared around military strategy, or utilising such concepts as SWOT, game theory, and resource allocation to drive a client's success. Military strategy is an important and yet often overlooked area in a business environment,



but many of the key concepts used in military settings translate incredibly well to the office, such as economy of force and the use of surprise operational talent. By analysing the wider landscape, businesses can make the right decisions to succeed.

Looking ahead to the future, Naim recognises that the brand's potential for growth lies in it engaging with businesses that are serious about strategy. This is why the rest of 2024 and 2025 will see the further development of both its app and flashcard service, the two elements comprising the education division of the company. Beyond this, another big focus is rolling out the One Strategy Vision right across both the company and its umbrella, Strategic UK Group. In essence, this vision encompasses six concepts designed to unravel a person's understanding of strategy in complex business environments.

A multi-award-winning strategy consultancy that has been celebrated by us numerous times in the past, it is our pleasure to once again bestow an award upon Think Strategic UK Ltd, this time celebrating it as the Most Innovative Business Education & Strategy Consultancy 2024.



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