



Member



Unlocking Opportunities, Maximizing Potential



Unlocking Opportunities, Maximizing Potential

Member





Who We Are

AB Consulting, member of Aina Blankson Global, a Swiss Verein, is an industry-defining multidimensional solutions provider with a wealth of experience in the commercial and service space.

We pride ourselves on continuous innovation, not only within our internal processes but also in how we engage with our partners. This dedication to innovation allows us to deliver exceptional quality of service that leads to the flourishing of our partners' businesses. We understand that every organization is unique, which is why our services are tailored to your specific needs. Whether you are a start-up aiming to establish a lasting presence, a mid-cycle or mature business seeking sustainable growth, or an operation at an inflection point, we offer bespoke support that covers the full spectrum of strategy, business process alignment, and business development.



What We seek to Do



At AB Consulting, our mission is to assist businesses in unlocking their full potential through effective utilization of technology and strategic planning. We strive to provide tailored solutions that drive innovation, enhance operational efficiency, and fuel long-term success.

As the trusted partner and leading advisor for organizations worldwide, we are committed to driving their success and transformation in an increasingly dynamic and interconnected business environment. We envision a future where businesses leverage technology, innovation, and strategic insights to achieve sustainable growth, optimize operational efficiency, and adapt to emerging opportunities. Through our expertise, collaborative approach, and commitment to excellence, we strive to empower our clients to become industry leaders and pioneers in their respective fields.



Our Services



Business Strategy



In today's fast-paced and ever-changing business landscape, companies must think quickly and stay agile, and this requires strategies that work in the real world. We understand this need and help clients create effective strategies that go beyond theoretical knowledge.

Our integrated model enables 360° value creation by combining insights from AI and data science, deep industry expertise, and practical operational experience. We leverage this advantage when working with boards, CEOs, and C-suite executives to address their most critical strategic business questions. Our expertise spans business growth, profitability, technology-driven transformation, M&A, operating models, and sustainability, creating comprehensive strategies that deliver value to shareholders and stakeholders.

Working alongside your team, we identify growth opportunities, develop innovative market entry strategies, and establish sustainable partnerships. Our aim is to unleash your business's true potential and achieve unprecedented success.



Risk Assessment & Management



This is a time of extraordinary uncertainty. The complexity and compounding nature of disruptions – from macro-economic volatility, geopolitical shifts, and climate change to regulatory changes, cybersecurity threats, and public health emergencies – has flipped the risk management playbook on its head.

Uncertainty poses risks. Understanding and managing those risks unlocks opportunities – opportunities to explore new markets, capture share from less agile competitors, make strategic acquisitions, and build trust amongst stakeholders. Thriving in uncertainty doesn't happen by accident. It takes resilience. Resilient organizations prepare for the storms. They respond, foresee, and adapt to emerge stronger.

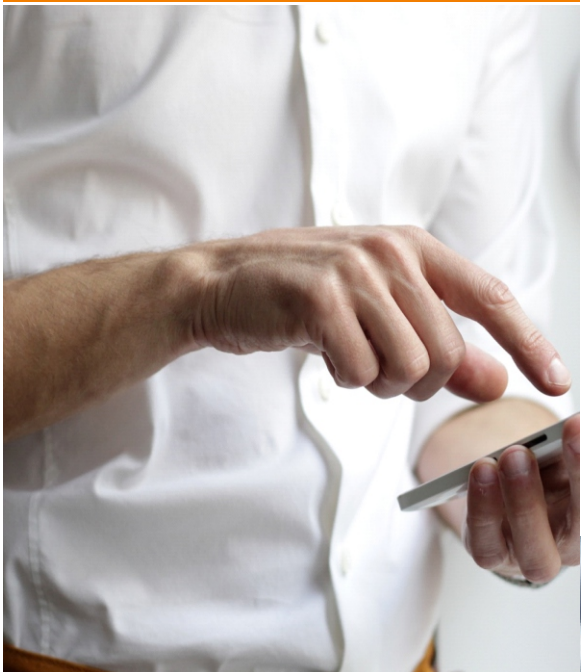
From the board room to the engine room, we equip organizations to boldly embrace uncertainty, embed resilience, and enable growth. We drive impact by combining a holistic view of the risk landscape with deep industry and regulatory expertise. By leveraging proprietary solutions, advanced analytics, and proven change management tools, we partner with clients on strategy, implementation and capability building – and everything in between.

We go beyond mere risk identification by collaborating closely with your team to develop tailored risk management strategies aligned with your business objectives and risk appetite. We empower your organization to proactively mitigate risks, make informed decisions, and enhance long-term sustainability.



Technology & Intelligence

Driving Innovation for future Success



To survive—and thrive—leaders must focus their strategies on two overarching goals: maintaining a competitive advantage and enabling the ability to win in a way that embraces rather than resists change. In this twenty-first century, an adaptive business is typically powered by digital technology, prompting many organizations to pursue digital transformation. However, many transformations fail because it is challenging to drive cross-functional change, plan beyond one technology at a time, and develop a strategy that can withstand as technology evolves and organizations' core assumptions shift.

We understand the challenges organizations face in harnessing technology for sustainable growth. Our mission is to empower organizations to harness the power of technology and innovation, shaping their visions and executing seamless digital transformation journeys. Through a combination of market intelligence, investigative intelligence, artificial intelligence, and artificial general intelligence, we guide you in reinventing your business for lasting success.

Our expertise and innovative solutions enable you to navigate the digital landscape with confidence, seize new opportunities, and drive meaningful change within your organization.



People, Leadership & Governance



How do you grow sustainably while preserving an insurgent mind set? How do you boost efficiency while remaining flexible? How do you launch and scale innovation while continuing to execute tried and tested processes? We help you balance all these considerations and more, ensuring that you attract and retain great talents and effectively manage organizational change.

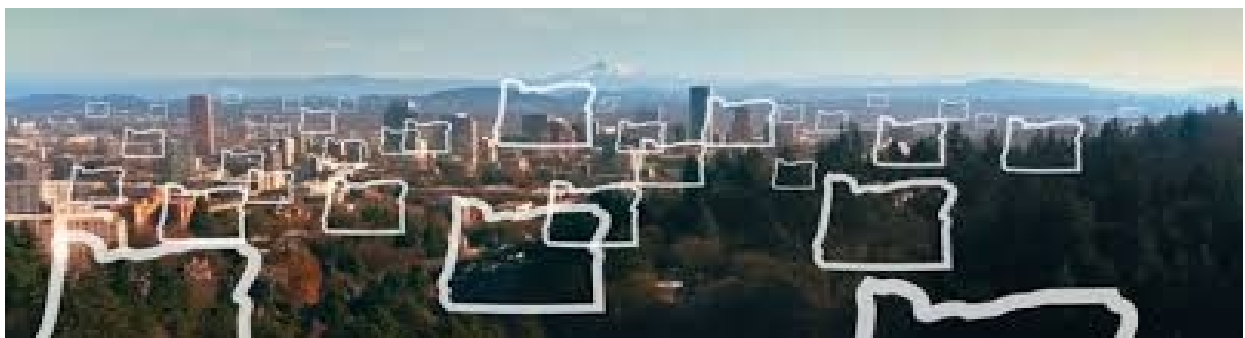
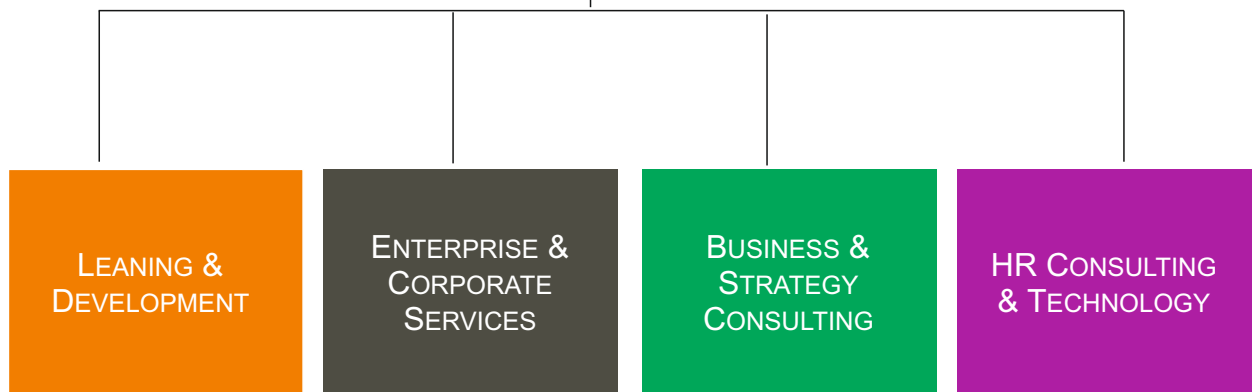
We recognize that people are your most valuable asset. That's why we partner with companies across industries to empower leaders to become more inspirational, managers to enhance their capabilities, and front-line employees to be more responsive to customer needs. We equip organizations with the right tools and strategies to meet a range of talent needs, fostering an environment where everyone can thrive.

We also address the behaviours, decision styles, and mind-sets of senior leadership teams, ensuring that your culture and ways of working align with your values and purpose. Supported by the right capabilities, we help you build a cohesive and high-performing organization.

Combining original research on effective leadership with best-in-class training, we unleash the full potential of your workforce. Our goal is to enable each individual to reach their fullest potential, driving collective success and sustainable growth.

Together, we will create an organization that thrives on innovation, agility, and the collective capabilities of your talented team.

How We Operate



Our Approach



Why is that Martin Luther King led the civil rights movement when he was not the only one who was deprived his rights and certainly was not the only great orator of his day? Why is it that the Wright brothers were able to figure out controlled powered manned flight when there were many other teams who were better qualified and better funded? Put differently, why is it that some companies are innovative year after year and others are not, even though they have the same access to talent, resources, consultants, media and all else? Why do successful companies seem to have something different, more impact and better than others when they have similar platforms? The one thing common to these success stories is that they ***think, act and communicate*** the same way which is completely opposite to everyone else. The thinking and communication approach of great leaders is what has become the **AB Consulting Way**.

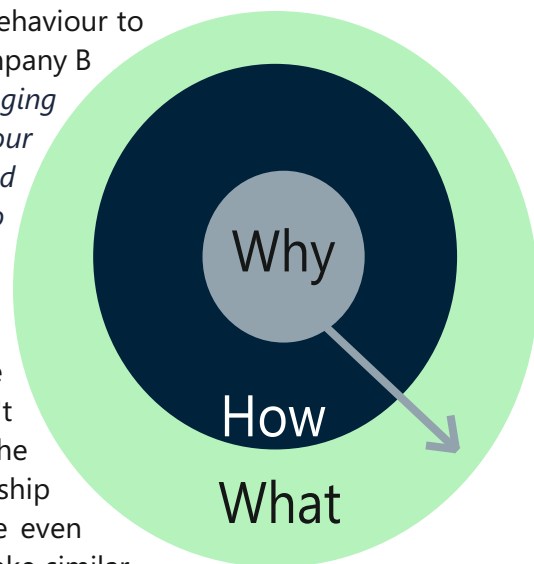


Leadership:



A Critical Part of the Equation

Every organisation knows what they do; some know how they achieve the difference in value proposition or their proprietary process or USP, but very few can articulate why they do what they do-and we don't mean profit motive. It's about purpose, the cause, or why should anyone care about you. Most organisations think from the outside in, but the successful organisations think and communicate from inside out what's the difference? We will draw the distinction with two examples: An auto-Company A may structure its communication as: *"we make great cars, they are beautifully designed with heated leather seats with great road traction and gas mileage; buy our car"*. That's the way most people communicate. We say what we do, how we do it and how we are better, and then expect response or behaviour to change in our favour. On the other hand, auto-Company B may say: *"In everything we do, we believe in challenging the status quo, we believe in thinking differently, our people are trained to challenge themselves beyond their last success. The way we challenge the status quo is by making our products beautifully designed, user friendly and better fuel efficiency than competition. We happen to make great cars. You want to buy one"*. Obviously, it is not that straightforward, but the simple but profound proposition is that people don't buy what you do, they buy why you do it. It's the reason why the latter company will sell its flagship brand, as well as any other products in its stable even though their competitors are well resourced to make similar products.



At AB Consulting we understand and further leverage this knowledge when working with boards, CEOs, and C-suite executives to address their most critical strategic business questions. Our expertise spans business growth, profitability, technology-driven transformation, M&A, operating models, and sustainability, creating comprehensive strategies that deliver value to shareholders and stakeholders.

Working alongside your team, we identify growth opportunities, develop innovative market entry strategies, and establish sustainable partnerships. Our aim is to unleash your business's true potential and achieve unprecedented success.

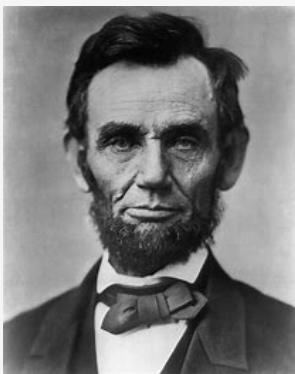
Leadership Philosophy



TRANSFORMATIONAL CHANGE

Abraham Lincoln embodied the attributes of a transformational leader. Through his leadership, Lincoln constructed a vision not only for the preservation of the Union but opened a pathway to a reconstructed union without malice or desire for revenge.

Lincoln had no silver bullets to save the Union. This was difficult to accept. But as the war stretched on, he began to understand that the complexity of the conflict and the magnitude of its stakes made a single, clear-cut way to end it virtually impossible. Understanding this means abandoning the quest for the single definitive answer. Letting go of this quest frees leaders—emotionally and practically—to focus on the many possible approaches and actions needed to make a meaningful difference.



DISRUPTING THE STATUS QUO

King is honored and revered today, but he wasn't embraced by society during his short life. However, King knew that his dream of equality (even when equality was not popular) was more important than the status quo. His actions backed his vision, and he shook up the popular culture of the time. Sometimes doing things completely different is what's necessary for evolution and innovation.

The same way of thinking always yields the same results. King never accepted that just because things were a certain way, it made them the right way. How can you shake up the status quo in your industry? How about in your corporate culture or business values? Be a leader and set the new standard by changing an outdated status quo in your life.



SELF-SUFFICIENCY

Henry Ford's philosophy was one of self-sufficiency using vertical integration. He aimed to produce a vehicle from scratch without reliance on outside suppliers.

Ford had a global vision, with consumerism as the key to peace. He was committed to systematically lowering costs, which resulted in many technical and business innovations, including a franchise system that put dealerships throughout North America and major cities on six continents. Ford also made significant contributions to lean thinking, and invented the CANDO principle, which stands for Cleaning up, Arranging, Neatness, Discipline and Ongoing improvement



Why Choose ab.consulting



Expertise:

Our team possesses deep industry knowledge and experience, enabling us to deliver impactful solutions tailored to your specific needs.

Collaboration:

We foster strong partnerships with our clients, working closely to understand your goals and develop customized strategies.

Innovation:

We stay ahead of emerging trends, leveraging cutting-edge technologies to drive transformative change and unlock new opportunities.

Results-Driven:

We are dedicated to delivering tangible results, enabling you to achieve sustainable growth and gain a competitive edge.

BOARD OF DIRECTORS



George Sakalis



Bunmi Oni



Kehinde Aina



Folasade Adedoye

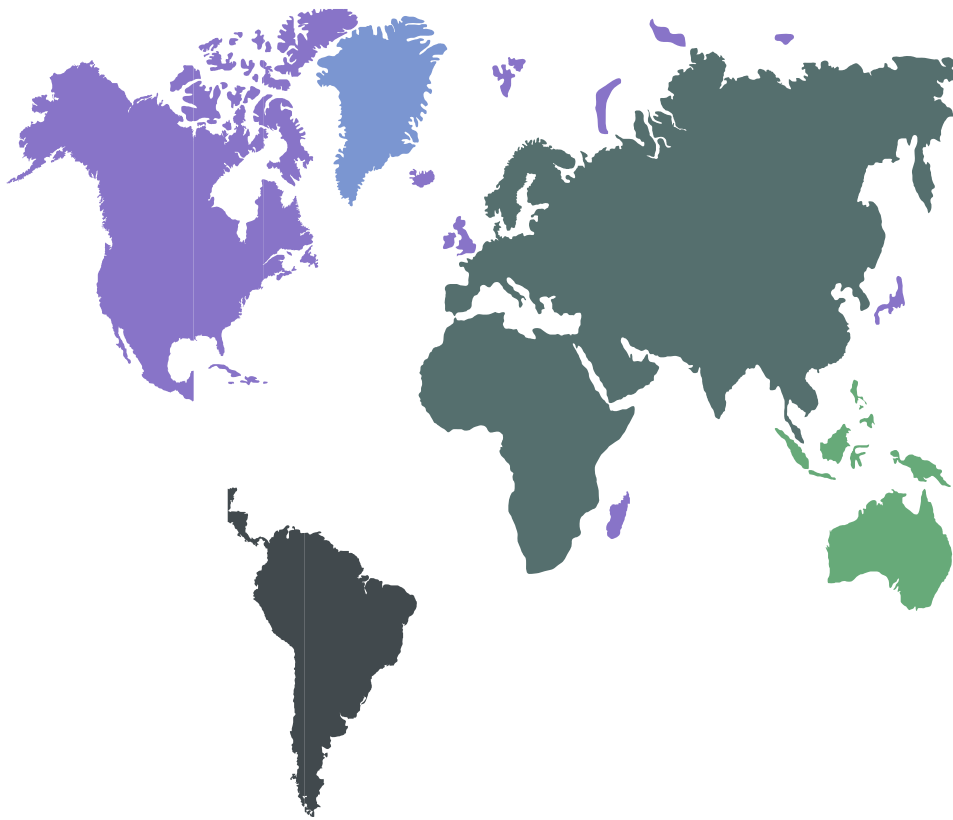


Jeremy lack

ab-consultinginc.com
strategy@ab-consultinginc.com

Experience

country and region



- Europe
- West Africa
- East Africa
- Asia
- America
- Middle East

AB Consulting has successfully served and continues to serve clients across various industries, delivering transformative solutions and driving sustainable growth for corporations and governments worldwide.

Contact Us @



ab-consultinginc.com
strategy@ab-consultinginc.com

Africa Europe Asia




Experience shows that the challenge for most organizations is precisely the simplicity. Developing the foundation for each enterprise and leveraging it into strategy is what separates AB Consulting from the rest of the pack.

Africa

7, Ademola Street
Off Awolowo Road
South West Ikoyi, Lagos
(+234) 906 903 3333

EUROPE

85, Great Portland Street
London, W1W 7LT
(+44) 203 807 9070

 ab-consultinginc.com

 strategy@ab-consultinginc.com