

Strategic Thinking Overlooked in Modern Workplaces, Says Senior Client Lead Steve Sharpe

Strategic thinking remains an underdeveloped business skill. Steve Sharpe outlines the behavioural shifts required to embed strategy in modern leadership.

LONDON, UNITED KINGDOM, May 26, 2025 /EINPresswire.com/ -- Strategic thinking is widely recognised as essential for leadership, yet remains one of the least developed capabilities in high-performance industries. In a recent feature published by Hudson Weekly, Senior Client Lead Steve Sharpe examines why tactical execution continues to outpace long-term decision-making—and what can be done about it.



Steve Sharpe, Creative and Digital Marketing & Advertising, Senior Client Lead

“Too often, speed is mistaken for substance,” says Sharpe, who has spent over a decade managing complex multi-market campaigns across Europe. “But strategy is about long-range clarity, not just immediate visibility.”

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What you choose not to control is as strategic as what you do.”

Steve Sharpe

In the article, Sharpe outlines three cognitive shifts professionals must adopt to embed strategic thinking into their leadership style:

Expand the temporal frame – Evaluate decisions beyond the fiscal quarter or campaign cycle.

Reframe intent – Prioritise influence over activity. Strategy is about shaping the environment, not reacting to it.

Redefine progress – Understand that many of the highest-impact decisions happen outside the spotlight.

These shifts, Sharpe argues, help leaders avoid short-termism and focus on structural value creation.

A 2023 McKinsey Global Survey supports the concern: while 83% of executives cite strategy as a critical success factor, only 20% believe their organisations demonstrate strength in it.

This conversation is becoming increasingly urgent. As AI adoption, automation, and market volatility accelerate, professionals are under pressure to respond faster than ever. But without intentional strategy, Sharpe warns, organisations risk becoming “hyper-reactive at the expense of long-term positioning.”

“The best strategists I’ve worked with don’t chase urgency—they manage it,” he adds. “They know when to pause, when to step back, and how to create value by shaping direction rather than reacting to noise.”

Sharpe currently serves as a Senior Client Lead in digital and creative advertising, advising global and blue-chip clients on growth strategy, campaign delivery, and operational transformation. He also mentors emerging digital creators on scaling with structure and long-term brand integrity.

Read the full article in Hudson Weekly:

<https://hudsonweekly.com/how-to-be-a-strategist-in-a-world-of-tacticians>

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