

NEW  
BOOK***Be More Strategic: 12 Essential Practices to Build the Life and Career You Want***NEW BOOK OFFERS A PRACTICAL GUIDE TO  
THINKING AND ACTING MORE STRATEGICALLY**WHY THIS BOOK MATTERS**

- McKinsey research reveals that 84% of companies feel unprepared for current global uncertainties, making strategic thinking an essential skill for navigating the challenges of an ever-more uncertain, chaotic world.
- Brings the previously elitist art of strategy out of the upper echelons of global corporations and business schools, and offers a clear framework anyone can implement to become an accomplished strategist.
- Written by strategic leadership coach Charlie Curson – a trusted partner to world-leading organisations across over 30 industries, such as Microsoft, Unilever, L'Oreal, Volkswagen Group, Experian and Barclays Bank.

***Be More Strategic* by Charlie Curson is out October 31st 2025, priced at £19.99 (paperback) and published by Rethink Press**

The ability to think and act strategically has long been viewed as the secret ingredient that sets world-class leaders and organisations apart. Good strategy, however, shouldn't be confined to the boardroom; it can have a profound impact on our personal lives too, empowering us to reach our full potential in life as well as work. But what does it mean to be good at strategy and how can we develop and hone the skills needed?

*Be More Strategic*, authored by strategic leadership coach Charlie Curson, finally lifts the lid on what good strategy really is, and reveals how anybody willing to learn can become a world-class strategist in both life and work.

The book is built upon a powerful development framework – the four pillars of strategic mastery – broken down into 12 clearly-defined practices, tools and areas of study, such as

creativity, decisiveness and critical thinking. Through this, the book removes the guesswork from strategic thinking and guides readers through their own journey towards strategic mastery.

Amongst numerous crucial life and leadership skills, readers of *Be More Strategic* will learn how to:

- Master intentional leadership – so you stop running on autopilot.
- Tap into curiosity and creativity – to solve challenges with fresh perspectives.
- Focus on what truly moves the needle – instead of getting lost in busywork.
- Make bold, strategic decisions – without second guessing yourself.
- Lead with confidence and clarity – both in business and life.

Crucially, the book also highlights the critical need to develop the foundational skills that empower us to think and act more strategically in our personal lives as well as professional. In the book, Curson provides an actionable roadmap enabling the reader to develop these skills, such as the capacity to make bold decisions, see the big picture and think long term, empowering the reader to develop their capacity for strategic thinking and action, make real impact and unlock their full potential in life – not just work.

Packed with invaluable insights from thousands of leaders across more than 30 industries, *Be More Strategic* is a must-read for anybody looking to unlock their full potential, both professionally and personally.

**ABOUT THE AUTHOR**

**Charlie Curson** is a strategic advisor, investor, facilitator and accredited leadership coach. With over twenty-five years of experience, Charlie has worked with more than 250 organisations across 30+ industries – from global giants like VISA, McDonald's, Unilever, Experian, Volkswagen Group, L'Oreal and Barclays to ambitious start-ups – helping to design and deliver bold growth strategies, innovation programmes and leadership development initiatives.

A natural integrator of research and real-world application, Charlie blends cutting-edge theory with practical tools to support leaders, teams and organisations navigating

uncertainty and change, and is regularly called upon to facilitate global leadership programmes that focus on building strategic capability, adaptability and influence.

Charlie believes that being strategic is not just a skillset – it's a mindset. His work helps people and organisations unlock clarity, direction and momentum. He specialises in helping leaders become more conscious, more creative and more effective – in work and in life. Whether it's through coaching, advising or facilitating, his goal is to empower others to develop greater self-awareness, think strategically and act decisively with positive intent.

**EXCLUSIVE INTERVIEWS AND ARTICLES AVAILABLE**

Charlie Curson is available for interview, expert comment or guest features around strategy in leadership, life and work, including:

The 12 practices of strategic mastery – revealed

Why strategy isn't just for CEOs, and how to implement it in your career & life

Modern business is teaching us how not to think strategically – here's how to cut through the noise

Planning vs strategy – what's the difference?

What great strategists do differently (and how you can too)

The art of listening: How to hear what others really mean

Decisive leadership: How to build the skill no one's born with