

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 ABCS Way**

THE
abcS WAY

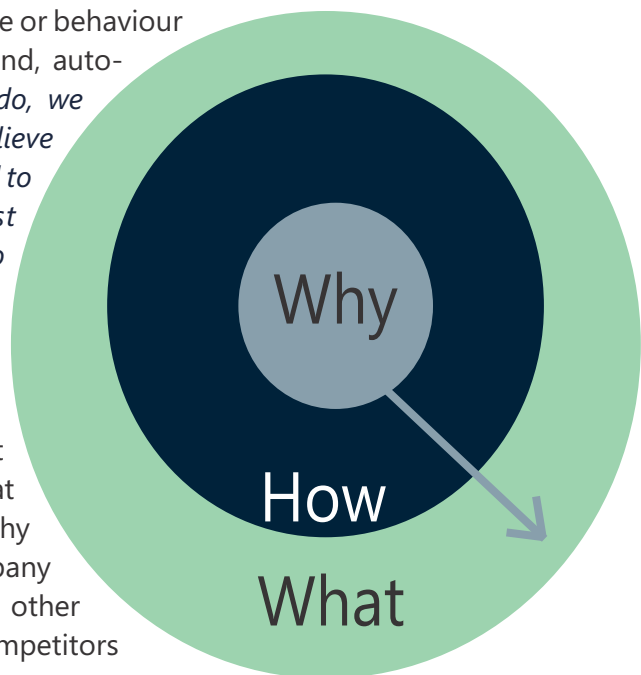
Unlocking Opportunities, Maximizing Potential



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 ABCS 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.

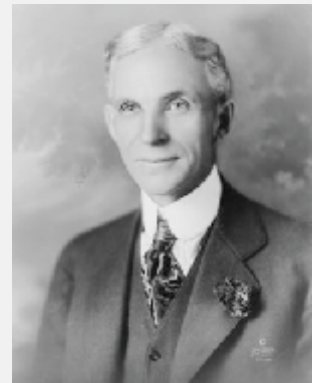
The same way of thinking always yields the same results. King never accepted that just because things were a certain way, it made them the right way. How can you shake up the status quo in your industry? How about in your corporate culture or business values? Be a leader and set the new standard by changing an outdated status quo in your life.



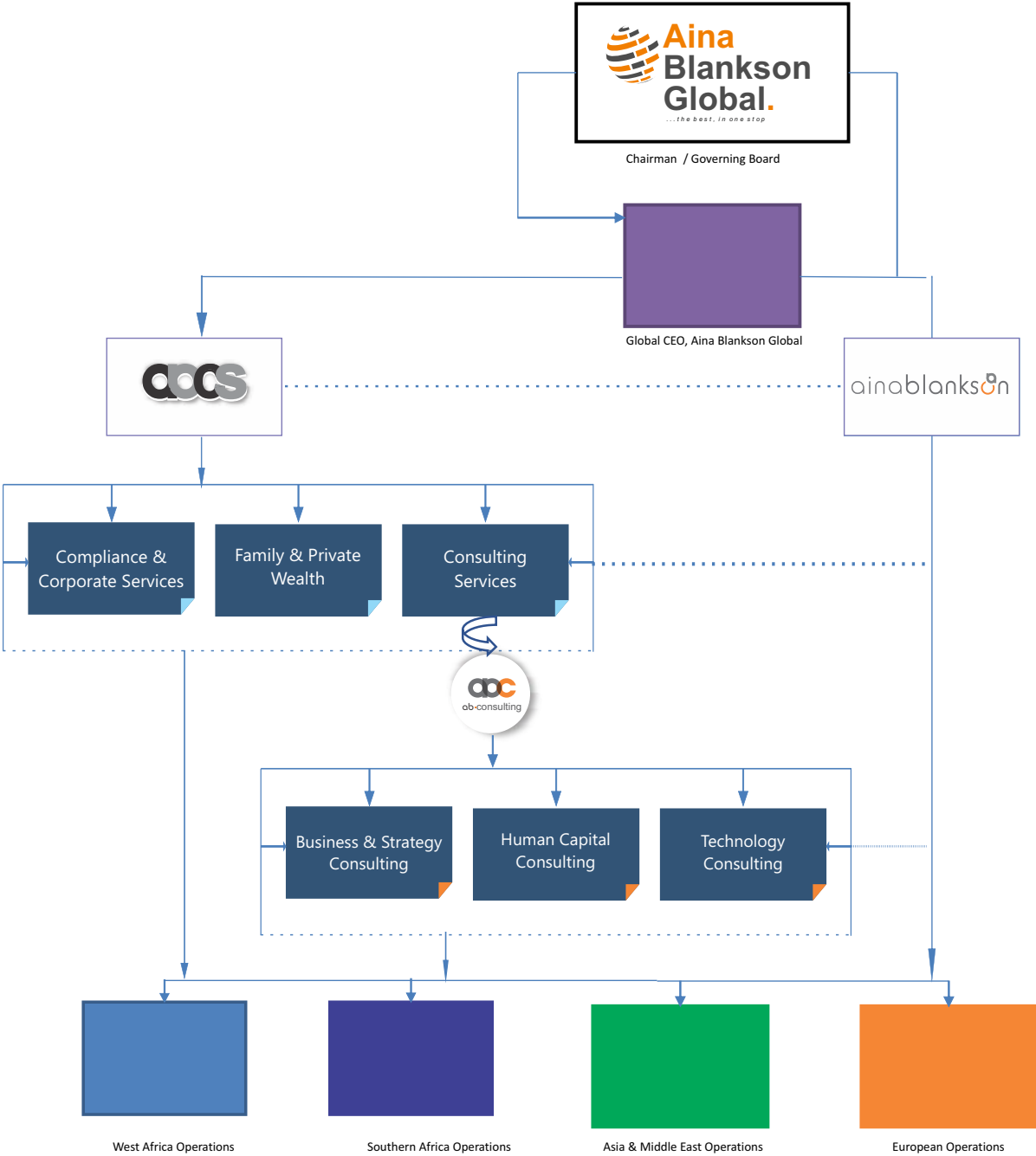
SELF-SUFFICIENCY

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

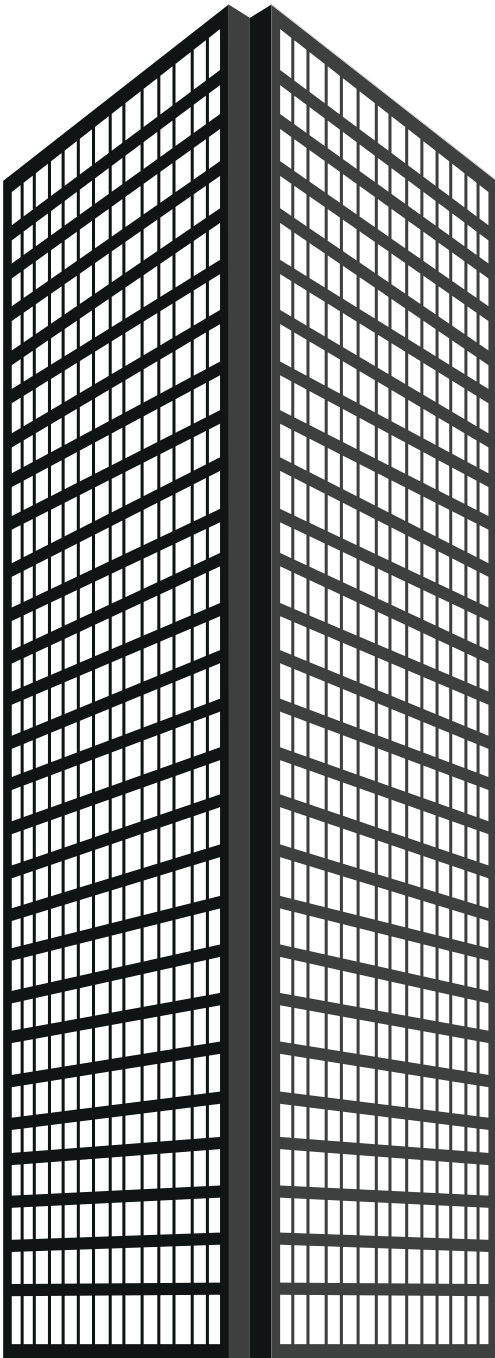


Our Global Structure





...the best, in one stop



Delivering with a Difference. *By the Numbers*

Aina Blankson Global, a Swiss Verein, comprises of legally separate, independent member firms providing best-in-class legal, financial, tax, corporate, consulting, and related services around the world. Our brand has emerged as a global leader in professional services and is today recognized as the partner of choice for multinationals, and governments in Africa, Europe, and the MENA Region.

Our global team of experienced professionals, made up of 1000+ people in 20 countries across the globe goes beyond business as usual to deliver with a difference. As we challenge conventions to find better solutions, we remain committed to positively shaping tomorrow for our people, clients, and communities.

**Offices in
20 Countries**
and over
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professionals**



Africa Spread



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