



Your Key to Successful Strategic Management



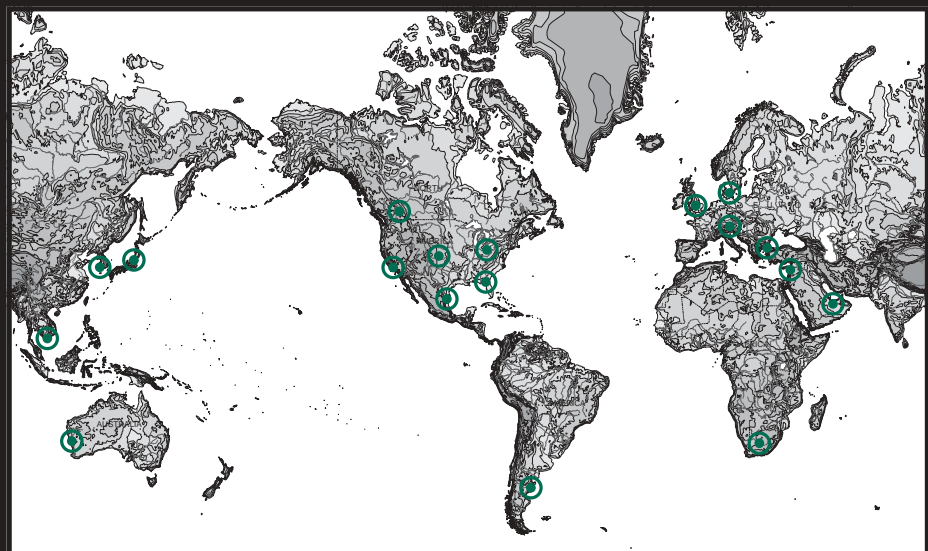
Who Are We?

- We are masters of the Revolutionary Systems Thinking ApproachSM to successful strategic thinking, strategic management and business excellence.
- We are a global partnership and alliance of master consultants, trainers, coaches and facilitators who provide the actual design and delivery.
- We are in the consulting, leadership and management development business.
- We have a sister publishing company, Systems Thinking Press.
 - We have offices and partners in the United States, Canada and globally.
 - We have the collective skills, experiences and education found in the senior partners of large consulting firms or in senior executives of major organizations.
 - We have the research, knowledge and skills to help you install the three corporate-wide core competencies required for business excellence worldwide.

"The finest facilitators I have ever worked with, particularly in the strategic planning and change area. Their ability to probe, cajole and close the loop on key issues ensures a thorough and complete strategic review. The model is a superb design."

PRESIDENT,
VERTICALLY INTEGRATED
OIL COMPANY (NOW
KNOWN FOR
UNSURPASSED SERVICE)

OUR GLOBAL ALLIANCE OF MASTER CONSULTANTS





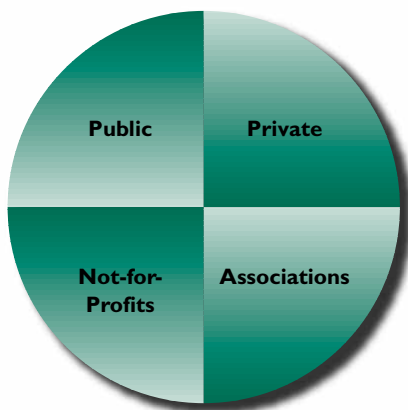
Why Hire The Centre?

Our competitive advantage is yours too. We provide:

- *Superior Results:* You get the elegant simplicity of our *Systems Thinking ApproachSM* to achieve and sustain superior business results.
- *Knowledge Transfer:* You get our knowledge, skills, materials and methodology transferred to your people for continuous improvement and independent expertise.
- *Greater Value:* You get the expertise and reach of large, well-known consulting and training firms without their overhead costs.

We Serve:

All Sectors



All Sizes



WE ARE ARCHITECTS OF STRATEGIC CHANGE

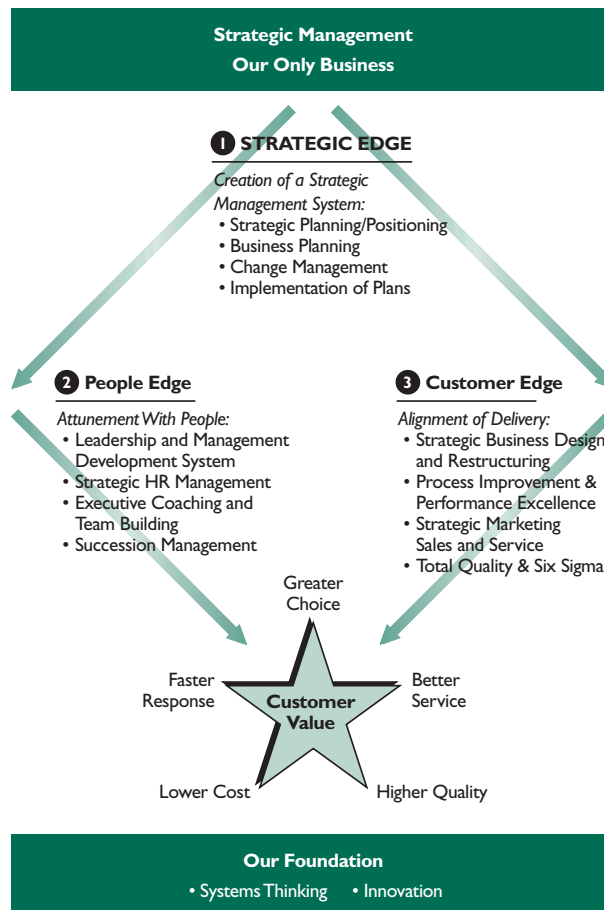
We Focus on Strategic Management...

We have a proven record of success in working with CEOs, Executives and Boards of Directors. We tackle difficult strategic issues, projects, and processes that are filled with complexities, divergent opinions and competing values. With our integrated *Strategic Management System* focus, based on our *Innovation* and *Systems Thinking* foundation, we can meet over 80% of your business consulting, and management development needs. However, if we can't help you, we'll be the first to tell you.

“In the Centre you have the experience of large corporate operations, the on-going research of academics and the entrepreneurial spirit in starting the Centre for Strategic Management, a virtual corporation.”

THE EXECUTIVE COMMITTEE - CEO'S (CHAIRMAN)

OUR SYSTEMS THINKING APPROACHSM SHARPENS YOUR COMPETITIVE EDGE THROUGH...A SOLID FOUNDATION AND THREE INTEGRATED LINES OF BUSINESS:



STRATEGIC MANAGEMENT...OUR ONLY BUSINESS



Do You Think and Lead Strategically?

We focus on strategic thinking and your three strategic goals in our System's Thinking Approach:

- Goal #1:** Developing shared strategic and operational plans.
- Goal #2:** Ensuring successful implementation of planned and desired innovation and major changes.
- Goal #3:** Building and sustaining high performance over the long term.

You will successfully think and lead more strategically once you install a tailored Strategic Management System and yearly cycle. It is built on our A-B-C Systems Thinking ApproachSM.

#2 Competency
Corporate-Wide

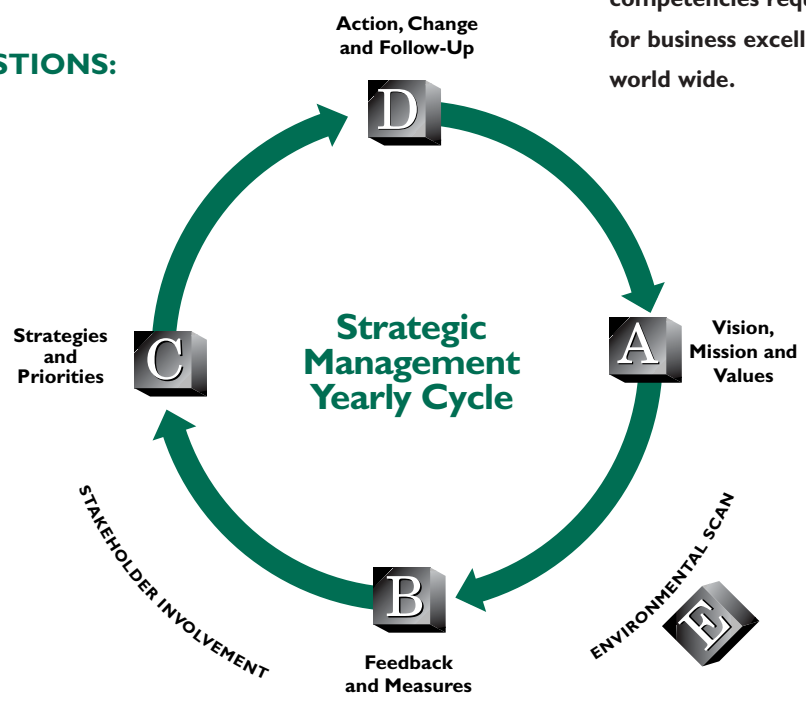
Yearly Cycle:

Building an integrated Strategic Management System and yearly cycle is one of three corporate wide core competencies required for business excellence world wide.

FIVE KEY STRATEGIC QUESTIONS:

See Model →

- A** Where do we want to be?
- B** How will we know when we get there?
- C** Where are we now?
- D** How do we get there?
- E** What's changing in the environment?



TAILOR YOUR OWN STRATEGIC MANAGEMENT SYSTEM

We Have Two Competitive Edges...

1

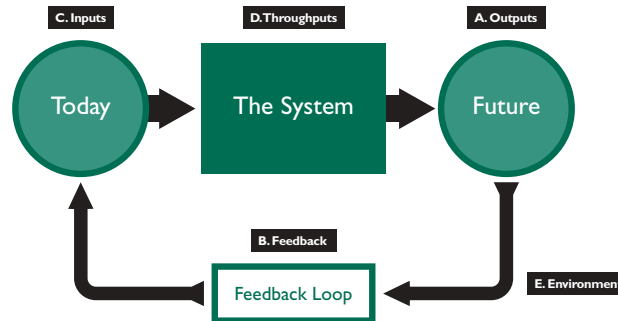
THE SIMPLICITY OF SYSTEMS THINKINGSM

“A New Orientation to Life” – Our Core Technology

(A–E: Five Key Phases)

“From Complexity to Simplicity”

Systems: Systems are made up of a set of components that work together for the overall objective of the whole (output).



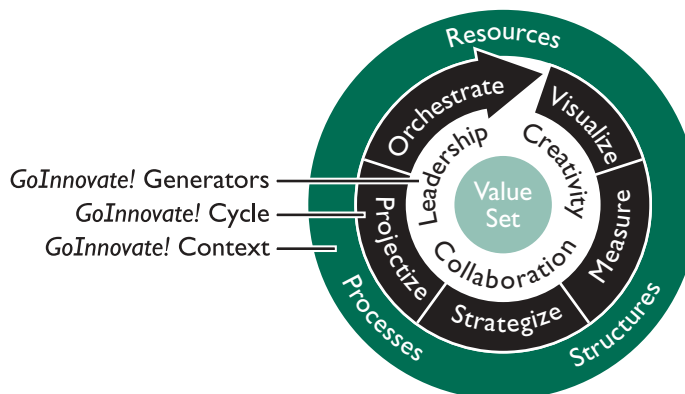
Note: See 5 questions on previous page for 5 ABCDE phases

2

THE *GoInnovate!*SM SYSTEM OF INNOVATION

“The Systems Thinking Approach to Innovation”

Innovation is key to successful implementation of your new strategic plan. Innovation is the implementation of a new idea that generates wealth. Innovation and the *GoInnovate!* System are a necessity for all 21st century successful organizations. *GoInnovate!* is a market-tested and results driven systems approach that serves as a guide to Innovations of any size or complexity.



GoInnovate! mobilizes and empowers self-reliant action in all employees and teams, and provides an enabling environment in which to innovate successfully.

Within the Organizational CONTEXT, Individuals apply their skills as GENERATORS to guide a CYCLE of innovation in their Teams.

GoInnovate! – Your future depends on it!

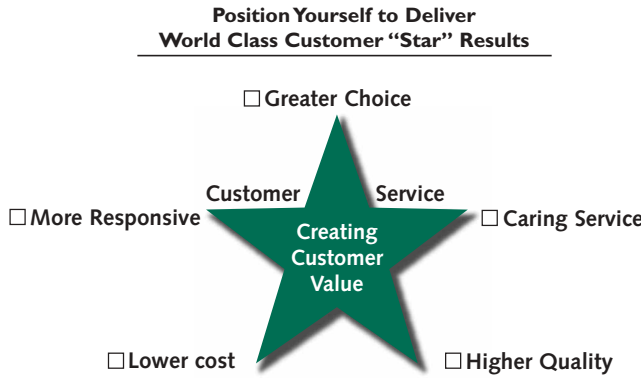
WE FOCUS ON FUNDAMENTALS, NOT FADS



What's Your Competitive Edge?

Decide which competitive edges you want to improve:

“We use our best practices to sharpen your edge”



“The Centre’s state-of -the-art leadership, Strategic Planning and Change have been the thrust for the positive results we have achieved the last two years: a decrease in expenses, growth of more than 20%, and a 70% increase in profits.”

**PRESIDENT AND CEO,
CREDIT UNION**

and

What “Quadruple Bottom Line Results” do you want?

1. CUSTOMERS

- Defining and positioning your competitive edge versus the competition.
- Developing and implementing your strategic marketing and sales plan
- Redesigning and integrating your organizational infrastructures and processes to deliver customer value.
- Building a “Learning Organization”—anticipating and managing change.

2. EMPLOYEES

- Installing leadership and management development programs at all levels.
- Developing people’s hearts and minds to support achievement of your strategic edge.
- Installing an integrated Strategic HR Management System
- Creating innovative teams & organization.

3. SHAREHOLDERS & MANAGEMENT

- Defining a clear and shared sense of vision, values/culture, and strategic direction.
- Developing action plans & ensuring successful strategic plan implementation.
- Building & sustaining high performance over the long-term.
- Achieving the revenue and financial results you want year after year.

4. SOCIETY

- Understanding your organization’s big picture, knowing how you fit and are integrated into society.
- Contributing corporately to the improvement of the communities & societies of which you are a part.
- Involving & supporting employee outside interests & community/society causes.

PARTNER WITH US...

WE WILL KEEP YOU ONE STEP AHEAD!



We Are Leaders and Learners...Look Closer

■ WE FACILITATE AND CONSULT STRATEGICALLY...

- We achieve buy in – and stay in – across the organization on large-scale complex change—and ensure the systems, structures, processes and people and are in place to achieve business excellence and high performance.
- We are supported by:
 1. Proven best practices in all seven modules of Strategic Management & Business Excellence
 2. Worldwide Public Seminars/Distance Learning
 3. Customized In-House Workshops
 4. Train-the-Trainer/Facilitator and Professional Development Certifications
 5. www.SystemsThinkingPress.com and our comprehensive support materials

■ WE USE THE EXPERIENTIAL LEARNING CYCLE

We share a fundamental belief in *Experiential/Adult Learning Cycle and Accelerated Learning*, (“*Adults learn best by doing*”). It underlies all we do. This ensures that individual and team discovery and learnings are internalized, behavioral change, and organizational improvements are achieved.

#1 Competency Corporate-Wide

Leadership

“Developing and achieving leadership excellence” is the #1 corporate-wide core competency required for business excellence world wide.

■ WE DEVELOP AND COACH SENIOR MANAGEMENT...

We offer a full range of Executive and Team Development options through our “Centering Your Leadership” program. It is based on a systems view of building an overall Leadership Development Program for all levels of management. It includes:

- Conducting Leadership and Management Development Programs at all six natural levels of leadership competencies.
- Developing HR Management Best Practices
- Providing Executive Coaching and Succession Planning
- Facilitating Executive Team Building
- Leading Exploratory Executive Briefings and Strategy Sessions
- Keynoting Management/Board Conferences and Retreats

■ WE RESEARCH, PUBLISH & USE “BEST PRACTICES”...

Centre partners and principals are committed to continuous learning. We are “action researchers” as well as *interpreters and translators* of original research. The fruits of our research and learning form the basis for the Centre’s comprehensive product lines of “Best Practices” copyrighted instruments, assessments and books in practical, usable formats and simple processes, all based on our Systems Thinking Approach.

We offer the tools to take you from an introduction of these concepts, to mastering them on your long journey from “good to great.”

**WE HELP YOU CREATE A CUSTOMER-FOCUSED,
HIGH PERFORMANCE LEARNING ORGANIZATION**



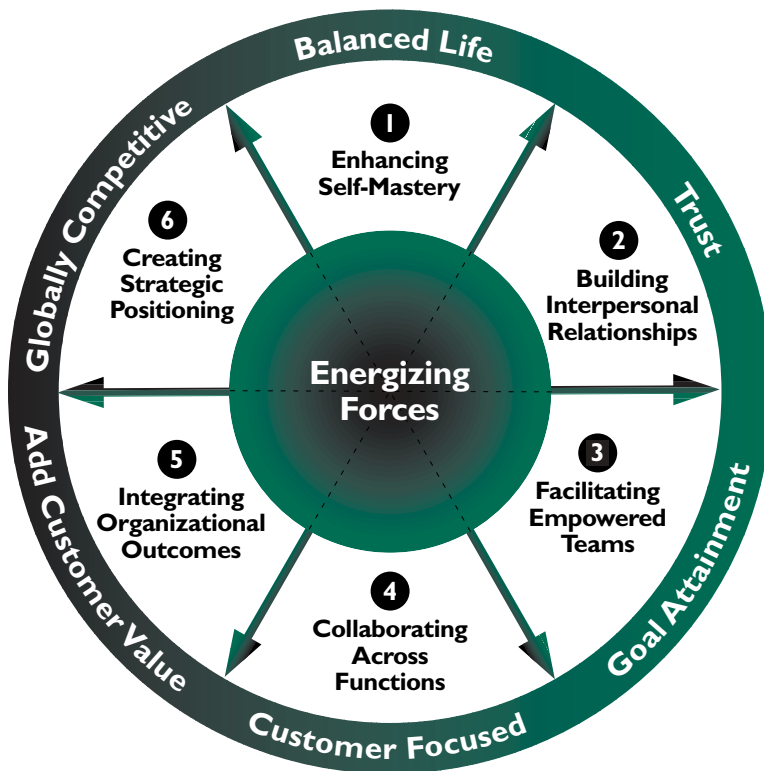
Are You A Leader...And Life Long Learner?

Do you want to further develop yourself and your collective management team?

Just use our copyrighted Model, below, with over 36 skill building courses, our extensive coaching, team building, succession management and executive development program expertise.

Achieving Leadership Excellence

The Systems Thinking ApproachSM to the "Six Natural Levels of Leadership Competencies" below – and their 36 underlying Skills –



"I want to reaffirm my admiration for the Centre. When we asked you to facilitate our self-evaluation and strategic planning, I knew we were asking you to do something very difficult. BWI is a unique organization in the real definition of that word. All the members of the Board and the senior staff have been impressed at how quickly you were able to comprehend the dual nature of BWI's personality and your ability to work within philosophies and prejudices that have been ingrained for decades."

CHAIRMAN OF THE BOARD,
BEST WESTERN INTERNATIONAL, INC

**LET US BECOME YOUR PARTNER
AND YOUR EXECUTIVE DEVELOPMENT RESOURCE TEAM!**

How to Get Started?...Partner With Us!



#1 CALL US TODAY:

- Through personal dialogue, determine how our Systems Thinking ApproachSM will sharpen your competitive edge.

#2 SEE US IN ACTION:

- Have us conduct a one-half to one-day Executive Briefing and Plan-to-Plan session on any of our expertise and topics
- OR**
- Have us facilitate your Annual Strategic Review and Retreat as a starting point to update your strategic plan.

**OUR “NOTHING-TO-LOSE”
GUARANTEE**

We are so confident of our ability to help you get started on strategic change projects that we guarantee our one-day Executive Briefing and Plan-to-Plan/Implementation sessions. If you do not receive the value added from these sessions, (or any other,) the day’s fee is waived.

#3 ASSESS YOUR ORGANIZATION’S BUSINESS EXCELLENCE:

- Give us a chance to assess your level of business excellence in creating customer value through our Fast Track Assessment to “*Building on the Baldrige*” and its Best Practices on the next page. See how you stack up to the best organizations.

#4 DECIDE ON NEXT STEPS TOGETHER:

- We offer many options for launching an executive development, strategic planning, customer value, innovation or transformational change process. Each is tailored to your specific situation and needs.

ANOTHER HOME RUN!

Thanks for the excellent presentation on **Strategic Management to my Executive Group last week. This group is fairly conservative on praise, but you got some great comments from them.**

“Excellent. One of the very best yet; both content and presentation”

“Impressive”

“I have heard a few speakers talk about **Strategic Planning. The Centre is the first one that I’ve heard that brings a system to the process”**

“I look forward to getting you back for your other topics”

**THE EXECUTIVE GROUP - CEO’S
(CHAIRMAN)**

The good news is that you can start any place in our Yearly A-B-C Strategic Management Cycle and improve from there.

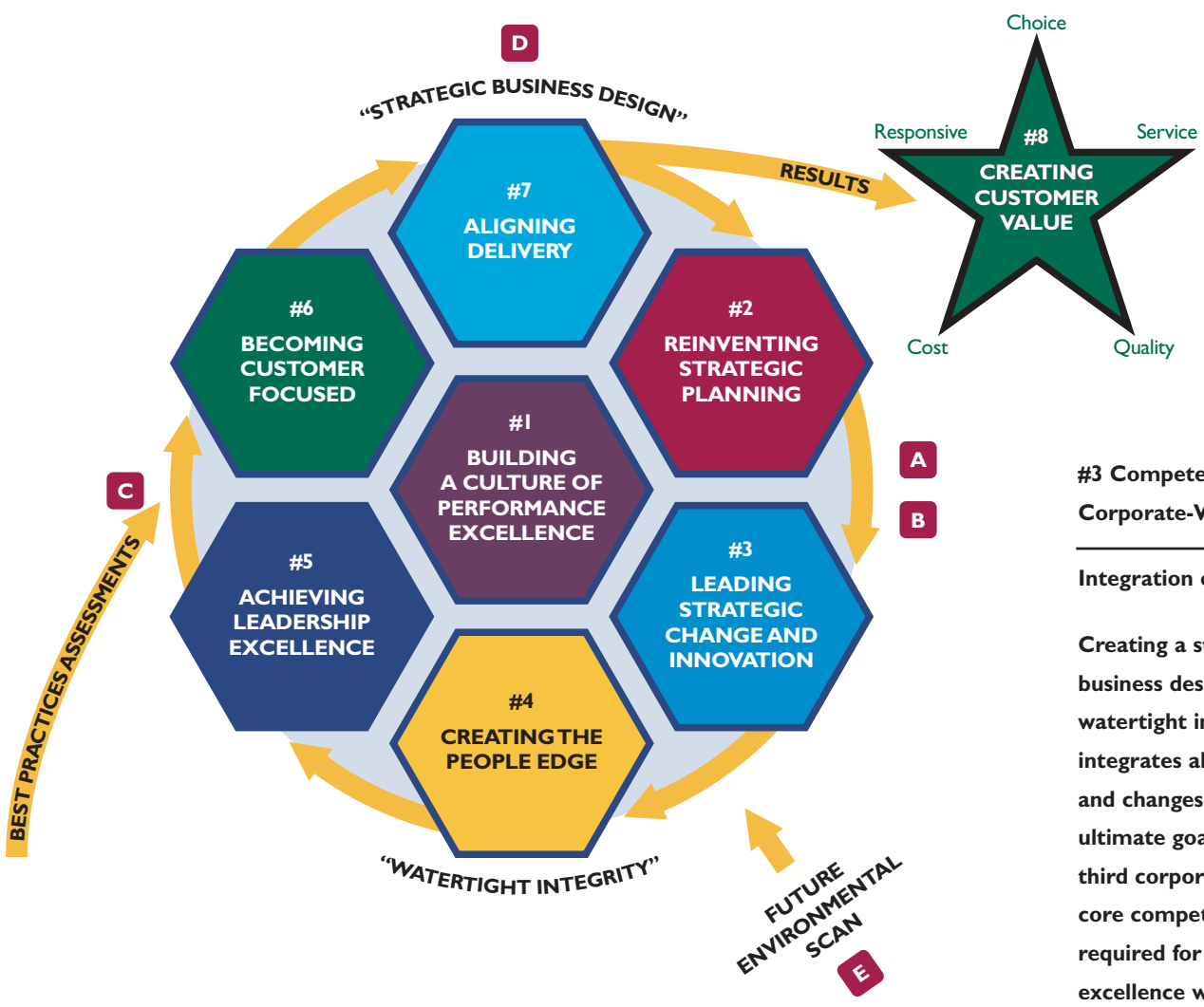
IN SUM...

LET US BE YOUR KEY TO SUCCESSFUL STRATEGIC CHANGE



Use Our Business Excellence ArchitectureSM

This is the Systems Thinking ApproachSM that “Builds on the Baldrige” to assess, design and create your Competitive Business Advantage



#3 Competency
Corporate-Wide

Integration of Changes:

Creating a strategic business design with watertight integrity that integrates all innovation and changes is the ultimate goal—and the third corporate-wide core competency required for business excellence world wide.

HAINES CENTRE
for **STRATEGIC**
MANAGEMENT[®]
World Leaders in Strategic Management

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■ OUR VISION

- We are a leading edge, global alliance of diverse master consultants and trainers, who are recognized and sought after for our unique Systems Thinking ApproachSM to Strategic Management...Our Only Business.
- This new systems orientation to life makes a significant difference in our own lives, the lives of senior executives and their people, organization, and the communities and societies in which we live and work.

■ OUR MISSION

- We enhance the strategic management and leadership capabilities of senior executives, their teams, and organizations in the private, public, and not-for-profit sectors.
- We enable clients to create and sustain a customer-focused, high-performance, learning organization, which becomes their true competitive advantage within our world of continual change.

■ OUR VALUES

- Integrity and transparency.
- Service to others.
- Professionalism and teamwork.
- Flexibility and “loose-tight” relationships.
- Respect and trust.
- Caring and abundance.
- Systems Thinking and simplicity.
- Balance and harmony.

OUR ULTIMATE GOALS ARE TO:

1. Earn your trust and confidence
2. Assist you in achieving your vision *and*
3. Develop a mutually beneficial partnership

