

Become a Strategic Leader in your Field!

For: Senior Staff Professionals, Consultants, Trainers, Coaches & Line Executives

Strategic Management Academy Certification

• **Strategic and Systems Thinking** • **Reinventing Strategic Planning** • **Leading Strategic Change**

BENEFITS

The Strategic Management Academy Certification will increase your value to your current employer and internal clients, while giving you the highly marketable competency of a **Strategic Leader** for the future. After successful completion of the pre-requisite workshops and the week-long *Academy Certification Boot Camp*, you will:

- ✓ Have an excellent grounding to **Create and Implement Strategic Plans** to deliver customer value and achieve the competitive advantage, using the holistic Systems Thinking Approach™
- ✓ Know how to **Facilitate the Installation of a Strategic Management System** to run the business strategically and sustain high performance year after year
- ✓ Understand how to **Design, Build and Sustain Systemic Change** for the organization to achieve Business Excellence and Outstanding Results
- ✓ Understand **Systems Thinking** in depth, and think more strategically and innovatively as a leader
- ✓ Be able to demonstrate **Breakthrough Facilitation Skills**
- ✓ Be **Certified to Deliver Training and Consulting** in Strategic Planning and Management using the Centre's proprietary material, as an internal or external consultant, subject to licensing arrangements and the completion of a mentoring program during which you will be coached by a master level consultant from the Centre.

ACADEMY CERTIFICATION

Academy Certification consists of two parts:

- A. Completion of Pre-requisite Workshops
- B. Completion of Pre-Work
- C. Completion of Academy Certification Boot Camp (Train-the-Trainer)

PRE-REQUISITE WORKSHOPS

Prior to the Academy Certification Boot Camp, candidates must have completed the following workshops:

- (1) Reinventing Strategic Planning (2 Days), **AND**
Either (2a) Leading Strategic Change (2 Days)
Or (2b) Strategic & Systems Thinking (2 Days)

Alternatively, candidates may attend the 3-Day preparatory workshop "**Strategic Management, the Systems Thinking Approach**". Please contact us for details.

PRE-WORK

Candidates will be required to complete pre-work, which will include a prescribed reading list. Purchase of reading material will be required.

ACADEMY CERTIFICATION BOOT CAMP:

The Boot Camp is held once a year in san diego and in Singapore. Upcoming dates Singapore are:

- ✓ **12-16 Apr 2010** (4½ Days) – SINGAPORE

INTERNSHIP

In addition to the three steps for the certification, candidates have the option to undergo an internship with a Centre Master Consultant. The internship will be customized to individual candidates.

During the 4 ½ Day Academy Certification Boot Camp, you will:

- ✓ **Experience Intensive Content Reinforcement:** You will receive more intensive learning, reinforcement and internalization of the content as each step is revisited from a much deeper level – the tacit knowledge that is Key to Success.
- ✓ **Acquire Extensive "How To" Knowledge:** You will spend much more time on the "how to" sequences, details and nuances in addition to the "what" of the workshop contents.
- ✓ **Demonstrate Mastery:** You will have opportunities to conduct and critique practice facilitation sessions and demonstrate your expertise, while receiving practical feedback on your skills from the Haines Centre Master Level Consultants.
- ✓ **Enhance Your Facilitation Skills:** Regardless of your facilitation expertise, this immersion will take you to a new level.

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ACADEMY CERTIFICATION BOOT CAMP CONTENTS:

- ✓ Specific in-depth and intensive treatment of mastery topics
- ✓ Learning Theory
- ✓ Practicing and Demonstrating Strategic Management Mastery
- ✓ Alternate Steps and Processes
- ✓ Personal Feedback and Growth
- ✓ Facilitating Difficult Issues and Conflict Areas
- ✓ Lecturettes on all Key Concepts
- ✓ Lists of Anticipated Big Process Issues
- ✓ Full Immersion

Candidates will be immersed in the following areas, where they will conduct & critique facilitation sessions, and demonstrate mastery:

1. The ABCs of Strategic Thinking, uses and applications
2. Strategic Thinking Questions & Principles – 12 Characteristics
3. Executive Briefing – Strategic Planning Options

4. Plan-to-Plan/Four Tasks/ Parallel Involvement Process
 5. Future Environment Scan
 6. Ideal Future Vision: Vision / Mission
 7. Positioning / Rallying Cry
 8. Ideal Future Vision: Values / Culture Change
 9. Key Success Measures
 10. Current State Assessment
 11. Strategy Development and Strategic Action Items
 12. Cascade of Planning
 13. Executive Briefing: Change / Iceberg Theory of Change
 14. Plan-to-Implement/Four Tasks/Organizational Capacity
 15. Players of Change
 16. Rollercoaster of Change
 17. Three-Year Business Planning
 18. Strategic HR Planning
 19. Six Natural Levels of Leadership Competencies
 20. Annual Strategic Review & Update
- Optional:*
21. Project Management
 22. Achieving Leadership Excellence
 23. Cascade of Change / Culture Change

ACADEMY CERTIFICATION BOOT CAMP AGENDA

Monday 8:30 AM—5 PM	Tuesday 8:30 AM—5 PM	Wednesday 8:30 AM—5 PM	Thursday 8:30 AM—5 PM	Friday 8:30 AM—1 PM
1. Welcome—Introduction 2. Purposes/agenda 3. Wants—Learnings for week 4. Sign ups to present and coach 5. Plan your presentation	8:30—Round #1 9:30—Round #2 10:30—Round #3 11:30—Round #4	8:30—Group Facilitation Practice: Round on Internal Consultant skills 10:00—Round #9 11:00—Round #10	8:30—Group Facilitation Practice: Round on Internal Consultant skills 10:00—Round #15 11:00—Round #16	• General Discussion on consulting skills • Pull it all together • Learnings/Applications • Next Steps • Celebration/Graduation
Lunch				
Group Facilitation Practice: • 3 rounds on facilitator skills	1:30—Round #5 2:30—Round #6 3:30—Round #7 4:30—Round #8	1:00—Round #11 2:00—Round #12 3:00—Round #13 4:00—Round #14	1:30—Round #17 2:30—Round #18 3:30—Round #19 4:30—Round #20	
Evenings				
• Dinner together • Prep Tuesday Presentation	• Working Dinner • Evening Discussion Session • Prep Wednesday Presentation	• Working Dinner • Evening Discussion Session • Prep Thursday Presentation	Night off	

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ACADEMY CERTIFICATION BOOT CAMP FACILITATORS

All facilitators of the Centre's certification programs are carefully selected master consultants with outstanding track records. They are all members of the Centre's Board of Examiners and approved adjunct instructors of the University of San Diego's Division for Continuing Education. The facilitators for the upcoming certification programs are:

Joint-Lead Facilitator

Stephen Lin is the Asian Regional Managing Partner of the Centre, and works with organizations in Singapore and the region, to improve long term performance by developing their strategic management and innovation capabilities through training, coaching and facilitation. He is the Centre's master facilitator in Asia, is a member of the Centre's Executive Committee, and an adjunct instructor for the University of San Diego Continuing Education Division. Stephen holds a Master in Organizational Leadership and is co-author of "Enhancing Your Strategic IQ-Winning Strategies from A to Z".

Stephen is a former government scholar, and has over 22 years of senior management experience in private and public organizations, both as an internal executive as well as an external consultant. As an internal executive, he has led strategic capability acquisition and development efforts and been a key member of strategic and scenario planning teams. As an external consultant, he is in demand for in-company training as well as facilitation of planning efforts. He also regularly leads public workshops/seminars on key strategic management topics of strategic thinking & planning, change management, leadership and innovation, and has conducted these workshops in Singapore, Malaysia, Indonesia, India, China and the USA.

Stephen has facilitated numerous "live" strategic planning efforts and in-company senior management development programs, for a wide range of organizations including multi-national companies, small-medium enterprises and government agencies. His in-house clients have included Ministry of Education, National Community Leadership Institute, Ministry of Community Development and Sports, INTEL Microelectronics & INTEL Technology, See Hoy Chan Group Malaysia, Singapore Productivity Association, Association of Muslim Professionals, Singapore Sports Council, Housing and Development Board, Halliburton, Raffles Institution (JC), Institute of Technical Education, National Environment Agency, Hitachi Global Storage Technologies, National University of Singapore, Hitachi Asia Group of Companies, Singapore Technologies, Building and Construction Authority, Singapore Telecommunications, among others. Stephen has also trained hundreds of managers in public workshops and seminars, with consistently excellent evaluations by the participants.

Joint-Lead Facilitator

Allan Bandt is the Centre's Regional Managing Partner for Australia and New Zealand since 1990. He is also the director of Bandt Gatter and Associates, a Perth-based Human Resource Consultancy. He is a past president of the Australian Human Resources Institute (WA), a past National Director of the Australian Human Resources Institute and Chair of the latter's Strategic Planning Committee. Allan has over 30 years of experience in strategic management, as an internal executive as well as an external consultant, and has led major long-term and strategic consulting assignments from Sydney to Adelaide to Perth.

Allan is co-author of "Successful Strategic Human Resource Planning" which is sold and utilized worldwide. He has considerable consulting and training experience in Human Resources and Strategic Management, and has worked in Australia and overseas with government and enterprises to successfully develop and implement their strategic plans and strategic HR plans. His clients have included, among others, the City of South Perth, Cancer Foundation of Western Australia, Edith Cowan University, Curtin University, University of Western Australia, Ballarat University (NSW), Department of Agriculture, Department of Corporate Information Services (Northern Territory), Health Department of Western Australia, Department of Justice, WA Police Department, Family Court of Australia, Department of Navy, Monadelphous Group, AstraZeneca Pharmaceuticals, Association of HR Professionals (Sri Lanka), etc.

Allan has conducted strategic planning and strategic HR planning workshops in the USA, Australia, Singapore, Canada, Mauritius, Malaysia, and Sri Lanka. He consistently receives outstanding appraisals from workshop participants and consulting clients on his vast knowledge, expertise and professionalism.

Please Note:

We reserve the right to substitute any of the facilitators with other facilitators from our Board of Examiners without prior notice.



Co-Sponsored By:



For More Information:
www.HainesCentreAsia.com

Tel: (65)-63322 033

Email: info@HainesCentreAsia.com

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Fax to: (65)-63365 032

REGISTRATION FORM

I wish to register for the Strategic Management Academy Certification Boot Camp on **12 – 16 April 2010, SINGAPORE**

Candidate's Name: _____

Designation: _____

Company: _____

Address: _____

Telephone: _____

Fax: _____

Email: _____

Contact Person: _____

Telephone: _____

Email: _____

I have attended the following workshops as pre-requisite:

Workshop Name (1): _____

Date Attended: _____

Workshop Name (2): _____

Date Attended: _____

I wish to sign up for the prerequisite workshops as well. Please send me the enrollment forms.

Tuition: USD 2,495

Fee quoted is in US Dollars and includes course materials, lunch and tea-breaks.

Kindly make payments to:

CSM Strategic Consultants Pte. Ltd.
(Company Registration: 200615997C)
3 Raffles Place #07-01
Singapore 048617

Tel: (65)-63322 033

Fax: (65)-63365 032

Email: info@HainesCentreAsia.com

Please contact us for more information on the venue for each location, or if you require any other clarification.

Please note that we reserve the right to cancel or postpone the workshops and/or boot camp in the event of insufficient numbers of candidates, in which case, payments already made will be refunded in full.