

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*

In today's increasingly competitive times, you need to have a strategy for success. No longer is it the organization that just offers the best product or service that will reap the highest rewards or benefits. With current economic challenges and instabilities, the greatest business sustainability and competitive edge will instead be experienced by those who offer not only superior products and service to their customers or clients, but who also take a strategic approach to managing every facet of their business operations.

Understanding the importance of learning how to apply critical strategic and systems thinking on a daily basis, and acquiring the knowledge, skills and attitudes necessary to successfully lead the organization strategically, is of vital importance to every organization's senior management team and future leaders.

This Strategic Management Academy Certification Program is designed to provide you with precisely these competencies that will enable you to facilitate and lead your organization to the next level, and sustain your competitive edge over the long term.

As a leader in your organization, the plans and decisions you make today will affect the future of your organization. To achieve and maintain your cutting-edge and be properly prepared as a strategic leader, it is crucial for you to attend this certification program.

BENEFITS OF THE PROGRAM

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.

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ACADEMY CERTIFICATION

Academy Certification consists of two parts:

- A. Pre-Work
- B. Academy Certification Workshop and Boot Camp

PRE-REQUISITE WORKSHOPS

The 3-day workshop “**Strategic Management, the Systems Thinking Approach**” immediately prior to the boot camp, is integral to the Academy Certification, and its completion is required.

Candidates may be granted an exemption from the workshop if they have already attended it previously, or if they have attended one of the following combination of workshops.

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

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 PROGRAM DATES:

The dates for the next Strategic Management Academy Certification Program in Singapore are as follows:

- ✓ **Strategic Management Workshop:**
23-25 Feb 2011 (3 Days), or
22-24 Jun 2011 (3 Days)
- ✓ **Boot Camp:**
27 Jun – 01 Jul 2011 (4½ Days)

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.

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

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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:

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 23 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 Health Services, 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, Citibank Singapore, Singapore Mass Rapid Transit, among others. Stephen has also trained hundreds of managers in public workshops and seminars, with consistently excellent evaluations by the participants.

Co-Facilitators

Stephen will be assisted by qualified and experienced facilitator(s) approved by the Centre's Board of Examiners. They will add to the richness of the Boot Camp by sharing their experience and best practices in the practical aspects of facilitation and strategic management.

Please Note:

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

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Fax to: (65)-63365 032

REGISTRATION FORM

I wish to register for the Strategic Management Academy Certification.

Preparatory Workshop – Choice of Dates (Both in Singapore):

23 – 25 Feb 2011, or

22 – 24 Jun 2011

and Boot Camp: 27 Jun – 01 Jul 2011, SINGAPORE

Candidate's Name: _____

Designation: _____

Company: _____

Address: _____

Telephone: _____

Fax: _____

Email: _____

Contact Person: _____

Telephone: _____

Email: _____

I have previously attended the following workshops as pre-requisite, and wish to be exempted from the preparatory workshop (attend only the boot camp from 27 Jun to 01 Jul 2011).

Workshop Name (1): _____

Date Attended: _____

Workshop Name (2): _____

Date Attended: _____

Program Fee: USD 3,795

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

*If exemption from the preparatory workshop is granted, the program fee will be **USD 2,495***

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.