

Become a Strategic Expert 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

- Attend our 2½ Day Public Workshop:
Reinventing Strategic Planning to Deliver Customer Value
- Then Attend our Week-Long Academy Immersion and Certification



Presented by: **Stephen Haines**
and Haines Centre for Strategic Management Global Partners

Why the Haines Centre's Academy Certification? Haines Centre's Certification can increase your value to your current employer and internal clients while giving you highly marketable skills for the future.

World-Class Experience. The Centre has provided the Academy Certification training for over ten years.

Leadership. This Strategic Management Academy Certification can be taken once you have completed our Public Workshop, or they can lead together to a Gold Mastery Diploma that is the equivalent of an MBA in Strategic Management (see other side for details). They are led by Stephen Haines, the world's foremost authority and leader in the Systems Thinking Approach™ to Strategic Management (Planning-People-Leadership-Change).

He has led the Best Practices research development and expansion of Strategic Management and Systems Thinking for more than 30 years, as a graduate of the US Naval Academy at Annapolis, with its Legendary Leadership Class of 1968.

Steve currently travels the world consulting with CEOs of progressive organizations, while keynoting and facilitating seminars and workshops as a distinguished and prolific author.

During the 4½-day Boot Camp Immersion for the Strategic Management Academy 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, new 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 content.
- **Demonstrate Mastery:** You will have an opportunity to conduct practice facilitation sessions and demonstrate your expertise in part of the workshop, while receiving practical feedback on your skills from the Haines Centre's Master Level Consultants.
- **Enhance your Facilitation Skills:** Regardless your facilitation expertise – this immersion will take you to a new level.

Each Immersion and Week-Long Academy Certification includes:

Specific in-depth and intensive re-examination of the mastery topics, (both the "what" and the "how to")

- 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
- 4½ Days/Nights of Immersion

2007 Schedule: Reinventing Strategic Planning to Deliver Customer Value

WASHINGTON, DC

"The American Experience"
May 1 - 3

BANFF, AB

"A World Heritage Site"
May 30 - June 1

SAN DIEGO

"America's Finest City"
August 28 -30 (2007)

TORONTO

"World's Most Multicultural City"
September 18 -20

ATLANTA, GA

"Big City, Southern Hospitality"
November 7 - 9

2008 Strategic Management Academy Certification

SAN DIEGO January 21-25, 2008 – \$1895 US (Before Sept. 30, 2007) \$2295 US (After Sept. 30, 2007)

The primary thrust of Our Certification is about IN-DEPTH LEARNING and SKILLS!



STRATEGIC MANAGEMENT GOLD MASTERY DIPLOMA – 4 STEPS



STEP #1: Strategic Management - The Main Event

- **Hands On Workshop:** Attend our 2½-Day Workshop – *Reinventing Strategic Planning* (to Deliver Customer Value).

STEP #2: Coaching Support ROI Program

- **Practical Application:** A year long opportunity to be coached by a Haines Centre Master Consultant/Mentor. Call **619.275.6528** or visit our Website at **www.centretaining.com** for more details.

STEP #3: Strategic Management Academy Certification

- **4½-Day Boot Camp Immersion:** You will attend our Week-Long *Strategic Management Academy Certification*. (Details on opposite side)

STEP #4: Flexible Practicum/Internship Opportunity

- **Capstone Application:** You will have an opportunity to combine learning and organizational results. Apply your learnings back home in a joint, practical, and successful manner with a Haines Centre Master Level Consultant/Mentor. Write up your learnings and have them approved by your Master Mentor.



STRATEGIC MANAGEMENT GOLD MASTERY DIPLOMA – OUTCOMES



1. An in-depth knowledge of Systems Thinking as a "New Orientation of Life" (Like raising your effective "Strategic IQ" 50 Points).
2. An ability to create, install and sustain a Strategic Plan and an Annual Plan to support it over the long term, based on the organization's unique Positioning in the marketplace.
3. An ability to facilitate the installation of a Strategic Management System, and Yearly Cycle as the new way to run a business Strategically – on a Daily-Monthly-Yearly basis.
4. An ability to become a skilled architect in designing, building and sustaining "Systemic Change" for an organization to achieve Business Excellence and Outstanding Results.
5. An understanding of how to specifically build a Leadership Development System with a Systems Thinking framework (the #1 Corporate-Wide Core Competency required for all successful organizations in the 21st Century).
6. An ability to think more strategically and innovatively as a leader, and a Consultant on a daily basis.
7. An understanding of how to create and sustain a Strategic HR (People) Plan.
8. A significant growth in self-mastery and Breakthrough Facilitator Skills at the personal, interpersonal, and team levels.

HOW DO YOU GET STARTED?

1. **Decide this Strategic Management Academy Certification and/or Gold Mastery Diploma is right for you.**
2. **Review our Public Workshop Schedule for the public event that fits your schedule – or have us conduct it within your organization.**
3. **Contact us to register, and for more information—GET STARTED!**