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**OUR YEAR 2010 VISION**

**Strategic Management...Our Only Business**

We are an internationally recognized, leading-edge global alliance of diverse master consultants and facilitators who make a meaningful difference in the world by applying strategic and systems thinking.

We contribute to this vision daily when:

We help our clients to apply and implement successfully the principles of Strategic Management (Planning-People-Leadership-Change) to deliver Customer Value.

We enhance life for ourselves and for each other

We generate value and wealth for both our clients and for ourselves.

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**OUR MISSION...  
THROUGH THE YEAR 2010**

We enhance the strategic and leadership capabilities of senior management, key staff professionals, and organizational teams in the private, public, and not-for-profit sectors around the globe

We tailor our *Systems Thinking Approach®* with each client to facilitate the planning, design, and implementation of sustainable approaches to strategic management through strategy, people, leadership, change, and processes/structures to deliver customer value.

We enable clients to sustain this customer-focused strategic management approach (system) which becomes their true competitive advantage in our world of continual change.

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**OUR CORE VALUES**

*We conduct our lives, our business, and our decision-making as colleagues through:*

**Integrity and transparency**

**Service to Others**

**Professionalism and Teamwork**

**Flexibility and Loose-Tight Relationships-**

**Respect and Trust**

**Caring and Abundance**

**Systems Thinking**

**Balance and Harmony**

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**POSITIONING  
OUR COMPETITIVE ADVANTAGE**

*“Superior results and greater long-term value through the Systems Thinking Approach® to Strategic Management*

**Superior Results:** You get the elegant simplicity of our Systems Thinking Approach® to achieve and sustain business excellence and superior results

**Knowledge Transfer:** You get our Systems Thinking knowledge, skills, products, language, and methodology transferred to your people for continuous improvement.

**Greater Value:** You get the global expertise and reach of large, well-known international consulting, training, and publishing firms without their overhead costs.

**B**

**OUR KEY SUCCESS MEASURES**

Member Satisfaction

Client Satisfaction

Financial Viability

Product and Service Development

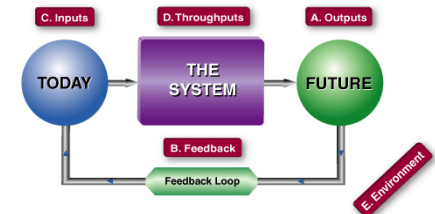
Contribution to Community

**“Nothing-to-Lose Guarantee”**

We are so confident of our ability to help you that we offer a “*Nothing to Lose Guarantee*” for all the consulting, training, and products. If you do not get value from the time we spend together, the session’s fee is waived.

**OUR CORE TECHNOLOGY**

**THE SYSTEMS THINKING APPROACH™**



**FIVE SYSTEMS THINKING QUESTIONS**

- A. Where do we want to be?
- B. How will we know when we get there?
- C. Where are we today?
- D. How do we get there?
- E. What will/may change in the environment in the future?



## OUR CORE STRATEGIES

### 1. Member Growth

Actively encourage all Haines Centre Members to grow in their skills and practices as master consultants and facilitators which then leads to growth in their businesses.

Ensure that Haines Centre has an effective, intentional, “member lifecycle management process” which sets both the Members and the Haines Centre up for success.

### 2. Client Growth

Retain and acquire more clients committed to organizational development and change.

### 3. Content Growth

Develop and refine Haines Centre programs and products consistent with a Tier II level organization.

### 4. Brand Growth

Design and implement our Haines Centre for Strategic Management brand into one that is recognized and well-respected in those locations around the globe in which we choose to operate.

### 5. Effective Governance

Ensure long-term viability of our virtual organization through effective organizational design, ownership framework, and operational procedures.

*World Leaders in Strategic Management  
Powered by Systems Thinking*



## OUR IMPLEMENTATION

Involves monthly conference and learning bridge calls and meetings two times a year, including a International Partner meeting.

## OUR FULLY INTEGRATED PRODUCT LINES AREAS

*Built on the Baldrige Criteria*

1. **Strategic and Systems Thinking**
2. **Building a Performance Culture**
3. **Reinventing Strategic Planning**
4. **Leading Strategic Change**
5. **Creating the People/HR Edge**
6. **Achieving Leadership Excellence**
7. **Becoming Customer Focused**
8. **Aligning Delivery and Distribution**

## OUR INTEGRATED LINES OF BUSINESS

Consulting and Coaching  
 Executive Development and Training  
 Keynote Presentations  
 Publishing  
 Assessment Instruments



**Systems  
Thinking  
Press™**

*Specialists in Systems Resources*  
[www.SystemsThinkingPress.com](http://www.SystemsThinkingPress.com)

Comprehensive support materials based on The Systems Thinking Approach®



*World Leaders in Strategic Management*

## 2007—2010 Strategic Plan

A global consulting, training, and a strategic alliance of Master Consultants whose work is based on The Systems Thinking Approach® to Strategic Management...Our Only Business.



*Founded 1990*

Offices in over 20 Countries  
**Headquarters in San Diego, CA**  
with Partners and offices across the globe

**Global Partners  
and Certified Business Associates in:**

Argentina and Mercosur	
Singapore and Asia-China	
United Arab Emirates	
Saudi Arabia	
South and East Africa	
USA	Canada
Australia	Turkey
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