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DENNER GROUP JOINS HAINES CENTRE FOR STRATEGIC MANAGEMENT

Denner Group International has become a partner in the Haines Centre for Strategic Management, a global alliance of consultants with 39 offices in 20 countries. The firm will now conduct business under the name Haines Centre for Strategic Management, and continue their consulting practice as before, in strategic planning for businesses and non-profit organizations, with a primary focus on strategic management, strategic marketing and corporate governance. Their primary market region will continue to be San Diego County and Northern Baja California. However, the Dennistons are also assuming a leadership role in the development of the Centre's Latin American and US Hispanic markets in general.

"We are excited about the direction this means for our consulting practice," said Eric Denniston, Managing Director, who together with his wife and partner, Jeri, direct the operations of Denner Group International. "Jeri will have primary responsibility for driving our efforts in the US Hispanic market where she has more than 15 years of experience, while I will focus my efforts on the Latin American markets, primarily Mexico, which are my strengths," added Denniston. Eric Denniston was born and raised in Mexico City where he began his career in banking in 1973. Together, the Dennistons have a combined experience of more than 60 years in Hispanic business consulting, including much of Latin America, primarily in the areas of strategic and business planning and marketing.

The Haines Centre for Strategic Management bases its consulting work on Systems Thinking™, viewing individuals and organizations within the context of their environments. People and organizations do not exist as an island unto themselves, but as part of a larger network, web or matrix of systems that all function, more or less **in**dependently, yet **inter**dependently. By grasping the fundamentals and essence of how an organization works, as a system within a set of larger systems, it is possible to work through the complexity and arrive at real, effective solutions to difficult individual, business or organizational problems. In The Systems Thinking Approach®, we see this as "Simplicity on the Far Side of Complexity".

"As we became more familiar with the Haines Centre's approach to strategic management, we understood that our similar approach of 'backwards thinking from the future' parallels Systems Thinking. Our integration into the Centre family will draw on our strengths in the US Hispanic and Mexico markets and provide us with a global platform of people, processes and unique copyrighted resources to expand and refine our services, delivering much higher value to our clients," commented Jeri Denniston. "For us, it's been a natural way of thinking, and now through our partnership in the Haines Centre, we have a wealth of partners and tools available to serve our mutual clients even better."

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The Haines Centre was founded by Stephen Haines in 1990 as a loose-tight global organization of master consultants. With partners in 20 countries, the Centre also has offices in Latin America, serving clients in the disciplines of executive training, strategic planning and change management consulting. The Dennistons will focus their efforts on this region, as well as the Southern California US Hispanic market, to expand the Centre's efforts in serving these communities.

Recently, the Haines Centre established a partnership with the University of San Diego to jointly deliver executive continuing education and training programs in Mexico. As an integral part of its Hispanic focus, the Haines Centre will work with its USD partners to explore opportunities south of the border.

For more information please visit: www.hainescentre.com.

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