



HAINES CENTRE
for **STRATEGIC**
MANAGEMENT®

World Leaders in Strategic Management

www.HainesCentre.com

Founded in 1990 · Offices in Over 20 Countries



Systems
Thinking
Press™

A Haines Centre
Integrated Line of Business

Strategic Thinking Product Guide 2008

The Systems Thinking Approach®
—*The Natural Way the World Works*

Executive Briefing

Strategic Management...Our Only Business
Delivering Customer Value in 68 Countries

CD-ROMs · e-Books · Books · Games · Participant Kits · Facilitator Kits · 360° Assessments · *and much more!*

Enhance Your “Strategic IQ!”®

The Haines Centre’s Smart Start includes: Strategic IQ® Audit, Executive Briefing and Plan-To-Plan Sessions. They are designed to establish a common set of principles and knowledge on the specific Strategic Management project that your organization needs to develop or improve. By using this Systems Thinking Approach® principles, and Audit results, you can develop an Enterprise-Wide Planning and Change Game Plan for successful execution. Build your capacity to achieve and sustain business excellence and superior results.

Achieve Organizational Clarity, Simplicity and Superior Results!

EXECUTIVE BRIEFING/SMART START AUDIT OUTLINE

Day One—Strategic Audit

Initial meeting with CEO on purposes/introductions/wants

- Initial meeting with Senior Management on Strategic IQ Audit
- **Begin Strategic IQ Audit Process**—Conduct analysis of business documents (economic, customer, operational and strategic).

Continue Strategic IQ Audit Process—

- Hold 1-1 data collection sessions as necessary
- Client Objectives meeting with CEO and other decision makers

Day Two—Executive Briefing/Plan-to-plan

Executive Briefing: “Educating and Assessing”

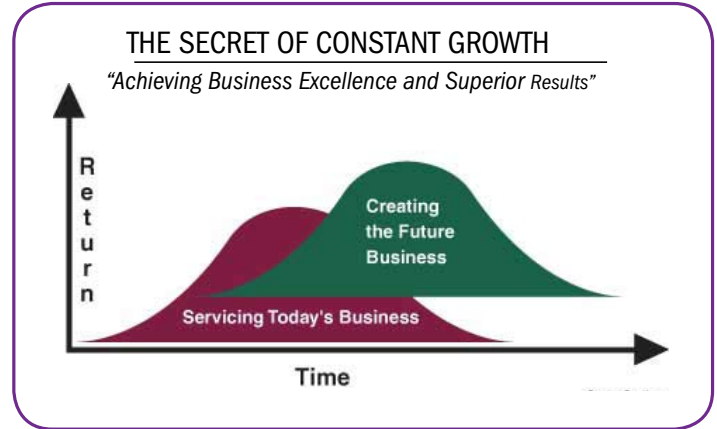
- Choose from eight Strategic Management Topics
- Learn the research on Proven Best Practices
- Assess your organization vs. these Best Practices

Plan-To-Plan Tasks: “Organizing and Tailoring”

- Organize and engineer success up front
- Tailor the change process to your needs
- **Present Strategic IQ® Audit Results**
- Build a practical and realistic “Game Plan”

The Systems Thinking Approach®—to Strategic IQ Audit (Science-Based Proven Research)

- We are Interpreters and Translators of Proven Best Practices Research from the Science of Living Systems.
- We tailor these Best Practices into powerful, practical and easy to use, simple tools.
- We own Systems Thinking Press® the “Premier Publisher and Clearing-house for Systems Thinking Resources”.
- Visit our web site www.SystemsThinkingPress.com.
- Learn about ALL our Strategic Management Materials.



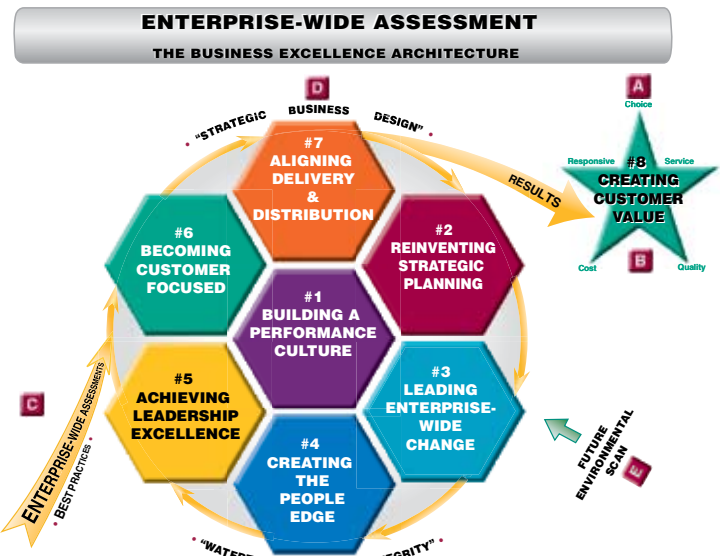
EIGHT EXECUTIVE BRIEFING DAY TOPICS

Strategic Management—The Systems Thinking Approach®

1. Becoming a Strategic and Systems Thinker
2. Reinventing Strategic Planning
3. Leading Enterprise-Wide Change
4. Creating the People Edge (Strategic HR Management)
5. Achieving Leadership Excellence
6. Becoming Customer Focused
7. Aligning Delivery & Distribution (Business Planning)
8. Creating Customer Value (Positioning & Design)

Two Q's:

1. Do you have a yearly financial audit that is backwards looking?
2. Do you have a yearly strategic IQ audit that is backwards and forwards looking? Why not?



Enhance Your “Strategic IQ!”®

Proven Best Practices—The Research Is In!
Strategic Management—The Systems Thinking Approach®

300+ Potential PowerPoint Slides in each hard copy booklet!

These are PowerPoint formatted hard copy Booklets in 6x8 form. They have over 150 pages with over 300 potential PowerPoint slides each in PDF format.

Each hard copy page has the potential to be easily developed into customized PowerPoint slides. The hard copy booklet contains Specific Handouts, Checklists, Quotes, Surveys, Models, Best Practices, and Exercises for Executives to explore Strategic Management.

Included with each booklet:
Executive Summary Article



Eight Strategic Management Topics:

Each one has over 150 pages of Best Practices Research
Hard copy price: \$29.95 each

300+ Potential PowerPoint slides in each:

- | | |
|---|--------------|
| 1. Strategic & Systems Thinking | Code: EBSST |
| 2. The ABC's of Strategic Management | Code: EBRSP |
| 3. Achieving Leadership Excellence | Code: EBALE |
| 4. Leading Strategic Change | Code: EBEWC |
| 5. Creating Customer Value | Code: EBCCV |
| 6. Strategic People Edge & HR Management | Code: EBHR |
| 7. Strategic Marketing and Sales Planning | Code: EBMARK |
| 8. Three Year Business Planning | Code: EB3YR |



Avoid shipping charges by choosing e-Products!

Save time & money. Download directly from the web—fast and easy. Available on all eight topics.

E-PRODUCT PRICE: \$299.95 EACH

REPRODUCIBLE!

CD-ROM Package:

Complete set of all eight Executive Briefing Booklets. Over 1,200 pages!

Price includes free unlimited reproduction rights

CODE: ALLEBS-CD PRICE: \$1595.95 EACH SAVE \$800

REPRODUCIBLE!

Hard Copy Package:

Complete set of all eight Executive Briefing Booklets. Over 1,200 pages!

CODE: ALLEBS PRICE: \$199.95 EACH SAVE \$40

Actual PowerPoint Presentations (110–200 slides each)

These PowerPoint presentations are a companion to our Executive Briefing Booklets. They provide facilitators with high quality visual tools that complement any learning. Available Topics:

Reinventing Strategic Planning

CODE: PPTRSP \$299.95

REPRODUCIBLE!

Achieving Leadership Excellence

CODE: PPTALE \$299.95

IRO

Strategic and Systems Thinking

CODE: PPTSST \$299.95

Enterprise-Wide Change

CODE: PPTWC \$299.95

Strategic People Edge Planning

CODE: PPTCPE \$299.95

Creating Customer Value

CODE: PPTCCV \$299.95



Requires Centre Certification to purchase (otherwise in PDF format)

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Stephen Haines
Founder, CEO, and Strategy Consultant
Haines Centre for Strategic Management
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Steve is the world's foremost authority on the Systems Thinking Approach® to Strategic Management. Steve has over thirty years of working closely with over 300 CEOs, and has been a Senior Executive with major corporations. He is a U.S. Naval Academy graduate of the Legendary Leadership Class of 1968.

Contact Steve at info@HainesCentre.com.

Haines Centre for Strategic Management delivers customer value world-wide through an integrated Systems Thinking Approach® to Strategic Management (Planning · People · Leadership · Change).

This includes five Haines Centre Integrated Business Units, all seamlessly integrated into one holistic methodology that creates Superior Business Results.

NEW! Inside on Page 9!

4 New Books!

Haines Centre Book Series on Business Excellence

The Haines Centre Book Series on Business Excellence is based on the Systems Thinking Approach® to Strategic Management... Our Only Business. It is based on 50+ years of Scientific Research on Systems Thinking, "*the Natural Way the World Works.*"

Strategic and Systems Thinking:

The Winning Formula

Reinventing Strategic Planning:

The Systems Thinking Approach®

Leading Strategic Change:

The Strategic Approach to Business Excellence

Enhancing your Strategic IQ:

Winning Strategies: From A to Z

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