



World Leaders in Strategic Management

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Founded in 1990 · Offices in Over 20 Countries



A Haines Centre
Integrated Line of Business

Strategic Thinking Product Guide 2008

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

Assessment Instruments

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!*



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ASSESSMENT INSTRUMENTS: HAINES SYSTEMS THINKING BEST PRACTICES RESEARCH

	IN-DEPTH ASSESSMENT TOPICS	HAINES CENTRE ASSESSMENT INSTRUMENTS—BEST PRACTICES
1	Culture of Performance Excellence	<ul style="list-style-type: none"> ✓ Becoming a Strategic Thinker (31 Q's) ✓ Customized Employee Values Survey ✓ Strategic and Systems Thinking - Best Practices (50 Q's)
2	Reinventing Strategic Management	<ul style="list-style-type: none"> ✓ Core Values, Uses & Reinforcements (40 Q's) ✓ Strategic Management, It's Simple (40 Q's) ✓ Integrated Strategic Planning and Management (46 Q's)
3	Leading Enterprise-Wide Change	<ul style="list-style-type: none"> ✓ Rollercoaster of Change - Pre-work & Debrief (30 Q's) ✓ What's Your Organizational Capacity? (25 Q's) ✓ Why 75% of Change Efforts Fails (33 Q's)
4	Creating the People Edge	<ul style="list-style-type: none"> ✓ HR Assessment - Best People Practices (40 Q's) ✓ Balance in Body, Mind and Spirit (30 Q's) ✓ Integrity and Character (46 Q's) ✓ Supporting Creativity and Innovation (25 Q's) ✓ Acting with "Conscious Intent" (25 Q's)
5	Achieving Leadership Excellence	<ul style="list-style-type: none"> ✓ Leadership and Competency Guide ✓ 360° Leadership Competencies - Self, Other & Org (36 Q's) ✓ Achieving Leadership Excellence - Best Practices (40 Q's) ✓ Daily Leadership - Best Practices (20 Q's)
6	Becoming Customer-Focused	<ul style="list-style-type: none"> ✓ Business Acumen Competencies - Self, Other & Org (30 Q's) ✓ Are you a Customer Focused Organization? (30 Q's)
7	Aligning Delivery and Distribution	<ul style="list-style-type: none"> ✓ Business Process Improvement - Best Practices (33 Q's) ✓ Baldrige Quick Profile Assessment (30 Q's)
8	Creating Customer Value	<ul style="list-style-type: none"> ✓ Creating Customer Value (40 Q's) ✓ Customized Customer Satisfaction Survey ✓ Customized Employee Satisfaction Survey ✓ What's Your Positioning Quotient? (20 Q's)

Many Powerful Uses of Our Proven Best Practices Research

- Organizational Assessments
- Customer-Focused Assessments
- Customer/Employee Feedback
- 360° Leadership
- Strategic/Business Planning Tools
- Enterprise-Wide Assessments
- Organization-Wide Management Needs Assessments
- Training and Development Feedback
- The Leading Organization
- Create your own survey from over 1,500 questions

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Four NEW Assessment Instrument Sample Packages!



- #1. Strategic Planning and Strategic Management (6 Instruments) Code: ISPSP **SAVE \$30**
- #2. Leading Enterprise-Wide Change (6 Instruments) Code: ISPEWC **SAVE \$30**
- #3. HR-Creating the People Edge (6 Instruments) Code: ISPHR **SAVE \$20**
- #4. 360° Leadership and Management (Leadership & Management Development) (7 Instruments) Code: ISPLDR **SAVE \$20**

All Based on 50 years of the Science of Systems Thinking
“The Natural Way the World Works”

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Enterprise-Wide Assessment Instrument

Create Customer Value

Performance and Results—*“The Criteria for Performance Excellence”*

The purpose of this Enterprise-Wide Assessment Instrument is to allow you to compare your organization vs. the best organizations in the US (those that have won the Baldrige Quality Award and are known to outperform the S&P 500 by 5 to 1).

Code: IBOB \$29.95 (Hard Copy) Call us for **Online Assessment Version**

Enterprise-Wide Assessment Template:

Quick Form (Fully Reproducible e-Product) - **Code: TEWA \$99.95**

Business Excellence Architecture

Eight Modules of an “Organization as a System” (The Architecture)—
Based on the Baldrige Quality Award Criteria

- 1 Building a Performance Culture
- 2 Reinventing Strategic Planning
- 3 Leading Enterprise-Wide Change
- 4 Creating the People Edge
- 5 Achieving Leadership Excellence
- 6 Becoming Customer-Focused
- 7 Aligning Delivery and Distribution
- ★ Creating Customer Value

Supporting Resources:

Job Aid—Color Model - Business Excellence Architecture using the Systems Thinking Approach®

Code: MADD-02 \$9.95

Executive Summary Article

Positioning to Create Customer Value - **Code: ACCV \$9.95**

ENTERPRISE-WIDE ASSESSMENTS: SEVEN OPTIONS FOR USE

1. Request a FREE one hour consultation from us.
2. Conduct a Plan-to-Plan and Executive Briefing one day session for up to 15 people with the Centre's “Nothing-to-Lose Guarantee” (complete this assessment during the session).
3. Have Centre members blitz you in-house in two days to use this assessment as a neutral third party diagnosis and assessment.
4. Have the assessment completed by a specifically trained team within your organization. Conduct it as a Train-the-Trainer to build your own internal assessors.
5. Conduct it as a part of any Strategic Planning or Strategic Change project.
6. Drill down and do it for a Line of Business, a Strategic Business Unit, a Three-Year Business Plan, or part of the Annual Strategic Review of your Strategic Plan.
7. Conduct it online for all member of management as part of your Current State Assessment.

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We reserve the right to change prices without notice.

Stephen Haines
Founder, CEO, and Strategy Consultant
Haines Centre for Strategic Management
Founded in 1990 · Offices in Over 20 Countries



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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