

# Haines Centre for Strategic Management

The Systems Thinking Approach®  
to  
Strategic Management . . . Our Only Business



Founded in 1990 • Offices in over 20 Countries

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**WORLD LEADER: THE CENTRE**

*"We Are The World Leaders in Strategic Management  
Powered by Systems Thinking"*

Planning—People—Leadership—Change  
To  
Deliver Customer Value

Haines Centre's Five Integrated Lines of Business:

[www.HainesCentre.com](http://www.HainesCentre.com)



[www.CentreConsultant.com](http://www.CentreConsultant.com)



[www.CentreTraining.com](http://www.CentreTraining.com)



[www.StephenHaines.com](http://www.StephenHaines.com)



[www.SystemsThinkingPress.com](http://www.SystemsThinkingPress.com)



[www.SystemsThinkingAssessments.com](http://www.SystemsThinkingAssessments.com)



*“World Leaders in Strategic Management”*

**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:**

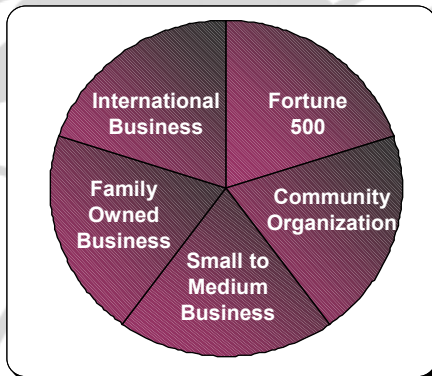
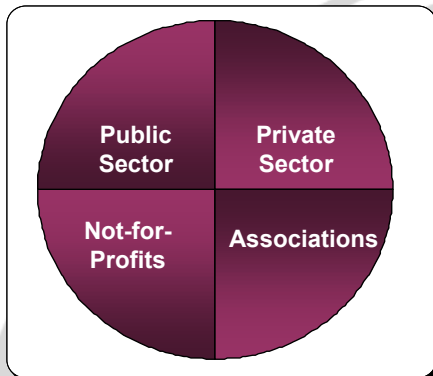
We help our clients apply and implement successfully the principles of Strategic Management

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

## THE CENTRE'S CORE VALUES

- Integrity and Transparency
- Professionalism & Teamwork
- Systems Thinking
- Flexibility & "Loose-Tight" Relationships
- Service to Others
- Respect & Trust
- Caring & Abundance
- Balance & Harmony

## WE COLLECTIVELY SERVE A BROAD CLIENTELE:



## WHO ARE THE CENTRE'S CLIENTS?

### WE SERVE GLOBAL CLIENTS



- Africa
- Asia
- Australia
- Europe
- Middle East/India
- North America
- Latin/South America

### •OUR MATERIALS ARE IN:

- English
- Spanish
- Arabic
- French

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### WE SERVE MANY SECTORS:

- Agriculture and Food
- Associations
- Automobiles and Transportation
- Communications and Computers
- Consulting
- Defense, Military, and Police
- Education and Publishing
- Energy, Mines, and Utilities
- Environment and Waste Management
- Finance and Insurance Services
- Government and First Nations
- Health Care and Social Sciences
- Hospitality and Entertainment
- Manufacturing and Retail Operations
- Not-for-Profits
- Real Estate and Construction
- Union-Management

## WHO ARE OUR CLIENTS? WHAT ARE THEIR TYPICAL ISSUES?

### WE WORK WITH:

CEOs – BOARDS – TOP EXECUTIVE TEAMS

*Along With*

THEIR COLLECTIVE MANAGEMENT TEAMS and EMPLOYEES

### OUR TYPICAL CLIENT ISSUES ARE:

- Strategic/Business Planning Issues
- Enterprise-Wide/Large-Scale Change Issues
- Growth & Profitability Issues
- Leadership Development Issues
- Customer & Marketplace Issues
- Operational Issues
- People & Cultural Issues

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FOUR  
CAPABILITIES

THE HAINES CENTRE'S FOUR MAIN CAPABILITIES:

- #1. A State of the Art Systems Thinking Framework to clarify and simplify the Project
- #2. A Strategic Management Consulting and Training Firm with the Mastery Level global expertise and resources to support the effort
- #3. A set of comprehensive materials, products and physical resources to support the project
- #4. The ability and desire of the external Firm to engage in Knowledge Transfer to your executives, managers and especially, your professional staff

CAPABILITY  
#1

The Science of Living Systems:  
*"The natural way the world works"*  
is  
Backed by 50+ Years of Scientific Research

We are Interpreters and Translators  
Of  
This Proven Best Practices Research

We Tailor these Best Practices  
Into  
Powerful, practical and easy-to-use, simple tools

### FATHER OF SYSTEMS THINKING—LUDWIG von BERTALANFFY

1954-Society of General Systems Research: Nobel Prize Winners

#### THEY INFLUENCED:

Margaret Mead—Buckminster Fuller—James G. Miller

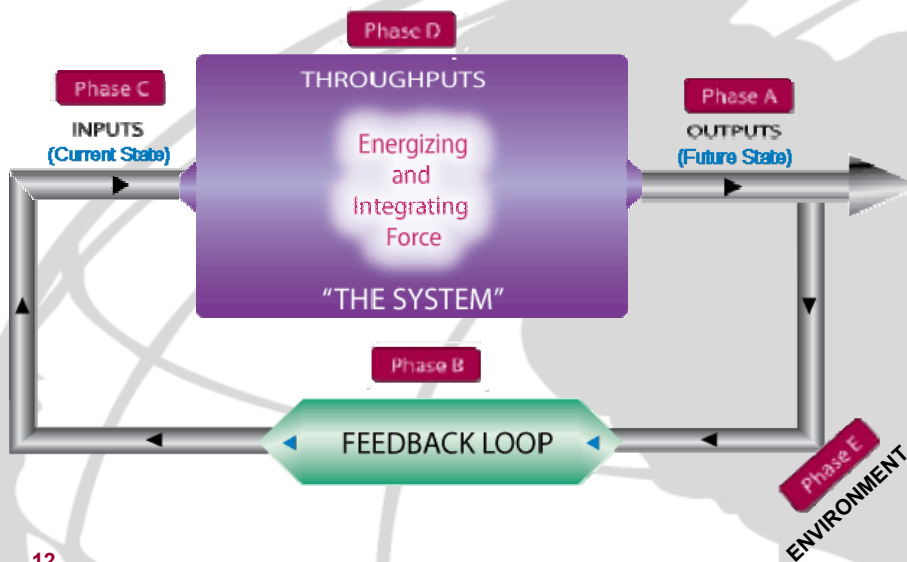
Abraham Maslow—Erik Erikson—Jean Piaget—Thomas Kuhn

Peter Drucker—Edward Deming—Russell Ackoff

Jay Forrester—Dick Beckhard—Stephen Covey

Peter Senge—Margaret Wheatley—Barry Oshry—Steve Haines

A Holistic, Integrated, Organizing Framework



## THREE GOALS IN STRATEGIC MANAGEMENT

**GOAL #1:**

**DEVELOP STRATEGIC, BUSINESS AND ANNUAL PLANS AND BUDGETS  
(AND DOCUMENTS)**

**GOAL #2:**

**ENSURE SUCCESSFUL IMPLEMENTATION  
(AND ENTERPRISE-WIDE CHANGE)**

**GOAL #3:**

**BUILD & SUSTAIN HIGH PERFORMANCE  
(YEAR AFTER YEAR)**

**THE RESULTS:**

**BUSINESS EXCELLENCE AND SUPERIOR RESULTS  
(YEAR AFTER YEAR)**

## THREE MAIN PREMISES

**MAIN PREMISE #1**

**“PLANNING AND CHANGE ARE THE PRIMARY  
JOB OF LEADERS”**

**MAIN PREMISE #2**

**“PEOPLE SUPPORT WHAT THEY HELP CREATE ”**

**MAIN PREMISE #3**

**USE SYSTEMS THINKING—FOCUS ON OUTCOMES—SERVE THE  
CUSTOMER!**

## YEARLY STRATEGIC MANAGEMENT CYCLE USING THE BUSINESS EXCELLENCE ARCHITECTURE

### WORKING ON THE BUSINESS:

Thinking Backwards  
to the Future:  
The Systems Thinking  
Approach®

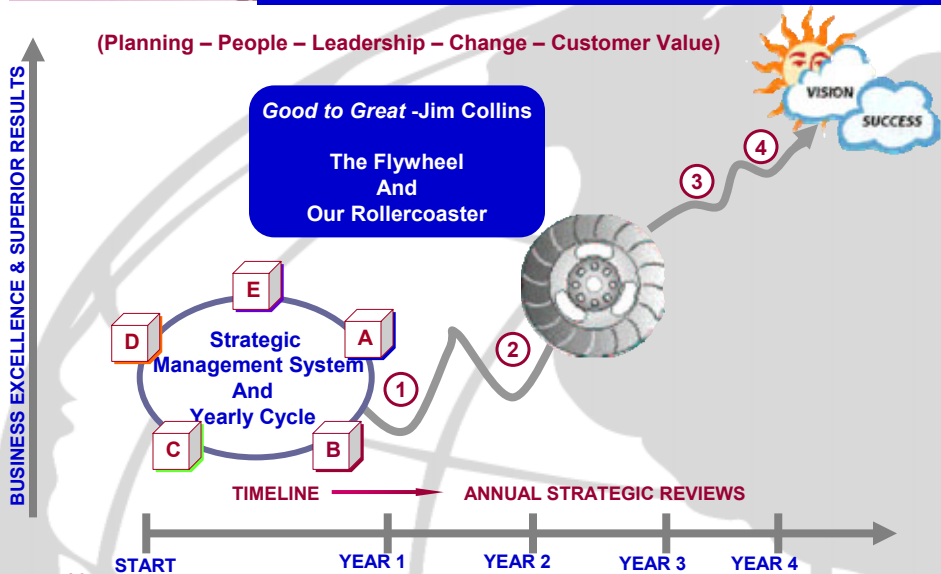
### WORKING IN THE BUSINESS:

These Seven Hexagons  
Are built on  
the Baldrige Criteria  
For Performance Excellence



## USING OUR STRATEGIC MANAGEMENT SYSTEM AND YEARLY CYCLE

(Planning – People – Leadership – Change – Customer Value)





Systems Thinking Press  
is an Integrated Line of Business  
of the Haines Centre

It is a boutique publisher, focusing only on Strategic and Systems Thinking  
Applications of the Science of Living Systems

This Includes extensive State of the Art Materials organized by the  
Seven Hexagons of the *Business Excellence Architecture Framework* that is  
“built on the Baldrige Quality Award: Criteria for Performance Excellence”.



“We Are Interpreters and Translators of Proven Best Practices Research”

From Academics → To the Haines Centre for Strategic Management® → To Clients

<u>Proven Research</u>	<u>“Interpreters”</u> AND <u>“Translators”</u>	<u>= “Best Practices”</u> <u>We Publish:</u>	<u>Sustained Results:</u> <u>We Measure</u> <u>Quadruple Bottom</u> <u>Line Results:</u>
<ul style="list-style-type: none"> <li>• Review Original Proven Research</li> <li>• Perform Individual Studies/Research</li> <li>• Review Management Practices/Benchmarks</li> <li>• Study Organizational Practices/Benchmarks</li> </ul>	<ul style="list-style-type: none"> <li>• Do Action Research</li> <li>• Combine all the Research</li> <li>• Study the Results</li> <li>• Interpret the Results</li> <li>• Take a Systems Thinking Approach®</li> </ul>	<ul style="list-style-type: none"> <li>• Clarify</li> <li>• Simplify</li> <li>• Organize</li> <li>• Practical and Useful</li> <li>• Surveys</li> <li>• Assessments</li> <li>• Check Lists</li> <li>• Models</li> <li>• Articles</li> <li>• Executive Briefing Booklets</li> <li>• Haines Strategic Library</li> <li>• Books</li> <li>• Best Practices Reports</li> </ul>	<ol style="list-style-type: none"> <li>1. Customers</li> <li>2. Employees</li> <li>3. Stockholders</li> <li>4. Society/Community</li> </ol>



THE HAINES CENTRE IS WELL KNOWN FOR ITS GROWTH AND DEVELOPMENT OF THE CLIENT'S PROFESSIONAL SUPPORT STAFF

**WE ACCOMPLISH KNOWLEDGE TRANSFER THROUGH:**

1. Attendance at our Public Workshops as well as in-house versions
2. Daily, weekly and monthly Coaching and Mentoring
3. On-the-job-training and learning by shadowing Haines Centre Master Consultants
4. Blended Learning such as Webinars, Experiential and other Learning Methods
5. A Strategic Management *Gold Mastery Certification* every January in San Diego

**NOTE:** All the Haines Centre workshops and certifications are further Certified by the University of San Diego. They provide CEUs, Course #s and Credits for all our training.

However, Mastery is a life-long pursuit of excellence through numerous "Black Belt" Levels of proficiency.

(Of the **A** **B** **C** Core Systems Thinking Technology)



- ① **Strategic Management System**  
(Yearly Cycle)
- ② **Reinventing Strategic Planning/Business Planning**  
(Always Tailored to Your Needs)
- ③ **Cascade of Planning**  
A Suite of Consistent Planning Technologies
- ④ **Enterprise-Wide Change**  
A Suite of Consistent and Seamless Change Technologies  
("Watertight/Airtight Integrity")
- ⑤ **Specific Intervention Tools:**  
An Integrated Suite of Specific, Synergistic and Practical Applications

All based on one holistic and seamless construction and foundation:  
The Science of Systems Thinking –  
The Systems Thinking Approach®

## *Nothing – To - Lose Guarantee*

### **I. Our unconditional guarantee of high quality services:**

We unconditionally guarantee each Haines Centre for Strategic Management's speaking, training and consulting event or project that we conduct for you.

In the unlikely occurrence that you do not get "Value-Added" from the time we spend together, pay us our expenses only and the day's fee is waived.

### **II. Our unconditional guarantee of high quality materials:**

If for any reason you are not fully satisfied with any of Systems Thinking Press' materials, you may return them within 30 days for a full refund—no questions asked.



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Founded in 1990 - Offices in Over 20 Countries

## No Further Obligations

There are No Further Obligations after this, or any other session.

WE will work with you ONLY, if we are convinced you are  
Seriously committed to success (why waste time & money).

Success requires your Understanding, Discipline,  
Persistence and Leadership!

THANK YOU  
for  
REVIEWING THE HAINES CENTRE

For more information on the products and services offered by the Haines Centre,  
visit our 5 Integrated Lines of Business below:



[www.CentreConsultant.com](http://www.CentreConsultant.com)



[www.CentreTraining.com](http://www.CentreTraining.com)



[www.StephenHaines.com](http://www.StephenHaines.com)



[www.SystemsThinkingPress.com](http://www.SystemsThinkingPress.com)



[www.SystemsThinkingAssessments.com](http://www.SystemsThinkingAssessments.com)

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