

The MOST POWERFUL Three-Day Workshop You'll Ever Attend!

# REINVENTING STRATEGIC PLANNING TO DELIVER CUSTOMER VALUE

This is  
INTENSIVE - INDEPTH - IMMERSION  
for Serious Players ONLY

"Raise your Strategic IQ to Achieve Superior Results"

for CEOs • Boards of Directors • Executives • Senior Professionals

## WASHINGTON . . . THE AMERICAN EXPERIENCE



Learn more, visit: [www.washington.org](http://www.washington.org)

### Seven Great Things To Do In The DC Area!

- 1) Smithsonian Institution: Start here and pick up a map and information on all of the museums.
- 2) National Monuments: The national monuments are truly spectacular.
- 3) Mount Vernon: Explore state of the art galleries and theaters.
- 4) National Zoological Park: A park-like zoo containing 4,000 animals and 500 different species.
- 5) International Spy Museum: The only public museum in the U.S. solely dedicated to the tradecraft and history of espionage .
- 6) U.S. Capitol: A grand symbol for the working seat of the United States government.
- 7) National Mall (The Mall): Open areas of gardens, fountains, and monuments stretching two miles.

## FROM STRATEGIC PLANNING TO STRATEGIC MANAGEMENT

### Strategic Thinking

- #1. The ABCs of Strategic Thinking: The Systems Thinking Approach®
- #2. The System of Managing Strategically: Day-by-Day, Year-by-Year
- #3. Strategic Leadership: The #1 Core Competency to Deliver Customer Value

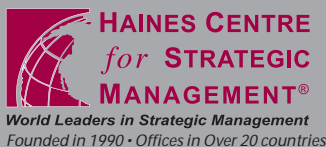
### Strategic Planning

- #1. Reinventing Strategic Planning: The Magic and Simplicity of 5 Phases
- #2. Positioning: The Competitive Advantage to Deliver Customer Value
- #3. Organization Design: Criteria for Performance and Business Excellence

### Strategic Change

- #1. The Iceberg Theory of Change: Structure Influences Behavior
- #2. The Rollercoaster of Change: All You Need to Know on Change
- #3. The Cascade of Strategy: Integrating Planning and Change  
(Every level, Every unit, Every day, Every year)

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World Leaders in Strategic Management  
Powered by Systems Thinking

