

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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Including Benefits,  
Agenda, and Testimonials  
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World Leaders in Strategic Management  
Powered by Systems Thinking

# Reinventing Strategic Planning: To Deliver Customer Value

## FACILITATORS OF THE DC WORKSHOP:



- Barbara has 30 years' experience as an internal and external consultant, manager, and CEO.
- She has worked in the fields of social service, public health, and criminal and juvenile justice at both local and national levels, including public policy development, health, behavior change, community justice practices, and management of correctional institutions.
- Barbara has a B.A. in Psychology and an M.S. in Education.
- She is also the Executive Director and CEO of the Juvenile Justice Trainers Association and the International Association of Correctional Training Personnel.

### Barbara Collins

Partner, Baltimore/DC Office

E-mail: [barbara.collins@HainesCentre.com](mailto:barbara.collins@HainesCentre.com)



- Steve is the world's foremost authority and leader in the Systems Thinking Approach® to Strategic Management (Planning-People-Leadership-Change).
- He has led the Best Practices research, development, and expansion of Strategic and Systems Thinking for more than 25 years.
- Steve regularly travels the world consulting with CEOs of progressive organizations, while keynoting and facilitating CEO and Executive Seminars as a distinguished and prolific author.

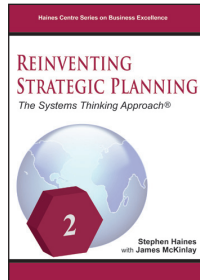
### Stephen Haines

Haines Centre, Founder and CEO  
San Diego, California

E-mail: [stephen@HainesCentre.com](mailto:stephen@HainesCentre.com)

**Related Reading Material:**  
Reinventing Strategic Planning:  
*The Systems Thinking Approach®*

**REGISTRATION\***  
**MAY 12-14, 2009 or**  
**NOVEMBER 17-19, 2009**  
**WASHINGTON DC**



**Yes! Please register me for:**

- Reinventing Strategic Planning to Deliver Customer Value, May 12-14, 2009 \$1995 USD
- Reinventing Strategic Planning to Deliver Customer Value, Nov. 17-19, 2009 \$1995 USD

**PLEASE NOTE:** All amounts are stated in US Dollars. Currency conversion occurs at the daily rate by the processing bank.

### FOUR PAYMENT OPTIONS:

- Register on the **WEB** at [www.CentreTraining.com](http://www.CentreTraining.com)
- **FAX** this form with your credit card information to 619.275.0324
- **CALL** 619.275.6528
- **MAIL** this form with check payable to: Haines Centre for Strategic Mgmt., 1420 Monitor Road, San Diego, CA 92110-1545

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**\* Please complete one registration form per participant.**

*Facilitators and schedule are subject to change without notice.*

**TWO WAYS TO SAVE!**  
**SAVE UP TO 20%**

**Register and pay in full 45 days in advance:**

**SAVE 10%** on single registrations

-or-

Two or more participants from same organization – **SAVE 10%**

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to Integrating  
**Strategic Thinking,**  
**Strategic Planning and**  
**Strategic Change**

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San Diego, CA - January 19-23, 2009

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