

Haines Centre *for* Strategic Management®

CHARTER REP




The Haines Centre for Strategic Management® is a Qualified Charter Registered Educational Provider (REP) for the Association for Strategic Planning's Standards and Certification Program.

As a Qualified REP we provide high quality Courses, Materials, and Instructors on ASP's Body of Knowledge. All of our educational offerings lead to a Certification as a Strategic Planning Professional (SPP), a Strategic Management Professional (SMP) as well as a Designation as a Strategic Planning Apprentice (SPA).

- ✓ Enhance your competitive edge through ASP's standardized, research-based Body of Knowledge (BOK)
- ✓ The BOK covers the 21st Century Requirements for every Strategic Planner and Strategist including ASP's Foundation and Framework—Lead-Think-Plan-Act
- ✓ Learn from the Haines Centre's Qualified Instructors and SMP Pioneers. Each is a successful practitioner with over 20 years of experience in the Strategic Planning Field
- ✓ Earn Professional Development Units (PDUs), Continuing Education Credits (CEUs), as well as University of San Diego course credit

ASP Qualified REP Offerings of the Haines Centre:

SUBJECT	LEARNING OPTIONS	 FURTHER APPROVED CERTIFICATION	MAIN FOCUS? (Lead-Think-Plan-Act)
Strategic Management: State-of-the-Art Best Practices Research Reports (Strategic Thinking, Strategic Planning, and Strategic Change)	✓ 6-Part Web Enhanced Learning Series (Webinars—On-Demand)	Yes	✓ Lead ✓ Think ✓ Plan ✓ Act
Strategic and Systems Thinking™ Certification	✓ 7-Part Web Enhanced Learning Series (Webinars—On-Demand) ✓ 4 ½ Day Boot Camp	Yes	✓ Lead ✓ Think ✓ Act
Reinventing Strategic Planning™ Certification	✓ 2 ½ Day Workshop ✓ 4 ½ Day Boot Camp	Yes	✓ Lead ✓ Think ✓ Plan ✓ Act
Strategic Project Management	✓ 2 Day Workshop	Yes	✓ Act
Group Facilitation: The Systems Thinking Approach®	✓ 3-Part Web Enhanced Learning Series (Webinars—On-Demand)	Yes	✓ Lead ✓ Think
Becoming a Professional Change Agent: The Systems Thinking Approach®	✓ 6-Part Web Enhanced Learning Series (Webinars—On-Demand)	Yes	✓ Act

For More Information:

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Meet the Haines Centre's SMP PIONEERS



The Haines Centre for Strategic Management® is proud to recognize its five Strategic Management Professional (SMP) Pioneers—Steve Haines, Gail Aller-Stead, Valerie MacLeod, Terry Schmidt, and Barbara Collins.

Each of the Centre's Pioneers was a Senior Executive and has over 20 years of experience in the Strategic Planning field. They helped develop the ASP Standards, Certification Program, as well as exam questions and answers.

For More Information on the Haines Centre's SMP Pioneers visit www.HainesCentre.com



Steve Haines is a CEO, Entrepreneur, Strategist, Facilitator and Systems Thinker. He is a prolific author and internationally recognized leader in Strategic Management. He has an Ed.D. (A.B.D.) in Management and an M.S.A. in Organization Behavior with a minor in financial management. Steve is also a USNA Graduate. He has over 30 years of CEO executive experience and leading planning, leadership, and change efforts in the U.S., Canada, and globally.

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Stephen Haines, SMP Pioneer #1
Founder and CEO, Haines Centre for Strategic Management
Vice President, ASP Board of Directors
Chair, ASP Standard Certification Project



Gail Aller-Stead runs the Haines Centre's Toronto, Canada, office and is a Global Partner and Change Management Practice Leader. Her greatest strength is working with organizations in Strategic Management (planning and change) to help them focus on operational excellence and key opportunities that lead to a sustainable, competitive advantage. Gail holds an M.Sc. in Organization Development from Pepperdine University.

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Gail Aller-Stead, SMP Pioneer
Global Partner, Haines Centre for Strategic Management
Member, ASP REP Qualification Team and Examination Team



Valerie MacLeod runs the Centre's Calgary, Alberta, office as our Global Partner and Planning Practice Leader. She is passionate about helping clients plan their work and work their plan. Valerie is a skilled and insightful facilitator and coach with extensive expertise with boards, CEOs, and executives. She has an M.B.A. in HR from the U. of Calgary and a Bachelor's in Math from the U. of Waterloo.

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Terry Schmidt is a Global Partner. He heads the Centre's Seattle, WA office. Terry brings 25 years of global experience as a Business Strategist and Management Consultant. He has assisted hundreds of organizations in 28 countries become more strategic, productive, and profitable. Terry has an M.B.A. from Harvard and a B.S. in Engineering from the U. of Washington.

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Vice Chair, ASP REP Qualification Team
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Barbara A. Collins is a Global Partner and is the Manager of the Centre's Baltimore-DC office. She is an organization development Consultant and Trainer, working with public and private organizations to improve strategic management and delivery of effective human services. She has 30 years experience as an internal and external Consultant, Manager, and CEO. Barbara has a B.A. in Psychology and an M.S. in Education.

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