

**Become a Strategic Leader in your Field!**

*For Senior Staff Professionals, Consultants, Trainers, Coaches, and Line Executives*

**GOLD MASTERY CERTIFICATION**

# STRATEGIC MANAGEMENT

**Reinventing Strategic Planning™ to Deliver Customer Value**



*Gold Mastery*  
CERTIFICATION

- 1 First Attend Our 2½ Day Public Workshop or Web Enhanced Learning Series**
- 2 Take Advantage of Our Internship or Flexible Coaching Opportunities**
- 3 Then Attend our Week-Long Immersion and Certification**

**Presented By The Haines Centre for Strategic Management® Master Global Partners**

## **Why the Haines Centre's Gold Mastery Certification?**

This Certification can increase your value to your current employer and internal clients while giving you highly marketable skills for the future.

**World-Class Experience.** The Centre has provided this Strategic Management Gold Mastery Certification training for over ten years.

**World-Class Leadership.** This Strategic Management Gold Mastery Certification can be taken once you have completed our Public Workshop, on Reinventing Strategic Planning™. Our Certification is the equivalent of an MBA in Strategic Management (see other side for details). It is personally led by Stephen Haines, the world's foremost authority and leader in the Systems Thinking Approach® to Strategic Management (Planning-People-Leadership-Change).

Steve has led the Best Practices research, development, and expansion of Strategic Management and Systems Thinking for more than 30 years, as a graduate of the US Naval Academy at Annapolis, with its Legendary Leadership Class of 1968.

Steve currently travels the world consulting with CEOs of progressive organizations, while keynoting and facilitating seminars and workshops as a distinguished and prolific author (over 16 books in print).

## **During the 4½-day Immersion for the Strategic Management Gold Mastery Certification you will:**

- **Experience Intensive Content Reinforcement:** You will receive more intensive learning, reinforcement and internalization of the content as each step is revisited from a much deeper, new level—the tacit knowledge that is Key to Success, yet hard to find.
- **Acquire Extensive "How To" Knowledge:** You will spend much more time on the "how to" sequences, details and nuances in addition to the "what" of the workshop content.
- **Demonstrate Mastery:** You will have an opportunity to conduct practice facilitation sessions and demonstrate your expertise in part of the week, while receiving practical feedback on your skills from the Haines Centre's Master Level Consultants.
- **Enhance your Facilitation Skills:** Regardless of your facilitation expertise—this immersion will take you to a new level.
- **Certification Pre-Work:** Read 3 related Books, Articles, State-of-the-Art Research Reports, and their associated Web Enhanced Learning Series.

01/25/2010

## **2010 STRATEGIC MANAGEMENT GOLD MASTERY CERTIFICATION**

**SAN DIEGO**    **January 25-29, 2010** – \$1995 US (Before Sept. 30, 2009) \$2495 US (After Sept. 30, 2009)  
**SINGAPORE**    **April 12-16, 2010** – \$1995 US (Before Jan. 31, 2010) \$2495 US (After Jan. 31, 2010)

## **2011 STRATEGIC MANAGEMENT GOLD MASTERY CERTIFICATION**

**SAN DIEGO**    **January 24-28, 2011** – \$1995 US (Before Sept. 30, 2010) \$2495 US (After Sept. 30, 2010)

# STRATEGIC MANAGEMENT GOLD MASTERY CERTIFICATION

## *Get Certified in 3 Simple Steps!*

### **Step 1: Reinventing Strategic Planning™ Workshop - The Main Event**

- **Hands On Workshop:** Attend our 2½-Day Workshop – *Reinventing Strategic Planning™* (to Deliver Customer Value).

### **Step 2: Take advantage of our Internship or Flexible Coaching Opportunities**

- **Application:** You will have an opportunity to combine learning, coaching, and organizational results. Apply your efforts and learnings on a back home case in a joint, practical, and successful manner with a Haines Centre Master Level Consultant/Mentor/Coach. Use your coach to assist you on any organizational change project you have. Write up your learnings and have them approved by your Master Coach.

### **Step 3: Strategic Management Gold Mastery Certification**

- **4½-Day Immersion:** You will attend our Week-Long *Strategic Management Gold Mastery Certification*. Pre-work consists of reading three books, three State-of-the-Art Research Reports, and viewing three Web Enhanced Learning Series on Thinking-Planning-Change.



## *What Do You Get from Our Certification?*

1. An in-depth knowledge of Systems Thinking and Strategic Management as a "New Orientation of Life"
2. An ability to create, install and sustain a Strategic Plan and an Annual Plan and support it over the long term, based on the organization's unique Positioning in the marketplace.
3. An ability to facilitate the installation of a Strategic Management System, and Yearly Cycle as the new way to run a business Strategically – on a Daily-Monthly-Yearly basis.
4. An ability to become a skilled architect in designing, building and sustaining "Systemic Change" for an organization to achieve Business Excellence and Outstanding Results.
5. An understanding of how to specifically build a Leadership Development System with a Systems Thinking framework (the #1 Corporate-Wide Core Competency required for all successful organizations in the 21st Century).
6. An ability to think more strategically and innovatively as a leader, and a Consultant on a daily basis.
7. A significant growth in self-mastery and Breakthrough Facilitator Skills at the personal, interpersonal, and team levels.

## *How Do You Get Started?*

1. Decide this Strategic Management Gold Mastery Certification is right for you.
2. Review our Public Workshop Calendar for the public event that fits your schedule— or have us conduct it within your organization.
3. Visit [www.CentreTraining.com](http://www.CentreTraining.com) to register, and for more information—GET STARTED TODAY!