

# Gold Mastery Certification

# Executing Your Strategic Plan

The Systems Thinking Approach® to Strategic and Cultural Change



Gold Mastery  
CERTIFICATION

## Become a Strategic Leader in your Field!

- 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.

### Who Should Attend?

- Senior Line Executives
- Chief Strategy Officers
- Chief Financial Officers
- Chief Learning Officers
- Strategic Planning Professionals
- Finance Professionals
- Consultants and Trainers
- OD Professionals
- HR Professionals
- TQM Professionals
- Training Professionals
- Leadership Development Professionals
- Current and prospective Haines Centre Members

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

**World-Class Leadership.** This Certification in Executing Your Strategic Plan can be taken once you have completed a workshop on Executing Your Strategic Plan. Our Certification is the equivalent of an MBA (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, and Change to Deliver Customer Value).

### During the 4½-day immersion for the Executing Your Strategic Plan 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 the 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.

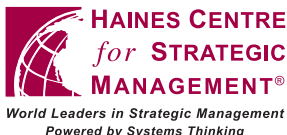
### Certification Pre-Work

In order to prepare for your certification and to enhance your experience you will need to read a number of books, articles, and State-of-the-Art Reports and view webinar(s). Please see our website for details.

## Certification

San Diego, CA, USA    December 9-13, 2013    \$2495 US (Before October 31, 2013), \$2995 US (After October 31, 2013)

### Presented By:



### Validation of Best Practices

Certified By:



Receive Academic Course Numbers and (CEU) Credit for Each Completed Workshop.

Certified By:



Qualified By:



Receive Professional Development Units (PDUs) for Each Completed Workshop.

# Get Certified in 3 Simple Steps!

## Step 1:

### Attend a Pre-requisite Workshop

#### Preferred Workshop

Attend our 2½-day public workshop on Executing Your Strategic Plan. See our online calendar for available dates and locations. Or contact us to have the workshop delivered in-house.

#### Alternative Webinars

If you are unable to attend a workshop you may (upon approval) view a web enhanced learning series. Visit our website for more details.

## 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 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:

### Attend the Gold Mastery Certification

#### 4½-Day Immersion

Attend our week-long Gold Mastery Certification in Executing Your Strategic Plan. It will be held on October 15-19, 2012 in Toronto, Canada.

Acquire how-to knowledge, then demonstrate your mastery through twenty practice rounds.

#### Practice Rounds

- Strategic Management
- Cascade of Planning
- Business and Annual Dept Plans
- Strategic Budgeting and Performance Management
- Smart Start-Executive Briefing
- Smart Start –Plan-to-Implement
- Iceberg Theory of Change
- Rollercoaster of Change (basic)
- Rollercoaster of Change (advanced)
- Change Infrastructures
- Change Leadership Team
- Organization Capacity for Change
- Four Types of Change
- Strategic and Cultural Change
- Holistic Organization Design
- Cascade of Change
- Communications
- Project Management
- A Coaching And Learning System
- Annual Strategic Planning Review and Update

## What Do You Get from Our Certification?

1. The unique ability to think, plan, and act more strategically on a daily basis
2. Critical strategic change competencies to successfully execute any Strategic or Business Plan
3. Skills to build and execute a Cultural Change Game Plan that utilizes the Rollercoaster of Change®
4. Expertise to implement strategic, business, and department plans successfully
5. The ability to install a Yearly Map of Implementation and Performance Management System that is tied to your Strategic Plan
6. Significantly improve your organizational capacity for change through the Iceberg Theory of Change
7. Mastery level knowledge to cascade your plan(s) and change down to all levels of your organization
8. Proficiency in conducting an Annual Review and Update to build and sustain your Strategic Plan's high performance year after year

## Certification Lead Facilitators:



**Stephen Haines**  
Founder and CEO

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 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).



**Gail Aller-Stead**  
Global Partner

Gail runs our Toronto, Canada, office and is a Global Partner and Change Management Practice Leader of the Haines Centre. Her greatest strength is working with organizations to help them focus on operational excellence and optimize key opportunities that lead to a sustainable, competitive advantage. Gail excels at designing and delivering the mechanisms needed to define, implement and sustain a desired direction and strategy. She holds an M.Sc. in Organization Development from Pepperdine University.

## How Do You Get Started?

1. Decide if the Gold Mastery Certification in Executing Your Strategic Plan is right for you.
2. Review our online calendar to find a public workshop or have us conduct it within your organization.
3. Visit [www.HainesCentre.com/training](http://www.HainesCentre.com/training) to register for workshops, web enhanced learning series, and certifications.