

Gold Mastery Certification

Strategic Management

The Systems Thinking Approach® to Reinventing Strategic Planning



Become a Strategic Leader in your Field!

- 1 First attend a pre-requisite workshop or view a Web Enhanced Learning Series
- 2 Then attend our week-long immersion and Certification
- 3 Take advantage of our internship or flexible coaching opportunities

Presented by the Haines Centre for Strategic Management® Global Partners

Why the Haines Centre's Gold Mastery Certification?

This Certification will 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 this Strategic Management Gold Mastery Certification training for over ten years.

World-Class Leadership.

This Certification is the equivalent of an Executive MBA course. It is personally led by Stephen Haines, the world's foremost authority and leader in the Systems Thinking Approach® to Strategic Management.

During the 4½ day 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:

In order to prepare for your Strategic Management Certification and to enhance your experience you need to read related books, articles, research reports, and view their associated Web Enhanced Learning Series'.

Certifications

Singapore

November 5-9, 2012

\$2995 US

San Diego, CA, USA

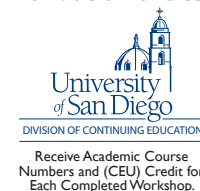
August 19-23, 2013

\$2495 US (Before June 30, 2013), \$2995 US (After June 30, 2013)

Presented By:



Validation of Best Practices:



Get Certified in 3 Simple Steps!

Gold Mastery Certification in Strategic Management

Step 1:

Attend a Pre-requisite Workshop or Alternative

Preferred Workshop Attendance

Attend our 2½-day public workshop on *Reinventing Strategic Planning*[™]. The Haines Centre's consultants and trainers can also conduct this workshop in-house.

Alternative Web Enhanced Learning Series

If you are unable to attend the pre-requisite workshop you may (upon approval) view a Web Enhanced Learning Series and other distance learning pre-requisites.

Step 2:

Attend the Certification in Strategic Management

4½-Day Immersion

You will attend our week-long Gold Mastery Certification in Strategic Management. Acquire how-to knowledge, then demonstrate your mastery through one presentation of the twenty one practice rounds.

Practice Rounds

- Overview Strategic and Systems Thinking
- Strategic Management versus Strategic Planning
- Plan-to-Plan
- Future Environmental Scanning
- Scenario Planning
- Ideal Future Vision
- Marketplace Positioning
- Becoming Customer-Focused
- Core Values
- Key Success Measures
- Current State Assessment
- Strategy Development
- Cascade of Planning
- Three-Year Business Planning
- Strategic Marketing and Sales
- Annual Planning and Budgeting
- Plan-to-Implement
- Parallel Involvement Process
- Failures in Strategic Planning
- Enhancing your Strategic IQ
- Yearly Strategic Management System and Cycle

Step 3:

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 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.

What Do You Get from this 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.

Platinum Mastery Certificate in Strategic Leadership

Join an Elite Group of Leaders who are Committed to Strategic Excellence.

Upon completion of this Gold Mastery Certification in *Strategic Management*, you are now eligible to earn the prestigious Platinum Mastery Certificate in Strategic Leadership. The next steps include attendance at the *Strategic and Systems Thinking* Gold Mastery Certification as well as the Certification in *Executing Your Strategic Plan*. This challenging and in-depth process is the equivalent of the core courses for an Executive MBA.