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OUR YEAR 2020 VISION

- We are a leading-edge, global team of strategic management consultants, facilitators and trainers.
- We are renowned for our universal and practical application of systems thinking principles.
- We make a meaningful, sustained difference for ourselves, our clients, and our societies.

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**OUR MISSION...
THROUGH THE YEAR 2020**

- We partner with senior leaders and their organizations around the world to deliver customer value and sustained competitive advantage.
- We work with our clients to achieve superior results by tailoring, applying, and transferring our unique Systems Thinking Approach® to strategic management.

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**POSITIONING...
OUR COMPETITIVE ADVANTAGE**

“Superior results and greater long-term value through the Systems Thinking Approach® to Strategic Management

- **Superior Results:** Our clients get the elegant simplicity of our Systems Thinking Approach® to achieve and sustain business excellence and superior results
- **Knowledge Transfer:** Our clients get our Systems Thinking knowledge, skills, products, language, and methodology transferred to your people for continuous improvement.
- **Greater Value:** Our clients get the global expertise and reach of large, well-known international consulting, training, and publishing firms without their overhead costs.

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OUR CORE VALUES

We conduct our lives, our business, and our decision-making as colleagues through:

- **Integrity and Transparency**
Personal transparency and accountability in all our relationships
- **Service to Others**
 - Sharing our values and contributing our talents to make a difference with individuals, organizations, and communities.
 - Building long term relationship through a firm belief in the next time.
- **Professionalism and Teamwork**
Master level professionals able to work together as a team
- **Flexibility and Loose-Tight Relationships**
 - Interdependence and independence
 - Strategic consistency and operational flexibility
 - Joint partnerships and collegial relationships
- **Respect and Trust**
Valuing the uniqueness of our clients and of each other
- **Caring and Abundance**
Concern and support for one another’s interest in the belief we can create more together
- **Systems Thinking**
A holistic and elegantly simple approach to life
- **Balance and Harmony**
Life long learning: Balancing body, mind, and spirit

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OUR KEY SUCCESS MEASURES

- Member Satisfaction
- Client Satisfaction
- Financial Viability
- Product and Service Development
- Contribution to Community

OUR TWO GUARANTEES

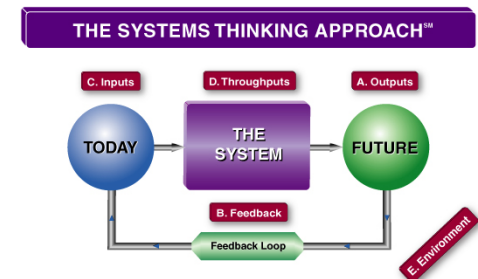
Nothing-To-Lose Guarantee

We are so confident of our ability to help you that we offer a “*Nothing to Lose Guarantee*” for all consulting, training, and products. If you do not get value from the time we spend together, the session’s fee is waived.

No Further Obligations

There are No Further Obligations after this session. We will work with you ONLY if we are convinced you are seriously committed to success. (Why waste time and money?) Success requires your understanding, discipline, persistence and leadership!

OUR CORE TECHNOLOGY



FIVE SYSTEMS THINKING QUESTIONS

- Where do we want to be?
- How will we know when we get there?
- Where are we today?
- How do we get there?
- (Ongoing)What will/may change in the external environment in the future?



OUR CORE STRATEGIES

1. **Member Development and Viability**
Provide a mechanism for all Haines Centre members to develop superior competencies critical for our individual and collective success.
2. **Sustained Client Growth**
Build and sustain quality client base including global reputation and referrals.
3. **Lines of Business Enhancement**
Develop the system to update, sustain and grow our intellectual property and develop effective programs and products to bring our content to the global market.
4. **Marketing and Brand Growth**
Significantly enhance and align our collective marketing capabilities and marketing campaigns at the global, regional and local levels.
5. **Effective Governance**
Continue our governance enhancement to ensure the long-term viability of our virtual organization.

*World Leaders in Strategic Management
Powered by Systems Thinking*



OUR IMPLEMENTATION

Involves monthly business and learning sessions with face-to-face meetings two times per year, including one International meeting.

OUR INTEGRATED LINES OF BUSINESS

- Strategic Thinking Services
- Strategic Planning Services
- Strategic Change Services
- Strategic Learning Services
- Systems Thinking Press
- Systems Thinking Assessments

OUR FULLY INTEGRATED PRODUCT LINES

Built on the Baldrige Award Criteria

1. Strategic and Systems Thinking
 - 1a. Building a Performance Culture
 2. Reinventing Strategic Planning
 3. Leading Strategic Change
 4. Creating the People/HR Edge
 5. Achieving Leadership Excellence
 6. Becoming Customer Focused
 7. Aligning Delivery and Distribution to create and sustain Customer Value



Comprehensive support materials based on The Systems Thinking Approach®
www.systemsthinkingpress.com



*World Leaders in Strategic Management
Powered by Systems Thinking*

2011—2020 Strategic Plan

A global consulting, training, and strategic alliance of Master Consultants and Facilitators whose work is based on The Systems Thinking Approach® to Strategic Management...Our Only Business.

Founded 1990

Offices in over 25 Countries

Headquarters in San Diego, CA

Global Partners, Principals, and Business Associates working in:

- ◆ Argentina and Mercosur
- ◆ Singapore and Asia
- ◆ United Arab Emirates
- ◆ New Zealand ◆ Nigeria
- ◆ Saudi Arabia ◆ Thailand
- ◆ South Africa ◆ UK
- ◆ USA ◆ Canada
- ◆ Australia ◆ Turkey
- ◆ Israel ◆ Norway
- ◆ India ◆ China
- ◆ Kuwait ◆ Vietnam

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