

The MOST POWERFUL Three-Day Workshop You'll Ever Attend!

REINVENTING STRATEGIC PLANNING TO DELIVER CUSTOMER VALUE

This is
INTENSIVE - INDEPTH - IMMERSION
for Serious Players ONLY

"Raise your Strategic IQ to Achieve Superior Results"

for CEOs • Boards of Directors • Executives • Senior Professionals

WASHINGTON . . . THE AMERICAN EXPERIENCE



Learn more, visit: www.washington.org

Seven Great Things To Do In The DC Area!

- 1) Smithsonian Institution: Start here and pick up a map and information on all of the museums.
- 2) National Monuments: The national monuments are truly spectacular.
- 3) Mount Vernon: Explore state of the art galleries and theaters.
- 4) National Zoological Park: A park-like zoo containing 4,000 animals and 500 different species.
- 5) International Spy Museum: The only public museum in the U.S. solely dedicated to the tradecraft and history of espionage .
- 6) U.S. Capitol: A grand symbol for the working seat of the United States government.
- 7) National Mall (The Mall): Open areas of gardens, fountains, and monuments stretching two miles.

FROM STRATEGIC PLANNING TO STRATEGIC MANAGEMENT

Strategic Thinking

- #1. The ABCs of Strategic Thinking: The Systems Thinking Approach®
- #2. The System of Managing Strategically: Day-by-Day, Year-by-Year
- #3. Strategic Leadership: The #1 Core Competency to Deliver Customer Value

Strategic Planning

- #1. Reinventing Strategic Planning: The Magic and Simplicity of 5 Phases
- #2. Positioning: The Competitive Advantage to Deliver Customer Value
- #3. Organization Design: Criteria for Performance and Business Excellence

Strategic Change

- #1. The Iceberg Theory of Change: Structure Influences Behavior
- #2. The Rollercoaster of Change: All You Need to Know on Change
- #3. The Cascade of Strategy: Integrating Planning and Change
(Every level, Every unit, Every day, Every year)

Sponsored By:



FOR MORE INFORMATION

Including Benefits,
Agenda, and Testimonials
visit: www.HainesCentre.com/Training

Co-Sponsored By:



World Leaders in Strategic Management
Powered by Systems Thinking

Reinventing Strategic Planning: To Deliver Customer Value

FACILITATORS OF THE DC WORKSHOP:



- Diane is French Canadian born in Valleyfield, Quebec and has over 20 years of experience in diverse areas of business disciplines in corporate environments.
- She is an accomplished Business Analyst, having performed over 190 assessments, and now facilitating the Haines Centre's Strategic IQ Audits.
- As a Principal of the Haines Centre for Strategic Management, Diane runs the North Carolina office.
- Diane holds an Accounting degree as well as numerous certifications in management systems, leadership development and strategic planning.

Diane Eller

Principal, North Carolina Office

E-mail: diane.eller@HainesCentre.com



- Steve is the world's foremost authority and leader in the Systems Thinking Approach[®] to Strategic Management (Planning-People-Leadership-Change).
- He has led the Best Practices research, development, and expansion of Strategic and Systems Thinking for more than 25 years.
- Steve regularly travels the world consulting with CEOs of progressive organizations, while keynoting and facilitating CEO and Executive Seminars as a distinguished and prolific author.

Stephen Haines

Haines Centre, Founder and CEO
San Diego, California

E-mail: stephen@HainesCentre.com

Included with your tuition fee:
Reinventing Strategic Planning:
The Systems Thinking Approach[®]

REGISTRATION*

MAY 12-14, 2009

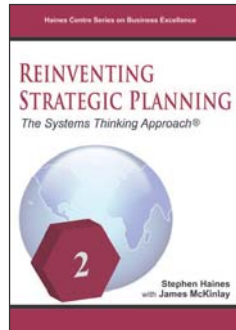
NOVEMBER 17-19, 2009

WASHINGTON DC

Yes! Please register me for:

Reinventing Strategic Planning to Deliver Customer Value, May. 12-14 2009, \$1995 USD

Reinventing Strategic Planning to Deliver Customer Value, Nov. 17-19 2009, \$1995 USD



TWO WAYS TO SAVE! SAVE UP TO 20%

SAVE!
Discounts Available
Up to 20%

Register and pay in full 45 days in advance:

SAVE 10% on single registrations

-or-

Two or more participants from same organization – **SAVE 10%**

PLEASE NOTE: All amounts are stated in US Dollars. Currency conversion occurs at the daily rate by the processing bank.

FOUR PAYMENT OPTIONS:

- Register on the **WEB** at www.CentreTraining.com
- **FAX** this form with your credit card information to 619.275.0324
- **CALL** 619.275.6528
- **MAIL** this form with check payable to: Haines Centre for Strategic Mgmt., 1420 Monitor Road, San Diego, CA 92110-1545

Name: _____

Company: _____

Street Address: _____

City: _____ State or Providence: _____ Zip/Postal Code: _____

Phone: _____

E-mail: _____

Charge my Credit Card for full payment: Visa Mastercard American Express Discover

Cardholder's Name: _____

Card #: _____ Expiration Date: _____

*** Please complete one registration form per participant.**

Speakers and schedule are subject to change without notice.

The Systems Thinking Approach[®] to Integrating Strategic Thinking, Strategic Planning and Strategic Change

Presented By:

HAINES CENTRE
for **STRATEGIC**
MANAGEMENT[®]
World Leaders in Strategic Management
www.HainesCentre.com

Upcoming - Workshops

Reinventing Strategic Planning
San Diego, CA- March 10-12, 2009 • San Diego, CA-October 6-8, 2009

Strategic Management Gold Mastery Certification
San Diego, CA- January 18-22, 2010

Strategic and Systems Thinking Gold Mastery Certification
San Diego, CA- August 23-27, 2010