



World Leader in Strategic Management
Powered by Systems Thinking
FOUNDED IN 1990 • OFFICES IN OVER 25 COUNTRIES

Our Strategic Planning & Strategic Management expertise includes:

- 1 SYSTEMS THINKING
- 1 CULTURE CHANGE
- 2 STRATEGIC PLANNING
- 3 STRATEGIC CHANGE
- 4 PEOPLE EDGE
- 5 LEADERSHIP EXCELLENCE
- 6 CUSTOMER FOCUS
- 7 ALIGNMENT OF DELIVERY
- ★ CUSTOMER VALUE

Each area of expertise is categorized by hexagon, known as *The Business Excellence Architecture*

FOUR BRAND PILLARS

CONSULTING & TRAINING KEY FEATURES

<p>1. Systems Thinking Approach® to Strategic Management</p>	<ul style="list-style-type: none"> • Our Strategic and Systems Thinking Approach® as our total foundation and positioning (i.e., <i>The Natural Way The World Works</i>, based on 50 years of Scientific Research) - a holistic view • Facilitating Strategic Management...Our Only Business and a yearly Strategic Management System and Cycle (Planning-People-Leadership-Change to Deliver Customer Value) through our Three Strategic Management Goals
<p>2. Creating Sustained Customer Value</p>	<ul style="list-style-type: none"> • Transfer of knowledge and skills as a key part of marketing and our positioning, resulting in sustained excellence results for our clients • Delivering Sustained Customer Value (being customer focused) as our #1 desired outcome
<p>3. Leadership and Buy-In</p>	<ul style="list-style-type: none"> • <i>"People Support What They Help Create"</i> and our Parallel Involvement Process with all key stakeholders - ensuring the "right people are in the right seats on the bus" (Jim Collins) • Planning and Change are the PRIMARY jobs of leaders (and our first premise)
<p>4. Complete Integration and Simplicity</p>	<ul style="list-style-type: none"> • Our customized Cascade of Planning and Change affect the whole organization • We install "Strategic Consistency and Operational Flexibility" for greater speed • Our seamless simplicity and integration of all our interventions based on the interpretations and translations of <i>"Best Practices Research"</i>

You may be hard pressed to find another Strategic Management, Planning, or Change Consultant competitor who can provide the Systems Thinking knowledge, proven best practices and global resources we have available.

Contact us today!

Core Values

Integrity and Transparency	Service to Others
Professionalism and Teamwork	Flexibility and "Loose-Tight" Relationships
Respect and Trust	Caring and Abundance
Systems Thinking	Balance and Harmony



World Leader in Strategic Management
Powered by Systems Thinking
FOUNDED IN 1990 • OFFICES IN OVER 25 COUNTRIES

OUR VISION: 2020

We are an internationally recognized, leading-edge global alliance of diverse Master Consultants and facilitators who make a meaningful difference in the world by applying Strategic and Systems Thinking **research** and **principles**

- Our goal is to help clients apply and implement successfully the principles of Strategic Planning into Strategic Management: (Strategy-Planning-People-Leadership-Change) to deliver Customer Value.
- We generate value and wealth for both our clients and for ourselves.

Clarity - Simplicity - Speed...the basis of all we do

DR. LEWIS ATKINSON: DYNAMIC INDUSTRY LEADER AND NATURAL SYSTEMS THINKER



DR. LEWIS ATKINSON
Phone: +61419240979
lewisatkinson@optusnet.com.au
www.hainescentre.com

Dr. Lewis Atkinson has 25 years experience in knowledge production & transfer through both commercialisation and "free-to-air" innovation pathways to market. After starting his career in operations, planning and research with Unifoods Australia, in 1993 he became Research and Information Services Manager for Australian Meat Technology Pty Ltd, a CSIRO technology start-up and management consulting company. In 1998 he was part of a team that started a new industry owned company called Meat and Livestock Australia Ltd, where he has held several positions over the past 12 years.

Lewis is a natural systems thinker and has been awarded a PhD in Chemical Engineering and a Masters of Business Administration from the University of Queensland. He is a high calibre innovation professional. He likes people and people like him. Lewis has been a core member of many high performance teams. He has a solid technical and financial grounding which, combined with his strong creative side, enables him to see patterns, path- ways, and solutions that others don't.

Lewe is best described as a connector, a link player, a networker, and systems thinker. His core strengths, are summarised as follows;

- **Innovation activist** - Leveraging skills, knowledge, and resources to secure traction for innovative ideas and solutions for individuals, organizations, and communities.
- **Big picture framer** – Championing new insights and vision with key stakeholders such that they can view issues from the perspective of other parts of the same system.
- **Relationship integrator** – Engaging, networking, and relationship building to create sustainable collaborative partnerships.
- **A critical friend** – Capable of facilitating safe environments for self-reflection and learning by individuals, teams, and organizations.

Lewis is a warm and generous person with lots of insights and wisdom to share with you through his own learning site; www.strategic-partnership.org

Three Integrated Lines of Business:



Ask Us About The Valumax Package!

HAINES CENTRE for STRATEGIC MANAGEMENT

Our Positioning is to provide superior results and greater long-term value through The Systems Thinking Approach® to Strategic Management ...Our Only Business



Offices in Over 25 Countries and Growing

WHY SHOULD YOU HIRE THE HAINES CENTRE?

SUPERIOR RESULTS: You get the elegant simplicity of our Systems Thinking Approach® to achieve and sustain superior business results

KNOWLEDGE TRANSFER: You get our proven knowledge, skills and methodology transferred to your people for continuous improvement

GREATER VALUE: You get the expertise and reach of large, well-known consulting and training firms without their overhead costs

Clarity - Simplicity - Speed: Powered by Systems Thinking

The Haines Centre has **clarified**, interpreted, translated, assimilated, published and successfully applied a suite of over 500 original, common sense, natural tools, concepts and integrated applications of the Systems Thinking Approach® to Strategic Management.

Our master consultants can assist your senior management team and organization in using these integrated tools, concepts, processes and systems in a **faster** and better way. Our consultants also **clarify** your vision and direction, and more **simply** & intelligently resolve your business challenges on a daily-weekly-monthly and yearly basis.

This results in institutionalizing a **Yearly Strategic Management System and Cycle** as the way progressive organizations of all types World-Wide conduct their business with **clarity, simplicity & speed.**

Ask Us About Our Guarantees:

- ✓ **Nothing To Lose**
- ✓ **No Further Obligations**

World Leader in Strategic Management

The Haines Centre Has Clients In:

USA	India
Canada	Africa
Europe	Middle East
Asia	South America
Australia	

Worked With Clients In:

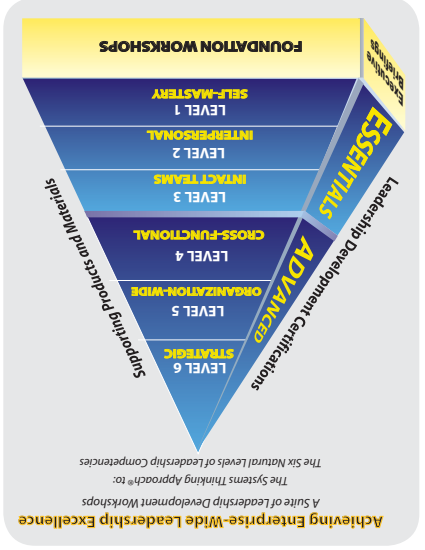
Agriculture & Food Associations
Automobiles & Transportation
Communications & Computers
Consulting & Training
Defense, Military & Police
Education & Publishing
Energy, Mines & Utilities
Environment & Waste Management
Finance & Insurance Services
Government & First Nations
Health Care & Social Services
Family Businesses
Hospitality & Entertainment
Manufacturing & Retail Operations
Not-for-Profits
Real Estate & Construction
Union-Management

HAINES CENTRE for STRATEGIC MANAGEMENT

Our Extensive And Ongoing Research In Both Systems Thinking And Strategic Management Includes:

- STRATEGIC MANAGEMENT RESEARCH**
- We have researched over 27 Strategic Planning and Enterprise-Wide Change experts and their processes vs. the Systems Thinking Approach® to Strategic Management
 - We have researched over 29 Leadership Development experts and their books in order to see how leadership in Strategic Management is viewed. Not one had a Systems Thinking Approach® as we do
 - A World-Wide Portal is maintained with an understanding of how over 150 firms are applying Systems Thinking in some form or another
 - We continually research the Systems Thinking world for the best thinkers, comparing their research and concepts of Systems Thinking with ours
- SYSTEMS THINKING RESEARCH**
- The Systems Thinking Approach® is based on 50 years of fundamental research, led by four Nobel Prize winners from the Society for General Systems Research (GST), now www.iss.org

Note: for a comprehensive look at all our research – visit www.hainescentre.com/best-practices-research



- UNIVERSAL ORGANIZING FRAMEWORK = BETTER INTEGRATION**
- We can provide you with THE ONLY "universal and integrated organizing framework and language for leading planning and Enterprise-Wide Change in an integrated, holistic fashion", the primary job of leaders
 - It is a simple ABCs framework that your organization can pick up in 15 minutes or less and change their "orientation to life, work and Strategic Management"
- INTEGRATED ROADMAP for CHANGE = BETTER SHORT TERM RESULTS**
- It's a holistic view of the organization as a system comprised of multiple parts, people and subsystems that is based in part on the Baldrige Systems Criteria for Performance Excellence. Your result is a strategy-oriented organization vs. a functional-oriented one.
 - It focuses on the relationships between departments and helps you identify strategies that cut across all divisions and departments for a unified planning and change approach. The result is loss of silos, less conflict, more cross-functional teamwork and better results for all.
- YEARLY STRATEGIC MANAGEMENT SYSTEM AND CYCLE = BETTER LONG TERM RESULTS**
- It's a better way of thinking...starting with the future and working backwards to today. It is "The Natural Way The World Works."
 - It starts with the end in mind...your desired outcomes first...instead of a current state assessment where most other Strategic Planning efforts start. After all, if you don't know where you're going, how will you know which road to take? We build the roadmap with you.
 - It is also based on completing a full Future Environmental Scan at the beginning of the process as well, using the proprietary SKEPTIC Technology and Framework not found anywhere else.
 - Our approach is to institutionalize a **Yearly Strategic Management System and Cycle** that guides the day-day, week-week, month-month and year-year activities as it drives the results by everyone in your organization.

Four Certifications Available:

1. Strategic and Systems Thinking
2. Reinventing Strategic Planning into Strategic Management
3. Becoming a Professional Change Agent
4. Executing Your Strategic Plan

KNOWLEDGE TRANSFER: Executive Development

Our Knowledge Transfer Process is internationally recognized as being **THE BEST EXECUTIVE DEVELOPMENT** system to build your internal capabilities in order to sustain long-term success

- We train you on how to cascade the process down to the lowest levels in the organization because we believe "people support what they help create."
- We are experts in Knowledge Transfer - we always include developing your organization using our unique **Systems Thinking Pyramid model**
- This results in the best Executive Development Program around, as well as certifying your internal Strategic Management cadre in this process.

ASK US about this system! It is **THE BEST** Executive Development Program our clients have ever experienced!

Powered By Systems Thinking