



STEPHEN HAINES

Stephen Haines describes himself as insightful, passionate and provocative. As CEO and founder of the HainesCentre for Strategic Management®, he is the world's foremost authority on the Systems Thinking Approach® to the field of strategic management (Planning—People—Leadership—Change) to deliver customer value.

"I've devoted my life to understanding how living human systems work, which we call the Systems Thinking Approach®," he explains. "It's based on 50 years of scientific research on systems thinking; the natural way the world works." He currently travels the world, speaking on strategic management, consulting with CEOs, presenting seminars and writing books and articles.

Haines has an engineering degree from

the U.S. Naval Academy, a master's degree in organization development and doctoral work in management. His corporate résumé is equally impressive, with seats on nine boards of directors, including chairman of a credit union. He was also among top management in multiple companies, such as MCI, Imperial Corporation of America and Freddie Mac. His organization-wide responsibilities included operations, planning, human resources, finance, marketing and communications. Haines was previously CEO of University Associates, a top consulting firm in the 1980s.

Haines founded the Haines Centre for Strategic Management® in 1990 because he wanted to make a difference in people's lives. Today, they have partners and offices in over 20 countries and have helped thou-

sands of organizations in diverse industries and sectors create and successfully implement strategic plans. His approach improves not only bottom-line profits but also corporate culture and work environment. Success stories include Best Western, the world's largest hotel chain, and nonprofits such as the Poway Unified School District, one of the most successful districts in the state.

Haines has received numerous Who's Who honors, written 14+ books and 50+ articles and developed 12 volumes of the Haines Strategic Library; 7,000 pages of best-practices research on systems thinking. The company has sold products in 68 countries and is growing through his publishing subsidiary, Systems Thinking Press®.