



MILESTONES VER 2.0™

Dr. Kit Silcox

Milestones 2.0:

A strategic goal setting program for every organization in every economic sector. Milestones presents a process for developing a long-term vision and mission supported by short-term goals designed to move the organization towards its new destination. It uses focussed discussion by the leadership team to make real-time decisions about the future of the organization.

The results are decisions and actions of everyone pulling the organization in the same direction.

The Breakthroughs:

- **Milestones** has made hundreds of organizations of all kinds from coast to coast more successful. How does it do it?
- Draws on the wisdom of the leadership team to develop a clear destination.
- Uses analysis of the organization and its environment as a foundation for strategy.
- Defines clearly the business the organization is to be in and what it will be like in the future.
- Establishes the key parameters of a marketing strategy: the targets, the message, the media, the position.
- Creates a series of strategic priorities and champions to provide leadership for each.
- Schedules meetings to review the strategy, celebrate success and get back on track.

Strategic Goal Setting Process:



Milestones 2.0 combines learning with real decision making for your organization. There are no theoretical cases.



Dr. Kit Silcox, Author of Milestones 2.0

Kit Silcox is a professional facilitator of decision processes in organizations. He is the president of **Professional Advisors**, a highly respected organizational development organization. He facilitates development processes for large international organizations and small, local ones in every economic and non economic sector. Some of his clients have worked with Kit for over 15 years.

He has university degrees in engineering, management sciences and business. Kit has operated a successful manufacturing company, been a university professor and operated three separate organizational development organizations.

Major Benefits to the Organization:

- Better use of resources
- Clearer stronger image for customers
- Action plans directed to the chosen destination
- Clear marketing position and message
- Focus on producing what delivers the best results for the best customers
- Better bottom line over the long run

Major Benefits to Leaders:

- Confidence the organization is headed in the right direction
- Better ability to use their imagination
- Reduced stress in running the organization
- Enhanced teamwork at the top
- Easier to get everyone involved and committed
- Stronger sense of doing the right thing

The Format and Features

As the program unfolds, the leadership team builds an understanding of the organization, determines what business in will be in far into the future, develops a vision of what it will look like, creates short-term goals to move the organization towards the mission and vision. The team builds success plans designed to develop the organization to be even more successful in the future.

- Introduction: Future Organizations, Future Leaders
- Size-Up: Internal and External
- Organizational Standards: Values and Mission
- Strategy: Vision, Opportunities and Direction
- Strategic Marketing: Message and Media
- Organizational Development: Building Capability
- Strategic Success Plans: Actions, Milestones and Results
- Performance Results: Getting Everyone Involved

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