



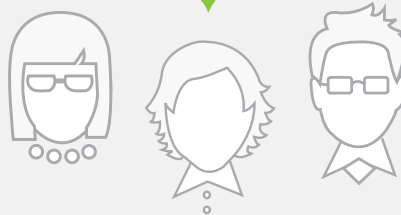
## Make your **meetings matter**

Time and again, companies hold lackluster, costly meetings that leave employees, executives, customers and stakeholders uninspired. Milepost works with organizational leaders to design and deliver strategic meetings that capture imaginations, harness creativity and empower participants with clear action items and next steps.

What a waste of time and money – we didn't even discuss the new marketing strategy.

That activity only scratched the surface – and Jeff's negative comments kept derailing us.

This is a slow, painful death by PowerPoint... Is it happy hour yet?



**You can't manage or exceed attendees' expectations if you're unaware of them.**

Milepost's guided discovery process helps you attune your agenda to both the people in the room and your needs.

**Ineffective exercises can quickly spoil your meeting.**

Milepost crafts participatory activities tailored to your organization's culture – we anticipate reactions and prepare you to intervene and redirect as necessary.

**Banish boredom with expert graphic visualization and an array of engaging facilitation techniques**

informed by behavioral science, design-thinking and even theatre.

# OUR PROCESS

## 1 SYNC PRIORITIES

We begin with questions to get to the heart of what you want to accomplish and what success looks like for your meeting. We help you go beneath the surface to uncover hidden assumptions, unspoken motivations and secondary needs.

### BENEFIT

Your answers help us map out a strategic meeting plan that will serve as the roadmap to deliver maximum meeting impact.

## 2 CRAFT EXERCISES

With input from project sponsors and stakeholders in hand, we keep the focus on people and develop a customized agenda complete with branded tools and materials. We work closely with you to create facilitation activities that keep energy high and best fit your organization's culture and mission.

### BENEFIT

We breathe new life into your meeting with customized, strategic meeting content that ensures attendees find the meeting time valuable.

*"Milepost Consulting facilitated a Board of Directors' retreat for the Seattle 2030 District, and brought our large and diverse group together with an ingenious exercise. Materials generated from this exercise have become the guiding force for our organization."*

Brian Geller, Seattle 2030 District

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## 3 ENGAGE STAKEHOLDERS

Meetings must be designed to go beyond one-way information sharing to involve employees and stakeholders, who have their own needs and desired outcomes. We work with you to identify and consult a representative set of stakeholders, from the boots on the ground to the CEO. This lays the groundwork for a more engaging, productive meeting.

### BENEFIT

The information we collect during the interviews lays the groundwork for a collaborative meeting that better meets the needs of all participants.

## 4 FACILITATION AND FOLLOW-UP

Milepost can facilitate your meetings, relieving the pressure to simultaneously lead and participate. With a combined 50 years of facilitation experience and a distinctive focus on fun, we're experts at energizing the room AND making participants think. We'll capture themes, discussion and action items to deliver a visually-engaging follow-up plan.

### BENEFIT

Our facilitation allows you to focus on listening and contributing. We'll balance time and content, and summarize the path forward to prevent 'great meeting, but nothing changed' syndrome.

# PROJECT EXAMPLES

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We invite you to review a few of our favorite projects to get a sense of the work we do and the outcomes we achieve.



Email us for more project examples  
or to set up a consultation.

[info@milepostconsulting.com](mailto:info@milepostconsulting.com)



# Making Organizational Alignment Fun and Impactful

## THE NEED

After working closely with Tennessee Valley Authority's EnergyRight® Solutions for Business & Industry (ERSBI) group to redesign team roles and functions to spur increased innovation and collaboration, ERSBI leadership enlisted Milepost to plan a launch meeting that would create a high level of team engagement and support for the new functional model.

## OUR APPROACH

Milepost used storytelling to develop a travel and train journey theme, which served as a metaphor for the team's change. All aspects of the meeting, from the agenda and location to branded collateral, were built around the theme to drive the impact home through a consistent narrative. We developed exercises that allowed for maximum participation, including time for each team member to present to others about their role and questions to generate group dialogue around how the functional model and tools would fit within existing work flows.

## THE RESULTS

Hosted at a local train museum, the launch introduced the functional model to ERSBI staff as a train journey to 'Extraordinary' complete with personalized, branded tools to support the team's 'travel'. We provided each employee with a train ticket detailing their role, a passenger manifest explaining colleagues' roles, a roadmap outlining the destination and goals during the journey, and an infographic-based quality checklist specifying working norms and standards. Participants felt the process and resulting model were "unifying" and were excited to take their "programs to another level!"



### QUESTIONS

Ask Sabrina Cowden, MBA  
sabrina@milepostconsulting.com



# Unleashing Creativity with the Northwest SEM Collaborative

## THE NEED

Consisting of regional utilities, energy efficiency service providers and government agencies, the Northwest Strategic Energy Management (SEM) Collaborative seeks to increase the number of SEM programs and market uptake through peer-to-peer learning, resource optimization and collaboration. The Northwest Energy Efficiency Alliance (NEEA) contracted with Milepost to help grow the Collaborative and increase current participant engagement. Our first target was the semi-annual meeting, which leaders hoped to reinvigorate through an overhauled meeting structure and uncommon facilitation techniques.

## OUR APPROACH

After meeting with the SEM Collaborative's leadership team to better understand their objectives, we embarked on a redesign of the agenda. The first stop was a radical move: throw away the agenda altogether. Embracing the Open Space Technology approach, meeting attendees were asked to set the agenda themselves upon arrival through an open call for discussion topics and leaders. Attendees then voted with their feet, joining discussions that most interested them. After discussion and share-out, attendees selected 7-8 Collaborative priorities and formed working groups to follow-up on action steps.

## THE RESULTS

The Open Space format challenged participants to move beyond their normal discussions to engage in thought-provoking, innovative dialogue about issues that spoke to them. One participant remarked that it revitalized his team's enthusiasm for the Collaborative, leading to increased involvement. In addition, the leadership team felt re-energized by the meeting's outcomes and reconfigured their structure to better manage the working groups' progress and help them overcome obstacles. The SEM Collaborative has now grown to include a nine member leadership team, 11 Topic Teams, additional workshops and peer-to-peer events and increased outreach and visibility for NEEA's initiatives.



### QUESTIONS

Ask Ric Cochrane, MUP, MPA  
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# Tapping Into Expertise through Scenario Planning

## THE NEED

As one of the six regional energy efficiency organizations in the U.S., the Southeast Energy Efficiency Alliance (SEEA) promotes energy efficiency as a catalyst for economic growth and energy security across the region through collaborative public policy, thought leadership, programs and advisory services. SEEA approached Milepost to support their Board of Directors engagement efforts as they embarked on a new 3-year strategic planning process. They were eager to use the upcoming Board of Directors retreat to build stronger relationships among Board members and to better access Board member expertise and experience to drive the organization's planning.

## OUR APPROACH

With only three hours to accomplish the meeting objectives, Milepost planned and facilitated an interactive scenario planning workshop for the retreat. We began the session with an overview of scenario planning and its purpose, and introduced thought exercises to help Board members shift their thinking from what was to what could be. Exercises included a look back at "famous misses" in history and reflection on things attendees wished they had known five years prior. The Board then envisioned plausible scenarios under which SEEA may be operating within the next five years by predicting trends and grouping them by affinity. Milepost created news headlines "on the fly" to drive home the potential impact of the scenarios.

## THE RESULTS

Collectively, the Board created a valuable collection of future scenarios, which included anticipated impacts and considerations for SEEA to include in their organizational planning. Vital during a time of shifting utility, political, business and philanthropic landscapes, scenario planning allowed SEEA to tap into Board member expertise while increasing collaboration. Staff and Board members remarked that it was "one of the most engaging Board meetings" SEEA has organized and are currently working with Milepost to execute a 2nd round of scenario planning in Summer 2016.



### QUESTIONS

Ask John Silkey, M.Sc., LEED AP  
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## TELL US ABOUT YOU

Let's grab coffee and talk about how to  
make your next meeting rock.

615.519.5118

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