

FOUR MILESTONES OF STRATEGY®

A System of Achieving Exceptional Results



PAVE A PATH EVERYONE CAN PURSUE.

PLACE FOUR IMPORTANT MILESTONES FOR PEOPLE TO ATTAIN.

Optimize strategy by focusing on the right timelines to attain milestones. Attain firm visions, multi-team missions, team objectives and personal goals in cadence.

WINDFALL
SERIES



WHERE ARE WE GOING?

THIS IS THE MOST INNATE QUESTION HUMAN BEINGS HAVE.

Deciding where to take a hundred or a hundred thousand people is worthy work.



Imagine your impact on clients in five years. Can your people see the path to this destination?



Locate four milestones for individuals, teammates, teams and the organization.

STRATEGY IS PURSUING A PATH:

We are built to find and pursue a target. A picture is worth a thousand words. Our minds look for visual paths as direction. Milestones come in four forms:



A firm's shared vision of client benefit in five years. A destination just beyond the horizon. GPS leaders saw a hand-held utility to connect citizens not just navigation.

A new benefit accomplished in one or two years. Example: Dominos strives to become the number-one rated food for casual gatherings next year.



Targets shared by teammates. Quarterly contributions to mission with group incentives. A claims team helps a coworker on chemo. speed up client payouts.

Individual contributions. Weekly pursuits reviewed weekly. For example, an individual may design a new process one week and implement it the next week.



Purpose is the path. It is the primary client need at each milestone. For example, an accounting firm's purpose may be to increase client confidence.

Email questions to: mark@windfallseries.com



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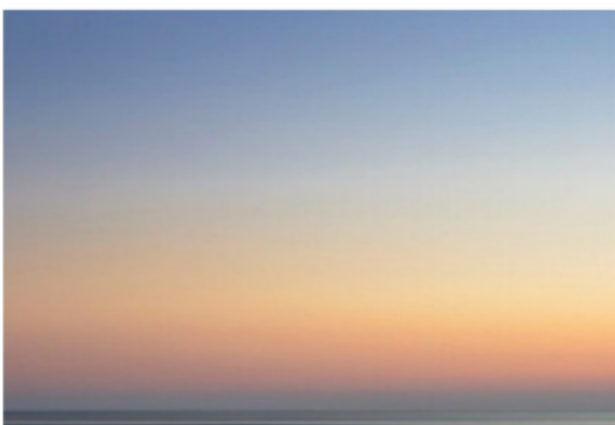
THE PURPOSE IS TO DELIVER PARTICULAR BENEFIT TO OTHERS.

Four milestones mark the path to success. The purpose of your work progresses at each milestone. The leadership at each milestone involves people and projects.



PURPOSE

Rank your clients' primary needs (see markspencercook.com/twelve). Which critical need do you serve most?



VISION

Arrive transformed in five years. Describe a scene of you serving clients' primary need (above) in a new way.



MISSION

Dominate serving a new need. Create a differentiator (not a strength). What must you do to be alone on top?



OBJECTIVES

Enroll in team contributions. Teams collaborate on objectives involving each member and share incentives:



GOALS

Commit to individual goals. Individual goals contribute to the team & are tailored to inspire weekly:

www.markspencercook.com



ABOUT MARK COOK,
CREATOR OF THE WINDFALL SERIES



Led nine global studies of work outcomes, the blueprints for rapid improvements.



Navigated 30 years as junior to chief executive at startups, turnarounds and large companies



Led 4,000 successes at the biggest and smallest brands that ensure your success.



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Delivered keynotes in 50 global cities from New York to Stockholm and Athens to San Fran.