

“Combining academic best practices with industry experience to customize the right solution for your business”

“We measure our success by our client’s success”

MILLINGTON & ASSOCIATES INC.

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www.millington.ca

## Millington and Associates Inc.

Founded by Steve Howse in 2004, Millington & Associates Inc. is a consultancy offering service in the areas of: facilitation, sales, marketing, communications, governance, and training.

- Over 90 for-profit and not-for-profit clients including:
- Pioneer Petroleums, Fox40, Deposit Insurance Corporation of Ontario, the United Way, CAA National, SB Partners Chartered Accountants, and the Toronto Construction Association

The “Associate” arm of Millington provides expertise across a plethora of areas including HR, Finance, Marketing Research, and Project Management. The associates include former CEOs and business area experts as well as leading industry and academic Professors.

*“SB Partners has worked with Steve at Millington & Associates in several capacities – the SB Partners’ Executive Know-How Series, communications and strategic facilitation. His communication expertise and responsiveness “need it now” advice was outstanding. He is a captivating speaker with great stories and meaningful messages for business leaders. Steve has a refreshing approach to strategic facilitation, never losing control, the end goal or his sense of humour.”*

**John P. Chisholm, CA**  
CEO and Partner, SB Partners LLP



### Steve Howse

Steve is the President and founder of Millington & Associates Inc. After graduating in 1988 with a Bachelor of Commerce from McMaster University, Steve embarked on a highly successful sales career in the telecom industry that found him supporting clients across Canada, United States, Europe, Scandinavia, and Australia.

By 1993 he was promoted to his first management role and over the next 12 years held progressively more senior/executive roles with both start-up organizations and large corporations.

While leading the Millington team, Steve also:

- **Board of Directors:** Steve has sat on many FP and NFP Boards since 1992; at present he is the Chair of the Canadian Football Hall of Fame, and sits on Adivca Health and Globility Communications Boards
- **Teaching:** Adjunct Professor for the MBA program at the DeGroote School of Business, teaching: Business Strategy, B2B Marketing, International Business, and Governance
- **Executive Education:** Instructor for Sales & Executive Leadership, High-Performance Customer Service and Strategic Planning
- **Chartered Director(2007) & Faculty,** Directors College, teaching: IT Strategy and Brand Reputation
- **Public Figure:** Business commentator and political pundit for various TV, radio, and print media
- **Public Speaker:** Frequent speaker at Chamber events, conferences, and to individual businesses

*“Steve’s practical business experience, from working in senior leadership roles at some of Canada’s major corporations, along with his academic role as Adjunct Professor at the DeGroote School of Business has made a uniquely powerful and compelling combination of skills that led our management team through a series of strategic planning processes. His fun yet no-nonsense style engages all to achieve success in the ‘process!’”*

**Tim Hogarth**  
President & CEO, Pioneer Petroleums

*We link real world experience with academic best practices to practically grow your business*

# The Millington Model

## What We Do

- **Facilitation:** Executive teams, Board of Directors, strategic retreats, focus groups, and classrooms
- **Sales:** Performance, strategy, structure, compensation, and tools
- **Marketing:** Strategy, business plan evaluation, and market development
- **Communications:** Public and media relations, and crisis management
- **Governance:** Structure, compensation, process, and procedures
- **Training:** Sales & Executive Leadership, Customer service, Effective meetings, Role Play Tools

## The Millington Model – Why it Works for Anyone!

Incorporating academic and industry best practices, the Millington Model has been developed and honed over 7 years through its use with over 55 clients. Easily remembered analogies guide you through a step-by-step approach that clarifies where you are today, evaluates the industry and issues that effect it, and then stimulates a dynamic exploration of where you want to be in X years. With each step in the process, the room will get 'smarter' and better equipped to develop a long-term plan. Various strategic analysis tools are used to ensure consensus, test, measure, and filter your ideas and goals that will shape the strategic direction of the firm. The end result is a path for the next 12-months that is aligned with your long-term goals, Mission, Vision and values. Our facilitators use the Millington Model for strategic planning; the model includes:



“Dear Steve,

*You have been involved with my Company as a Strategic Coach for the past six months and I want to thank you for the wonderful job you have done. You have helped us look at what we do in a much more focused manner than we have historically – much to our betterment.*

*You have also shown us a better way of communicating amongst ourselves with respect to the issues that are important in making our operation more successful. The process that you have started will become the foundation for our management communication style in the future.*

*I look forward to your continued involvement with Naylor as we strive to be the success that our plans have shown us capable of becoming.*

*I am pleased to recommend you to my peers and associates who are in need of a person with your skills – which quite frankly are the businesses who are in a high growth mode.”*

**T.E. Hitchman, P.Eng**  
**President, Naylor Group**