

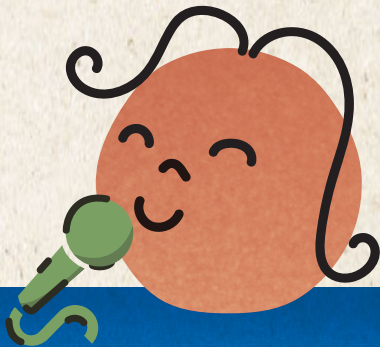


Welcome to  
**Milestone Manor**

At **Milestone Manor**, a group of measures got together to decide who matters most...



“We should track our progress by the number of people we’ve coached, like the **100 Injury Center staff members** who received media training from us,” Proficiency commented.



“We should measure progress in terms of honors, like the ones we received for our **National Bullying Prevention Month** video,” said Awards.



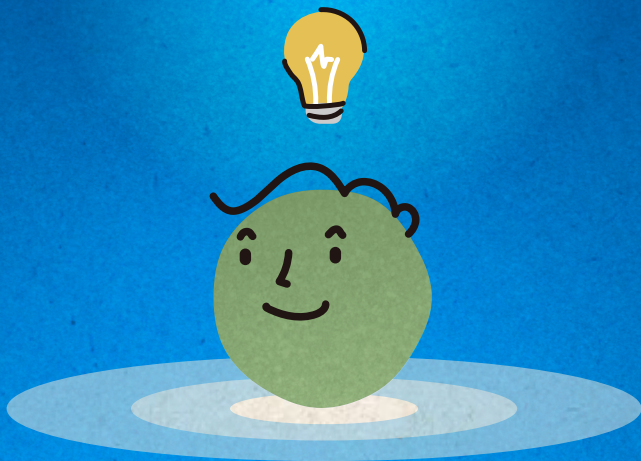


“No, no, no, we need look to the impact we’ve made, like the 431k people who checked out our **Spring Mental Health Awareness Toolkit** posts,” argued Metrics.



“So far this year, we had more than **200,000 visits** from social media. That’s up **62%** from the last eight months!” Metrics continued.

“Let’s not forget ingenuity, like our **‘Choose Your Own Adventure’** campaign for mental health. What a unique social media approach!” said Innovation.



“Just look at how creative and whimsical our **World Emoji Day posts** turned out!” exclaimed Creativity.



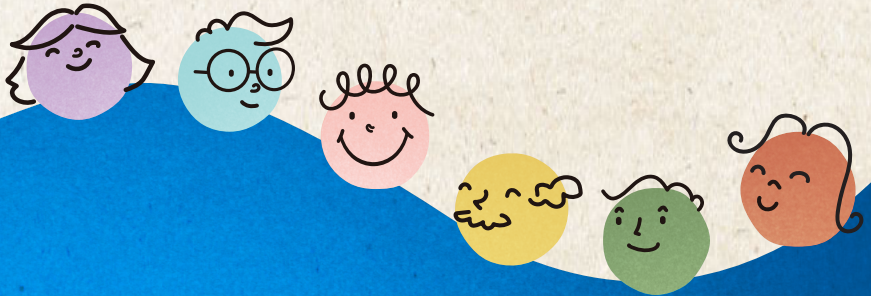
“We took things to a new level!”

“The **National Public Health Week Toolkit** campaign was where we really started thinking about our audience and how we wanted to speak to them,” proclaimed Strategy.



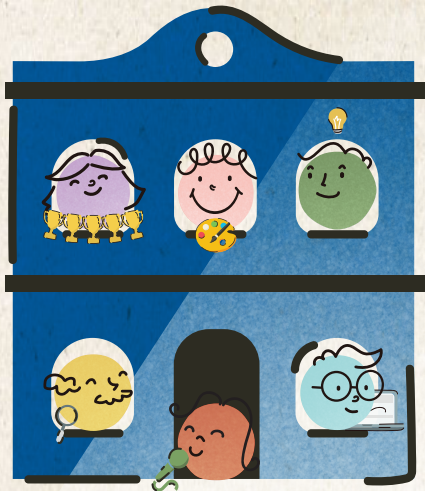


Together, these **six elements**  
worked in **harmony.**



**Proficiency gave the knowledge,  
Strategy provided a plan,  
Innovation brought new ideas,  
Creativity added beauty, Metrics  
ensured progress, and Awards  
celebrated the achievements.**

**Milestone Manor** is  
a place of wonder and  
success, where everything  
comes together perfectly.



**Thank you for placing your  
trust in us and for helping all  
of our measures come true.**





ICF next+