

The Beacon Group

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The Beacon Group is a Canadian-based, professional services firm that provides support to clients throughout North America and around the world. The focus is on helping organizations leverage their investment in their people.

With a full line of service offerings, The Beacon Group allows organizations to understand their strengths and weaknesses by developing and delivering programs that address key areas of concern, and that enhance current strengths.

Services are in four key areas:

1 STRATEGY The heart of any good Strategic Plan beats with a healthy and strategic thinking process. The Beacon Group is unique both in how it works with leaders to facilitate the strategic planning process, and in the tools and processes used to craft results.

2 CULTURE The soul of a healthy culture is reflected in the attitudes, values and character of people. The Beacon Group differentiates itself by helping leaders build a clear and rational link between strategic business objectives on one hand, and the behaviour and core values of managers, executives and employees on the other.

3 TALENT The body of any great organization is shaped by the talents, ambitions and imagination of its people. The Beacon Group is dedicated to building rigorous systems that identify, measure and guide the talent of an organization. The focus is on driving performance in the short term and building capability for the long term.

4 LEADERSHIP The mind of the truly great leader is constantly fueled by curiosity, a sense of adventure, and passion. We deliver improved business results by finding new and creative ways to leverage the value of "human capital". We help leaders maximize the capability of their people at all levels, and ensure that their development is directed in meaningful, constructive and productive ways.

By combining these key areas, clients of The Beacon Group receive the very best in terms of focus, dedication and guidance. This equips them so they can realize their true potential—and that goes for the individual as well as the organization.

At a glance

Areas of Expertise

Organizational Transformation & Effectiveness

- Strategic Thinking & Planning
- Organizational & Cultural Assessment

Talent Identification & Development

- Talent Assessment & Performance Enhancement
- Management Training & Leadership Development

Leadership Team

Doug Williamson

President and CEO

Linda McKend

Senior Vice-President and CFO

Michael Gook

Senior Vice-President and COO

Kyle Couch

Vice-President of Client Learning Experiences

Cathy Brown

Vice-President of Relationship Management

Shannon Couch

Vice-President of Product Planning and Development

Powin Low

Director of Information Technology

Lori Thomas

Director of Customer Care

Our Clients

The Beacon Group takes pride in its ability to meet the needs of a diverse client base. This includes clients in all sectors of the economy—from some of the largest multinational corporations to smaller, growth-oriented organizations. The Beacon Group also works with organizations in the public and not-for-profit sector.

Testimonials

"The Beacon Group's program proved to be a transformational experience for our staff, and has created a new, more open culture of creativity and collaboration that has given The Globe and Mail a marked and measurable competitive advantage."

—Phillip Crawley, *Publisher & C.E.O., The Globe and Mail*



"We engaged The Beacon Group when we needed to bring two cultures together after our first major international acquisition: the evidence of their success lies in both the subsequent growth in our business and our presence in more than twelve countries on five continents."

—Rupert Duchesne, *President & C.E.O., Groupe Aeroplan*



"The Beacon Group acted as a strategic partner and was instrumental in helping us raise the bar on candid dialogue and team performance."

—Robert Courteau, *President, SAP North America*



Biographies

Doug Williamson



Doug Williamson is President and CEO of The Beacon Group. Over the past 25 years, he has been instrumental in helping many organizations improve the performance and effectiveness of their senior executive teams. Assisted by his experience and expertise, leaders and organizations transform themselves on a recurring basis so they are relevant, profitable, productive and opportunistic.

Doug's underlying objective is for clients to improve their ability to make the very best decisions possible.

Doug studied business, behavioural psychology, and Human Resource Management at schools in three different countries, and has held senior positions with large international institutions in North America and Europe. He has also served in executive-level positions with the Government of Canada. While in Ottawa, he was a Special Advisor in the Office of the Prime Minister, and played a leading role in introducing legislation to support and encourage the growth and financing of knowledge-based industries. He was a member of the 1992 Commission on Economic Prosperity, and authored the report Financing the New Economy.

In the banking and financial services community, Doug has worked with such organizations as Royal Bank, RBC Dominion Securities, Orion Bank, Bank of New York, DNB Norway, SE Banken Sweden, and the Ontario Securities Commission. He has also advised major organizations in the automobile industry (Mercedes-Benz USA, Mazda Canada), technology (SAP, Xerox Corporation), insurance (Sun Life Assurance, Manulife Financial, Foresters), communications (The Globe and Mail), and many other sectors. Doug is available as a keynote speaker on the subjects of change management and the importance of talent.

Michael Gook



Michael Gook is Senior Vice-President and COO of The Beacon Group. With more than 20 years of business experience, he provides clients with expert leadership and strategic management in the areas of information technology and corporate administration.

Before joining The Beacon Group, Michael was an executive with Bunge, a leading global agribusiness and food company based in White Plains, New York. He was Director of IT at Bunge North America and Director of IT at Bunge Canada. Prior to that, he was IT manager at CanAmara Foods, an Oakville-based food manufacturer and exporter.

A graduate of the University of Guelph, Michael is responsible for lending leadership and oversight to the day-to-day organizational operations of the business, helping plan strategy, and putting programs into practice.

Kyle Couch



Kyle Couch is Vice-President of Client Learning Experience for The Beacon Group. His primary responsibilities include creating all Leadership Development initiatives, trend spotting for The Beacon Group and its clients, and managing client relationships.

Kyle specializes in Leadership Development Training, Management Consulting, Meeting Facilitation, and Marketing. He also helps craft program content and creates presentation materials for clients.

Kyle studied both Kinesiology and Psychology at York University. Before joining The Beacon Group, he was in Marketing and Communications for an innovative and progressive branding firm based in Toronto. He is a member of the Human Resources Professionals Association, the Association of Internet Marketing and Sales, and the Toronto Chapter of the Strategic Leadership Forum.