

my BOLD STEPS

A Deliberate Choice to Move From:

REACTION » CLARITY » OWNERSHIP » PURPOSE

Milestone

AI-native Digital Experience Platform that drives growth

Be discovered in AI engines. Personalize every experience. Accelerate customer acquisition.

Adrians: Best Martech Platform for Hospitality 2024

Forrester Landscape: Top 36 Digital Experience Platforms and Top 30 SEO Platforms

G2: Rated leader for Content Management Platforms in top right quadrant



Your Speakers



Benu Aggarwal

Founder and President
Milestone Inc & My Bold Steps



Sonika Singal

Global Data & AI Managing
Director
Accenture



Sonika Singal

Founder
R Riga Consulting

Manage Me



Managing Org



Curate Future



Clarity - Ownership - Purpose



Manage Me

1

Find Calm Clarity

Slow down, rise above the noise.
Write your **eulogy**, not just your resume.

2

Growth Mindset & Unleash Your Infinite Game

Choose to be a learn-it-all, not a know-it-all.
Discovery fuels growth.

3

Grit wins over Talent

Choose to be a learn-it-all, not a know-it-all.
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30 Years of Milestone History

Benu recognized inefficiencies in hotel marketing and sought to create a more effective solution

4300+
customer sites
500+
awards



Find the Positive and Convert Challenges into Opportunities

Started in India, 2 years in Sheraton and Park Hotel



Sheraton New Delhi

Pizza Hut Coupons



SV Hotels



Park Hotel New Delhi



Fixing my desk



Revenue Management



Sales & Marketing

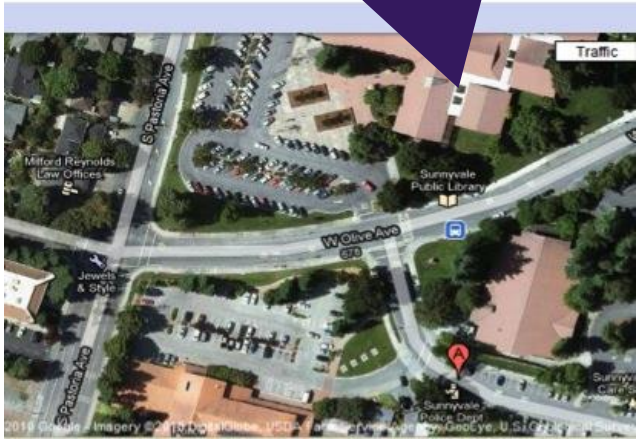


Grow and Adapt – Discover, Learn & Share

Started at 4 a.m.
Lonely but effective Office
Long days

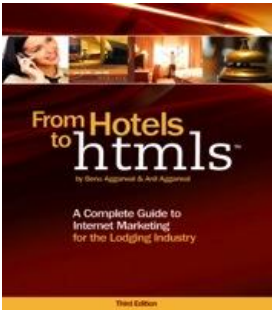
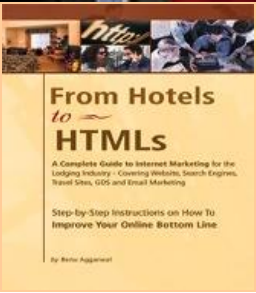


Milestone Office



Communicate – be Clear, Honest and Impactful

Customers buy Solutions for problems



MARTECH Topics Platforms Resources MarTech Conference Newsletter

Benu Aggarwal
Contributor
Founder and president, Milestone Inc.

Company
Milestone Inc.

Connect
in X

About Benu Aggarwal
Benu Aggarwal, founder and president of Milestone Inc., is a highly recognized expert in digital marketing solutions, voice search, SEO and local. Benu oversees product development, client services, technology and strategic vision for the company. Under her leadership, the company has prospered as it launched a suite of SEO-first software products and thousands of websites of which dozens won design and technology awards. With her technical marketing experience, entrepreneurial spirit, and motivating attitude, Benu has the ability to translate technical ideas into tangible practice that drive results for customers.

Related topics
Marketing artificial intelligence (AI) Marketing technology Customer journey orchestration
Content management systems (CMS) Marketing management Search marketing

Benu Aggarwal's latest articles
Search Engine Land SEO PPC AI SEO Platforms Guides Free SEO & PPC tools Resources SMX Awards Newsletter

Benu Aggarwal
Contributor
Founder and president Milestone Inc.

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Related topics
SEO Generative Engine Optimization (GEO) Content
Local AI SEO Enterprise

Countless Speaking Engagements, articles and book



Find Calm Clarity

Slow down, rise above the noise. Write your **eulogy**, not just your resume.

Combat mentality



Victim Mindset



Lose Sight



Victim Mindset	Can-Do Mindset
Excuses	Solutions
Blame	Ownership
Scarcity	Possibility
Limits	Potential

Source: Angela Duckworth

The Calm Clarity Approach: BRAIN 3.0

Slow down, rise above the noise. Write your **eulogy**, not just your resume.



Brain 3.0

Well-being & Mastery
(Inner Sage)

Prefrontal cortex

Your emotions
Open-hearted, centered,
connected, creative



Brain 2.0

Reward & Acquisition
(Inner Teen Wolf)

Dopamine System

Your emotions
Anxious, insecure, impulsive, restless



Brain 1.0

Self-Preservation
(Inner Godzilla)

Amygdala

Your emotions
Fearful, unsafe,
hypervigilant, overwhelmed



[The Calm Clarity Approach: BRAIN 3.0](#)

Source: [Due Quach](#)

Growth Mindset. Unleash Your Infinite Game

Choose to be a learn-it-all, not a know-it-all. Discovery fuels growth.

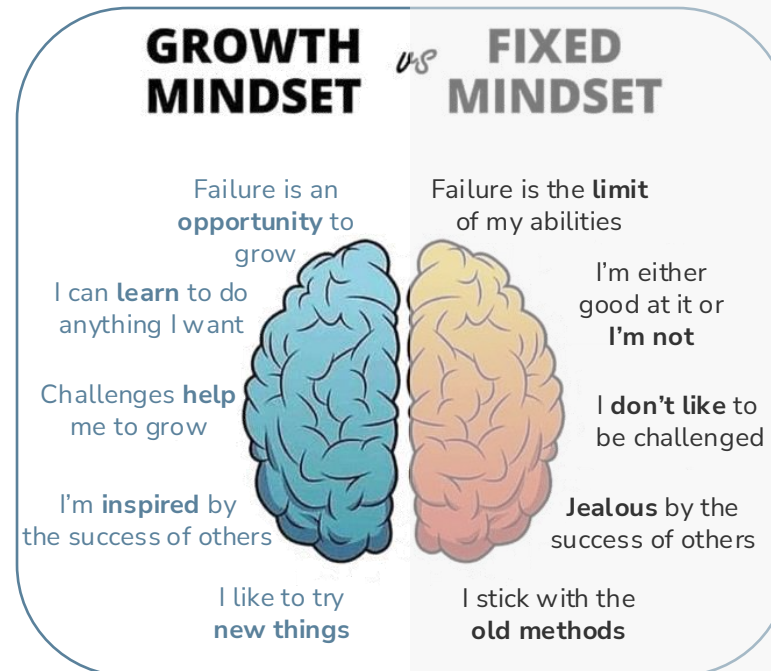
Towards Values » Can-Do Mindset

Success
Love
Happiness
Adventure
Joy
Security
Peace of Mind
Gratitude

Solutions
Ownership
Possibility
Potential

Away Values » Victim Mindset

Rejection
Failure
Overwhelm
Boredom
Frustration
Anger
Loneliness
Excuses
Blame
Scarcity
Limits



[Mindset: The new psychology of success](#)

By: Carol Dweck

Manage My Organization

1 Build Heart

2 Build Trust

3 Build Resilience
with Relentless Focus



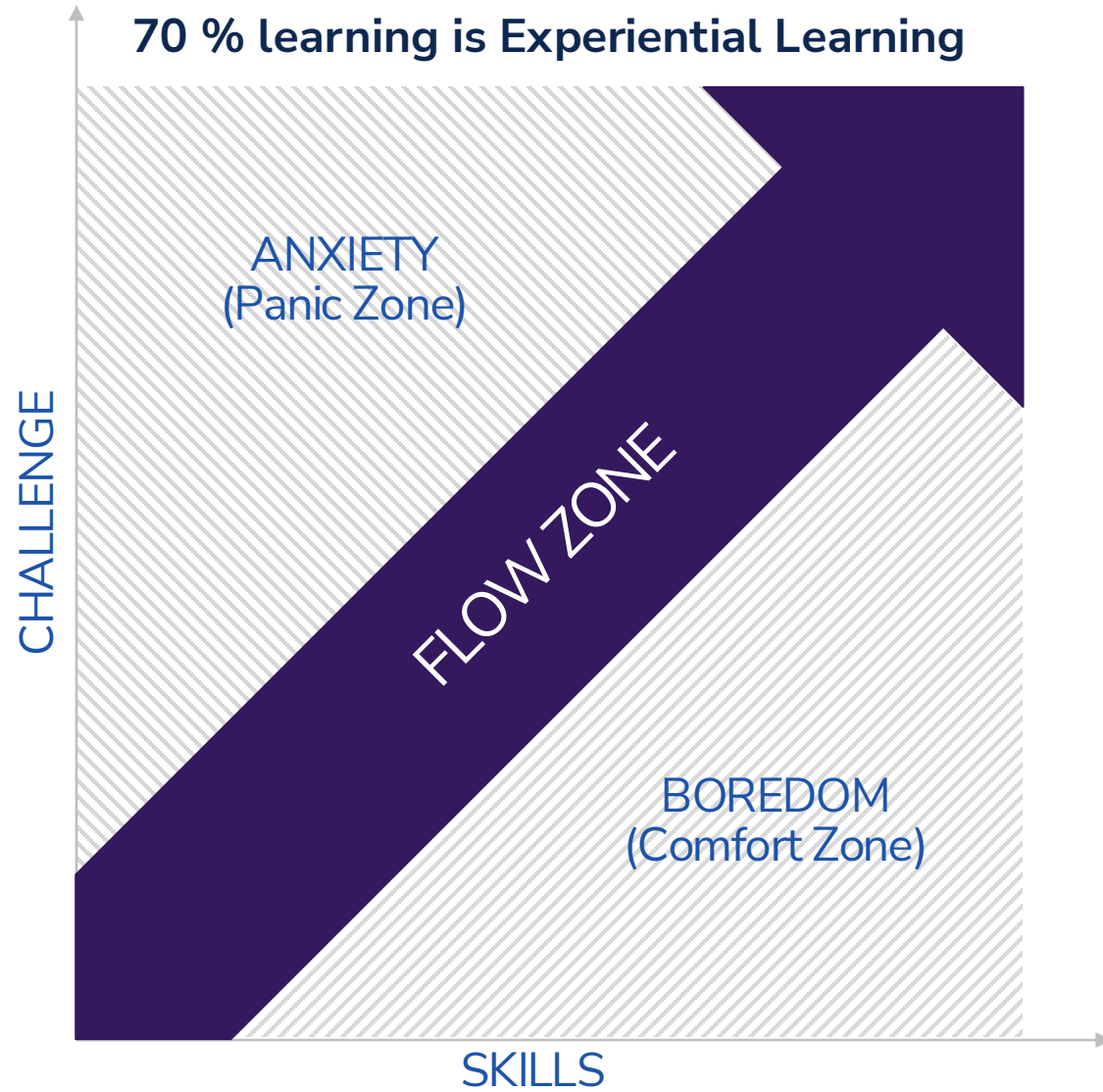
Build Trust



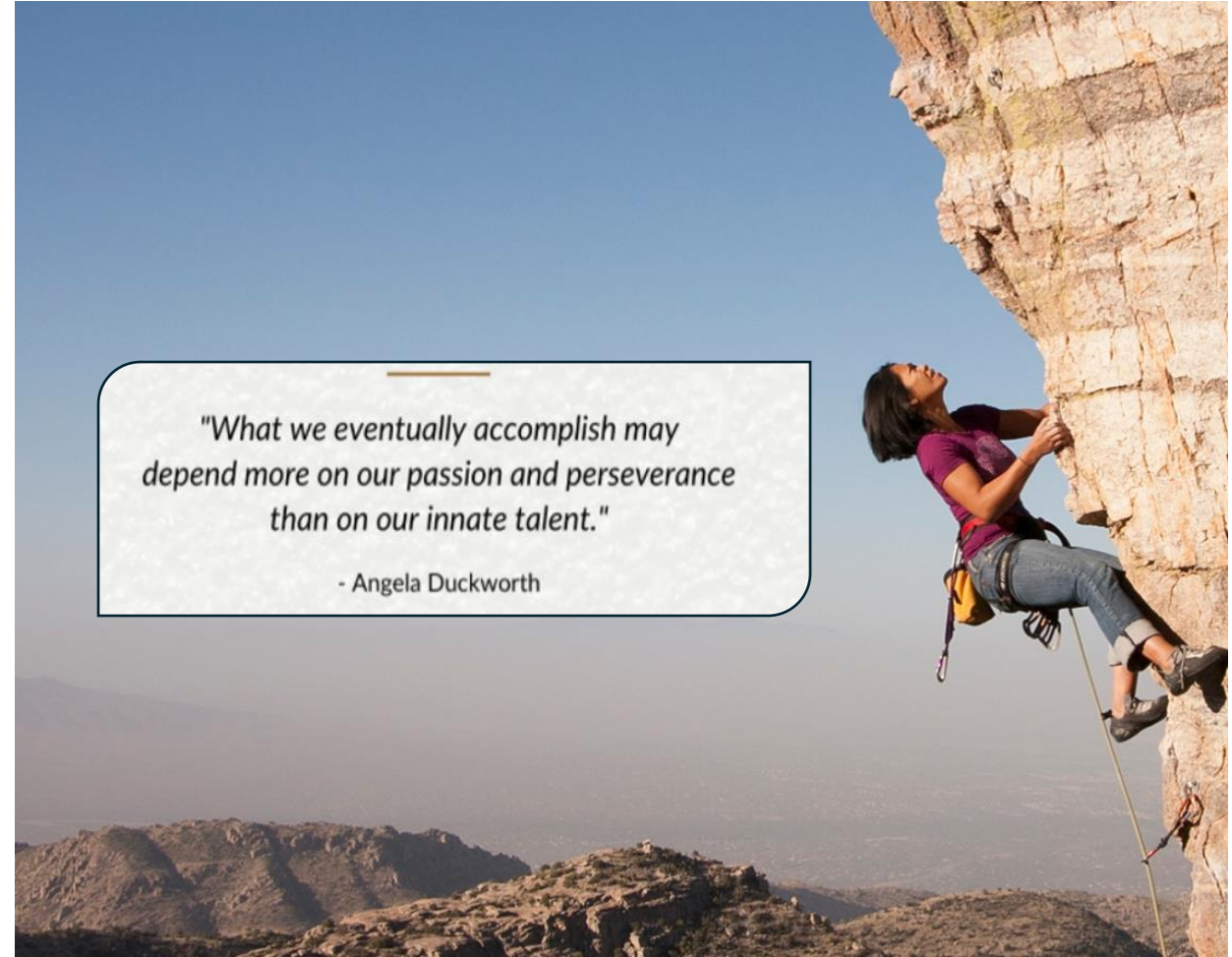
Source: www.agilemanifesto.org

Grit Wins Over Talent

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Grit Wins Over Talent



Process To Build Trust

1

**Objective & Key Results
and Focus Areas**

2

**Decide Milestone and
Key Result**

3

Alignment & Measure

Curate My Future

1

Wisdom Grows

When we Lean into our strengths.
Intern and Coach at the same time

2

Optimism, Self
Compassionate, Focus,
Resilience, Adaptability

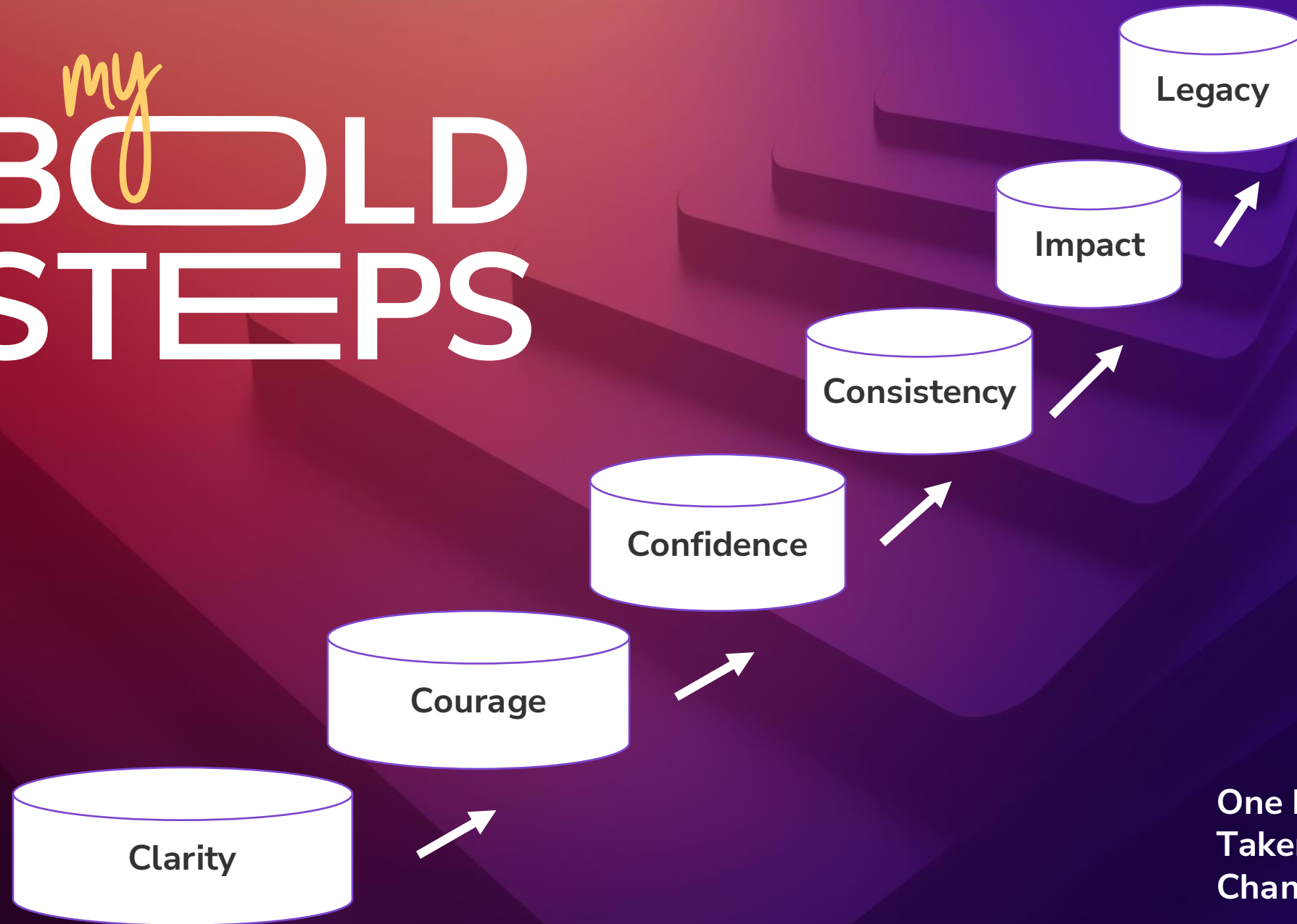
3

Portfolio Life

Doing to Being



my BOLD STEPS



One Bold Step.
Taken consistently.
Changes everything.

Circle of One: Our Collective Unlock



...a safe space to grow together..





Inaugural



**Pivot & Own
Your Awesome**



Bold Steps

Celebrate!



Build Resilience with Relentless Focus

