



Gale Crosley, CPA, is founder and principal of Crosley+Company, which specializes in "the business discipline of practice growth". She consults with CPA firms on revenue growth issues and opportunities, designing firm wide strategies and tactics to achieve aggressive revenue growth objectives. She brings 35 years of experience – a unique mix of strategic and operational roles in the revenue growth arena, including successful stints with Arthur Andersen, PWC, and IBM.

"Gale's deep understanding of the profession comes across immediately. The concepts of providing value-added services and becoming trusted advisors were articulated professionally to our firm in a way that could be comprehended by every level. And as a CPA, Gale related to the audience at our retreat in a very genuine and effective way."

John Null
Managing Partner
Null-Lairson

Most Requested Topics

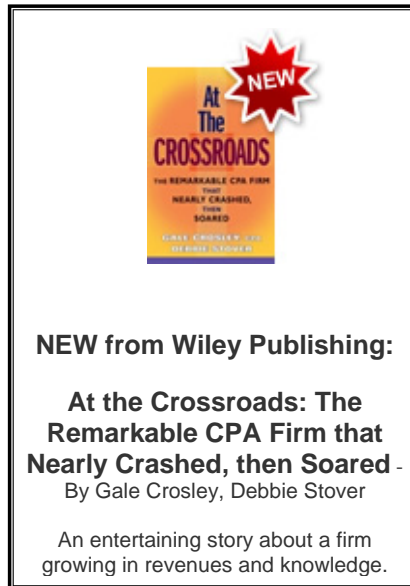
At the Crossroads – Efficient, Effective Growth
Landing the Big Fish
Getting Your Niche Out of a Ditch
Turbo-Charging Lead Generation
Hiring and Integrating Business Developers
Innovating for Competitive Advantage
Pruning for Growth

Gale Crosley, CPA, selected one of the **Most Recommended Consultants** by "Inside Public Accounting" **BEST OF THE BEST** Annual Survey of Firms for six consecutive years, and one of the **Top 100 Most Influential People in Accounting** by AccountingToday for four consecutive years.

Growing Your Firm's Revenue

Practical Strategies That Work From A Speaker With Experience

CPA firms constantly grapple with traditional issues surrounding efficient and effective practice growth – only a few partners making rain, niches in the ditches, lack of leads and commoditized services. Most of these are symptoms of practice growth problems which can be identified and solved. In our presentations we educate and motivate our CPA audiences, providing practical tools and techniques to grow the practice.



NEW from Wiley Publishing:

At the Crossroads: The Remarkable CPA Firm that Nearly Crashed, then Soared -

By Gale Crosley, Debbie Stover

An entertaining story about a firm growing in revenues and knowledge.

Recent Speaking Engagements

Annual Managing Partner Meetings and Conferences

AICPA
RSM McGladrey Network
IGAF International
Polaris
DFK International
Leading Edge
CPAmerica
Baker Tilly
CPA Associates
CPASNET

State Societies – Ohio, Georgia, Alabama, Minnesota, Missouri, Massachusetts, Maryland, Virginia

The Lean Times Series New for 2009



Presentations for growing your firm during lean times.

- Lean Times and Growth Imperatives
- Keeping and Developing Clients during Lean Times
- Lean Times - New Services and New Markets
- Landing the Big Fish in Stormy Seas