



### **Gale Crosley, CPA, is Founder and President of Crosley+Company**

She partners with firms to design and implement strategies to achieve aggressive, sustainable growth from all corners of the firm.

Crosley brings over 35 years of experience, a highly successful domestic and international consulting portfolio and an impressive background with Arthur Andersen, PwC and IBM.

### **World-Class Growth: Getting to a 10**

When it comes to growth, your firm aspires to be world class. But exactly what does that mean? Are there indicators that can help you assess progress on your way to the top?

Join Gale in this hard-hitting keynote that challenges traditional thinking about growth while exploring cutting-edge approaches successfully used by the world's top firms. Benchmark your progress against theirs and identify the gaps to fill to count your firm among the best. Gain a better understanding of the critical role leaders play in creating rich, sustainable, long-term growth.

### **Becoming an Innovation Machine**

The accounting profession has at last embraced the need for innovation. Now that everybody's getting on the bandwagon, how do you set your firm apart? Learn what it means to successfully innovate, not only in the services you offer but also in the growth model you use.

If you believe innovation is essential to success,

you can't afford to miss this timely and entertaining discussion, featuring successes and little-known practices.

### **Is Technology the Key to Your Firm's Growth?**

Once a backroom tool to manage data, technology has emerged as an essential element for driving strategic growth via robust and nimble platforms like cloud, mobile and social media.

Join Gale for a spirited, and sometimes-controversial discussion about the role of technology in moving our profession from local and episodic to geographically diverse and 24/7. It's all about information, not intimidation, as we learn together to leverage the incredible power and promise of technology.

### **Connection and Commerce in a Global Economy**

The international market is huge, but you don't have to be a huge firm to reap the benefits. Learn how mid-market firms are successfully mining this mother lode of opportunity—moving beyond casual conversations with international members of their



associations to dominating targeted international niches.

In this revealing session, Gale shares deep insight into issues including industry/country pairings, identifying early adopters and collaborating with firms you might consider competitors. You'll walk away energized about reaching a global market and encouraged by how doable it really is.

## Revitalizing Mature Services

Predictability in services and markets yields complacency, a lack of differentiation and highly competitive price wars. If you're not careful, mature services like audit and tax can become stodgy growth killers.

Learn how to ensure this doesn't happen in your firm. In this session Gale shares her proven strategy for brushing off the dust and breathing new life into traditional or dormant services, thus keeping them relevant for future profitable growth.

## What's on Your Mind?

Eager to explore a firm-specific growth topic? Gale will create a customized keynote that addresses the issues and challenges that matter most to you and your colleagues. Focused insight and inspiration guaranteed!

## Audiences Have Included

### Keynotes and Breakouts

Allinial Global

BDO Alliance

TAG/TIAG

AICPA

Praxity

Thomson Reuters

Accounting Today

Inside Public Accounting

Alliant Group

Winning is Everything

PrimeGlobal

HLB International

DFK International

The Leading Edge Alliance

CPAmerica International

Baker Tilly International

CPA Associates International

CPASNET

JHI

MSI Global Alliance

Kreston International

AGN International

INPACT Americas

Moore Stephens North America

Morison International

PKF International

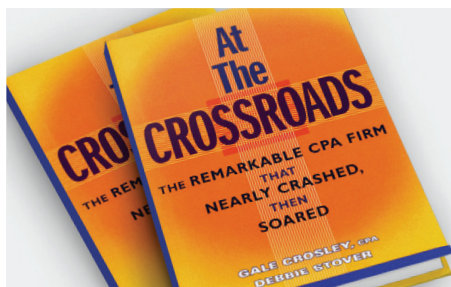


## It's Time to Grow Your Firm

### Inspiring and Thought-provoking Keynotes

Growth is a marathon, not a sprint. The key is training your leaders—and those they lead—to identify growth challenges and overcome them for the long haul.

Award-winning consultant Gale Crosley delivers powerful keynotes that motivate, empower and entertain. She combines an engaging style with innovative ideas you won't hear anywhere else. Fasten your seatbelt and get ready to drive sustainable growth at your firm!



## Gale's First Book

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

"Gale's model provided an excellent roadmap upon which to expand our growth-focused culture. She helped us create new approaches, including building niches and developing a robust opportunity pipeline process.

Our partner group is growing together with a one-firm concept.

Gale's approach has been an invaluable investment for the firm."

## Bill Hagaman, CEO,

Managing Partner WithumSmith+Brown, PC  
A Member of HLB International

