

# CONSULTING IS HERE TO STAY



## Prepare to Pivot

Technology is influencing every aspect of our business. It's driving new levels of automation and efficiency in traditional compliance services. On the consulting side, it's throwing open the doors to significant revenue growth and higher margins. Whether you are advising clients what to do, guiding them how to do it, or doing it for them, it's no surprise that firms are hungry to go beyond traditional accounting and embrace consulting.

In this intriguing keynote, former practicing CPA and award-winning consultant Gale Crosley guides you through an insightful discussion addressing the differences between a consulting and traditional services business model. We'll cover identifying the most promising strategies, integrating the consulting practice into the current firm, and avoiding the challenges and pitfalls experienced by early-to-market firms.

- ▶ Look for big, strategic ideas and practical take-aways.

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## Achieving Specialization Through Innovative Leaders

With new technologies flooding the marketplace, the key to innovation is through specialization. It starts with transforming your leaders from individual players into a strategic, collaborative team. This includes re-imagining the roles and responsibilities of market-facing industry and service line partners, as well as those leading technology, marketing and human resources.

In this timely keynote, Gale leads an exploration of the challenges firms face as they grapple with issues such as pre-wired compliance mindsets, spotty collaboration, steep technology learning curves, innovation competence and the natural resistance to change. You'll find the session invaluable as you develop the capacity of your partner group to overcome these challenges, achieving specialization and game-changing innovation.

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## International: Connection, Collaboration and Growth

Networks and associations present an enormous opportunity for member firms to collaborate and grow as they manage the technology- and regulation-driven changes buffeting our profession. No one firm has all the resources necessary to go it alone. If ever there was a time to leverage others' knowledge and initiatives, it is now.

In this lively session, Gale addresses the role of networks and associations, and how to maximize their potential. She incorporates international growth strategies to achieve brisk interfirm commerce, in the context of the technology-driven changes altering the profession.

2020

## GROWTH KEYNOTES for Associations, Networks and Alliances

GALE CROSLEY, CPA, CGMA

Gale is a growth consultant and in-demand presenter for accounting firms and international accounting associations, networks and alliances. She consults with hundreds of large, and large-thinking CPA and accounting firms worldwide.

Gale combines a highly successful practice with over two decades of experience in technology companies ranging from start-ups to IBM, and early years as an auditor with Arthur Andersen and PwC. With the emerging symbiosis of growth and technology, Gale's background makes her an ideal choice to keynote your 2020 event.

“Gale's model provided an excellent roadmap upon which to expand our growth-focused culture. 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 Withum,  
A Member of HLB International



# GROWTH:

## What's on Your Mind?

Eager to explore a firm-specific growth topic not described above? Gale will create a customized keynote that addresses the issues and challenges that matter most to you and your colleagues.

- ▶ Top 10 Most Recommended Consultants for 14 years – Inside Public Accounting
- ▶ Top 100 Most Influential in the Profession for 13 years – Accounting Today
- ▶ The Advisory Board Hall of Fame
- ▶ Editorial Advisor – Journal of Accountancy



GALE CROSBLEY, CPA, CGMA

“ She has been reinventing herself and her value as the profession develops and advances. Always relevant and full of take-aways, Gale Crosley always delivers!”

– Michelle Arnold,  
Chief Regional Officer, Prime Global



### Gale's Facilitated, Post-Keynote Breakouts

- Ponder and question keynote content
- Brainstorm firm applications
- Get clarification and execution tips

### Audiences Have Included:

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| <ul style="list-style-type: none"><li>• Allinial Global</li><li>• BDO Alliance</li><li>• TAG/TIAG</li><li>• AICPA</li><li>• Praxity</li><li>• Nexia</li><li>• Thomson Reuters</li><li>• Accounting Today</li><li>• Inside Public Accounting</li><li>• Alliant Group</li></ul> | <ul style="list-style-type: none"><li>• Winning is Everything</li><li>• PrimeGlobal</li><li>• HLB International</li><li>• DFK International</li><li>• The Leading Edge Alliance</li><li>• CPAmerica International</li><li>• Baker Tilly International</li><li>• CPA Associates International</li><li>• CPASNET</li><li>• JHI</li></ul> | <ul style="list-style-type: none"><li>• CCH</li><li>• MSI Global Alliance</li><li>• MGI Worldwide</li><li>• Kreston International</li><li>• AGN International</li><li>• INPACT Americas</li><li>• Moore Stephens International</li><li>• Morison KSi</li><li>• PKF International</li></ul> |
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