

GROWTH STRATEGIES

for A Technology-Driven World



The future has arrived! Everyone has gotten the memo that technology is rocking our world. The potential impact on revenue growth has elevated technology to a strategy-level discussion for accounting firms of every size. With so many strategic options, how do you select those which have the highest market potential and growth for your firm?

Join Gale for a spirited keynote, getting an inside look at firms that are building a technology-centric growth model. Explore the trends and waystations leading to success, including the shifting roles of firm leaders and organizational impact. You'll take away big, strategic ideas and practical suggestions, plus the motivation to embrace this brave new world!

2019-2020

GROWTH KEYNOTES

for Associations,
Networks and Alliances

GALE CROSLEY, CPA, CGMA

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

Gale combines a highly successful consulting portfolio 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 2019 event.

“Gale continues to amaze. 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

- ◆ 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

Creating a Team of Growth Leaders

Sustainable growth requires the right leaders in the right positions, and conditions that will guarantee their success. Transforming your partners from individual contributors to a highly collaborative group of growth leaders will enable them to successfully navigate today's complex technology-centric markets. Gale helps you explore and develop the capacity of your partner group to embrace the new technologies to achieve optimal firmwide growth.

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.

The One that Got Away

A CFO of a large, public company recently shared that, “Most accounting firms haven't innovated their sales processes since the 1970s.” And he's not alone in that belief. Large opportunities represent enormous potential, but are far more challenging. Decision-makers are savvy. Competitors are fierce.

Expect an exhilarating ride as we debunk some long-held myths. Gale will cover the three deadly phrases (don't use them!), ganging up on the prospect (don't do it), and other missteps. Following a frank discussion of politics and power, you'll never look at pursuit the same way again.

Even if you believe you've seen (or are) the best, please join Gale to uncover the secrets of the world's top rainmakers! Take away immediate, practical suggestions to share with your partners.

“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
WichumSmith+Brown, PC
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