



2021  
**GROWTH**

**LIVE VIDEOS AND FACILITATIONS**

**ASSOCIATIONS, NETWORKS,  
ALLIANCES**

**PARTNER STRATEGY SESSIONS**

## **Gale Crosley, CPA, CGMA**

Gale is an in-demand growth consultant, live video presenter and growth strategy facilitator. She consults with hundreds of large and large-thinking CPA and accounting firms worldwide.

Gale combines a highly successful consulting practice with over two decades of experience in technology, from start-ups to IBM, and early years as an auditor with Arthur Andersen and PwC. She successfully navigated the dot-com bust of 2000, and helped firms successfully grow after the 2008 recession. This depth of experience informs Gale's perspective on the current challenges facing the accounting profession, making her an ideal choice for your upcoming member events and strategic planning sessions.

**“** *Gale has worked with our firm several times over the past 15 years. She guided us through two major economic downturns, enabling the firm to achieve sustained double-digit organic revenue growth.* **”**

— **LOU GRASSI, CEO,  
MANAGING PARTNER, GRASSI**

# **5 NEW TOPICS**

**LIVE VIDEOS WITH GROWTH  
CONSULTANT GALE CROSLLEY**



## **A FIRESIDE CHAT WITH GALE**

Using the popular, easy-to-navigate live video format, an association or firm-selected moderator facilitates audience dialogue with Gale, choosing relevant interview questions around sustaining high growth in volatile markets. Typical questions include:

- **What are the keys to growth during, or following a market disruption?**
- **What leads some firms to expand during a downturn, while others shrink, sometimes significantly?**
- **Do we yet know what the “new normal” will look like? How do we plan and grow in such a dynamic environment?**

## **LEADING GROWTH: THROUGH AND AFTER COVID**

Major upheavals in economic conditions present diverse opportunities to grow revenue. Many firms hunker down, do good work and wait for clients to appreciate them. Others are more forward-looking, shifting their strategy

to create significant new sources of revenue. This energizing session highlights the key principles to accelerate and sustain growth in volatile markets. This is a perfect time to identify buyer needs, innovate high-demand services and identify new sources of revenue. It's a time to grow, even as others are merely holding their own.

**Ready to roll  
up your sleeves  
and implement?**

Live video workshop  
formats are also  
available.

## **A THINK-TANK SESSION: TIME TO ELEVATE YOUR GAME**

The recent upheaval has caused us to rethink our business models and growth strategies.

This think-tank session facilitated by Gale is designed for managing partners and selected peers, or for firm-specific partner



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**“ I think I may have been Gale’s first client in the accounting industry. I am certain I am her biggest fan. Gale’s advice and help over the years was instrumental in the growth of my prior CPA firm, SS&G and my Managing Partner Bootcamp (MPB) program.... Not only is she so skilled in what she does, she is an absolute pleasure to work with.”**

— **GARY SHAMIS, CEO WINDING RIVER CONSULTING, FORMER MANAGING PARTNER SS&G**

groups. Participants brainstorm perspectives on the future of the mid-market accounting firm business model.

All growth-related topics are fair game, from redefining geographic markets to increasing investment in product management and innovation, hiring professional salespeople, evaluating client experience functions, using virtual sales and service delivery models, and acquiring tech consulting firms.

## **REMOVING BORDERS AND WINNING OPPORTUNITIES**

Any lingering doubts about the capacity of technology to enable us to work remotely, service clients and connect virtually have been put to rest. Now it’s time to up our technology game to grow revenue.

By declaring a larger geographic footprint and gaining comfort with Zoom-based selling, we can open

up vastly larger markets and reach more and different buyers. Done right, technology can greatly enhance our specialization strategy, with near limitless growth potential.

From urban centers to remote geographies, explore the art and science of growth beyond borders.

## **GROWTH + TECHNOLOGY EQUALS A WINNING COMBINATION**

Many tech topics today focus on the myriad of technologies themselves, many designed to drive efficiency and quality.

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**“ Gale is an inspiring speaker. Our audiences love that she deeply understands our business and speaks to the practicality of implementing important growth strategies in real firms around the world. That’s powerful takeaway.”**

— **CLIVE VIEGAS BENNETT, CEO OF MGI WORLDWIDE**

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**“ Gale Crosley helped us to establish a foundation for growth that goes beyond traditional marketing and business development...These teachings have put structure around our growth strategy discussions and allowed us to understand and drive growth as one firm...The results speak for themselves: In 2019 we were recognized as the second fastest growing Top 100 firm in the U.S...(and) all of our growth was organic.”**

— **KEVIN O’CONNELL, CPA, CEO & MANAGING PARTNER, MGO**

With 20 years of experience growing companies in the tech world, Gale shares with managing partners and leaders the secrets to investing in technology-centric services to also drive revenue. We’ll discuss business models, challenges, and solutions taken from her consulting experiences in transforming firms to technology-infused high revenue growth environments.

## **Growth Consultant Gale Crosley:**

- ▶ **Top 10 Most Recommended Consultants for 15 years** – *Inside Public Accounting*
- ▶ **Top 100 Most Influential in the Profession for 14 years** – *Accounting Today*
- ▶ **The Advisory Board Hall of Fame**
- ▶ **Editorial Advisor** – *Journal of Accountancy*

