

A FRESH NEW LOOK AT THE FUTURE

These days, firms can barely keep up with demand. It's difficult for your members to be strategic and open to approaches they never knew they needed. Like expanding into new geographies, seeking out new industries and incorporating additional market-focused client solutions. But their job as leaders is to look into the future and guide the firm's ongoing success. Gale leads your audience expertly, lifting best practices from her deep and wide experience to help you deliver maximum value with maximum return.

■ The Return of Future-Think: Strategic Revenue Directions

Major upheavals in economic conditions present diverse opportunities for sustainable growth. However, many firms are so overwhelmed with today's work, they barely have time to consider the future. Many are severely short-staffed, faced with transferring leadership to up-and-comers, retiring rainmakers with big books-of-business, and operating in markets more complex than ever. Others realize that shifting their strategy to create significant new sources of profitable revenue insures there will be a rosy future.

For leaders ready to embrace the best opportunities, it's time to make wise decisions about the firm's future.

■ Growth Strategies for a Tech-Driven World

Many tech topics today focus on the myriad of technologies themselves, often designed to drive efficiency and quality. But what about strategic revenue growth? Gale unlocks the secrets of infusing advisory services with new technologies and driving digital demand to achieve extraordinary sustained growth.

We'll explore cutting edge areas such as digital assets, ESG (Environmental, social, governance), and other strategic considerations for technology-centric revenue growth.



STRATEGIC GROWTH KEYNOTES

ASSOCIATIONS,
NETWORKS, ALLIANCES

PARTNER STRATEGY SESSIONS

Gale Crosley, CPA, CGMA

Gale is an in-demand strategic revenue growth consultant. 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.

■ International Commerce: Connection, Collaboration, Growth

Networks and associations present an enormous opportunity for member firms to collaborate and grow as they identify cross-firm market opportunities and 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's now.

Having worked worldwide with most of the associations/networks and their firms, Gale bring a wealth of knowledge on achieving brisk inter-firm commerce, and leveraging technology investments for revenue growth.

■ Pruning Clients to Grow New Services/Markets

How can we think about getting a new service or market off the ground when the work is piling up? Pruning makes sense, just like a good gardener keeps plants healthy and makes room for even more growth. It's a bigger strategic conversation around capacity.

We'll explore ideas around pruning and freeing up capacity, while concurrently launching a new service or market. We are at the epicenter of an explosion in new opportunities for our profession, and the timing is perfect to discuss achieving successful liftoff. Come enjoy the ride!

"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

"Gale Crosley helped us to establish a foundation for growth that goes well beyond traditional marketing and business development. The results speak for themselves. In recent years we were recognized as the second fastest growing top 100 firm in the U.S., and all that growth was organic. Thanks, Gale."

— KEVIN O'CONNELL
CPA, CEO & MANAGING
PARTNER, MGO

Keynoted with over 25 of the top international associations and prominent organizations including:

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DFK International | MGI Worldwide | The Leading Edge Alliance | CPAmerica International
Baker Tilly International | CPA Associates International | CPASNET | Moore Global | JHI
MSI Global Alliance | Kreston International | AGN International | INPACT Americas | Morison Global
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