

Because People Make the Difference

Crosby Consulting helps organizations gain strategic advantage by maximizing the special role that leadership, talent, and culture play in creating organizational effectiveness. The key differentiator to achieve your company's objectives — financial targets, market share, innovation, growth, brand strength, reputation, or customer service — is *people*. Excellence starts with quality leadership, with talent at all levels aligned and engaged around a common goal, working together in a culture that engages the hearts and minds of the team. Leadership, talent and culture are the key ingredients for organizational success.

People are not separate from the business — people *are* the business.



Human interactions are a lot harder to manage than the numbers and the P&Ls. The soft stuff is always harder than the hard stuff.

— Roger Enrico

Crosby Consulting combines a pragmatic approach with deep technical and subject matter expertise to deliver meaningful and practical organizational solutions with bottom-line business impact. Areas of specialization include:

Leadership	Talent	Culture
Leadership & Talent Strategy	Core Competencies	Core Values
Leadership Assessment	Selection & Assessment	Employee Engagement
Leadership Development Programs	Performance Management	Culture Change & Communication
Executive Assessment & Coaching	360 Degree Feedback	Team Building & Effectiveness
	Talent Review & Succession Planning	Service Culture
	Learning & Development	

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