



CRESTCOM®

35+ Years • 60+ Countries • 30K+ Clients

Interactive leadership development that produces real results.

Crestcom's leadership development programs adapt to your ever-changing business environment to ensure leaders develop the skills they need to lead effective, productive teams.

The Leadership Skills Gap Your Business Can't Ignore

Without the right development, even your best people can struggle to coach teams, drive accountability, and deliver consistent results. This leadership gap is costing you, but it's fixable.

We deliver leadership development programs that create sustained behavior change and generate a measurable ROI.

① Three-Person Team

Our program connects three keyplayers: the participant, the company's leadership, and your Crestcom partner. This structure creates built-in accountability and ensures everyone is aligned for meaningful growth.

② 12-Month Development Process

Our 12-month process provides consistent, digestible learning — just four hours a month — designed for lasting transformation, not quick fixes.

③ Neutral Site or Virtual Sessions

Whether held at a neutral off-site location or virtually, our sessions remove the noise of day-to-day operations. Participants gain insights from peers across industries and return recharged with fresh perspectives.

④ Blended Learning Experiences

We combine expert-led video content, peer discussions, simulations, and hands-on exercises. This interactive format keeps participants engaged and invested. Everyone contributes. Everyone grows.

⑤ Practicable Frameworks

Our frameworks are practical, repeatable, and designed for real-world application. Over time, they help rewire how your team thinks and behaves.

⑥ Action Plans

Every participant creates action plans that they implement on the job. These plans are the bridge between learning and doing, reinforced by coaching and accountability.

⑦ Crestcom Learning Portal

This digital hub tracks each participant's progress and provides on-demand access to supplemental content — extending the value of every session.

⑧ Accountability Meetings

This is a forum where action plans are shared, challenges are discussed, and results are celebrated. These sessions ensure concepts are applied and outcomes are visible.

⑨ Success Kickoff Meeting

The kickoff meeting brings the three-person team together to align on goals, expectations, and support. It sets the tone for the year and the results that follow.

⑩ Continuous Learning

Leadership is a lifelong journey. Our advanced quarterly group coaching experience keeps growth going well beyond the first year.

Leadership Development Proven to Create Lasting Changes



Key Components of an Effective Leadership Development Program



Subject Matter Experts

Crestcom partners with over 50 global experts to create our award-winning, proprietary leadership content.



Program Flexibility

Managers can choose from various class dates to fit their busy schedules.



Consistency

Develop your managers around the world with the same curriculum, at the same time.

Crestcom's Faculty Continues to Grow with Top International Thought Leaders

Andy Bounds • Tamara Ghandour • Steve Shapiro
Marilyn Sherman • Mark Beal • Ted Ma
Steve Farber • Dr. Tyrone Holmes • Sylvie di Giusto

We deliver live or virtually facilitated, interactive leadership development programs.

JANUARY

Encourages Excellence

Be the Coach They Need

Featuring **Steve Farber**

Are you guiding your team to achieve greater results through outstanding coaching?

Drives for Results

Deliver Results the First Time

Featuring **Andy Bounds**

How much is inefficient re-work costing you?

FEBRUARY

Builds the Right Team

Activate the On-Ramp

Featuring **Robert Richman**

How can you create an intentional culture starting with the very first interaction?

Builds the Right Team

Manage and Appreciate Team Dynamics

Featuring **LaTonya Wilkins & Dr. Tyrone Holmes**

How do you leverage different view points to create a stronger, more cohesive team?

MARCH

Influences Others

Mastering Negotiation

Role Play Simulation

Are you able to show value by preparing for negotiations in advance?

Executes Vision

Change How You Manage Change

Featuring **LBonita Patterson**

What does resistance to change cost you? Time, resources, employees?

APRIL

Drives for Results

The DNA of Ethical Decision-Making

Featuring **Dr. Christopher Gilbert**

Do you make effective decisions—even under pressure or with limited information?

Builds the Right Team

Building Multigenerational Connections

Featuring **MarkBeal**

Does the multigenerational workforce today present new challenges or new opportunities?

MAY

Models Personal Growth

Leadership Presence

Featuring **Sylvie di Giusto**

What does your leadership brand say about you?

Influences Others

Influence With Intention

Featuring **Andy Bounds**

Why do so many communications miss the mark?

JUNE

Develops Customer Focus

Trust: The Leadership Differentiator

Featuring **Sylvie di Giusto**

How can you build, restore, and maintain trust?

Develops Customer Focus

Power Up the Customer Experience (CX)

Featuring **Lisa Ford**

Does your customer experience create moments of magic or misery?

JULY

Executes Vision

Strategic Foundations: 5 Steps to Success

Featuring **Tom Oser**

Do you see strategic growth opportunities and the steps needed to impact your organisation's bottom line?

Influences Others

Dialing Into Emotional Intelligence

Featuring **Ted Ma**

Do you know what healthy emotional intelligence looks and feels like?

AUGUST

Drives for Results

Ignite a Culture of Accountability

Featuring **Steve Farber**

Are you able to empower your employees and trust their decisions?

Drives for Results

Communicate and Connect With Impact

Featuring **Andy Bounds**

Do you have a communication strategy that inspires the right action?

SEPTEMBER

Develops Positive Relationships

Managing Personality Styles With Adaptive Leadership

Featuring **Steve Shapiro**

Are you creating an inclusive environment where all personalities can thrive?

Fosters Innovation

Stimulate Creative Perspectives

Featuring **Tamara Ghandour**

Are you developing solutions to today's problems that push beyond the status quo?

OCTOBER

Understands the Business

It Is Your Business Too

Featuring **Evan Roth**

Do you understand the significance of business drivers that could transform your organisation's future?

Models Personal Growth

Shift: Into Mental Agility and Resilience

Featuring **Ted Ma**

Are you prepared to tackle the challenges of today and the unforeseeable obstacles of the future?

NOVEMBER

Models Personal Growth

The Focus Zone

Featuring **Paul Weston**

Do multitasking and managing distractions deplete your energy?

Encourages Excellence

The Delegation Advantage: Multiply Your Impact

Featuring **Marilyn Sherman**

Are you taking on too much and afraid to let go?

DECEMBER

Develops Positive Relationships

SYNC UP: The Conflict Mindset

Featuring **Marilyn Sherman**

Is conflict productive or destructive in your interactions?

Encourages Excellence

Optimise Performance

Featuring **Robert Richman**

Do individuals feel seen, heard, and valued in ways that motivate new levels of performance?

QUARTER 1

Outcome-Driven Leadership

Optimises strategies, inspires accountability, and drives targeted outcomes.

QUARTER 2

People Leadership

Motivates teammembers to pursue excellence in service to others, both within and beyond the organisation.

QUARTER 3

Strategic Leadership

Seizes opportunities while managing organisational complexities.

QUARTER 4

Evolving Leadership

Fosters a growth mindset through curiosity and learning, fueling resilience.

10 Core Competencies CEOs Seek in Leadership

1. Builds the Right Team
2. Develops Customer Focus
3. Develops Positive Relationships
4. Drives for Results
5. Encourages Excellence
6. Executes Vision
7. Fosters Innovation
8. Influences Others
9. Models Personal Growth
10. Understands the Business



Track Leadership Growth. See Real Results.

The Crestcom Learning Portal gives you clear visibility into progress, performance, and impact.

- Action plans tie learning directly to business goals
- Real-time dashboards show measurable outcomes
- Gamification keeps leaders committed and engaged
- Provides 24/7 access to course materials
- Tracks progress to ensure accountability and follow-through



The ROI of Leadership Development

Last year, Crestcom participants reported over \$599M in increased revenue and cost savings.

On average, Crestcom participants report*:

\$113,087

in increased revenue

\$39,607

in reduced costs

193

productivity hours gained

*Results are based on data collected from past Crestcom clients. Individual results may vary and are not guaranteed. ROI calculations reflect average outcomes from client reports in 2024 and depend on various factors, including organization size, industry, and implementation practices.

The 3 Elements of Effective Behavioral Change

1) Measured Development

Your leadership team will master new skills and have an entire month between each workshop to make those skills part of their daily activity. They will also have 24/7 access to the online Crestcom Learning Portal to ensure active learning.

2) Implementation Plan

Your leadership team will design their own action plans that specify WHAT they have learned, WHEN they are planning to implement it, and HOW they are planning to measure the results.

3) Accountability

Each month, participants will attend in-house meetings during which they will present the results they have achieved from the previous workshop. Your leadership team will use new skills and track results for a quantifiable return on investment and a noticeable change in behavior and thinking.

It's a Process, Not a Single Event

The Crestcom LEADER for Life program consists of two phases. The initial Crestcom LEADER phase features:

- 24 leadership topics over 12 months
- A leading authority on each topic
- Interactive exercises to practice in class
- Discussions with participants from other industries
- Action plans and results tracked online
- Monthly coaching sessions to reinforce learning and to hold participants accountable

After the initial 12-months, participants advance to Crestcom LEADER +, a quarterly group coaching experience.



International Client Base

Our client base includes organisations from over 25 industry verticals, from multi-national organisations to small and medium-sized businesses.

The majority of Fortune Magazine's 'Most Admired Companies' are Crestcom clients.

AES	Maxim Integrated
ALPLA	Pilot Pen
ASSA ABLOY	Saudi Telecom
Coca-Cola	Sodexo
Cognizant Technology	Sony
Graybar Electric	Toyota
LafargeHolcim	Tuev Sued
Liebherr	Unilever
Maxxam Analytics Inc.	Volvo



Accreditations and Awards



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