



TALENT TRANSFORMATION OFFER

Road Map To Success

1. Focus on a few concrete business outcomes
2. Foster an emotional commitment
3. Design a compelling experience
4. Start with the highest impact roles and use those to springboard into the new culture
5. Change behavior
6. Promote citizen lead innovation
7. Plan and commit to comprehensive journey
8. Engage with cultural influencers
9. Include all but the unwilling
10. Track results and course correct

Ed is the Talent Transformation Expert for businesses looking to achieve 8 figure growth. He delivers captivating, high-energy keynote presentations that challenge the traditional model of HR and prepare decision makers for motivating their people with a win-win strategy.

In his career, Ed has helped over 250 clients, including Fortune 500 companies, achieve talent and culture transformations. As a result, audiences value Ed's deep understanding of the employee/employer dynamic and his ability create a connection with them right away. On stage, he provides practical approaches, tools, and relevant stories to inspire action.

A speaker, trainer and coach certified by The John Maxwell Team; Ed's topics bring a refreshing perspective on how to leverage what is commonly viewed as "people problems" and turn negative growth into business success.

Ed is a member of the National Speakers Association, the Forbes Coaches Council, and a regular contributor to Forbes.com. He is the author of "Strategic HR: Driving Bottom Line Results Through Your People".

When he's not on stage or helping clients, Ed teaches at Millersville University. His first love is family, with golf vying for a tight second. If you do catch him at home, he's likely cheering for the Notre Dame or Baltimore Ravens football teams.

The logo for Ed Krow features the name "Ed Krow" in a stylized, handwritten font. "Ed" is written in a bold, yellow-orange color, while "Krow" is in white. A white silhouette of a bird is perched on the end of the "w" in "Krow".

TALENT TRANSFORMATION EXPERT

