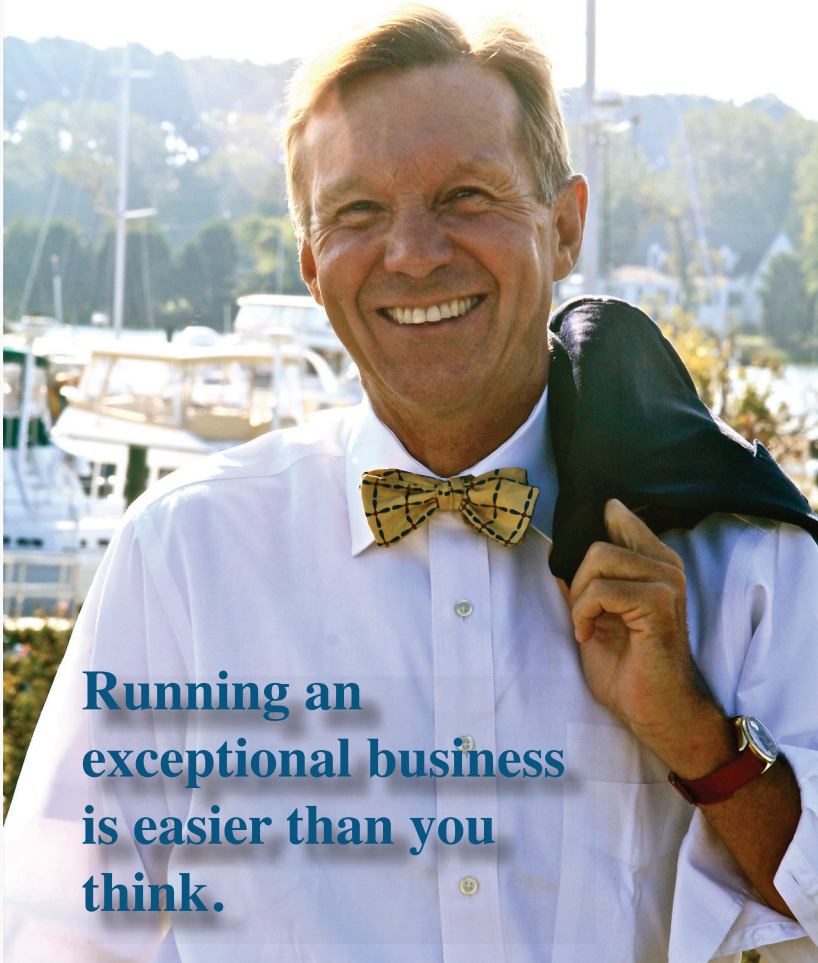


DICK CROSS



Running an exceptional business is easier than you think.

Keynote Speaking & Workshops

On Unlocking Hidden Greatness

For 20 years Dick Cross and The Cross Partnership Ltd. have unlocked hidden greatness in mid-tier businesses. Eight-times as a “hands-on” turnaround CEO for private equity owners. Over one hundred times as advisors, consultants, board members and trainers for private equity and independent owners.

Dick also was the President of Fenway Holdings and is now a Partner in Alston Capital Partners.

With the Best Selling New Release of ***Just Run It! Running an Exceptional Business Is Easier Than You Think***, Dick is now speaking widely on his proven methods and lessons learned.

His messages are practical, entertaining and a head-on challenge to many norms. But they are also easy to understand, easy to put into use and immediately effective.....and open new pathways for lifetimes of fascinations with perfecting the job of running a business, an investment portfolio, a division, a project, a not-for-profit or even a family.

Upcoming Events

ASA Annual Conference
Keynote & Workshop
New Orleans, Louisiana
October 11, 2012

Virginia Association of Realtors
Keynote & Workshop
Williamsburg, Virginia
September 29, 2012

Audience

Dick Cross’s Keynotes and Workshops are not for everyone. While entertaining and spiked with humor, they are not “leave them rolling in the aisles” kinds of events. They are thoughtful and at times even fractious, but always uplifting and encouraging. Straightforward messages about what works and doesn’t in running mid-tier organizations. Because doing that well is important business. The most important business we do.

Current Speaking Topics

The Greatest Question Never Asked

“How Do You Run A Business?” Why never asked? Because no one expects an answer. In this edgy keynote Dick demystifies this most important determinant of business success with simple, proven methods that audiences can use the very next day to be more effective in their jobs at the tops of their organizations.

Your Business On The Back of an Envelope

It's that simple? In this fast moving message Dick leads audiences through an immediately credible and adoptable model that reveals the points of leverage and how to exploit them to unlock the hidden potentials in both investor-owned and independently-owned businesses.

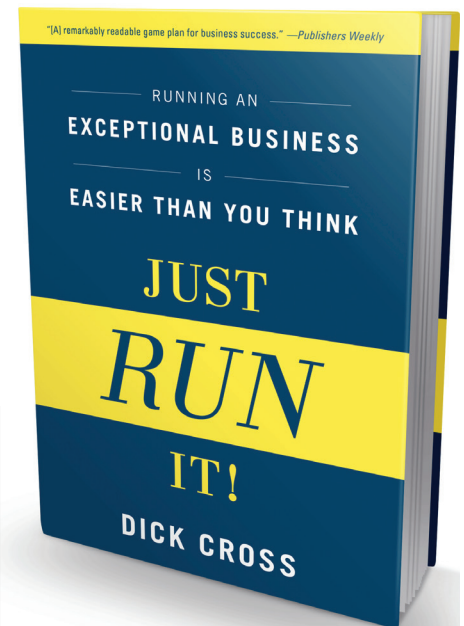
Character At The Top

The ways most people handle themselves at the top don't work any more! Extreme support from today's social workforce requires a new principles for how to handle yourself at the top. In this thought provoking message Dick lays out nine underpinnings for compelled followership.

“Dick Cross’s capacity to distill outwardly complicated concepts into comprehensible, value-creating, active steps is rare. Read the book... you’ll learn something and be entertained.”

– Peter Lamm, Fenway Partners

With over 30 years of experience, Dick Cross has perfected his framework for managing from the top. Routinely, he is chosen to speak at annual conferences and similar events about his method.



Recent Keynote Events

Virginia Council of CEO's Conference
Chyten Educational Services Annual Conference
BASF International Annual Sales Conference
BB&T Annual Automotive Investors Conference
Mitchell International Automotive Annual Conference
IBIS International Annual Conference
CARSTAR Annual Conference
Boston Harbor Islands Annual Dinner
New England Commercial Realtors Annual Conference

Richmond, Virginia
Boston, Massachusetts
Chicago, Illinois
New York, New York
San Diego, California
Berlin, West Germany
The Homestead Resort
Spectacle Isl. Massachusetts
Boston, Massachusetts

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