



+COMPANY
CROFT

"The most difficult person
you will lead is yourself."



Approach

Croft believes that if a leader wants a different result, if they want to create a different future for their organization, change begins with them.

Croft Edwards' passion is coaching clients to reach for #LeadershipFlow - a heightened state of being which in turn produces peak performance at critical moments. His methodology has evolved over many years of leadership in the military, and coaching business leaders and teams. His approach begins with Self Mastery, where clients develop a clear understanding of themselves and what is masking their authentic nature. A powerful synthesis of language, moods and emotion, and history are developed through three systems of action Croft calls:

- Visioning the Future
- Cultivating other Leaders and Teams
- Creating Culture and Expanding Capacity

A key result of #LeadershipFlow coaching is an increase in his client's capacity to navigate inevitable changes and crises.

Croft Edwards, Founder & CEO
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Clients

Since 2001 Croft has coached hundreds of individuals, from leaders and executives, to boots-on-the-ground team members, in both private and group settings. Client's include:

GE Aviation
Sandia National Laboratories
Mosaic Corporation
HollyFrontier Companies
Lockheed Martin
Stillwater Mining Company
The Navajo Tribal Utility Authority
Johnson Controls
Bausch and Lomb
BHP Billiton
Murphy Oil Company
Walter Energy
Chevron
ConocoPhillips
Georgia-Pacific
Bayer Crop Sciences
Cape Resorts
General Mills

Education | Certification | Training

- Retired Army Officer, 22 yrs, Active and Reserve
- BA in Financial Administration, Michigan State University
- MBA, Auburn University
- MA in Civil War Studies, Emphasis in Leadership and Command, American Military University
- Graduate, U.S. Naval War College, Newport, RI
- Graduate, Army Command and Staff College at Fort Leavenworth, KS
- Lean/Six Sigma Green Belt
- Certification, Leadership and Coaching Program, Villanova University and Newfield Network
- Graduate, "Coaching Excellence in Organizations", Institute of Generative Leadership
- SupportED and Unreasonable Institute Coach
- Master Certified Coach (MCC) designation, International Coach Federation (ICF)