

Rose Crane

Facilitator in Strategy, Culture and Communications

EXPERTISE and EXPERIENCE: Coaching, Culture & Communications



Rose Crane brings a unique combination of expertise in strategy and coaching to unleash the potential in organisations. Her vision is to transform organisations in the way they think, act and communicate to deliver on strategy.

The Ignition process of strategy development brings a clarity of focus to the direction and areas of importance to an organisation. It firmly establishes the areas to act and the rationale at play. To translate this clarity into trackable, prioritised and coordinated activity we bring diagnostic coaching at the individual and team level as an integral part of the strategy development and follow through. Without this, some of the clarity gained through strategy development can be lost, action can become disconnected from rationale and organisations underdeliver on the thinking they have invested at the start. Frustration sets in.

The process and iterative nature of strategy is complex and nuanced. When teams are involved and coached through the process of strategy, the interconnections, nuance and complexity are apparent and understood in a way that enables better decision making and action down the line. The team is better set up to execute on the strategic decisions in a way that preserves the original intent of the decision and is better able to identify when amplification *or* iteration is the best course of action.

Rose's coaching approach is best summed up by her direction, 'Know your strategy, know your team, know yourself'. Simple in expression, Rose brings an uncommon level of observation, knowledge and experience to accurately diagnose and shift behaviours in ways that unblock the barriers to performance. By pattern reading, and deep observation of language and behaviour, Rose is able to help individuals get to the heart of the matter and enable them to put their attention in the best place and let go of limiting behaviours.