



Kathi Crawford, SPHR, MMC (IAC), RYT200 provides business services and strategic solutions based on a “people” focused approach. She understands regardless of the industry or business type, organizational and financial performance is directly tied to how effectively you engage your workforce.

Working closely with business executives as a trusted strategic partner, Kathi has successfully helped small to medium sized businesses navigate the transitions involved in change. She effectively guides leaders and teams through challenges like growth and changing market conditions, startup operations, succession planning, and exiting the business – all of which have a critical people element.

An expert in organizational development, Kathi utilizes a holistic and multi-disciplinary approach with strategic and behavioral tools. After reviewing the business process, workflow, culture and talent, she identifies the obstacles and gaps, and provides a range of “smart” solutions generating measurable results. Kathi understands in today’s world, companies need to adapt quickly and her recommendations can immediately impact performance and the bottom line. She is there when you need her and maintains an “on call” relationship with her clients.

In addition to consulting services, Kathi offers customized, results-driven, “soft-skills” development programs that focus on supporting a sustainable high-performance culture where employees and teams excel in the execution of business plans, including:

- “*The World Inside You*” – a comprehensive group learning process for work teams and employees that promotes healthy habits, energy, focus and community.
- “*Differentiate or Disintegrate: How to Use Your Personal B.R.A.N.D. to Get Ahead*” – a workshop that provides a way for individuals to truly know what makes them different and how to leverage their talents to further their career and/or business.
- “*#CRAFTURLIFESWORK*” – a workshop designed to assist young professionals in finding, living and loving their life’s work.

Kathi provides leadership, performance and career coaching for individuals on a private basis. As a Senior Birkman™ Consultant she uses The Birkman Method™ in her one-on-one coaching and to facilitate team building workshops. She is an Adjunct Instructor for the University of Houston’s Leadership Certificate Program.

Kathi serves on the Advisory Board for the 101 Best and Brightest Companies to Work For™ which offers an annual competition to identify and honor organizations that display a commitment to excellence in their human resource practices and employee enrichment.

Client Experience

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| • ARAMARK | • CDI Engineering | • JRPB, PLLC | • Santa Fe Relocation |
| • Asset Management Advisors | • David Peck Collection | • Kelly S Mathews LLC | • Slack & Company |
| • BASKINS Western Wear | • Houston Food Bank | • Marek Brothers Systems | • Sterling Associates |
| • Catering by George | • HVJ Associates | • Republic Well Testing | • Swift Worldwide Resources |

Education

M.S., Human Resource Management, Houston Baptist University, Houston, Texas
 B.B.A., Economics Kent State University, Kent, Ohio

Certifications

SPHR, Senior Professional Human Resources, Human Resources Certification Institute
 MMC, Masteries Master Coach, International Association of Coaching
 RYT200, Registered Yoga Teacher
 Senior Certified Birkman™ Consultant
 Profiles International Occupational Assessments