



economic development consulting

COACHING SERVICES

FOR ECONOMIC DEVELOPMENT PROFESSIONALS

COACHING SERVICES

- 30/60/90-day plans to meet your goals
- Weekly or semi-monthly coaching sessions
- Summary of achievements

COACHING TOPICS

- Accomplish specific projects in recruitment, marketing, entrepreneurship, BRE, product development, etc.
- Advance strategies
- Strengthen partnerships and collaboratives
- Board and staff development
- Overcoming hurdles and roadblocks
- Connect to resources

BENEFITS OF COACHING

- Develop clear goals
- Accountable to make progress
- Tap into experienced professionals
- Access to best practices

THE DETAILS

- Meeting frequency, contract length, and areas of coaching are tailored to meet your goals.
- Most contracts will include initial goal setting, one-hour weekly/semi-monthly coaching meetings, and meeting preparation time.
- Most contracts are billed at a monthly rate.

VISIT US ON THE WEB



www.creativeedc.com



MEET THE COACHES

CRYSTAL MORPHIS & PENNY WHITEHEART

Crystal and Penny have been local and regional practicing economic developers and consultants to a wide range of communities, regions, and state-level organizations. They have mentored and coached economic developers all across the southeast, setting them on a pathway for success.

Crystal formed Creative Economic Development Consulting, LLC in 2012. She built a firm that has become the “go-to” economic development consulting firm for strategic planning, organizational development, product development, and economic impact analysis.

 cmorphis@creativeedc.com

Penny is our change catalyst. She leads strategy development, community engagement, and economic impact analysis for many of CEDC’s clients and internal programs. She brings experience in regional innovation and cluster strategies, marketing, and international trade.

 pwhiteheart@creativeedc.com