Who We Are

Crosby & Associates consists East Coast President Gilmore Crosby, West Coast President Chris Crosby, and a diverse network of OD professionals. Gilmore and Chris are the sons of founder Robert P. Crosby.

Our team brings decades of experience to bear on unfreezing the most challenging dynamics. Equiped with our methods anyone in any role and facing any challenge can utilize the power of group dynamics to move any system towards a higher standard.

We have a long and successful history, dating back to the 1950s, of helping organizations in both the public and private sectors meet or exceed their targeted goals. Our experience ranges from helping small for-profit and non-profit organizations achieve their goals to assisting large organizations achieve breakthroughs in productivity and morale. Crosby & Associates assisted the US nuclear industry in their historic and successful first efforts to shorten the length of their refueling outages from 100 to 30 days or less, and led the process for the City of Spokane that broke a stalemate between government officials and competing citizen's groups in determining the future development of the city's main downtown park. We are trained and skilled in the social science necessary to bring people together, organize them, and support them so they can successfully implement and sustain any public or private initiative.

Our methods have been tested and proven time and again, including on Alcoa's massive Oracle implementation, where we received recognition as having created the benchmark change management plan. During a four year phased implementation, we provided change management at 18 manufacturing plants throughout North America, Mexico, Costa Rica, Spain, Hungary, and Germany. The results were almost unheard of in the software industry. Alcoa CSI missed no shipments over the four year time span due to the implementations whereas the previous BU to go live had only 50% on time delivery for a year. In fact, at most of our "go lives" the end users themselves were so confident in the success of the implementation that they were asking to turn the system on!

If you are looking for results, such as culture change that raises morale and improves performance, you've come to the right place.