



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

Croft Edwards,
MCC

+COMPANY
CROFT



About

Croft Edwards is a leadership and change coach and consultant based in Albuquerque, New Mexico. He is an International Coaching Federation Master Certified Coach who has been coaching and consulting since 2000. He brings a varied and unique perspective to his clients through his application of leadership from academic, practical, and historical perspectives. Croft's academic background includes history and business and his practical background is through military leadership and leading his own consulting practice - CROFT + Company, Inc.

Focus areas:

- Executive and Leadership Coaching, both transactional and transformational
- Facilitation of Leadership classes | LeadershipFlow Dojo's, and Social Styles
- Lean/Six Sigma training and implementation
- Business consulting and organizational effectiveness consulting
- Strategic Planning, Alignment and Implementation

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Clients

Since 2001, Croft has coached and facilitated with hundreds of individuals and organizations, from leaders and executives, to boots-on-the-ground team members, in both private and group settings.

Client's include:

- US Forest Service
- US Navy
- US Air Force
- GE Aviation
- Sandia National Laboratories
- Mosaic Corporation
- HollyFrontier Companies
- Lockheed Martin
- Stillwater Mining Company
- The Navajo Tribal Utility Authority
- Washington University-St. Louis Med School
- BHP Billiton
- Murphy Oil Company
- Walter Energy
- Chevron
- ConocoPhillips
- Georgia-Pacific
- Bayer Crop Sciences
- Compassus Health Care
- Metlife

Education | Certification | Training | Book

- Retired Lieutenant Colonel | US Army, Active Duty and Reserve, 25 years
- Adjunct Professor | US Army Command and Staff College
- BA Financial Administration | Michigan State University
- MBA Auburn University
- MA 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
- Mentor Coach | The Newfield Network, Newfield Asia
- Tracom | Social Styles Master Facilitator
- 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) | International Coach Federation (ICF)
- Author, *LeadershipFlow* | *Perfectly Square: A Story About Learning to Lead and Transforming a Company*