

# Business Consulting for Leaders

## Leaders adding additional horsepower to their performance

**Carmel, Oct 8, 2020 ([IssueWire.com](http://IssueWire.com))** - The new Carmel, California-based firm has been founded by Ian Crosno, a strategic business leader and implementation expert with hundreds of successfully completed client projects during the past 20 years, with roles in management consulting, multinationals, start-ups, and non-profits. "Striving to lead with humility, I work with business leaders around the world who want to establish the lasting and meaningful impact on their business, the environment, their workers, and the communities where they operate."

"Excited to share the launch of our new management consulting firm, Force for Good Business. Driven by our strong values, combined with extensive experience from top global firms and corporate positions, we work dedicated alongside our clients as one team to achieve extraordinary results," said Ian Crosno.

With these values in mind, the consultancy will offer a variety of advisory services, spread across four key themes. Most vital is to help businesses develop their direction, to which FFGB will support with strategy development, management alignment, and the planning of strategic initiatives.

For many organizations, Force for Good Business offerings stretches across assessment reviews, marketing effectiveness, talent management, and leadership development. The firm's third pillar revolves around program and project management, such as business case development, project planning, and execution.

Lastly, Force for Good Business supports with digital transformations using the latest in software-as-a-service cloud implementation, consumer gamification, and artificial intelligence. Combined with its project management support, the digital capabilities give Force for Good Business a holistic suite of services that is in high demand across the business environment.

## Media Contact

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