



CRESTCOM®

# Impact Report

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# Who We Trained and What They Achieved

In 2024, Crestcom's leadership development program was delivered to professionals across diverse industries, geographies, and company sizes. From frontline managers to senior executives, participants brought new energy and effectiveness to their teams.

- Facilitator-led, live sessions featuring subject matter experts
- Monthly accountability check-ins
- Action plans applied to real workplace challenges
- Participants from over 25 industry verticals

## What Makes It Different:

This isn't passive e-learning. Crestcom's training is a behavior-based leadership system designed for measurable results.

## In 2024, on average, participants in Crestcom's leadership development program reported\*:

**\$113,087**

in increased revenue

**\$4.66**

in cost savings for every dollar invested

**4**

hours of productivity gained for every hour of training delivered

**\$15**

in revenue for every dollar invested

**\$39,607**

in cost savings

**193**

productivity hours gained

\*These numbers reflect self-reported outcomes tracked through participant action plans and follow-up sessions. Results are based on data collected from past Crestcom clients. Individual results may vary and are not guaranteed. ROI calculations reflect average outcomes from client reports in 2024 and depend on various factors, including organization size, industry, and implementation practices.

# Real Business Results from Leadership Development

In 2024, organizations that partnered with Crestcom saw measurable business results through leadership development. This report captures the direct impact of investing in Crestcom's leadership development program, from increased revenue and cost savings to recovered productivity and stronger team engagement.

Stronger leaders create stronger organizations. The following pages demonstrate how real-world leadership improvements translated into tangible performance outcomes.

Proven to impact

## Revenue

**Case in Point:** A sales leader in the manufacturing sector applied strategic goal-setting techniques learned through Crestcom to identify an untapped market segment. By shifting the team's focus and aligning goals more effectively, they generated \$15,000 in new revenue, proving how leadership training can lead to immediate financial impact.

Proven to impact

## Cost Savings

**Case in Point:** A leader in the steel industry used insights from the Crestcom leadership development program to streamline customer service processes and address inefficiencies in their supply chain. The result was \$10,000 in cost savings and a measurable improvement in customer satisfaction — showing how operational improvements driven by better leadership can deliver immediate bottom-line results.

Proven to impact

## Productivity

**Case in Point:** A manager in the manufacturing sector reported gaining back 50 hours of productivity after implementing time management strategies from Crestcom's leadership development program. By running more efficient meetings and empowering their team to take ownership of tasks, they created more time for strategic work without extending the workday.

# Making Time for What Matters

## Productivity Gains

One of the most powerful results of leadership development is time recovery.

The average Crestcom participant gained 193 hours in productivity during the training cycle — nearly five full workweeks. Leaders achieved this by:

- Eliminating low-value meetings
- Delegating with clarity
- Removing bottlenecks
- Focusing team energy on top priorities

These time-saving techniques not only improve output but also reduce burnout and increase job satisfaction.

## Engagement and Retention

According to [Gallup](#), 70% of team engagement is driven by the manager. When leadership improves, team engagement follows.

Crestcom-trained leaders were more likely to:

- Recognize achievements regularly
- Communicate expectations clearly
- Hold teams accountable without micromanaging
- Create a psychologically safe workplace

And it matters:

- Engaged teams see 23% higher profitability
- 18% higher productivity
- 21% lower turnover
- 78% less absenteeism





# What Your Investment Can Deliver

Imagine this scenario: You invest in development for 10 managers using Crestcom's leadership development program.

Based on 2024 averages, that yields\*:

- Over \$1.13 million in new revenue
- Nearly \$400,000 in cost savings
- 1,930 hours in recovered productivity

These numbers are not projections.

They're the self-reported impact of actual program participants.

\*This is a hypothetical example provided for illustrative purposes only using assumptions based on past Crestcom client reported data. The outcomes shown are not guarantees and can vary based on various factors, including organization size, industry, and implementation practices. Crestcom does not promise specific financial outcomes.

# Why it Works

Crestcom's leadership development program focuses on practical leadership behaviors — not just theory. Participants gain tools they can use immediately, supported by:

- Monthly accountability sessions
- Action planning and coaching
- Facilitator-led workshops with real-world relevance

This structure builds momentum, reinforces new habits, and drives measurable change.

Organizations that implement Crestcom's tools and frameworks see improvements in:

- Team performance
- Decision-making speed
- Cross-departmental efficiency
- Employee engagement and retention
- Customer satisfaction

# See the Results for Yourself

Want to explore what Crestcom can do for your team?

Join us for a complimentary Leadership Skills Workshop to experience a preview of the program and learn how it can support your organization's goals.

**Schedule Your Workshop**

# Acknowledgements

The results shared in this report are made possible by the organizations and individuals who continue to invest in leadership development. The data reflects self-reported outcomes from participants in the Crestcom leadership development program throughout 2024.

We are proud to highlight the measurable impact of their efforts — proof that when leaders grow, organizations thrive. Thank you for being part of a community that believes in building stronger leaders for a better future.



We thank you for your continued support of our programs.

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