



Debbie Crooke

Professional Growth Strategies

Reach Higher

Business Development Coaching

I help you create and implement Business Development strategies that leverage your skills, experience and preferences. Together we create a vision of where you want to be and then identify small, achievable steps to get you there.

The coaching motto is “the client finds the answer”. This means that as a coach, I help you discover what you should do vs. teach you how to do it. This allows you to develop the skill of figuring things out for yourself and owning the results. The goal is to help you to create a habit of BD activities while continually working to improve your BD skills.



Custom Solutions

If you are committed to making changes and ready to move forward, we will design a program to fit your needs. Some of the topics we can cover include:

- Business Development vision and overarching path forward
- Client meeting planning and post-meeting debrief
- Help with presentations and proposals
- Approach to networking events, conferences and network partner meetings
- Follow up communications (e-mails/phone calls)
- Leveraging (prioritizing) PR, speaking engagements, blogs, market research

“87% of 545 employers in a study by the Human Capital Institute say they offer one on one coaching to high potentials.”

Fortune Magazine

“Coaching is about connecting with people, inspiring them to do their best, and helping them to grow.”

Harvard Business Review



Getting Started

We start with a visioning session to look at where you are and how best to move forward. During this session we explore the following:

- What you are doing now
- What you want to be doing
- What’s working
- What’s needs to work better
- How (and if) I can best help



About me

I have held BD roles in architecture, engineering and construction for 20 years. This includes extensive work with healthcare, academic, institutional, research, commercial and industrial clients. Through meetings, committee work and board assignments, I have learned the industry and what clients are concerned about.

I am a certified coach with training based on scientifically proven behavior change methods. I combine my coach experience with my understanding of the BD process to help you reach your goals. I also have an array of books, blogs, articles, checklists and podcasts that help clarify various aspects of the BD process.