

People grow from the inside out.

CRAVE amplifies everything they do.

CRAVE is training for Massachusetts teams that builds five human skills behind every result: how people lead, sell, serve, and follow through when the pressure is real. Companies invest in product, process, and technical training. CRAVE works directly on the people who make all of it happen.

C

COURAGE

Move toward what matters, even when fear or uncertainty is present.

R

RESILIENCE

Recover, adapt, and continue when the moment takes an unexpected turn.

A

AWARENESS

Recognize what's happening within you and around you before responding.

V

VISUALIZATION

Rehearse the moment and create a clear picture of how you want to show up.

E

EXECUTION

Turn intention into action when the moment arrives, and move the goal forward.

THE BOTTOM LINE**70%**

of the variance in employee engagement comes down to the manager.

Gallup, "Managers Account for 70% of Variance in Employee Engagement," 2015

1/2–2×

an employee's annual salary: the cost of replacing them.

Gallup, "This Fixable Problem Costs U.S. Businesses \$1 Trillion," 2019

52%

of employees who quit say their manager or company could have done something to keep them.

Gallup, 2019

Example: keep one \$50,000 employee, and you may avoid \$25,000 to \$100,000 in replacement cost. A 15-person CRAVE program is \$13,500, and may qualify for up to 100% funding.

WAYS TO BRING CRAVE IN**Keynote**

45–90 minutes · discovery included

From \$3,500**Workshop**

Half or full day · team-specific scenarios

From \$6,500**Complete Experience**

Seven weeks · 14 hours · up to 20 people · workbook and tools

\$900/person**MASSACHUSETTS FUNDING****May qualify for up to 100% funding**

CRAVE is an approved course in the Workforce Training Fund Express Program (C-15595 and C-16599). Companies with 100 or fewer Massachusetts employees may be reimbursed up to 100%, up to \$3,000 per employee per course. Larger companies can apply through the General Program.

We walk you through the application.

"CRAVE helped us identify where the plan would challenge us, recognize when pressure was shaping our responses, and prepare for moments we knew were coming. Most importantly, it helped us respond with intention instead of reacting under pressure."

ANDREW SIEVERS, FOUNDER AND PRESIDENT, PROFISHANT

**Start with a 15-minute call: [book a time](#)**

Bring us your goals. Together, we'll find the moments that matter most for your team and build the training around them.

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