



Monica Gould, President of Strategic Consulting Partners, can take you from goal creation to plan implementation.

Leading, Strategizing, Learning

Every company needs a strategy for growth. No exception. As the president and founder of Strategic Consulting Partners, Monica Gould, MBA, CMC, offers companies of all sizes the opportunity to grow. “Strategic planning isn’t just for big companies,” offers Gould. “Companies of all sizes will benefit from a well thought-out and executed plan.”

Her global management consulting firm provides corporations, nonprofit organizations, government agencies and universities of all sizes with a strategic plan that has a solid mission statement, achievable goals and objectives, strategies to reach those goals and a timeline to implement the plan. Gould’s enterprise tailors the plan to customers’ needs, includes short- and long-term targets and might include a sales and marketing strategy, a financial alignment assessment, an operational assessment, a technology assessment, project management/plan implementation services and organizational development recommendations. She also thoroughly reviews existing plans and recommends how to update, enhance and implement them. If her institution can’t do the work necessary, Gould connects clients with reputable strategic partners that can do so.

“We help you manage where you want to go,” she says.

One of the main benefits of hiring her Upper Allen Township, Cumberland County-based group to provide strategic consulting is the company’s unbiased approach.

“I’m not there just to be a champion of your ideas, but to be objective and let you know what to do by looking at things tactically and strategically,” Gould says. “Because I’m not in your company, I can stand back and be objective.”

Unfortunately, some of Strategic Consulting Partners’ competitors develop strategic plans the same way for every client.

“There’s not one approach that fits for everybody, so I

spend an hour or two upfront with the client to understand what they need,” Gould says. “The beauty is that people are given many options that are affordable.”

Her business allows its clients to pay the firm in various ways — sometimes even on a retainer basis so they don’t have to pay a lump sum. The company wants to keep its customers happy and cares about the quality of its work.

Among others, Strategic Consulting Partners has done work for a Chinese delegation, the U.S. State Department and the Republic of Georgia’s largest university. The enterprise is a Pennsylvania-certified Minority Business Enterprise (MBE) and a Women’s Business Enterprise (WBE). In addition, Gould is certified with the Pennsylvania Association of Nonprofit Organizations (PANO) and the Institute of Management Consultants USA (IMC USA).

“Consultants aren’t regulated, so I went through a rigorous process to become a Certified Management Consultant (CMC) through the IMC USA, so when I say I can do strategic planning, I can back it up with proof,” Gould explains. Only 1 percent of management consultants have become CMCs.

This year, Gould was honored in Pennsylvania’s Best 50 Women in Business 2009 program. She has 25 years of business experience, including 10 in executive management roles at MCI Telecommunications Corp. and Whirlpool Corp. She was the youngest top-level businesswoman in MCI’s history.

Her establishment’s other services are operational assessments, organizational development, training, technology, succession/exit planning and public speaking.

To learn how Strategic Consulting Partners can help your company, call 717-790-8723 or visit www.yourstrategicconsultant.com. ■

Strategic Consulting Partners

712 Sunhaven Circle, Mechanicsburg, PA 17055

PHONE: 717-790-8723

FAX: 717-790-8724

WEB SITE: www.yourstrategicconsultant.com

MISSION: To provide an effective and deliberate strategic plan for organizations of all sizes, with an emphasis on successful execution and organizational and leadership development.

EMPLOYEES: 1

TOP EXECUTIVE: Monica Gould, President

PRODUCTS/SERVICES: Strategic planning, operational assessments, organizational development, training, technology, exit strategy/succession planning, public speaking

YEAR FOUNDED: 1994

