



Partnering Resources

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SCORE Worcester assists successful launch of *Partnering Resources*

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In July 2004, Northborough resident Maya Townsend had a full-time corporate Human Resources job in Worcester but had dreamed for many years of starting a management consultancy business. Despite having deep knowledge of consulting and organization dynamics, she had no experience with starting a company. She knew she needed help, so she called the SCORE branch office in Westborough and was paired with Counselor Pete Allen, a semi-retired consultant.



Pete over time has become a valued mentor to Maya, sharing his 37 years of business experience by providing advice on detailed issues such as insurance, legal, and especially focused marketing. Initially he strongly encouraged Maya to draft a detailed business plan, reviewed it thoroughly, and provided in-depth comments. With his guidance and encouragement, Maya secured three clients before leaving her job, moving to Greater Boston, and starting her own practice in January 2005.

Partnering Resources is now a small consulting firm that helps Boston-area IT organizations align and focus in order to execute more effectively. This is accomplished by developing roadmaps for goal achievement, clarifying accountabilities and priorities, and engaging the workforce around strategic initiatives.

During the early start-up months, Pete continued to provide Maya with requested support and guidance on her Web site development, www.partneringresources.com; start-up issues; and marketing. The main challenge, as with any consulting business, has been to maintain a steady cash flow during the natural ebbs and flow of work. Pete counseled Maya to anticipate this obstacle and identify ways of mitigating such effects. With SCORE's guidance, Maya has secured several long-term clients in the IT field and developed partnerships with colleagues in complementary fields. With one partner, she also developed a proposal to co-author a book that subsequently has signed with an agent.

Partnering Resources has been highly successful in making a profit in its first full year of operation, and Maya recently described herself as "wonderfully overwhelmed with exciting work." She knows she always can count on the advice of her committed Worcester SCORE advisor, just an e-mail or phone call away.