



Press and Media

Press Releases:

Succeed on Purpose Launches Additional Business Concept Dedicated to Out of Work Professionals

Dallas, Texas (Vocus/PRWEB) December 08, 2010

Out of work professionals looking for a strategy to replace [lost income](#) will be happy to hear about this unique and powerful new company. And, for those who want to leverage professional expertise, but have the freedom of the entrepreneurial world, then this company has a message for you as well.

As the economy remains stagnant and workers are faced with more corporate layoffs, social entrepreneur Terri Maxwell sees only opportunity. Maxwell founded [Succeed On Purpose](#) in 2009 as a way to teach professionals how to start businesses that make a difference as well as make money. Maxwell's unique business incubation company has launched eight purpose-driven businesses. The most recent company is designed to affect thousands of professionals by giving them a way to replace their corporate income through consulting.

The percentage of unemployed who have been looking for jobs for more than six months is 45.9%, the highest in six decades, Maxwell states. From the research I've done, it's not getting any better and professionals need new approaches to replacing their salaries. Empowered Voyage is designed to give professionals that opportunity by teaching them how to leverage corporate experience as a business consultant.

Through her passion for purpose-driven businesses, Maxwell found Joe Allen and the two collaborated on the concept of training professionals how to build individual consulting practices. The company officially launched in October 2010 as [Empowered Voyage, LLC](#) and has already trained 30 professionals in the Dallas-Ft. Worth area. These experienced professionals are now building successful consulting practices using the program designed by Empowered Voyage. In addition to tools and training Empowered Voyage also has a network of larger consulting companies who hire its graduates for projects.

"Consulting firms also partner with us because of the quality of our training," Joe Allen, Empowered Voyage President and CEO stated. "They know that when they hire an Empowered Voyage graduate for a project, they are not only getting someone with great professional experience, but they are also getting a consultant who is well trained in the discipline of consulting. It's a win-win partnership."

According to research from Harvard Business School, the business consulting industry generates about \$100 billion in annual revenues from U.S. consultants. Especially in a slow economy, companies need business consultants to help them increase revenues and cut costs. At the same time, most of the professionals who are still unemployed are between the ages of 45 and 60.



Joe Allen

“The purpose of this company is to train professionals to become successful business consultants.”

Some have education and experience equal or superior to many management consultants.

"For professionals who want to [become a consultant](#), Empowered Voyage just makes sense," says Steve Ackley an Empowered Voyage graduate. "Empowered Voyage gave me the training, tools, and a network of consultants to partner with to replace my income. Now I have the freedom of working for myself, yet I have the support of a company and a team behind me. After looking for a job for the last year, I finally decided it was time to take matters into my own hands. Now I have several projects underway and get to work with a great group of professionals."

Succeed on Purpose agrees. Maxwell who built a 40-person consulting company in 2002, after the 9/11 tragedy states, "Consultants are among the highest paid professionals in the marketplace and in times of economic turmoil companies go OUTSIDE for expertise in part because they had to cut their workforce and in part because they want an outside perspective. This is the best time to be a consultant."

The data agrees with Maxwell's assertion. A recent survey by the Association of Management Consulting Firms found that entry-level consultants earned an average of \$65,000 annually while seasoned consultants could earn well over \$300,000.

"What that means for our graduates is that if they want to replace their corporate income and be self-employed, they can choose to [start a business](#) in consulting but do it with the support of our team." Allen explains.

About Terri Maxwell:

Terri Maxwell founded Succeed on Purpose, Inc. a purpose-driven business incubation firm that teaches people how to find their purpose and helps entrepreneurs find a way to take their purpose-driven ideas to market. Terri also has the role of Chief Knowledge Officer in Empowered Voyage. Terri was also President and founder of LATIMARK™ a 40 person marketing consulting company whose customers were some of the largest brands in the world. In addition to her success as an entrepreneur, Terri was President of Prodigy's \$35M internet marketing subsidiary leading it to record setting growth in the late 1990's.

About Empowered Voyage:

Empowered Voyage was founded in 2010 by and has built an extensive training curriculum and support network to aid professionals in the transition from Corporate America to consulting.

About Joe Allen:

Joe's passion throughout his career has been helping people to achieve their career objective. He has over 30 years experience; operating his own consulting business and working in corporate leadership roles in Tennessee State Government, Toyota Motor Manufacturing, Ontario Provincial Government, Ford Motor Company, and KPMG LLP.

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Attachments:



[Free Report: How to Turn Corporate Experience into Income as a Consultant](#)

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