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Profiles in Business 2008

VisionPath Business Solutions

visionPATH
business solutions

He was living the American dream — headed up the corporate ladder. But this man was different. He had a dream and he left Corporate America to pursue that dream. Corporate America's loss has meant gain for many business owners in South Carolina.

For the past seven years, Jody Gouge has been pursuing his dream — the dream of helping other entrepreneurs grow their businesses and realize their own dreams. He is a businessman with a heart — a heart for other people and their dreams.

VisionPath Business Solutions was formed as a direct response to needs that Jody saw and heard among business owners in the Charleston area — the need for someone with real-world business experience and strategic thinking to help them navigate the challenges of business ownership.

Often, a new business owner has a vision but needs help with refining a strategy and then its implementation. This is where Gouge comes in.

Ed Tarr, president of Carolina Services said, "When I first met Jody, I remember telling him that I think I've taken my business about as far as I can on my own and I need someone to help me see the things that I may not see and then help me build a plan to achieve the goals we set."

Gouge was that person, and Tarr's service-related business has now grown by more than 65% since Gouge began consulting with them.

Gouge said, "I helped hire the right people and focus on the things that really mattered most, and from that point we developed specific strategies to really grow his business quickly."

Bob Caldwell, president of Caldwell Commercial Real Estate Services said, "Jody has been such a pleasure to work with. He has shown us many ways to take our business to the next level. We have increased our revenue substantially, more than doubled our profits, and that has ultimately increased the value of my business! I would highly



Jody Gouge, Principal Consultant

and enthusiastically recommend Jody. He is worth every dollar we have spent and then some!"

So what does Gouge do? He helps business owners grow their businesses and add additional profit dollars to their bottom line. He does this by carefully analyzing the business and determining what specific things in the business can be altered, changed, improved, eliminated or capitalized on to help bring about their goals in the shortest amount of time, with the least amount of human effort, the lowest amount of capital invested and the least amount of risk.

Gouge offers a broad scope of experience and expertise with over 20 years of results-driven achievements that include: strategic planning, capital acquisition, process development and

implementation, marketing, human resources, new business development, succession planning, geographic expansion and full P&L responsibility. He has worked with a wide variety of businesses from real estate and construction, to consumer services, startups and Fortune 500 companies. Utilizing this experience and expertise, he has helped many businesses grow from small beginnings to being leaders in their particular industry. His proven track record gives the basis for outstanding insight and perspective that are invaluable for any business which desires to advance to that next level.

But more than this, Gouge is a businessman with a heart and a passion — a passion for helping others to be successful, and he is living his passion each day to the delight of his clients.

Top Local Executive and Key Contact: Jody Gouge, Principal Consultant
636-G Long Point Road, #130, Mount Pleasant, SC • Phone: 843-367-7982
E-mail: jody@visionpathgroup.com • Web Site: www.visionpathgroup.com