



GOODSTOCK  
consulting, llc

*leadership. ingenuity. loyalty.*





# ABOUT GOODSTOCK CONSULTING

**WE EMPOWER LEADERS TO SEE THE  
VALUE IN THEIR SERVICES AND  
POTENTIAL IN THEIR TEAMS.**

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**WE ENGAGE UNDERSERVED  
COMMUNITIES TO DRIVE AND  
SUSTAIN CHANGE.**

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**WE TEACH AND  
STRENGTHEN ORGANIZATIONAL  
CAPACITY.**

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**WE CULTIVATE TRUST BETWEEN  
ORGANIZATIONS AND THE  
VULNERABLE COMMUNITIES THEY  
SERVE.**

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**WE BUILD GOOD STOCK.**

GOODSTOCK Consulting is committed to partnering with hospitals, businesses, non-profit organizations and social service agencies that are interested in producing measurable, strategic goals and equitable long-term impacts within marginalized populations.

Our team uses transformational engagement strategies and evidence-based skills to discover and support the inherent strengths of the clients and populations we serve.

Our firm is grounded in the following guiding principles:

- *Leadership: masters at guiding and equipping a group to attain transformational goals*
- *Ingenuity: innovative in how we assess institutional and community strengths and undertake opportunities*
- *Loyalty: steadfast in our commitment to our partners and the communities we serve*



# OUR COMMITMENT TO STRATEGY & SOCIAL INQUIRY

The GOODSTOCK team has extensive experience in organizational development and leadership, coalition building, and community health and engagement. The company is co-owned and managed by Ebony Hilton Buchholz, MD, Kellye McKenzie, MPA and Kimberly Butler Willis, MPH, CHES, CDP. The partners bring over 35 years of healthcare and leadership experience to the expanding and complex conversation of healthcare, health equity, and social justice.

We use those experiences and skills to tailor a process to achieve maximum outcomes in the least amount of time possible. Consider your current organizational readiness for change, and let's re-write the future!



## CREATION

Your organization is in a great position to build new initiatives.



## IMPLEMENTATION

Your organization has a lot of ideas, but could use organization.



## EVALUATION

Your organization has implemented a product, yet feel uneasy about its results.



## INTEGRATION

Your organization has successful initiatives, and now ready to ensure sustainability.



## INNOVATION

Your organization has built sustainable initiatives. Use this time to dream even bigger, and outside of the box.



# GOODSTOCK SERVICES & CLIENTS

## STRATEGIC PLANNING

Organizational Planning; Community Planning; Non-Profit Board Management; Community Health Needs Assessments; Appreciative Inquiry

## CONSUMER ENGAGEMENT

Community & Corporate Convenings; Community Conversations; Focus Groups; Recruitment & Retention Strategies

## EDUCATIONAL TRAININGS

Cultural Competency; Health Equity; Implicit Bias; Chronic Disease Prevention & Management; Social Determinants of Health

## KEYNOTES, PANELS & INTERVIEWS

Health Disparities & Equity; Women's Health; Sexual Health; Minority Health; Leadership Development; Community Engagement

Ebony Hilton, MD

Kellye McKenzie, MPA

Kimberly Willis, MPH, CHES, CDP







# GOODSTOCK PROJECTS



From birth to broom to ballot to boss, join the ladies of GOODSTOCK Consulting as they entertainingly unpack B\* words that affect women everyday – especially Black women. *Available on all podcast streaming platforms*

## ATA BREAKING BREAD

WHERE NOTHING IS LEFT OFF THE TABLE

The ladies of GOODSTOCK host casual yet intimate conversations with a diverse panel of special guests. *Available on the GOODSTOCK Consulting YouTube Channel*



Published books, articles and handouts are FREE and readily accessible for anyone seeking information about COVID-19 or health disparities. *Available on the GOODSTOCK Consulting website*



# CONTACT US

*Let's rewrite the future!*



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Goals:

