CÍTTA

PARTNERSHIP

Business Consulting for Purpose+Profit · Empowering Sustainable Social Impact

WE BELIEVE IN

DOING WELL & DOING GOOD

WE HELP OUR CLIENTS

MAKE IT A REALITY

Strategic.

Data-driven.

Biased towards action.

CiTTA Partnership helps clients actualize their mission to do well and do good. With a focus on social enterprises, we combine *purpose + profit* to fuel financially sustainable growth for greater social impact. We partner with our clients from idea to execution.

Our services include:

- Growth Strategy
- Strategic Planning
- Business Planning
- Business and Financial Modeling
- Marketing Strategy, Planning, and Implementation

- Market and Competitive Research
- Primary Customer Insight Research
- Go-to-Market Strategy
- Impact Evaluation
- Web Development

Together we can create a mission-driven economy.

PROJECT SPOTLIGHTS

Athletic Equipment Managers Association
 Developed their website to enhance branding, member acquisition and retention, and to streamline online payment processing.

Erikson Institute
Developed a three-year strategic plan for premier graduate school and research center for early childhood development, including a key goal of strengthening its earned income streams.

I-GO Car Sharing
Developed a branding and growth strategy through an in-depth needs-based survey that targeted 23,000+ members.

NeighborWorks America (NWA)
Developed and piloted sustainable home ownership social enterprise business models for 235+ NWA organizations nationwide to expand service delivery and achieve financial self-sufficiency.

PointClickCare
Developed marketing and sales strategies to target a new customer segment for international private sector healthcare company that is the leader in cloud-based EHR software for long-term care facilities.

The Jane Goodall Institute (JGI)'s Roots & Shoots (R&S)
Developed a growth strategy for compassionate youth leadership program in the U.S. Currently conducting impact evaluation for JGI R&S International across 12 different markets on six continents.