

## Alfreda Boney, Success Story – Sept. 10, 2019



*By Lorrie DeFrank*

Alfreda Boney maintains that cultivating relationships is essential to a successful business. The career consultant was doing fine teaching clients how to write resumes and providing training to boost their confidence. But after discovering the JAX Chamber and its Jacksonville Women’s Business Center three years ago and participating in their programs to partner with and learn from peers and other experts, her business boomed big time. Among other achievements, she now offers the internationally recognized Accredited Customer Experience Professional Certification training.

“If I don’t have something I can always connect with someone who does,” she said of the collaboration necessary to grow her business and serve her clients. She is grateful to the JWBC for introducing her to strong mentors—both women and men—who have become like family. “You can’t be in your silo and think you are the only one out there.”

Founder and CEO of Perfectly Suited Career Consulting, Boney had been employed as a placement coordinator at a private staffing agency and later worked for the Georgia Department of Labor in Brunswick, where she lived. “I saw too many people who wanted to be employed or grow their careers but lacked a lot of skills to do it,” she said. “People have to find the right niche.” That inspired her to start her own consulting business to prepare youth and adults for sustainable careers in 2008.

Following personal losses and changes—her parents’ deaths, daughter off to college and son in the military—Boney moved to Jacksonville in 2012 for a new start and opportunities. Largely because of her affiliation with JWBC, her business pivoted to career training and professional development that provides diverse services to corporations as well as individuals. She develops workshops and events on such topics as customer service and employee retention, and often collaborates with other businesses and nonprofits to implement them.

Learning about JWBC through word of mouth, an advantage of networking, Boney was accepted into the JAX Bridges entrepreneurial growth program in 2016. The program connects smaller companies with opportunities to do business with larger corporations and provides entrepreneurial education support. “It helped us sell our businesses,” she said. “It got me to where I am now.”

After completing JAX Bridges, Boney landed a contract to provide customer service and other job training for clients of Operation New Hope/Ready4Work, nationally recognized for its programs to help former prisoners enter the workforce. And she now helps facilitate JAX Bridges training.

“JAX Bridges was a game changer for me,” she said. “I was able to market myself better and add services to not only work in Jacksonville but throughout Southeast Georgia and Florida. I am helping people keep their jobs by creating business strategies and thinking outside the box.”

Boney praised JWBC's pilot Pre-Accelerator Program through which participants presented revenue models and business strategies to investors. "Before that, I would not have known how to get to that level," she said. "That program put the pieces together to be a complete package for investors."

"She looks at herself completely differently now because of her connection with other businesses. She is broadening her reach for who she is able to help," said Ashlea Justice, program manager, JWBC. "Even though it is still just her, she partners with many people to make her workshops successful."

In addition to facilitating classes, Boney assisted with a JAX Bridges pilot in St. Johns County and with training for a City of Jacksonville youth program. "She is such an asset for us here at the Chamber," said Justice. "She is extremely knowledgeable, fun to work with and can relate to people at any level—from kids to corporate."

Boney also credits JWBC's Venture Leadership, Customer Development and Mentor Bank programs with her professional accomplishments.

"JWBC truly is an amazing platform for women business owners," she said. "You never stop learning. You have to be open to that in order to grow. Everyone has those pieces of their business to share with others."

*To connect with Alfreda Boney:*

Perfectly Suited Career Consulting:

Developing a Qualified & Retainable Workforce

(904) 899-2637

[aboney@perfectlysitedcareers.com](mailto:aboney@perfectlysitedcareers.com)