MCW Consulting Group

Consulting for Business and Government · Coaching · Communication Training · Public Engagement

COMPANY OVERVIEW

MCW Consulting Group provides business consulting, coaching, and strategic advisory services to businesses and local governments. We help organizations maximize their potential through strategic planning, leadership development, and the building, modernization, and optimization of systems and processes, including practical AI integration and future readiness preparation. For businesses, we work with owners, leaders, and professionals to strengthen operations, develop leadership, improve communication and public speaking, sharpen sales skills, and remove the obstacles that hold back growth. For local governments, municipalities, and public agencies, we bring the same full range of services, adapted to public-sector needs, including strategic planning, departmental optimization, office restructuring, the building and modernization of systems and processes (including practical AI integration), leadership coaching and professional development for officials and staff, communication and public speaking training, general management consulting, and community engagement through listening sessions, public meetings, workshops, and findings reports. Our focus is straightforward: helping people and organizations improve how they operate, adapt to change, and move confidently toward what's next.

CORE COMPETENCIES

Business consulting

- Strategic management and strategic advisory
- Business planning and business development
- Operations diagnostics for owner-led businesses
- Systems and process development (systemization)
- Practical AI integration and future readiness preparation

Leadership and professional coaching

- Leadership cultivation and leadership coaching
- Professional coaching
- Specialized sales training

Communication and speaking training

- Interpersonal communication
- Small group communication
- Public speaking and rhetoric
- Presentation skills
- Meeting leadership and facilitation skills
- Difficult conversations and conflict communication
- Interview and media preparation

Government consulting and public engagement

- Strategic planning
- Departmental optimization
- Office restructuring
- Building and modernizing systems and processes, including practical AI integration
- Leadership coaching and professional development for officials and staff
- Communication and public speaking training
- General management consulting
- Community engagement, including listening sessions, public meetings, workshops, and findings reports
- Engagement planning and community outreach
- Focus groups, stakeholder interviews, and surveys
- Neutral facilitation and civic education

DIFFERENTIATORS

- Extensive hands-on business operations experience behind every recommendation
- Practical, plain-language approach focused on what to do next
- Coaching and communication depth that strengthens both business work and facilitation
- The same people-and-management approach applied in business and government settings
- Hands-on, regular experience organizing and facilitating community listening sessions
- Direct access to the principal, not a handoff to junior staff
- Local community relationships

COMPANY DATA

- Legal entity: MCW Consulting Group
- Government past performance: none to cite yet. The firm is new under this name; experience described here is Marcus's own.
- Location: Rochester, New York

CONTACT

- Marcus C. Williams, Founder
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NAICS CODES

Code	Description
541611	Administrative and General Management Consulting (primary)
611430	Professional and Management Development Training (primary; covers coaching and communication training)
541613	Marketing Consulting Services (secondary, sales and business development)
541910	Marketing Research and Public Opinion Polling (only when a job includes formal surveys)
541820	Public Relations Agencies (only when a job includes outreach communications)