



Greta Oliver Consulting
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PROFILE

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GRETA OLIVER HELPING PEOPLE REACH PERSONAL AND PROFESSIONAL POTENTIAL

Arguably one of the hardest times in one's life is a time of transition. Specifically, career transitions. Whether transitioning from education, unemployment or another profession, the ability to move positively and successfully is critical. However, these times often result in hesitation and second-guessing. Greta Oliver, Ph.D., is on a mission teach successful strategies to overcome doubt and reassure clients, helping them grow as people.



Greta Oliver, Ph.D., is a two-time bestselling author with more than 30 years of experience sharing her expertise in student, career and leadership development.

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After working many years as an educator inside and outside of the classroom, Dr. Greta Oliver is well-versed in teaching students and professionals of all ages. Over time, Oliver has perfected her skills in developmental coaching, helping hundreds of clients progress in their fields while also growing as people.

Using her more than 30 years of teaching and consulting experience, Oliver has written and produced two bestselling books aimed at helping those facing difficult transitions. The Roadmap Series consists of, “College RoadMap – Essential Tips for First-Time College Students and Their Families,” published in 2021 and “Career Roadmap – Setting Yourself Up to Reach Your Career Aspirations,” recently published in March 2023.

Oliver delivers a candid and introspective recount of her experiences as a first-time student and professional throughout her books. She openly reveals her faults, challenging the audience to learn from the decisions and mistakes of others.

Oliver earned an undergraduate degree in Business Education from Bowling Green State University, which she discusses extensively within her books. Analyzing the decisions she made as an undergraduate student, Oliver has been able to provide insight and solutions to common problems first-time college students face.

“When I look back at my time in undergrad, I can’t say that I enjoyed it. I don’t want anyone else to feel like that,” she stated.

Oliver provides this same level of insight when writing about the struggles in professional transitions. Having frequently worked with individuals seeking jobs or transitioning between careers, Oliver has developed extensive wisdom in resume building, leadership and employability skills.

Oliver reflected on her time writing her second book stating, “I want to help others find fulfillment in their career and ultimately in their lives.”

The passion that Oliver possesses for the bettering of others’ lives can be seen clearly through her philanthropic and community service efforts. Oliver has served as a keynote speaker for several different educational and professional conferences, as well as donated over 1,000 copies of “College Roadmap” to North Carolina high schools, individual students and families.

This dedication is continuously shown throughout Oliver’s other business ventures. Especially within the motto of her consulting company, “I’m in the business of changing lives, one person at a time.”

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Oliver established Greta Oliver Consulting in 2012. It serves as a hands-on consulting business dedicated to preparing and teaching people how to be successful in educational, professional and personal transitions.

The organization serves to train and advance skills surrounding student development, career coaching and leadership development among those facing educational or professional transition.

Greta Oliver Consulting is based in Chapel Hill, North Carolina. The services include a speaker series, individual and team courses and a podcast, EducateU, for students interested in higher education and adults in need of professional coaching.

Oliver's ultimate goal is to help those in need of support and further the educational, professional and personal progress of her clients.

"It's insane the amount of pressure that everyone is faced with, particularly students and professionals. I am just trying to encourage everyone to just take a breath, relax and not let things overwhelm you," said Oliver when discussing her overall message. "If you need help, go and find somebody to help you."

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