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Business Profile

The Technology of Business

"There is no greater combination than experience coupled with a dream!"

Orion coaches and guides company leaders through strategic planning, scenario planning, and coaching from investment, startups, product launch, turn-arounds, international expansion and high growth phases. Bob Root and Wendy Steele, as founding partners, and the entire team use their experiences as line executives in technology startups and Fortune 500 companies to guide leaders to higher level business opportunities.

Our Business and Our Customers

- High Technology, Bio-Tech and eCommerce startups who are looking for business guidance, investment sources, developing a common cause, organizational structuring, strategic partners and market execution.
- Turn-around situations requiring restructuring, strategic investing, refocusing organizational efforts, interim executive management and experienced guidance.
- Mergers, investment and acquisitions, planning, execution, due diligence, culture change management and strategy.
- New product or division launches guidance from concept, pre-planning, investment and startup through growth phase.
- International business expansion through market, distribution channel and strategic partner development.
- Identification and introduction to strategic partners, OEM customers and distribution channels
- Investor assurance through executive coaching, board membership, interim management, experienced guidance, organizational structuring, strategic planning, key talent recruiting and fiscal guidance.

What Our Customers Value

- Our actual experience as CEO, COO, Vice Presidents and line managers who had P&L responsibility in high technology and Fortune 500 companies.
- Fast results.
- We are doers, coaches, facilitators and guides who understand the needs of the people, leaders, customers, vendors and the investors of a company.
- We have lived through acquisitions, mergers and divestitures.
- Worldwide practical experience in opening, developing and launching new markets.
- A positive perspective that is results oriented whatever the situation.
- We are passionate about building successful teams and companies.

Perspective

"This is not a consulting company who speaks in theories or wastes time. The combined force of Orion Business Development bridges the business, financial, brand marketing and the organizational factors necessary for companies to flourish. What qualifies them is Bob & Wendy's combined 45 years experience in actually running companies and a team who are real people who have had real jobs," touts, Jim Belasco, Author of the best selling books, "Flight of the Buffalo, "Teaching the Elephant to Dance" and "Soaring with the Phoenix". "Bob has lead 10 turn-arounds in high tech and bio tech companies. All alive and all growing. He has started five high tech startups. Wendy has built large and small organizations. As VP of Human Resources for Coca-Cola, she helped bring profound change to the company swiftly and surely. With high tech and other startups under her belt, she understands and knows the human factor side of making a business successful."

Bob, Wendy and the Orion Team are not consultants who live with you touting process, assessment, systems, billable hours and creeping excellence. Nor are they people who promote untested business theory. They use their experience as people who have had real P&L responsibility and who recognize that shift does not come from process change, it comes from people's passion toward change. They guide leaders and their people to create new ways to view issues and problems, encouraging them to act and think differently. All the time using what they learned *"along the way"* to assure that the right steps are taken at the right time.

Orion's guidance is grounded in true line experience starting, turning around and running companies. It is balanced with a realization of the motivations of the new multi-generational workers and experienced line management techniques. Through their "Trilogy™" program, the Orion Team simplifies company plans, goals, functions, operations and the energy and the commitment of their team. They reframe these plans so that everyone in the organization understands them, embraces them and implements them within their sphere. They build high energy teams focused on results, where everyone in the organization has a direct line of sight to the customer.

Each partner is an experienced line management professional who achieves results swiftly and efficiently through people. Each believes that the next frontier beyond technology is human potentiality. They believe that every single person in the organization must have clear line-of-sight to a customer--that the most successful businesses are managed from the customer inward.

Orion Senior Partners:

Bob Root

Co-author of *Defining Moments*, a CEO, line manager, and America's Cup sailor with a proven 25 year track record of growing people and organizations. With ten turn-arounds ranging from small eCommerce startups through multi-Billion Dollars international companies and five startups in high tech, software and biotech, he brings a real world perspective to business. He is not stuck in the old, but blends experience with a vivid imagination. He is a futurist, technologist, brand manager and noted speaker; Success Magazine ranked Bob as, *"One of the most creative leaders in high tech...the Imagineer."*

Wendy Steele

Co-author of *Defining Moments*, a 20 year executive record at Coca-Cola, CSX and Sea-Land in building teams and interpersonal dynamics. As Vice President of Human Resources, her work at Coke helped the company become the most admired company in America. She is a *master in conflict resolution, knows what it takes to motivate individuals and teams while maintaining a hard eye on achieving bottom-line results.*

Their work to create high energy effective teams has been recognized by Time Magazine, CNN, USA Today, numerous trade organizations and the company has been ranked number one and "Best Practices" by The Disney Institute.

Form Follows Dysfunction...The Human Factors

The Orion Team understands how to guide leaders to empower their teams to greatness by replacing fear with innovation, negativity with creativity and rhetoric with open communications. They balance the business aspects and specialize in building relationships that build solid business, growth and innovation. They guide leaders to the realization that it is a blend of Teamwork, Talent and Technology that will drive their business, financial and organizational success!

"With us, they first focused a great deal of their energy on rebuilding rapport, trust and communication within our team. Through creative energizing programs they taught us the art & science of inclusion, conflict resolution, suspending judgment to build creativity and the positive aspect of taking risks

"Where there was mistrust they rebuilt it, where there was fear, they erased it, where there was complacency they energized it and where there was paralysis, they unblocked it. What was interesting is that once we trusted each other again, the business guidance they gave us rocketed us forward crashing through our own stretch goals"

CT, a high tech CEO

The iLeader™...Intrapreneuring: *Leading Multigenerational Workforce*

Orion specializes in finding common ground between the new multigenerational work force and senior line managers. They guide teams to recognize the power of inclusion, suspending judgement, influencing with integrity and with a hard line focus on doing the real work.

"We work with all members to take responsibility and break through their fears to develop innovative new ways to work together as a team, solve problems and to become passionate about their company," said Wendy Steele.

Trilogy™ Program

Today's businesses have become too complicated and running so fast that they miss opportunities to do more with less. The keywords for people are relationships, simplification and balance. This is true for companies as well. Under the philosophy that only self-confident people can be simple, Orion guides companies to simplify their operations so that everyone can understand the plan they help create, organize and streamline their functions and execute them with passion and energy.

Trilogy focuses on three areas of simplification circled by a new definition of leadership. They are: **Purpose, Function and Energy.**

Purpose covers the area of "Common Cause", planning, goals and measurement. Bob & Wendy help a company to refocus their energy on their customer and their cause. They ask the simple, hard questions of what is the business, who is the customer and what does the customer value? These answers drive a "Cause" statement...the company's reason for being. This will drive simple, easy to understand and pointed mission, vision and action statements. With these in hand, Orion guides the teams to create simple, reasonable and attainable goals for every person in the company...cross-linking goals to build to company-wide goals. They then helps to develop a measurement and compensation and motivation program where every person recognizes their daily contribution to the attainment of corporate goals.

Function covers the area of organizational effectiveness. Orion reviews organizational structures, hierarchy and map them to the establish goals and cause of the company. Along with departmental, division, group and executive leaders, They reapply energy and function to the areas that most directly effect the customer and goals of the company. Function is a broad term that recognizes real change comes from everyone living the change. That change is constant and each member is chartered with the ability to bring about change. Here we teach a very advanced, yet simple technique, where people observe, orient, decide and act on their own.

Energy is the third and perhaps most profound facet of the Trilogy program. Orion will often implement experiential programs to re-energize everyone in the company to work toward the common cause of the whole. To recognize their contribution and gain a passion for the cause. They work to create an environment of innovation, open communication and one where fear is minimized.

SHIFT Happens™

Orion also coaches management to echo the facets of Purpose, Function and Energy as a new paradigm of highly effective dynamic leadership where change is constant and hierarchy minimized. They are taught to listen, understand, accept and lead through the principles of **Support, Honesty, Integrity, Fairness and Trust.** This new form of leadership overly simplifies, minimizes conflict and recognizes, rewards and honors change.

Partner Profile

Partner: Bob Root

Business Practice: Turn-around Coaching & Consulting, Startups, Executive & Management Coaching, Brand Management, Technology Futurist, Market Development, IPO & Public Company Operations, Organizational Transformation, Merger & Acquisitions, Strategic Business Development & Negotiations and Press & Governmental Advocacy

Organizational Practice: Executive Coaching, Team Development, Advanced Human Potentiality, Empowerment Coaching, Change Management, Scenario based Strategic Planning, Futurist, and Technologist.

Overview:

Bob is a former high tech and Fortune 500 CEO/COO/President turn-around expert. He has been described as a bold highly creative and imaginative internationally experienced senior executive. Bob has a 25 years history of developing and implementing programs that aggressively reposition the products or services of companies to meet the constantly changing global marketplace. Financial growth and long term company stability has been accomplished through positioning, systems innovation and exploring human potentiality .

- *Recognized expert in translating complex issues into business implications and impact.*
- *Powerful bold marketeer and brand manager noted for trend based product/market positioning resulting in high growth brand image.*
- *Superb combination of strategic planning and tactical execution.*
- *Expert in matching company's products or services to it's market.*
- *Creative personal coaching style complimented by bold management, yielding quick and lasting results.*
- *A change agent whose path is one of growth, building and goal attainment through people as the source of success. "Talking Doctor"*
- *A futurist & technologist with extensive experience in the world markets.*

Partner Profile

Partner: Wendy S. Steele

Business Practice: Turn-Around Consultant & Coach, Startups, Executive & Management Coaching, Change Management Coaching, Recruiting, Retention

Organizational Practice: Change Management, Conflict & Dispute Resolution, Executive & Senior Management Coaching, Human Resources Management, Mediation, Merger & Acquisitions Transition Consulting, Labor Relations, Union Avoidance

Overview:

Strong leadership background in establishing and maintaining productive business partnerships gained during 18 years of vice president and director level human resources management. Known for entrepreneurial spirit and expertise in providing innovative people-building coaching, management, technical and strategic consultative services with a sense of urgency and a bias for action to provide bottom-line results. Ability to identify gaps and opportunities, set direction and develop strategies to maximize human potential and support business objectives to achieve organizational goals.

Her special strengths include:

- Complex Organizational and Cultural Change
- Workforce Development and Strategic Planning

- Organizational Learning & Organizational Communication
- Workforce Assessment, Selection & Recruiting
- Operational Change Management
- Collaborative Interpersonal Skills
- Expatriate/International Administration
- Job Design and Competencies
- Union Avoidance/ Labor Management Relations
- Masters Degree in Conflict Resolution

Client Profile:

Startups, Turn-arounds, small divisions of larger companies and product/project teams. In 2010, the company repositioned itself to focus on the natural products industry. In 2016, the company plans to expand it field of focus back into the pharmaceutical market as they transition to new natural functional biopharmaceuticals

We are measured by the company we keep!

