



# MAKING A MATERIAL CHANGE"

—ROBERT H. MURPHY  
*Managing Partner*

## Who is Bob Murphy?

Bob Murphy is a former Marine Corps Officer where he learned first hand that nothing is sustainable without leadership. He carried these leadership skills throughout a very successful business career at Scott Paper Company, Pepsi-Cola North America, Pepsi Bottling and PepsiCo International.



His most rewarding and influential business experience came from managing and owning some of the largest and most successful family owned Pepsi-Cola franchises in the U.S. and Internationally. It was this first hand experience that provided him with an understanding of the dynamics of family-owned businesses and what makes them successful.

Bob has also had a successful career in Higher Education working in key executive positions in some of the most prestigious colleges and universities in the U.S.



**Hunter-Baldwin**  
CONSULTING, LLC

### CONTACT INFORMATION:

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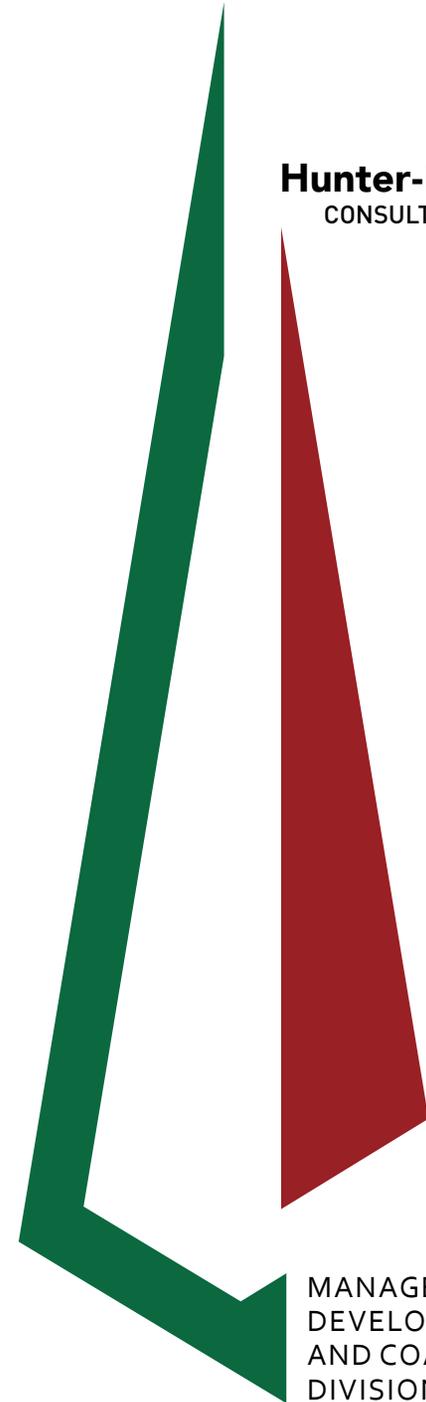
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**Hunter-Baldwin**  
CONSULTING, LLC



MANAGEMENT  
DEVELOPMENT  
AND COACHING  
DIVISION

# COACHING

COUNSELING

ORGANIZATION

ATTITUDE

CHARACTER

HUMILITY

INITIATIVE

NEEDS

GOVERNANCE

## THE COMPANY

A management, executive development and coaching company serving family-owned businesses.

Its primary objective is to make a material change in personal development and the accomplishment of operational objectives for clients.

## Why Hunter-Baldwin, LLC?

The managing partner of Hunter-Baldwin, LLC has owned, operated and consulted small, medium and large U.S. and international family-owned businesses for over 25 years, in addition to major leadership positions in two Fortune 500 companies. Also, he has significant experience in higher education in senior executive positions.

Beyond the value of coaching and management development, the Hunter-Baldwin experience will help create an institutional culture of Initiative, Urgency and Execution. Which without, no long term sustainable results can be achieved.

## THE PATHWAYS MODEL

Building Confidence,  
Clarity and  
Purpose

## PERSONAL

Self Assessment • Discovery • Exploration • Game Plan

## SKILLS

Leadership Process • Culture Development  
Data Imperative • Management Process  
Emotional Intelligence • Trust Development  
Strategic Development • Selling Process Measurement

Hunter-Baldwin is guided by a unique management development process called PATHWAYS, which is a continuous reinforcement of best practices in self assessment, discovery, management skills, leadership and guided by a laser focus on one-on-one coaching.

Many family-owned businesses do not usually have the luxury of a corporate training department like large corporations. This can result in talented family members and others not reaching their highest potential and the unfortunate outcome of not passing a business to the next generation.

Hunter-Baldwin is measured by pre-established objectives and works closely with internal leadership and external partners, however, the primary focus is directed to the individual being coached.

The relationship—once established the PATHWAYS process will take between 3 to 6 months depending upon the needs assessment. Weekly engagement is imperative, but scheduling is flexible. Goal posts are moved based on individual progress and pre-established objectives.