



# “MAKING A MATERIAL CHANGE”

—ROBERT H. MURPHY  
*Managing Partner*



**Hunter-Baldwin**  
CONSULTING, LLC

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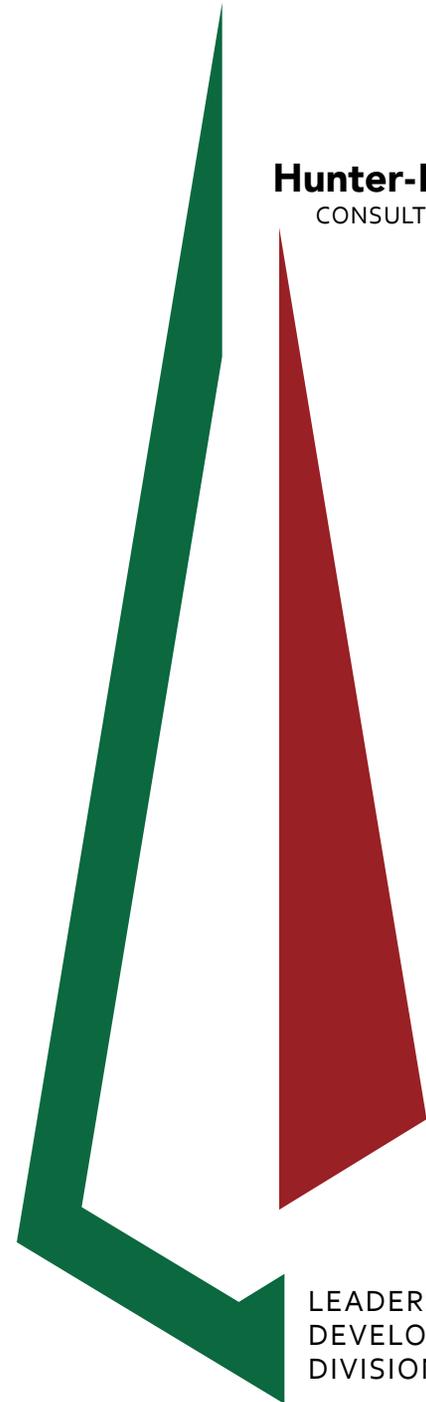
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**Hunter-Baldwin**  
CONSULTING, LLC



LEADERSHIP  
DEVELOPMENT  
DIVISION

Bob Murphy experienced the Himalayas with Sherpa guides.

## THE COMPANY AND CONTENT

Hunter-Baldwin LLC's, Leadership Division, works with groups and individuals to teach and enhance leadership skills. This is accomplished through its comprehensive program called **The Transformational Leadership Construct**.

At its core is the belief that leadership to be most effective must be transformational. For this to occur in the leadership process there must first be individual self-efficacy within the individual or group being led. This self-efficacy is a direct result of motivation and inspiration which is modeled by the behavior of the leader (Bandura, 1977, 1986, 1997). In order for this transformation to be sustainable there are very clear and data-driven behaviors as noted in James Kouzes and Barry Posner's forty year landmark research on leadership development and is found in the 6th Edition of the *Leadership Challenge*. Fundamental to this research is the fact that leadership is "behavioral and not personal". The clients enrolled in the Hunter-Baldwin Transformational Leadership Construct will explore in detail the five leadership challenge practices of an extraordinary leader:

- **Model the Way - Values**
- **Inspire a Shared Vision - Vision**
- **Challenge the Process - Initiative**
- **Enable Others to Act - Trust**
- **Encourage the Heart - Inspiration**

### **The Transformational Leadership Construct**

In order to enhance the program and build additional leadership muscle for the client without overwhelming them, the program will touch on the most salient points of Ethical Leadership, Humility Leadership, Contrarian Leadership, Authentic Leadership and Hunter-Baldwin's operating partner's individual leadership philosophy of **"Eat last, go first and answer the question."** This was cultivated and refined

based on his experience as an officer in the United States Marine Corps, Corporate Executive, Educator, as well as his experience on Mt. Everest with the incredible Sherpa guides which he references their leadership qualities as best-in-class (Sherpa Leadership).

At the conclusion of this program participants will be able to:

1. Answer with conviction and content the three most salient questions every leader must be able to do if they are to be seen as credible leaders.
2. Make a material leadership change in self, others and organizations.
3. Clearly understand that leadership is not about transaction but a relationship.

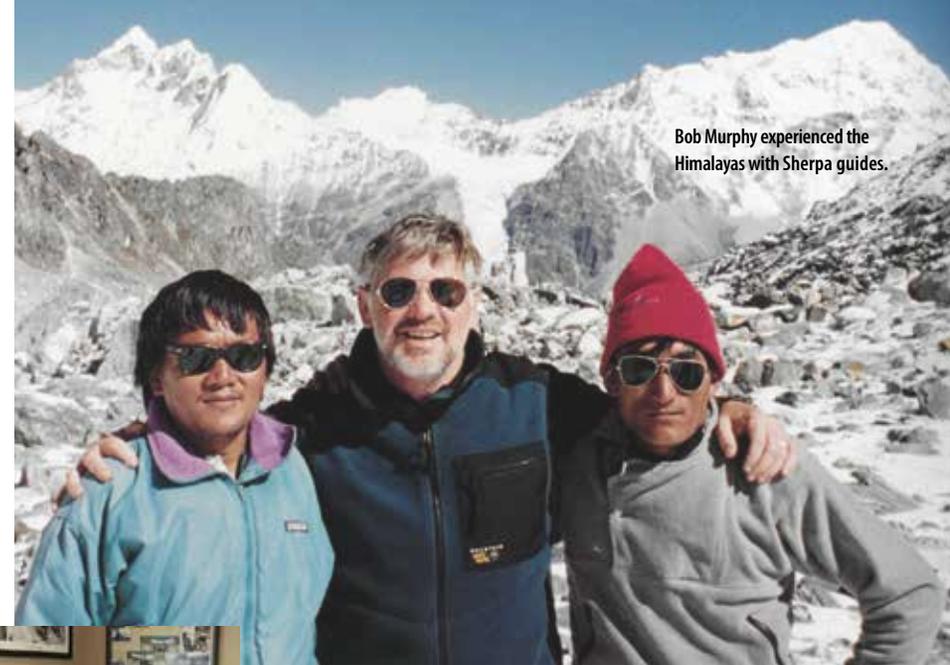
### **How does Hunter-Baldwin Leadership deliver the content and program?**

Depending upon the client's schedule and time restraints, the program can be conducted over 2.5 to 3 full days or 7 to 8 one hour sessions. On a more comprehensive basis the program can be enhanced with individual coaching sessions.

### **Who is Bob Murphy?**

Bob is the founder and managing partner of Hunter-Baldwin Consulting LLC. Like many other strong and experienced leaders, Bob was introduced to leadership as a Captain of four high school and college athletic teams, as well as inducted into four Athletic Hall of Fame classes. Surprisingly, Bob was hardly the best athlete on the field and perhaps average at best. But, what caught the coaches' eye was his innate ability to lead and work exceedingly hard.

After college graduation, Bob was commissioned as a Lieutenant in the United States Marine Corps which is perhaps one of the very best leadership laboratories from a practical and theory-based stand point. It was at this time and with the help of incredible role models, he developed the foundation of his very powerful **"Eat last, go first and answer the question"**



leadership philosophy. Key elements of this philosophy are part of the **The Transformational Leadership Construct**.

Upon completion of his military obligation, Bob went on to a very successful twenty-eight year career with Fortune 500 Companies: Scott Paper Company, Pepsi-Cola North America, Pepsi-Cola Bottling and completed his career as the chief operating officer of one of PepsiCo's largest international markets in Turkey. Furthermore, Bob also owned and operated his own very successful bottling business, as well as served on many non-profit boards of directors. Virtually all of these experiences required Bob to lead very large district, regional and national divisions which continued to sharpen, shape and further enhance his leadership philosophy.

Not one to retire, Bob transitioned into Higher Education and again rose very quickly into Senior V.P. Dean and Executive V.P. positions. It was during this time Bob became a student of leadership and building on his philosophy and curriculum of leadership by researching many of the most respected authors on leadership. His goal was to develop a powerful leadership model that would have the credibility of best-in-class theory and topped off with Bob's many years of front line and practical leadership experience.

In addition to Bob's professional life, much of his leadership knowledge has been practically shaped by his vast climbing experience in North America, South America, Europe and the Himalayas which he visited twice. Once to climb Naya Kanga in Langtang Valley Nepal and second in 2003 to climb Mt. Everest. In both cases his leadership philosophy and model were clearly influenced by his experience climbing with world renowned guides and Sherpas.