

# We believe in looking at the big picture.



## Mission

We help leaders achieve breakthrough performance for their organizations by aligning their people, processes, and other resources through the design and implementation of new strategic and operational frameworks using discovery tools and interactive methods. We do this for organizations seeking to be great. We are a "new kind of consultant."

## Values

- Balance
- Clarity
- Communication
- Excellence
- Care
- Innovation
- Respect
- Teamwork

## Trademarks

- **Big picture perspective**  
We approach any need as part of the "whole system," quickly validating the context in order to devise relevant, balanced, and pragmatic results.
- **Discovery attitude**  
We build an attitude of "discovery," enabling teams to better approach, learn, and adapt to reality and deal with dynamic and complex issues. We guide the processes to find the answers.
- **Insight and broad experience**  
We have a diverse past that enables us to quickly formulate the best approach, bridge "hard" and "soft" disciplines, and be small, yet scalable, with our network of expert resources.
- **New conversations**  
We create the conditions that launch predictable breakthroughs. We believe in facilitating with pictures and new tools that effectively help find root issues, the path, and the destination.
- **Alignment and altitude management**  
We use "altitude management," the science of "patterned-thinking," and emotional energy to simplify issues and ideas, create a shared understanding, reduce the fears of uncertainty, build positive energy, and eliminate incorrect assumptions.
- **Visual tools**  
We create unique, proven visual tools to help clarify context, focus on critical issues and patterns, and have an effective means to move forward and sustain success into the future... a picture of the need, the path, and the destination.
- **Speed to results**  
We work with implementation in mind and create the conditions for sustained success. Our unique tools, processes, perspectives, and experience achieve results faster than ever imagined and our high level of principal involvement gives our clients the best we have to offer.

# We're in good company.



# We have power in our people.



## Art Frohwerk

*creates big pictures patterns, process innovation, and adaptive methods.*

Art Frohwerk is recognized as an innovator and implementer. With over 30 years of orchestrating team-based solutions, he is known for developing and leading efforts in getting the “impossible” done, always with a strong sense of reality, business savvy, and recognition of human factors. One of Art’s lifelong interests has been in visualization – seeing patterns and understanding complex issues in a simple way. His experience spans key roles of new product, process, and business start-ups, transforming companies for growth, driving high-tech teams in million- and billion-dollar projects, and coaching multidisciplinary teams in utilizing new tools and new perspectives.

Art is a strong practitioner of Total Quality Leadership. He has written many articles, and given many talks and workshops to public groups, agencies, non-profits, and corporations throughout the country.

Art is an alumnus of Walt Disney Imagineering, the Procter & Gamble Engineering Development and Product Development Divisions, and the Belcan Engineering Group. He holds an engineering degree from the Harvey Mudd College, with continued training and teaching in technology, psychology, management, team performance, total quality, and innovation methods.

**clearpath**

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## Jenny Frohwerk

*clarifies complex ideas with pictures and stories.*

Jenny Frohwerk is an award-winning fine artist, graphic and information designer. She specializes in creating effective visual representations of complex data and information across a diversity of organizations and industries. Her effective graphics clarify ideas, formulate strategies, and bring insight and energy to the tactics and implementation of solutions. She also supervises the development of client deliverables and the company's image.

Before joining Clearpath, Jenny worked for a variety of organizations in Indiana and the Pacific Northwest, coordinating artistic events and creating supporting graphic materials. Most recently, Jenny has coordinated operations for small businesses in Seattle, including Fountainhead Gallery.

Jenny holds a Fine Arts degree from Indiana University at Bloomington.

## Doug Bors

Doug Bors is an established leader in reliability analysis, energy planning, and building technology consulting. He was recently granted two patents that span the gap between electrical power efficiency and reliability. Doug is a teacher in his profession; he developed a series of technical and consulting skills classes that grew from 6 to 60 class titles in 15 years. He is a frequent public speaker for organizations like AIA, EDC, NAIOP, IFMA, NEEC, IEEE, EPRI, 7x24 Exchange, the Site Uptime Network, ASHE, BiCSi, UW of BeterBricks.

Doug is currently the president of Sophometrics, Inc, a company founded to help architects, owners, and contractors build better communities. He is also a founding member of the Institute for Collaborative Building, a partnership between the University of Washington CAUP and practitioners in the building industry. Most recently, Doug is expanding the meaning of teamwork in the design industry. Leveraging his successful consulting practices, Doug is creating conversations that help design teams better match solutions to functional needs.

Doug graduated from MIT in 1980 with a B.S. in Electrical Engineering and a B.S. in Architectural Design.

## Catherine Geissler

Catherine Geissler is a trainer, coach, and facilitator able to build teams, partner with leaders, and spark innovation. She communicates based on directness and respect. She has the unique ability to create interactions that foster insight and productive processes.

Ms. Geissler has more than 15 years of health care industry experience in technical, training, and managerial positions. She has combined her experience in large organizations and skill working with people to meet customer goals. Catherine is an expert in adult learning techniques, process redesign improvements, and data collection and testing. She has trained hundreds of teams representing a thousand different organizations. As a result of her training, her clients have reduced rework, decreased turn-around times, shortened lead times, decreased error rates, met regulatory requirements, and delighted internal and external customers. Her classes and consulting exceed objectives while staying within budget and time.

Catherine holds a B.S. in Medical Technology from Russell Sage College and a Master's degree in Applied Behavioral Science from City University and Leadership Institute of Seattle. She was honored by Governor Vilsack of Iowa for her work with seven state agencies, December 2004.

## Ken Moore

Ken Moore specializes in helping health care companies with strategy development and implementation, as well as organization and leadership development.

Prior to his affiliation with Clearpath, Ken served as corporate vice president for strategic planning, consulting and education for Columbia/HCA. He later became president of Quantum Learning Systems and Senior Consultant for Quantum Solutions, an early

pioneer in the integration of strategy, organization design and total quality management.

Ken also has served on the faculties of Northeastern University, UCLA, California State University at Northridge and Sacramento, and Stephens College.

## Rob Larsen

Rob Larsen is one of the Pacific Northwest's most experienced commercial real estate advisors. For over 20 years, Rob has helped some of the region's largest companies develop and implement successful and innovative Real Estate and Facilities (RE&F) programs. At Clearpath, Rob leads a highly integrated RE&F team focused on accelerating clients' Facilities performance and overall financial results.

Rob served for over 10 years on an elite team acting as the exclusive real estate advisors for The Boeing Company's Northwest operations, handling some of the largest and most complex real estate transactions in the region's history. He also led a group of Trammell Crow Company contract service teams supporting Microsoft's RE&F Department with strategy development, local and national transactions, construction management (both local and remote), leased portfolio management and facilities management. Rob also has handled a wide range of assignments for Airborne Express, US Bank, the City of Tukwila, and the U.S. Postal Service, among others.

Rob holds a degree in Urban Planning from the University of Washington.

## Rich Murphy

Rich Murphy is a strategic communications consultant, specializing in public affairs and media relations. He provides mission-driven internal and external communications services to public and private organizations. He helps them imagine excellence and communicate results.

During the past six years, Rich has provided strategic counsel and communications services to organizations as diverse as the Pacific Northwest Research Institute, the Northwest Association for Biomedical Research, Bio 21, the Life Sciences Discovery Fund, the Seattle Central Community College Foundation, Powerful Schools, the 2005 Fall of Saigon organizing committee, and the Highline School District. He has edited newsletters, managed the development of collateral materials, built and managed relationships with local and regional media, and represented organizations in their developing relationships with other organizations and community groups.

Rich serves on the Boards of the Puget Sound Chapter of the Public Relations Society of America and the Seattle Central Community College Foundation. He has been a member of the REACH 2010 Coalition, a diabetes education program of Seattle/King County Public Health, and has served as associate chair of the Forum Committee of the City Club of Seattle. He is an alumnus of Leadership Tomorrow, where he has been a team coach and is currently a member of the Curriculum Committee. Rich holds a Ph.D. in English from the University of California at Berkeley and a B.A. in English from Santa Clara University.

## Rod Proctor

Rod Proctor has over 30 years' experience managing technology companies, serving in that time as the CEO of five companies. Rod has a strong background in product development, manufacturing, marketing and business development with concentrations in the telecommunications, biomedical and energy businesses.

Rod holds four recent patents in the area of wireless communications. His concept for a battery operated portable defibrillator became the leading product for Medtronic Physio-Control, and is still that company's best selling product. He is a past chairman of the American Electronics Association and past recipient of its Distinguished Service Award. He also serves on the Advisory Board of the Seattle Pacific University's Electrical Engineering Department.

Rod holds a B.S.E.E. from Washington State University and currently is working on his M.B.A. in Technology Management.

# Carl Robinson

Carl Robinson, Ph.D., is a business psychologist and executive coach who focuses on the development of high performance leaders. Dr. Robinson has over 20 years experience using research based, proven in the trenches, motivational and performance enhancement technologies to help individuals and organizations improve their effectiveness. Carl operates Advanced Leadership Consulting, a Leadership Development firm founded with a single vision in mind: *We help clients improve individual and organizational performance.*

Dr. Robinson has a Bachelor of Science degree in Human Relations and Organizational Behavior from the University of San Francisco and, a Masters in Counseling Psychology from Vermont College. He earned his Ph.D. in Counseling Psychology at the California Institute of Integral Studies where he studied both Eastern and Western Psychology and Religion. Dr. Robinson is a member of: the Society for the Advancement of Consulting (received Board approval in Leadership Development & Executive Coaching), the Society of Consulting Psychology, American Psychological Association, and Seattle Rotary #4.