



George Rohrer

George's background includes 20 years of global business experience in management positions in product development, global portfolio management, business strategy and planning in the consumer electronics industry, and working with teams and clients worldwide.

George understands the challenges and pressures today's leaders face and what they need to succeed in an increasingly complex, dynamic, and unpredictable business world. He knows how to help leaders thrive in the unknown and achieve the clarity they need to move the needle on their organization.

George understands the complexities of company culture – the power dynamics, deeply held beliefs and habits, and other unseen forces that keep individuals and organizations in stasis – and how to infuse organizations with momentum, agility, and resilience.

He believes that a coaching partnership is built on non-judgment, honesty, and mutuality, and its momentum is fueled by a leader's vision, determination, and rigor. He enjoys serving as a mentor to leaders seeking to integrate coaching capabilities into their leadership, communications, and influencing approaches.



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I'm Committed To

Help others lead from their best self

What Holds Me Back

from Being at My Best

1. Having to focus on operations
2. Trying to please others by over- promising and then under delivering
3. Missing moments to contemplate and connect with the greater context

I Work Best When

1. I balance action with reflection
2. I consider the context first
3. I lead through wisdom and integrity

My Favorite Quote

"Everything can be taken from a man but one thing: the last of human freedoms - to choose one's attitude in any given set of circumstances, to choose one's own way"

– Viktor Frankl

5 Words To Describe Me

Insightful, authentic, committed, compassionate, and easy-going

Do's And Don'ts

for Communicating with Me

1. Do be honest and open
2. Do assume positive regard
3. Do be open to new perspectives
4. Do say it, rather than write it
5. Don't avoid giving feedback

My Ideal Day Involves

Meaningful conversations, insightful learning, a swim / steam / sauna, a good IPA or coffee, being loving to all things

What Makes Me Smile

1. A good and clever joke
2. People authentically expressing lovingness