



Case Study: How Intuitive Strategist Sylvie Steinbach advised start-up business "Orbana" to reach its \$1B milestone over the course of 5 years.

Steinbach was a special intuitive counsel for Founder Ted Barton and CEO Emily Martina. Her assignment included: Strategic Direction, Growth Options, Financial Management, Market Evaluation, Talent Recruitment, and Management as well as preparations for Key Board Meetings and Investor Run Shows.

Note: names have been altered to respect privacy and confidentiality.



Orbana

Industry: Software and Technology/ Real Estate
 Location: Silicon Valley USA
 Size: \$1B in 2019

Company Bio

Orbana was created in 2004 by Silicon Valley veteran Ted Barton who believed that the Real Estate industry was ready for disruption. His vision of bringing the tech world and innovations into a mature industry led to rapid changes to the real estate landscape.

"In an explosive growth period where timely decisions were crucial, Sylvie was my sounding board at every major decision making step"

- Ted Barton
 Founder
 Orbana

Overview

Orbana's challenges were multiple. First, choosing the right "go to market strategy" for the software market adoption. Second, managing the software development and third, the ability to recruit and retain top talent while keeping the company culture.

Sylvie provided counsel in the choices of financing options, organizational structure, strategic partnerships, and key hires.

Orbana's Founder brought Sylvie to the picture when the business was about to take off. She interacted with the Founder on a monthly basis or on an as-needed basis and continued her counsel when Emily Martin took over. She continued her advisory role during key inflection points of the business.

Areas of Intuitive Guidance	People/Talent	Go To Market	Partnerships	Corporate Governance	Each area was assessed and discussed privately and reviewed regularly for validation
	<ul style="list-style-type: none"> Candidates Screening Organization Development Culture 	<ul style="list-style-type: none"> Market & Geographies Distribution Strategy Pricing Models 	<ul style="list-style-type: none"> Suppliers selection Distribution Channels Partners Customers evaluations 	<ul style="list-style-type: none"> Preparing for Board Meetings Success Investors Options and Financing 	

The Challenge

Bringing an Intuitive into the Board Room might seem unusual. Orbana's team certainly had some skeptics. Ultimately they fully embraced the decision and very quickly Sylvie was part of our decision-Making process. Regular people see doctors for second opinions - business leaders are no different. Sylvie was the outsider who was capable of providing business advice with no bias or politics. Her guidance was always refreshing because she could see beyond the immediate issue at hand.

The Approach

Ted had a monthly meeting with Sylvie. He prepared every meeting like he would with a management consulting firm. He would take ample notes and record the sessions so he could review them later or share with the Executive Leadership Team.

The Solution

Sylvie starts her process with a free assessment. It allows both parties to see if there is a good match and set expectations appropriately. Sessions are booked in advance and with an opportunity for an "ad hoc" session for critical milestones.

"The Board not only was aware that Orbana 's leadership team was getting intuitive consulting but saw an immediate validation of Sylvie's recommendations which supported the team's credibility. It saved us precious time ."

- John D.
 Orbana Board Member

The Results

Sylvie's intuitive guidance positively impacted the following areas

