



**Starr Eckholdt**

*“High-performance comes by conscious and systemic alignment. When leaders align their behaviors and their organizations to corporate and business strategy incredible results are achieved.”*

## **Background**

Starr is an RBL Partner and a pioneer in the field of High-Performance Work Systems Design for over 25 years. His work in aligning High-performance Work Systems with Business strategy, Leadership, and Strategic Human Resources has enabled a practical approach for comprehensive large scale design, and change management in a fast paced global economy. Recent client work has included: Leader of a newly designed global Human Resources Education program for 300 members of a top European pharmaceutical company. Leading the start-up of an innovative team-based design for a new \$1B metals production facility in Iceland; Leading the re-design and implementation of the largest division of a top US Defense contractor; Leading a team-based organization re-design for a top Financial services company;

## **Areas of Expertise**

His expertise includes Strategy and Organization Design, Strategic HR, and Designing High-Performance organizations. He has lead new start-up design efforts and breakthrough redesign with clients, including: American Express Financial Services, AT&T, Corning, Inc., Bell Helicopter Textron, EDS, Exxon, FMC, Ford, Forensic Technologies Inc., IBM, Intel, James River Corporation, Lucent Wireless Technologies, Nationwide, PacifiCare Health Systems, Tennessee Eastman, UNUM Insurance Co., U.S. Air Force, several Defense Contractors, and others.

Starr also conducts education events and is a speaker at national and International conferences. He is co-author of *The Corporate Systems Design Handbook* (CSD). He received his Master of Organizational Behavior (MOB) from Brigham Young University, and is a faculty member at Duke Corporate Education. His engaging style in working with executives and management teams stimulates collaboration and excellence.

## **Publications**

- *The Corporate Systems Design Handbook: Creating High Performance, Self Designing Organizations* (with Ron Axtell)
- *The OSD Introductory Workbook* and *The OSD Advanced Course Handbook* (with Ron Axtell)
- “Intangibles by Design” *Leadership Excellence*, March 2005, with Norm Smallwood
- “Transform or Die: The Core Competence of Corporate Reinvention and Redesign,” (with Ron Axtell)

## **Contact:**

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