



“The academic study of business is one thing, real-world experience is another and Randy has it in spades. [Randy] combines his financial background with his military discipline and the realities of what makes a successful business—sharing his wisdom and experience with us. Priceless.”

— PAUL LEVERING, Partner, Blue Hat Mechanical

OVERVIEW

Randy H. Nelson **Speaker, Entrepreneurial Coach & Author** **Gold Dolphins, LLC**

Randy H. Nelson is an entrepreneur, leadership expert, business coach, consultant, author, and speaker. Over the past 25 years, Randy has built two market-leading multi-million dollar businesses from the ground up, both of which were ultimately sold. After selling his first business, Randy spent nine years in the private equity community as a member of Orion International’s board of directors. After selling his second business, NSTAR Global Services, to a multi-billion international organization Randy’s day-to-day focus was expanding NSTAR’s services throughout the US, Europe, and Asia while working as an *Intrapreneur* directly with the Global CEO on projects related to expanding M+W’s global service. As a successful serial entrepreneur, Randy has learned that often times entrepreneurship means maintaining the perceived success of an organization while overcoming the challenges of business growth. His goal is to increase net job creation by reducing failure rates and decreasing underperformance in both small companies (1-100 employees) and medium sized companies (101-500 employees) with his concept of the qualified entrepreneur.

From his service as a Navy Submarine Officer for over six years to his involvement in several global CEO peer group organizations, Randy understands what it takes to be a leader and knows firsthand the difference between an entrepreneur and a qualified entrepreneur. Using an adapted version of a military Qual Card, Randy highlights the challenges, strategies, and proficiencies business people need to embark on their transition to becoming truly qualified entrepreneurial leaders. The Entrepreneurial Qual Card explains how to recognize strengths and weaknesses in one’s own personality to move forward on a path that can lead to both personal and professional growth.

After years of learning from other CEOs and experiencing his own entrepreneurial ups and downs, Randy now seeks to help entrepreneurs make the transition from ‘I don’t know what I don’t know’ to ‘I know what I don’t know’ and empower them to push through the challenges that often lead to unnecessary failures. Randy will educate, inspire, and lead an audience to consider the best path for themselves and their business while introducing the qualifications they need to take action.

KEY TOPICS:

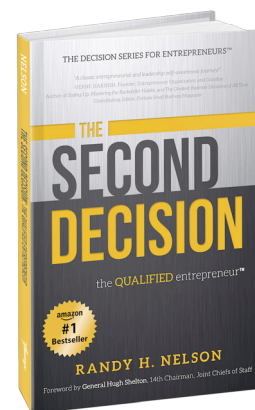
- Entrepreneurship**
- Business Growth**
- Professional Development**
- Leadership**
- Inspiration**
- Accountability**
- Self-Awareness**

Connect with Randy
www.RandyHNelson.com



The Second Decision explores the next step that every entrepreneur must make in his or her career path—become a qualified CEO and lead the business, become a role-player that will support the CEO, or find a qualified replacement and move on to other entrepreneurial endeavors. Randy Nelson has combined his experience in the Navy and 25 years of business knowledge to develop the Entrepreneurial Qual Card. Using the premise of qualification to push entrepreneurs to discover their unique role, *The Second Decision* provides a guide for success for whatever that role may be.

The Second Decision is available at Amazon.com and other online retailers. Bulk orders are available upon request.



For more information, contact Randy Nelson at (919) 333-7530 or rnelson@gold-dolphins.com

If you have already beaten the odds and established a successful business, this book is a necessity. Randy's remarkable insights give you the clarity to define your optimal role in your business and unlock the highest possible value and enjoyment from your hard work.

— JON JORDAN, CEO, Atlantic BT
(6 time Inc. 5000 award winner)

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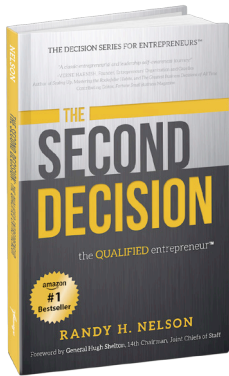
Randy H. Nelson is a speaker, a coach, a qualified entrepreneur, and a former nuclear submarine officer in the U.S. Navy. He founded and later sold two multi-million dollar companies— Orion International and NSTAR Global Services. NSTAR and Orion were ranked #8 and #9 at the same *Fast 50* awards ceremony in 2012 after 22 and 10 years of business, respectively. Randy now runs Gold Dolphins LLC, a speaking, coaching and consulting firm to help entrepreneurial leaders and CEOs become qualified entrepreneurs and achieve their maximum potential.

During his time in the Navy, Randy gained invaluable leadership skills at a very young age and became qualified in both submarine operation and engineering. As his career moved to entrepreneurial endeavors and business leadership, Randy found that CEOs are not required to become qualified in their skill sets as he was required on his submarine. Taking his experience from the Navy and applying it to the business world, Randy developed a system for entrepreneurs to determine their most efficient role and make the decision to become a qualified entrepreneur. With topics ranging from vision creation to career-long learning and from financial leadership to creativity and discipline, Randy speaks to each audience as a humble entrepreneur who has learned from the mistakes he and his peers have made along the way and promotes self-reflection and accountability.

Randy has been a member of both the Entrepreneurs Organization (EO) and Vistage (Global CEO Peer Group) for over 12 years. He is a strong believer in continued learning and has attended the EO Birthing of Giants program at MIT from 1999-2001 in addition to the EO Advanced Business Program at MIT from 2006-2007. Randy has served on the General H. Hugh Shelton leadership Center Advisory Board for the past 14 years and was the Board Chair in 2014-2015. General Shelton was the 14th Chairman, Joint Chiefs of Staff from 1997-2001, serving under both President Clinton and President George W. Bush.



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Entrepreneurial & Leadership Speech Topic

The Second Decision: Are you prepared to become a qualified entrepreneur and are you the right person in the right seat for the next 3-5 years?

A realistic approach to the journey every entrepreneurial leader takes, this self-awareness session provides a guide on leadership and how to choose the right role to move forward with maximum results. It is delivered using stories, facts, and examples in a matter-of-fact-yet-personalized assessment. An interactive session delivers content that directly impacts the audience, speaks directly to their needs, and inspires self-reflection and action. Audience members will walk away ready to take a serious look in the mirror, armed with the tools needed to pick the right role for themselves and to commit to improving, just as they ask their employees to do every day. The key elements include:

- **Discovering Your Role**
Randy will discuss the three qualified roles entrepreneurs can choose to pursue based on their passion: the Leader who runs the organization, the Role-Player who takes a supporting role, and the Creator who chooses to move on and start a new company. In addition, a review of four different personality styles that impact that role for the individual and the organization will be explored and explained with examples.
- **Becoming a qualified entrepreneur**
Randy will take his experience in the Navy where he became qualified in the overall operations of the submarine and apply it to entrepreneurs, who have become key leaders in their organization. A review of the Entrepreneurial Qual Card will provide the knowledge requirements that entrepreneurial CEOs should be competent in, for themselves and for their employees.
- **How to Overcome The Top Reasons Small Businesses Fail**
Randy shares examples from his own companies and from companies of his peers of how underperformance can lead to business failure, and how the Entrepreneurial Qual Card combats it.
- **The Entrepreneur's Personal Journey**
Randy will inspire each entrepreneur to commit him or herself to action and encourage accountability to maintain that momentum.

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