



Endorsed Partners & Orvis Sharing Insights

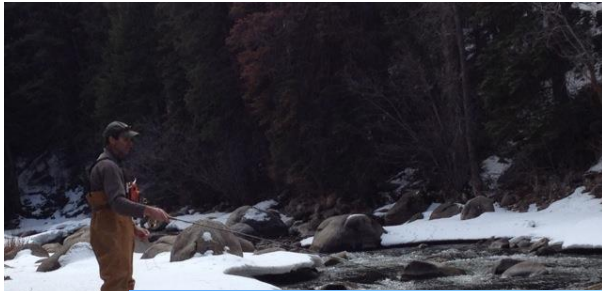
Bill McLaughlin Introduction



sleep  number.



Fishing Journey



Growth the Right Way in an Increasingly Competitive, Complex World.

1. Products
2. Brand
3. Culture & People



1. Products

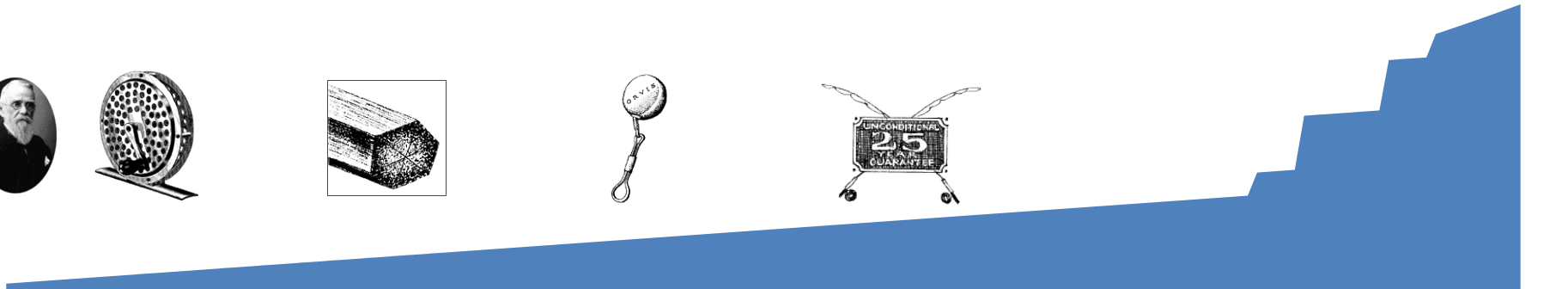
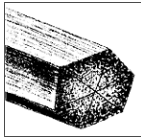
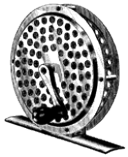
Understand what is important to customers, and deliver as only we can.



Great Products Improve Lives

Proud to Own & Share

Number of Lives Improved with Orvis



1856 C. F. Orvis founds Company

1874 1st Narrow Spool Reel

1946 Impregnated Bamboo Rod

1966 USA's 1st Fly Fishing School

1974 First Graphite Rods

1988 Introduce 25 Year ,
Unconditional Rod Guarantee

2002 T3 Carbon Fiber Rods

2010 Mirage Reel

2012 Helios Tech, Clearwater

2014 Recon Rod, Silver Sonic Waders

2017 Mirage II

The Art of Active Listening

Ask	What's Most Important?
Listen for Consumer Tension	What's the underlying insight?
Analyze/Distill/ Prioritize (Features & Functionality)	How do we solve for the tension?
Innovate, Test & Solve	How does that become a product or experience?

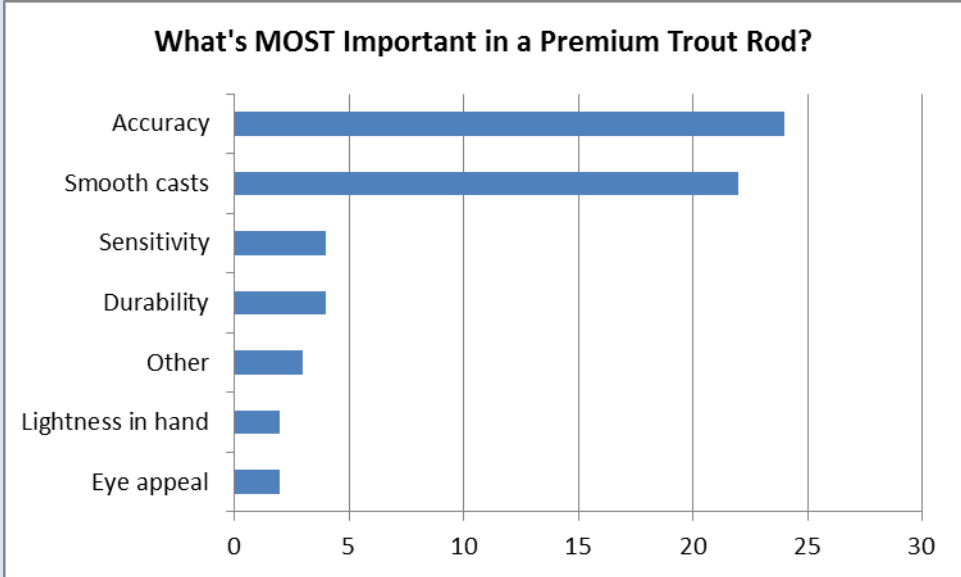
The Art of Active Listening

Ask	Reels
Listen for Consumer Tension	I want to feel in full control when fighting a fish (after I go through all the trouble of hooking one!)
Analyze/Distill/ Prioritize (Features & Functionality)	<ul style="list-style-type: none">• Drag Smoothness• Drag Durability• Fast Retrieve• Maintenance Free
Innovate, Test & Solve	Mirage, USA <ul style="list-style-type: none">• Patented Drag System• Highly Durable in Corrosive Environments• Smoother Drag Adjustments in Fish-Fighting Range (0-100% in Single Rotation)• Aerospace Manufacturing Partner

The Art of Active Listening

Ask	Experiences
Listen for Consumer Tension	“Need to get away from the craziness of society and find/live life in the outdoors...Restorative places are important and energizing.”
Analyze/Distill/ Prioritize (Features & Functionality)	<ul style="list-style-type: none">• People want to spend their time & money on <u>experiences that matter</u>• Consumers chief obstacles to getting outside more include a <u>lack of time</u>. Increasingly rely on a trusted source• Consumers always want to <u>keep learning</u>. Google trends for “how to” have steadily risen for the past 4 years
Innovate, Test & Solve	Expertise <ul style="list-style-type: none">• FF 101• Schools• Shooting Grounds• Hosted Trips (Couples)• Intro to Advanced

The Art of Active Listening

Ask																	
Listen for Consumer Tension	“Ideally, I want a rod that is accurate and sensitive but has the power to punch through the wind or deliver a long cast... an accurate and trusted tool.”																
Analyze/Distill/ Prioritize (Features & Functionality)	 <p>What's MOST Important in a Premium Trout Rod?</p> <table border="1"><thead><tr><th>Feature</th><th>Importance Score (approx.)</th></tr></thead><tbody><tr><td>Accuracy</td><td>24</td></tr><tr><td>Smooth casts</td><td>22</td></tr><tr><td>Sensitivity</td><td>4</td></tr><tr><td>Durability</td><td>4</td></tr><tr><td>Other</td><td>3</td></tr><tr><td>Lightness in hand</td><td>2</td></tr><tr><td>Eye appeal</td><td>2</td></tr></tbody></table>	Feature	Importance Score (approx.)	Accuracy	24	Smooth casts	22	Sensitivity	4	Durability	4	Other	3	Lightness in hand	2	Eye appeal	2
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Innovate, Test & Solve	Stay tuned.																

Simon Perkins | Orvis Brand

Answering The Question “Why”



Differentiating
in a
Crowded Marketplace

ORVIS®

Simon Sinek

A British/American author, motivational speaker and marketing consultant. He is the author of three books including the 2009 best seller *Start With Why: How Great Leaders Inspire Everyone to Take Action*.

start
with why

People don't buy what you do, they buy why you do it. ←



Office DEPOT



WHY do/should people care?

WHY Orvis?

LifeDrivers™

LifeDrivers also help to determine how best to differentiate within a category.

sr^g LIFEDRIVERS™

EMPOWERMENT	ACHIEVEMENT	RESPECT	PERSPECTIVE	INTEGRITY	BELONGING	RELEASE	JOY
Independence Self-Reliance Control Confidence Individuality	Determination Goals Success Self-Actualization	Acceptance Attractiveness Status Wisdom Validation	Balance Exploration Self-Awareness Empathy Spirituality	Honesty Loyalty Authenticity Responsibility	Affiliation Bonding Intimacy Enduring Love	Escape Excitement Relaxation Freedom	Happiness Bliss Delight Well-Being



Bring it to life.



She is a thing
of beauty.



Stay thirsty,
my friends.



Take pride
in beer.



Great times are
waiting—grab
some Buds.



Find
your beach.

LifeDrivers™

srg LIFEDRIVERS™

EMPOWERMENT	ACHIEVEMENT	RESPECT	PERSPECTIVE	INTEGRITY	BELONGING	RELEASE	JOY
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Eddie Bauer EST. 1920

Live your adventure

 Columbia

Tested tough

Timberland 

Best then. Better now.



Never stop exploring

LANDS' END 

Chart a new course



Committed to the core

L.L.Bean

Guaranteed



Go outside

ORVIS **ORVIS**

ORVIS

TARGET AUDIENCE

Who are we talking to and what do they care about?

FRAME OF REFERENCE

Where do we compete functionally and emotionally?

BRAND DIFFERENTIATOR

What do we do better than anyone else?

BRAND BELIEF

What do we care about most? What will we fight for?

BRAND PROMISE

What do we deliver? What is our commitment to our customers?

BRAND CHARACTER

What is our personality? What motivates us?

AUTHENTIC / THE REAL DEAL

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graph TD; A[AUTHENTIC / THE REAL DEAL] --> B[CURIOSITY / WONDER / ADVENTURE]; B --> C[LIBERATOR];
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CURIOSITY / WONDER /
ADVENTURE


LIBERATOR

we don't sell fly rods

BRAND MISSION

**To inspire a deep connection
to adventure and wonder
in the outdoor world.**





“Wild” is the wonder in nature
that fires our curiosity.
We seek, learn from, value,
and strive to protect
its enduring inspiration.

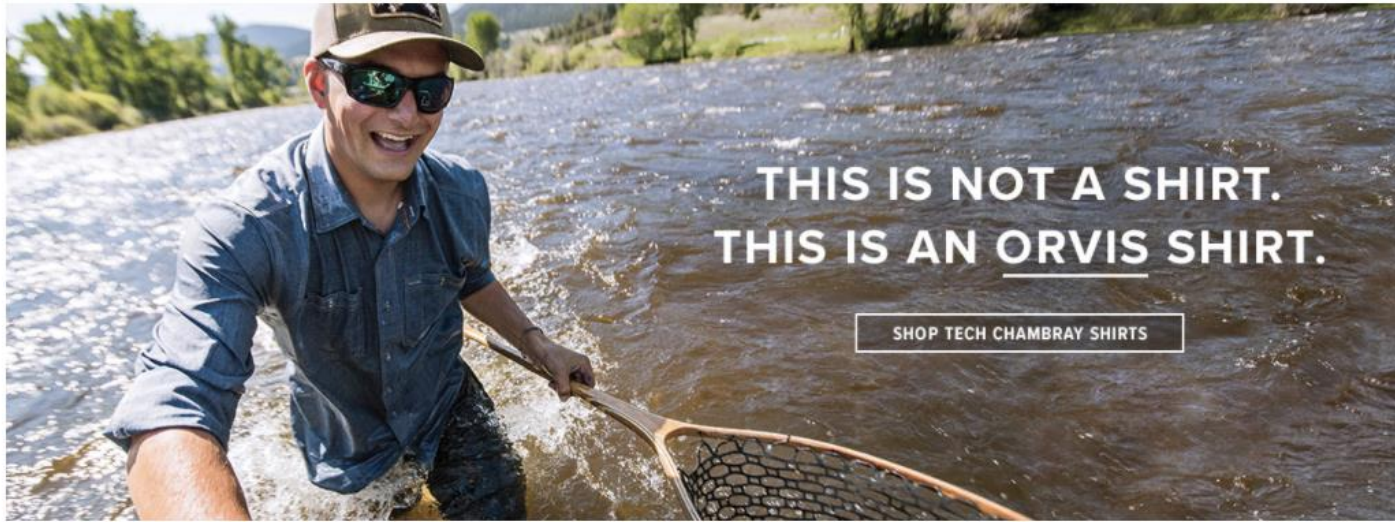
GET WILD.

WE CAN HELP YOU FIND YOUR WILD.

USE THE STORE LOCATOR AT [ORVIS.COM/STORES](https://www.orvis.com/stores) TO FIND YOUR NEAREST
ORVIS RETAIL STORE, OUTLET, OR AUTHORIZED FLY-FISHING DEALER.



EXTRA 20% OFF IN SALE OUTLET + FREE STANDARD SHIPPING ON \$150 OR MORE - USE CODE **SHIP150** [DETAILS](#)



WOMEN'S TECH CHAMBRAY SHIRT

SUN PROTECTION

UPF 30 fabric blocks
97% of UV rays.

GO AHEAD, GET WET

Lightweight fabric
dries in minutes.



[SHOP WOMEN'S SHIRTS](#)

MEN'S TECH CHAMBRAY WORK SHIRT

HIDDEN BUTTONDOWN COLLAR

Won't flap in the wind.

BE COOL

Lightweight fabric
wicks sweat to
keep you drier
and comfortable.



[SHOP MEN'S SHIRTS](#)

WHERE EVERY DAY
IS FATHER'S DAY



ORVIS[®]
AT THE SUMMIT

Focus on the WHY

1. Listen to your customers
2. Unpack

◀ Previous Page

Healing Waters Lodge, MT

Orvis-Endorsed Fly-Fishing Lodge in Twin Bridges, Montana



HEALING WATERS LODGE

Orvis-Endorsed Fly-Fishing Lodge

Mike and Laura Geary
270 Tuke Lane
Twin Bridges, MT 59754
hwlodgemt@aol.com

406-684-5960

[VISIT WEBSITE](#)

[REQUEST MORE INFORMATION](#)

Need travel insurance?

Get a quote on travel protection [here](#).

Details

Gear

Lodging

FAQs

Reviews

Centrally located in Montana's beautiful Ruby valley, home to Blue Ribbon trout streams such as the Beaverhead, Big Hole, Jefferson, Madison, and Ruby rivers and miles of private

★★★★★ 5.0 | 28 Reviews

28 out of 28 (100%) reviewers recommend this product

Share your adventures with
#FINDYOURWILD

Conclusion:

1. Goal: Meaningful Differentiation
2. Go beyond “What” to “Why”
3. Don't wait for perfection
 - Start with informed guesses
 - Consumers will tell you what's hitting the mark

3. Culture & People



“If we get the right people on the bus, the right people in the right seats, and the wrong people off the bus, then we’ll figure out how to take it someplace great.”

-James C. Collins, Good to Great

Leadership at Orvis: Team & Culture

- Blend of Orvis experience and new
- New seats and assignments based on business opportunities and needs
- Culture:
 - Win as “One Orvis”
 - Stretch strengths
- “Secret Sauce”: Valued advisors

Sustaining Growth in an Ever More Competitive and Complex World

- **Products that uniquely solve problems:**
 - Features, Benefits, Execution
- **Brand difference:**
 - “Why?”
- **People & Culture**
 - Right people. Right seats.
 - Mentors and advisors.



Questions?

We're looking forward to continuing the conversation!

OPRVIS

F L Y F I S H I N G