



Liz Ashall-Payne

Chief Executive Officer at ORCHA



**Outstanding Entrepreneur
NPWAwards Winner 2022**

HOW TO RIDE THROUGH TURBULENT TIMES

NORTHERN POWER WOMEN
PODCAST



Liz's Story

- Liz is Co-Founder and Chief Executive of Orcha. The world's leading provider of digital health across 12 countries, accreditation and distribution services.
- She trained as a speech and language therapist for almost 20 years and lead NHS transformation programmes helping to unlock the power of digital across the UK and Europe.
- **In March 2022, she was awarded Outstanding Entrepreneur at the Northern Power Women Awards.**
- Following this achievement, she was also selected as Tech Trailblazer by the BIMA 100, Healthcare IT Leader by the HIMSS Future 50 and named Entrepreneur of the Year by British Chamber of Commerce and featured within the LDC Top 50.

Liz's analogies for turbulent times

Waterfalls

"Where I live, I'm really fortunate there's a lot of nice water streams and rivers so there are a lot of waterfalls. When I'm walking, quite often you see a waterfall and the waterfall is turbulent. We have turbulent times in life, and of course in business as well. Sometimes it can feel when you're in that waterfall, that you're gasping for air, but the reality is that isn't going to last forever. When you look at a waterfall after that bit, you see that the waters calm again. It's also deeper and that depth is the learning that you've had."

Ride the Lion

"Learning to ride the lion is about enjoying the turbulence as well as the calm periods."

How to recognise key skills and attributes when expanding a team

- Be honest with yourself and get to know what your strengths & weaknesses are and what skill sets you can add to the team.
- Consider bringing in people who are miles better at things that either you don't want to do or that you're not good at.
- Ask people in your network for help. They may know someone perfect for the role or try networking events.
- Think about what are your teams' collective skills gaps are and grow the team out.
- Collaborate and value difference.

Reflecting the NPWAwards & what's next for Liz?

- Liz still feels incredibly grateful, blessed and proud of the hard work her and her team has put into the business.
- Expanding Orcha's services on a global scale to North America, Europe, & Australasia to support more people to have access to digital health.
- Become sustainable through growth, and then be able to help countries who maybe don't have the ability to invest in companies.