

# Passionate About People

SEEING THE WHOLE PERSON  
IN THE HARD, HUMAN WORK  
OF LEADERSHIP

MATTHEW ORLANDO

## Passionate About People

*Seeing the Whole Person in the Hard, Human Work of Leadership*

**Matthew Orlando**

**Publisher:** Bright Root Labs

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**Category:** Business & Economics / Leadership

**Website:** [brightrootlabs.com](https://brightrootlabs.com)

### ABOUT THE BOOK

Passionate About People is a reflective, story-driven leadership book about how managers can care deeply about people while still holding them accountable. Drawing on experiences leading teams across the United States, Latin America, and India, Matthew Orlando explores performance, growth, organizational pressure, cross-cultural communication, family crisis, mentorship, difficult decisions, and personal limits. Rather than offering a rigid management framework, the book asks leaders to see the whole person behind the role while remaining clear about expectations, responsibility, and truth.

### FORMATS, ISBNs & PRICING

| Format    | ISBN-13           | Retail  |
|-----------|-------------------|---------|
| Hardcover | 979-8-9820808-0-6 | \$24.99 |
| Paperback | 979-8-9820808-1-3 | \$14.99 |
| EPUB      | 979-8-9820808-2-0 | \$6.99  |

### AUDIENCE

Managers, team leaders, aspiring leaders, and readers of reflective workplace nonfiction who want to balance humanity, accountability, context, and clear expectations.

### ORDERING & AVAILABILITY

Planned availability beginning November 30, 2026. Print editions are intended for Amazon/KDP and wider trade and library availability through IngramSpark. The ebook is planned for Kindle and wide ebook/library distribution. Final listings may appear on different schedules by platform.

### LIBRARY OF CONGRESS

LCCN: Pending assignment from the Library of Congress.



**MATTHEW ORLANDO**

Engineering leader, husband, father, and founder of Bright Root Labs. His leadership experience spans teams across the United States, Latin America, and India.

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