



Q4

LEAD VP Track

Learn, Elevate, Apply, Develop

BRIDGE
INVESTMENT
GROUP

Executive Guest Speaker:



MICHAEL KAUFMAN

Managing Director & Chief Operating
Officer, Client Solutions Group

LEAD - VP TRACK



Q1 – Strategic Thinking and Implementation

- Understanding the impact on business
- Generating practical solutions
- Business planning



Q2 – Data Driven Story Telling

- Advance public speaking and presentation skills
- Enhance executive communication skills
- Develop a 1-min elevator pitch



Q3 – Goals, Performance Mgt. & Team Culture

- Leading your people towards their goals
- Boost your conflict management skills
- Create a culture of Belonging

SESSION AGENDA

Q4 – Elevating Your Leadership Brand



➤ Master Your Leadership Style



➤ Polish Your Executive Presence



➤ Develop Your Personal Brand

PERFORMANCE EXPECTATIONS

	Sets a positive example inside and outside of the office	DEI & B Mindset	Proven solid relationships across Org	Exhibits Accountability	Ownership in Area of Expertise	Critical Thinking Skills
Associate III	✓	✓	✓	✓	✓	✓

	Skilled communicator with solid people & project mgt skills	Self-initiator in area of specialization	Proven time mgt skills	Capable of contributing to strategy for area of expertise	Drives high levels of teamwork	Aware of and incorporates ESG & DEI+B best practices
VP	✓	✓	✓	✓	✓	✓

Part I:

Master Your Leadership Style

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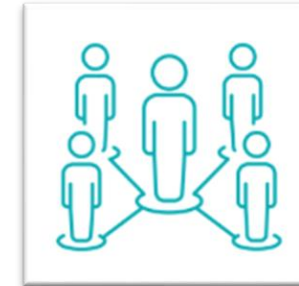
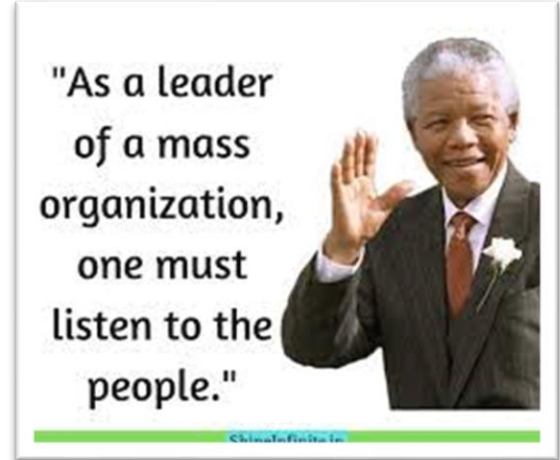
Goleman's Six Leadership Styles:



Commanding



Visionary



Democratic

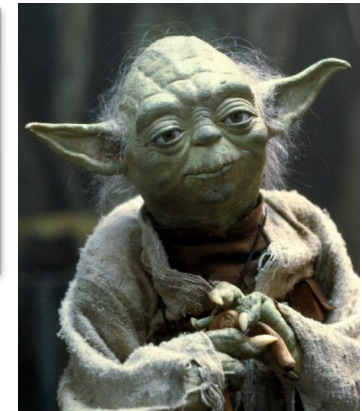
Affiliative



Pacesetter



Coaching



Goleman's Six Leadership Styles:



Which of Daniel Goleman's Six Leadership Styles do you find yourself using most frequently in your role as a people manager?

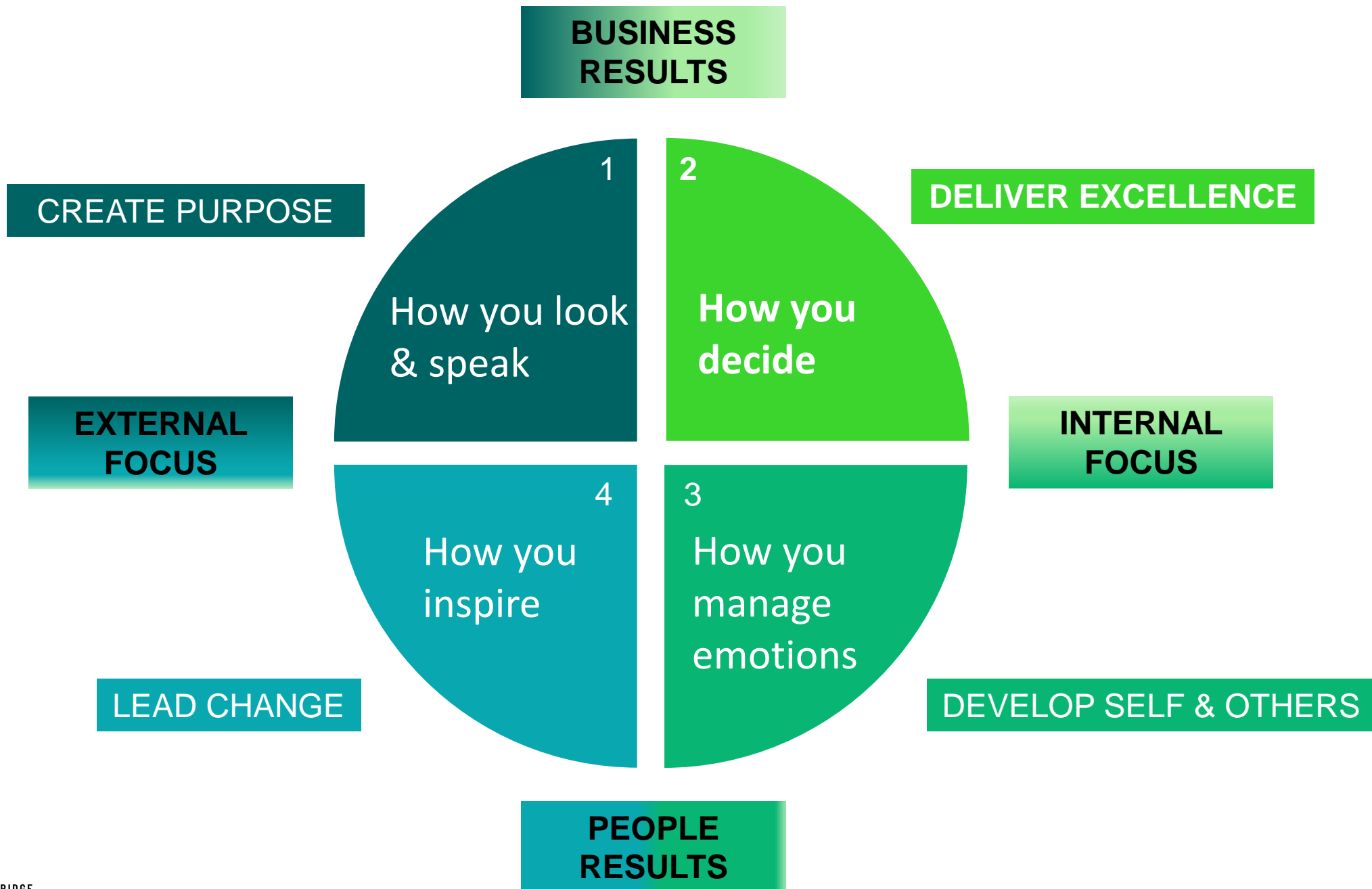
- Commanding
- Visionary
- Democratic
- Affiliate
- Pacesetter
- Coaching

Part II:

Polish Your Executive Presence

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The Executive Presence Model



Part III:

Develop Your Personal Brand

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Develop Your Personal Brand

1

At its core, a personal brand statement is a sentence or two that sums up who you are and what you do.

Personal Brand Statement

2

What do you want people to remember when they think of you?

Personal Slogan

3

Select two or three words that describe you.

Personal Brand Descriptions

Chat box question:


"What three words would you use to describe your personal brand?"

**YOUR BRAND IS
WHAT OTHER PEOPLE
SAY ABOUT YOU WHEN
YOU'RE NOT IN THE ROOM.**

Jeff Bezos, CEO & founder Amazon

PERFORMANCE EXPECTATIONS

	Skilled communicator with solid people & project mgt skills	Self-initiator in area of specialization	Proven time mgt skills	Capable of contributing to strategy for area of expertise	Drives high levels of teamwork	Aware of and incorporates ESG & DEI+B best practices
VP	✓	✓	✓	✓	✓	✓
	Successfully Manage Managers and Processes	Strong Executive Presence	Setting and Presenting Strategies	Highly Skilled in area of Expertise and Specialization	Able to leverage ESG & DEI+B	Capable of leading High Performing Teams
Director	✓	✓	✓	✓	✓	✓



QUESTIONS? COMMENTS?

Thank You For Attending

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WRAP-UP: WHAT WE COVERED

Elevating Your Leadership Brand

Master Your Leadership Style

- Daniel Goleman's 6 Leadership Styles
-

Polish Your Executive Presence

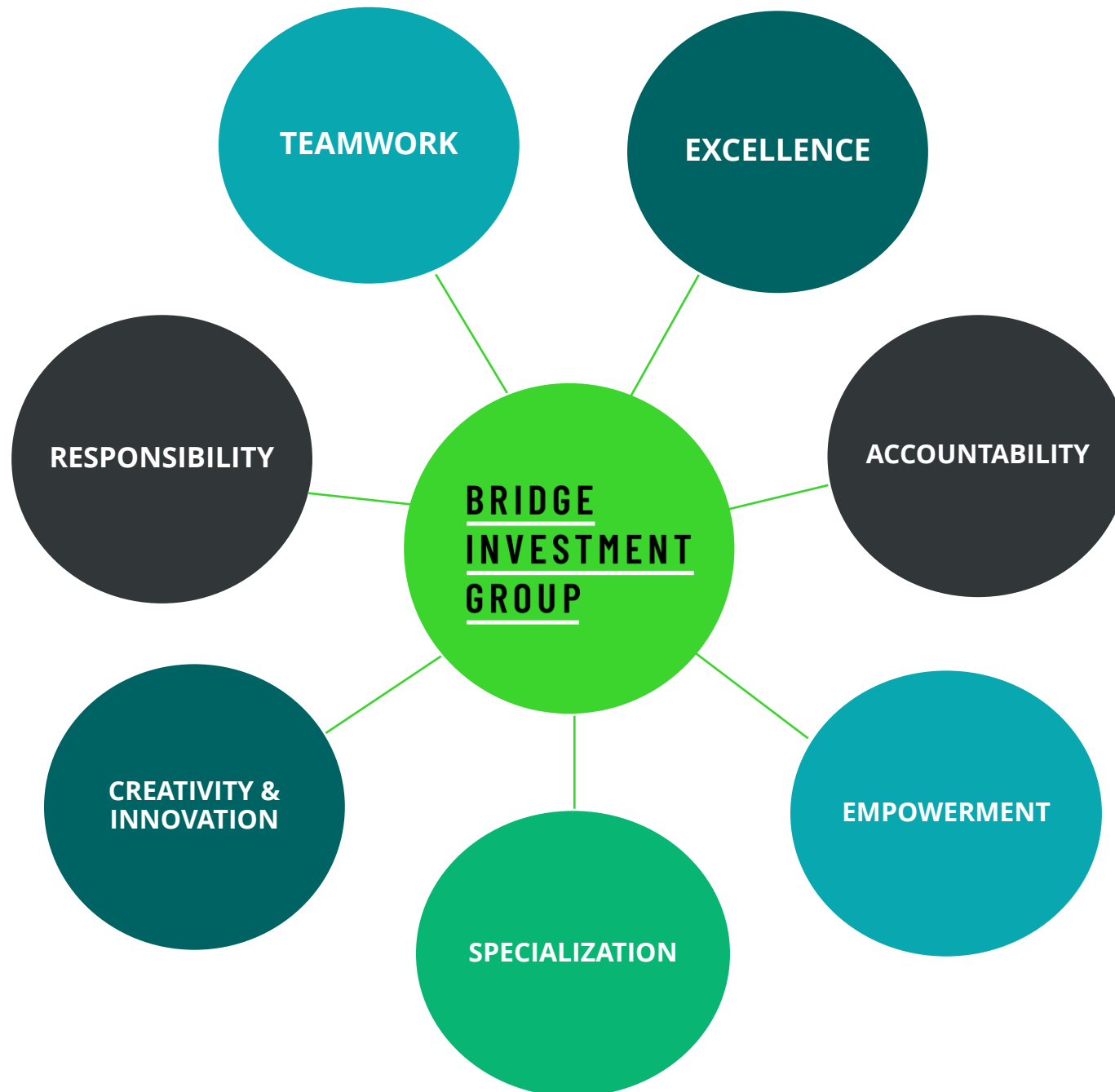
- The Executive Presence Model
-

Develop Your Personal Brand

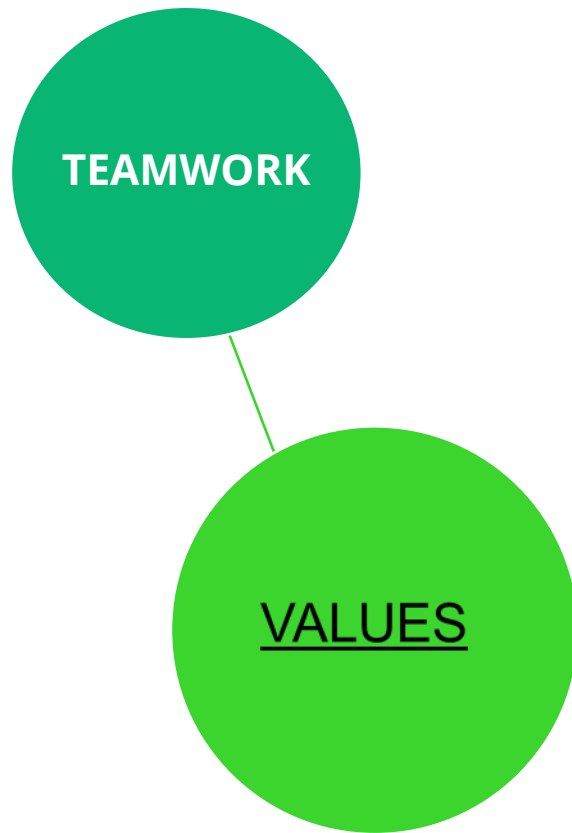
- Create a Personal Brand Statement

Appendix

ONE BRIDGE - Living Our Values

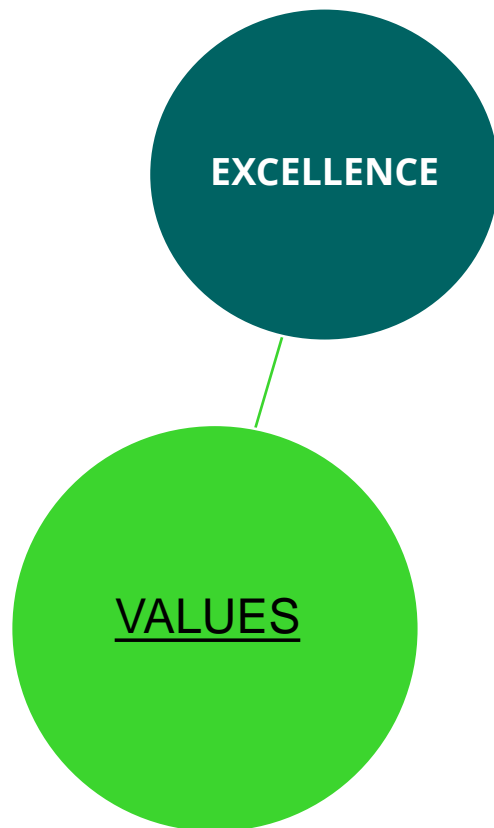


ONE BRIDGE - Teamwork



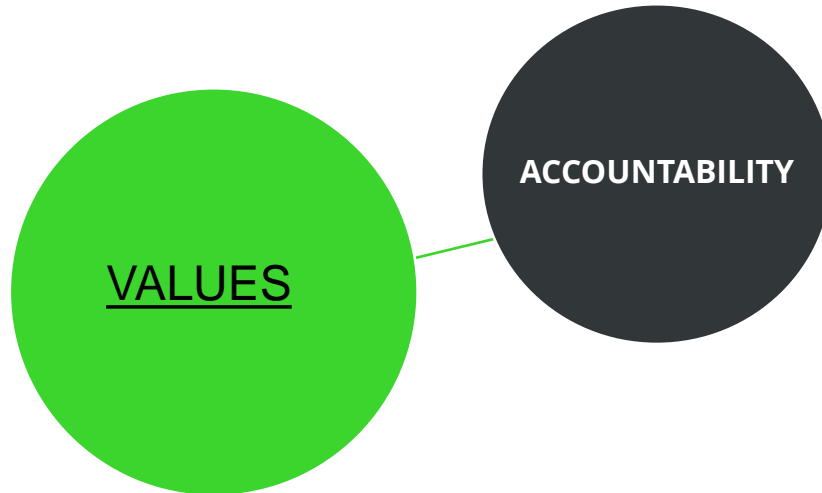
- We emphasize teamwork in everything we do.
- We thrive on collaboration, hard work and open and honest communication.

ONE BRIDGE - Excellence



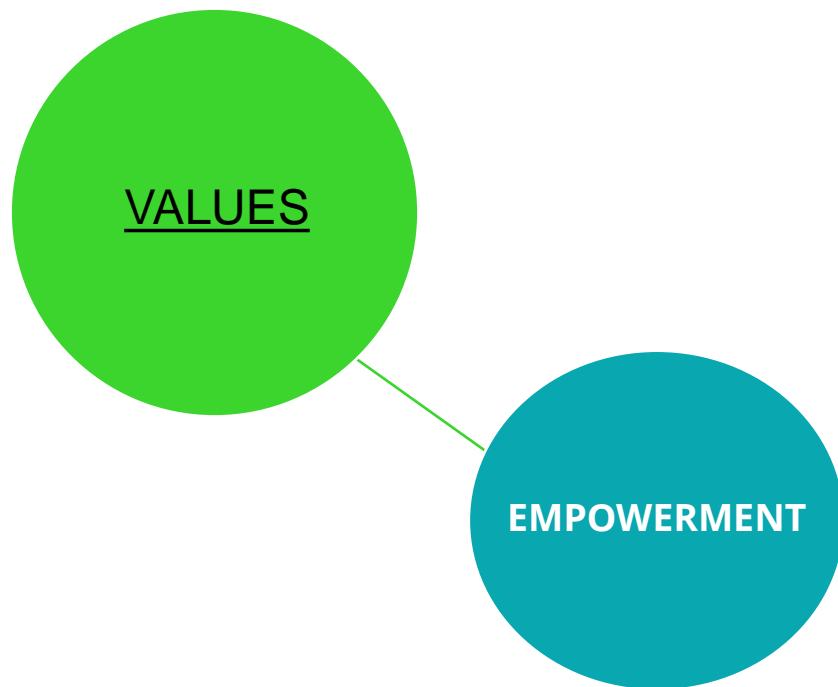
- We strive to be the best performing firm in our industry.
- We take pride in our performance and celebrate our achievements.
- We do what is right – for the right reasons.

ONE BRIDGE - Accountability



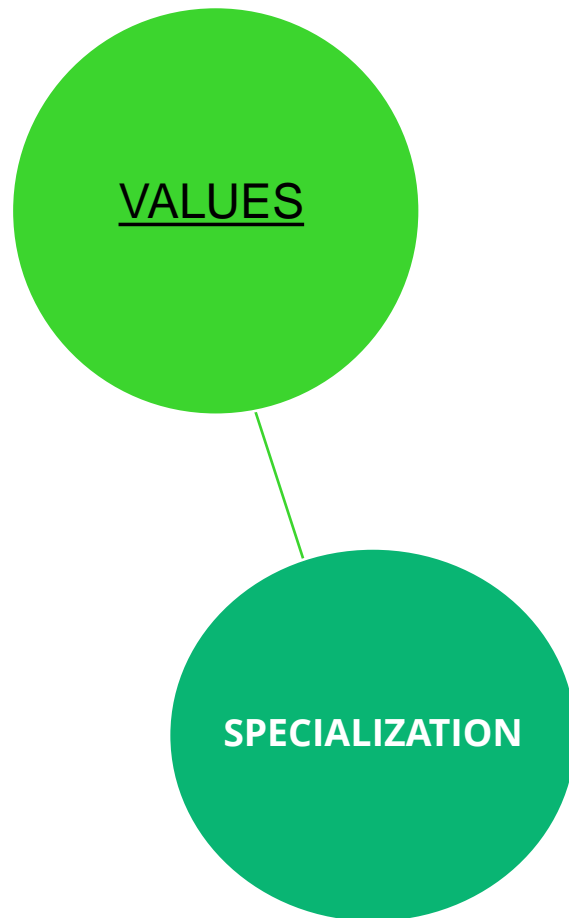
- We stand behind our word and strive for continuous improvement in all that we do.
- We face facts and realities, and we embrace challenges.

ONE BRIDGE - Empowerment



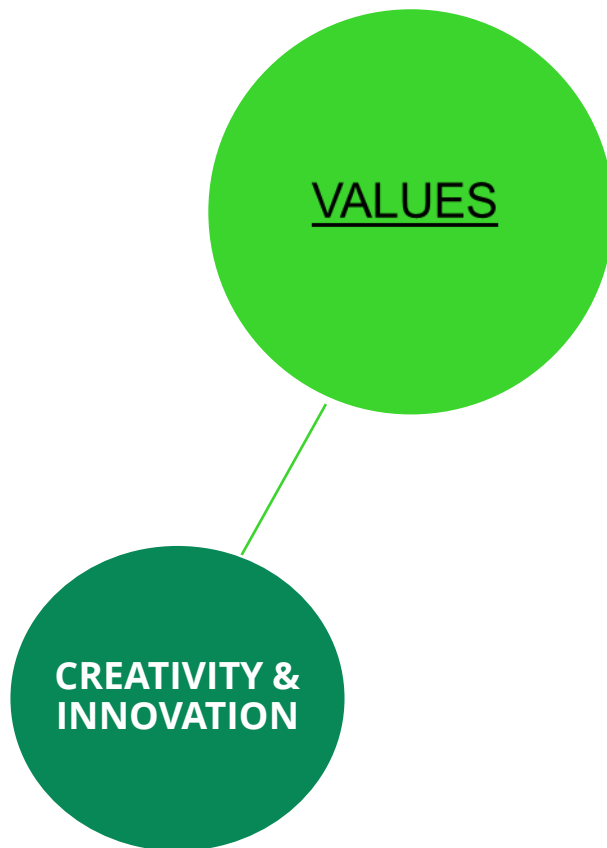
- We empower our people to reach their full potential.
- We cultivate a diverse and inclusive culture of disciplined analysis and action.
- We believe that diversity is the only path to superior performance.

ONE BRIDGE - Specialization



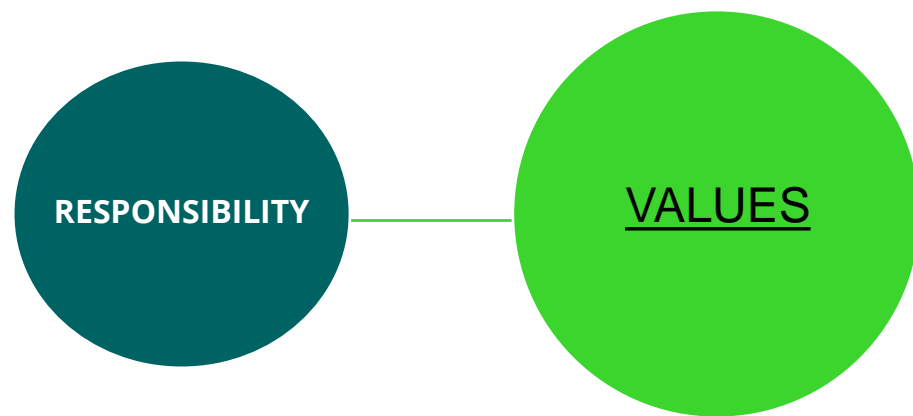
- We develop specialized investment and operating teams which have deep sectoral knowledge of the areas in which we invest.
- We use data, carefully analyzed and fully vetted, to complement decades of experience, in guiding our investment decisions.

ONE BRIDGE - Creativity & Innovation



- We consistently reexamine how we operate and seek innovative solutions to improve our performance, at the asset level, at the Fund level and at the corporate level.
- New ideas are carefully examined and adopted if appropriate.

ONE BRIDGE - Responsibility



- We invest and operate responsibly and believe that strong corporate and individual citizenship go hand-in-hand.
- We understand that responsible investing does not sacrifice returns but should in fact enhance risk and return characteristics through deliberate and thoughtful integration of environmental, social and governance best practices.