



# LEAD: ANALYST TRACK Q3

Learn, Elevate, Apply, Develop

**BRIDGE**  
**INVESTMENT**  
**GROUP**

# Executive Guest Speaker:

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**MIKE SODO**

Senior Managing Director & Chief  
Executive Officer, Bridge Net Lease

# LEAD - ANALYST TRACK



## Q1 – Foundations for Success

- Bridge Values and Departments
- Performance Expectations
- Career Progression and Opportunities



## Q2 – Time Management and Organization

- Prioritizing Tasks
- Multitasking Myth
- Enhance efficiency to improve work-life balance



## Q3 – A Practical Approach to Analytical Thinking

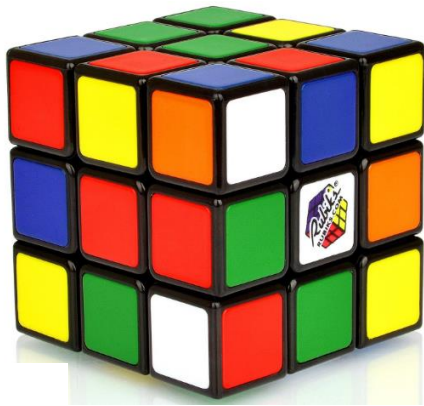
- Enhance ability to break down complex problems into manageable components
- Discuss analytical frameworks to real-world scenarios
- Acquire skills to draw meaningful insights and make informed decisions based on data



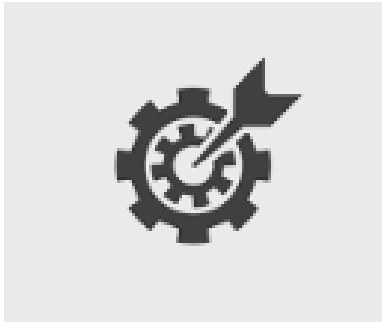
## Q4 – Goal Identification, Goal Setting, & Goal Mgt.

- Developing Realistic Goals
- Avoiding Ambiguity
- Aligning Goals with Business Objectives

# BREAK DOWN COMPLEX PROBLEMS



# BENEFITS OF DATA-DRIVEN THINKING



Set measurable goals



Guard against biases



Find unresolved questions



Improve company processes

Make confident decisions



## Intuition Driven Decision Making



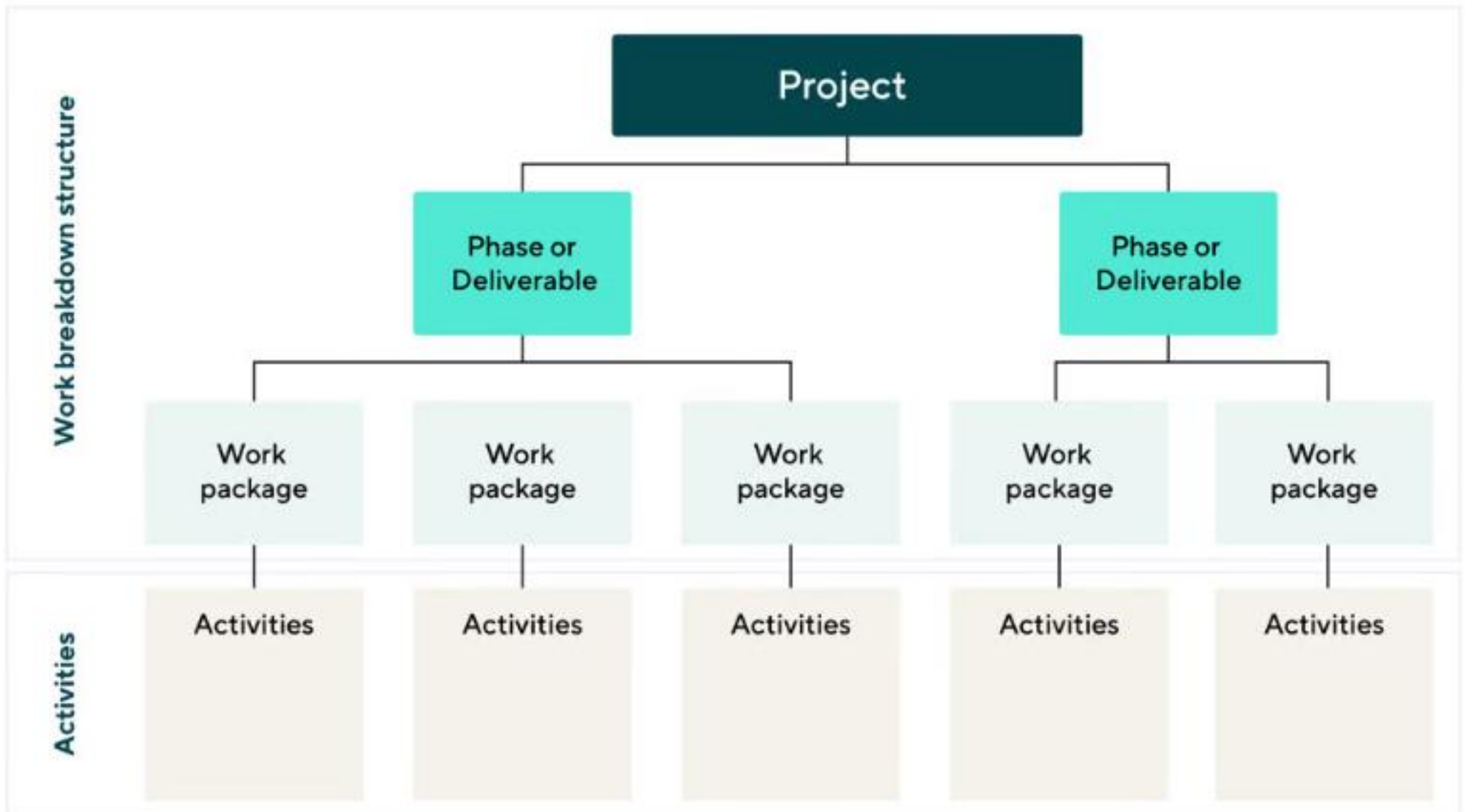
- Rely on Gut Feeling
- Make 'Best Guesses'
- Rely on Previous Experience
  - Corrective

## Data Driven Decision Making



- Rely on Facts
- Choices are Tested
- Inspired by Previous Experience
  - Directive

# WORK BREAKDOWN STRUCTURE



# WORK BREAKDOWN STRUCTURE EXAMPLE

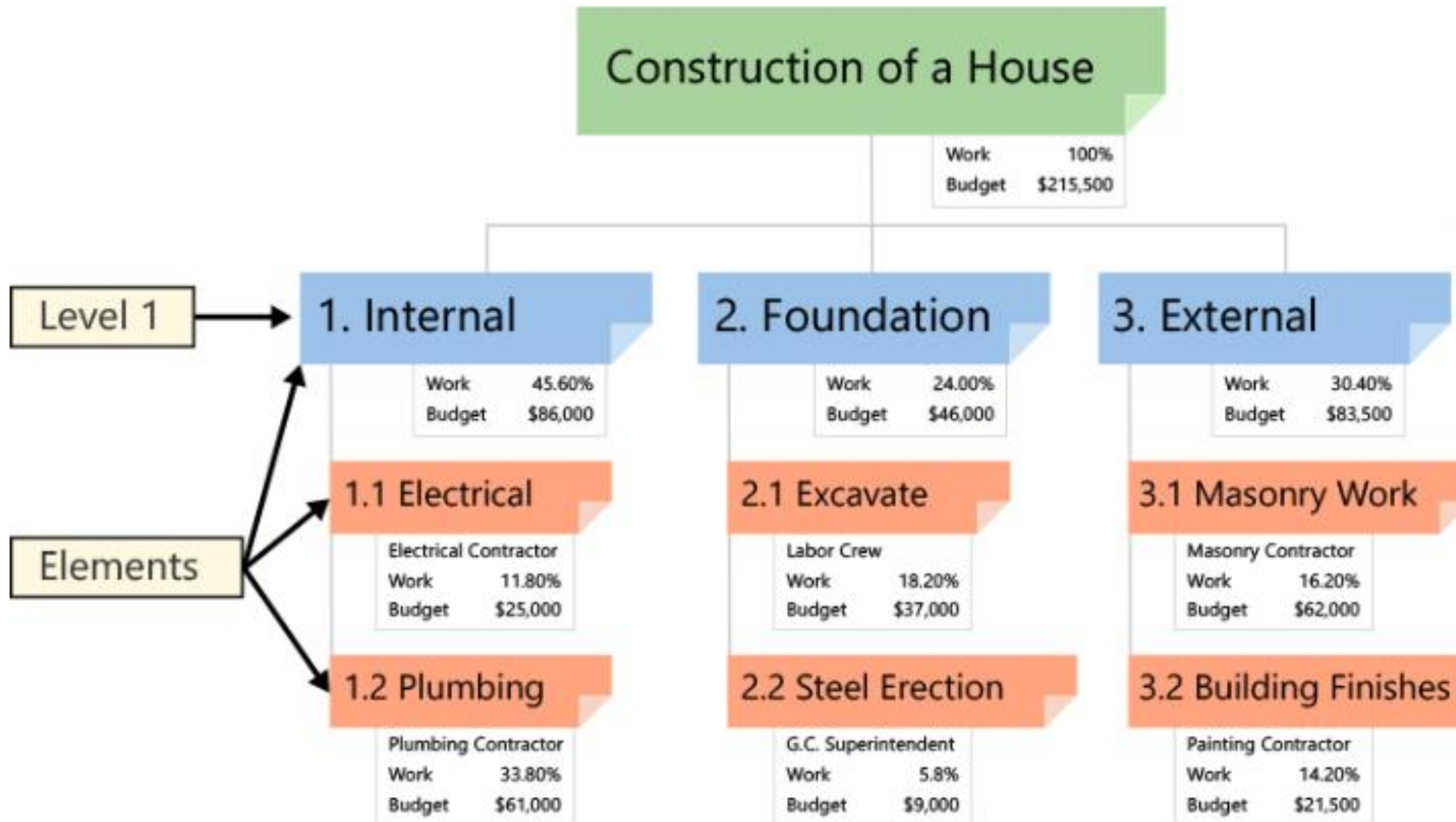


FIGURE 1 – DELIVERABLE BASED WORK BREAKDOWN STRUCTURE



# REAL-WORLD EXAMPLE

Sarah works as a real estate analyst for a prominent investment firm specializing in commercial properties. Her role involves evaluating potential acquisitions and assessing the financial viability of existing property investments. Recently, Sarah was tasked with optimizing the valuation process for a portfolio of mixed-use commercial properties using computational thinking.

Sarah faces the challenge of streamlining the property valuation process to improve accuracy, efficiency, and scalability. Traditional methods often involve manual data entry, complex spreadsheet calculations, and subjective analysis, leading to potential errors and inefficiencies.

How can the Work Breakdown Structure be applied at Bridge?

# COMPUTATIONAL THINKING

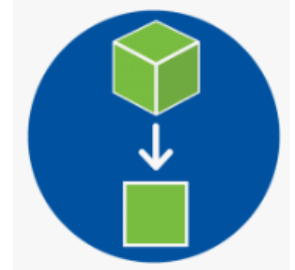
## Pattern Recognition

Analyzing and looking for a repeating sequence



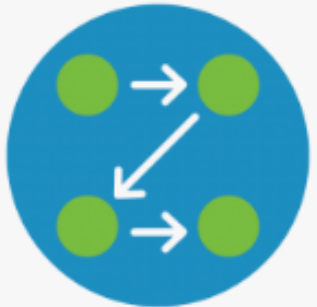
## Abstraction

Remove parts of a problem that are unnecessary.



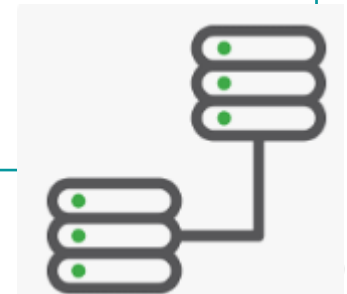
## Decomposition

Breaking big problems into smaller, more manageable problems



## Algorithm Design

Step-by-step instructions on how to complete a task



# TYPES OF DATA ANALYSIS

Descriptive  
Analytics

Diagnostic  
Analytics

Predictive  
Analytics

Prescriptive  
Analytics

What  
happened?



Why did it  
happen?



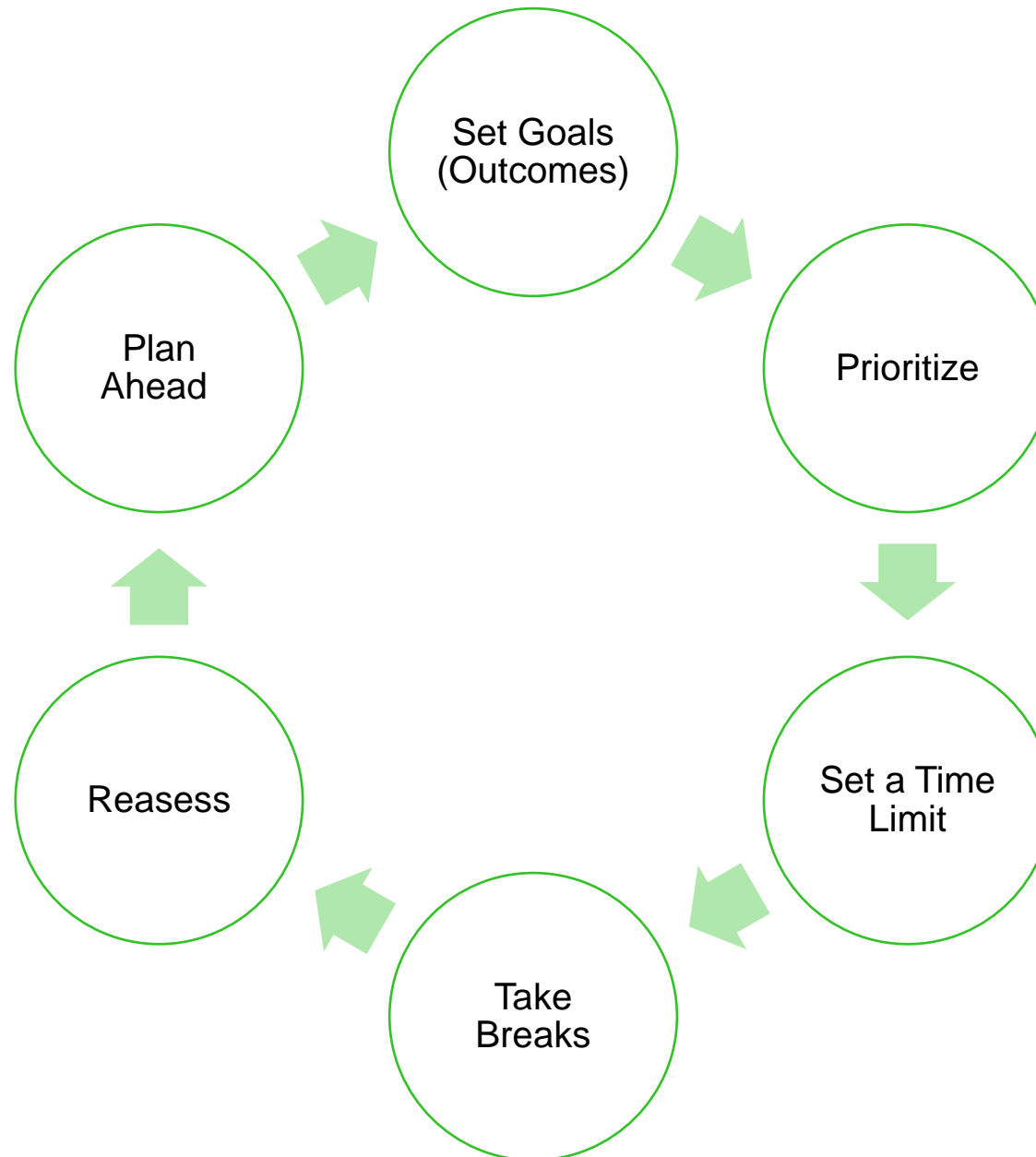
What *will*  
happen?



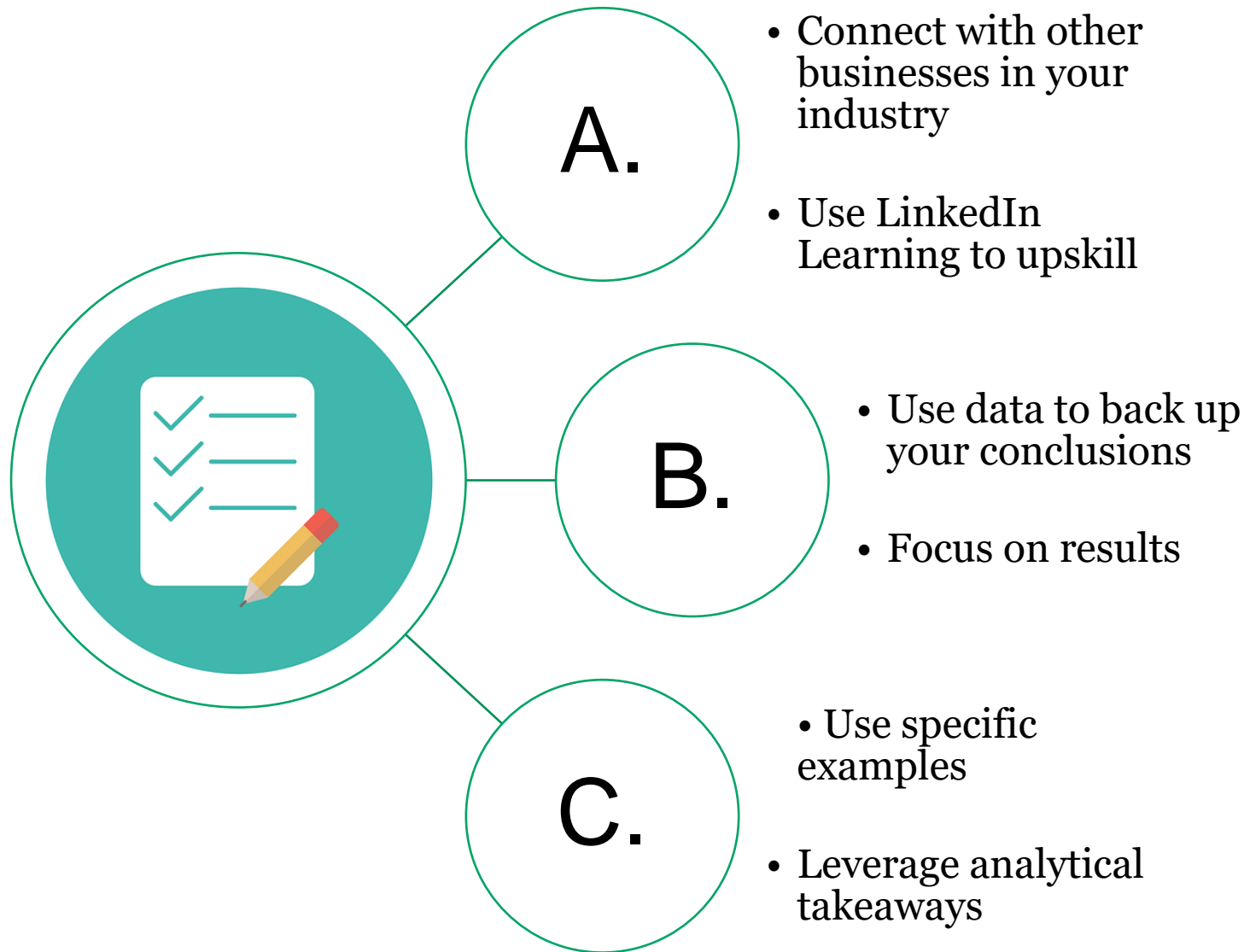
How can  
we make it  
happen?



# Time Management Tips



# ACQUIRE NEW SKILLS



The background of the slide is a light blue surface covered with numerous small, light-colored wooden blocks. Each block has a black question mark printed on its top surface. The blocks are scattered across the entire frame, creating a pattern of uncertainty or inquiry.

# WRAP-UP

LEAD at Bridge

**BRIDGE**  
**INVESTMENT**  
**GROUP**

# APPENDIX

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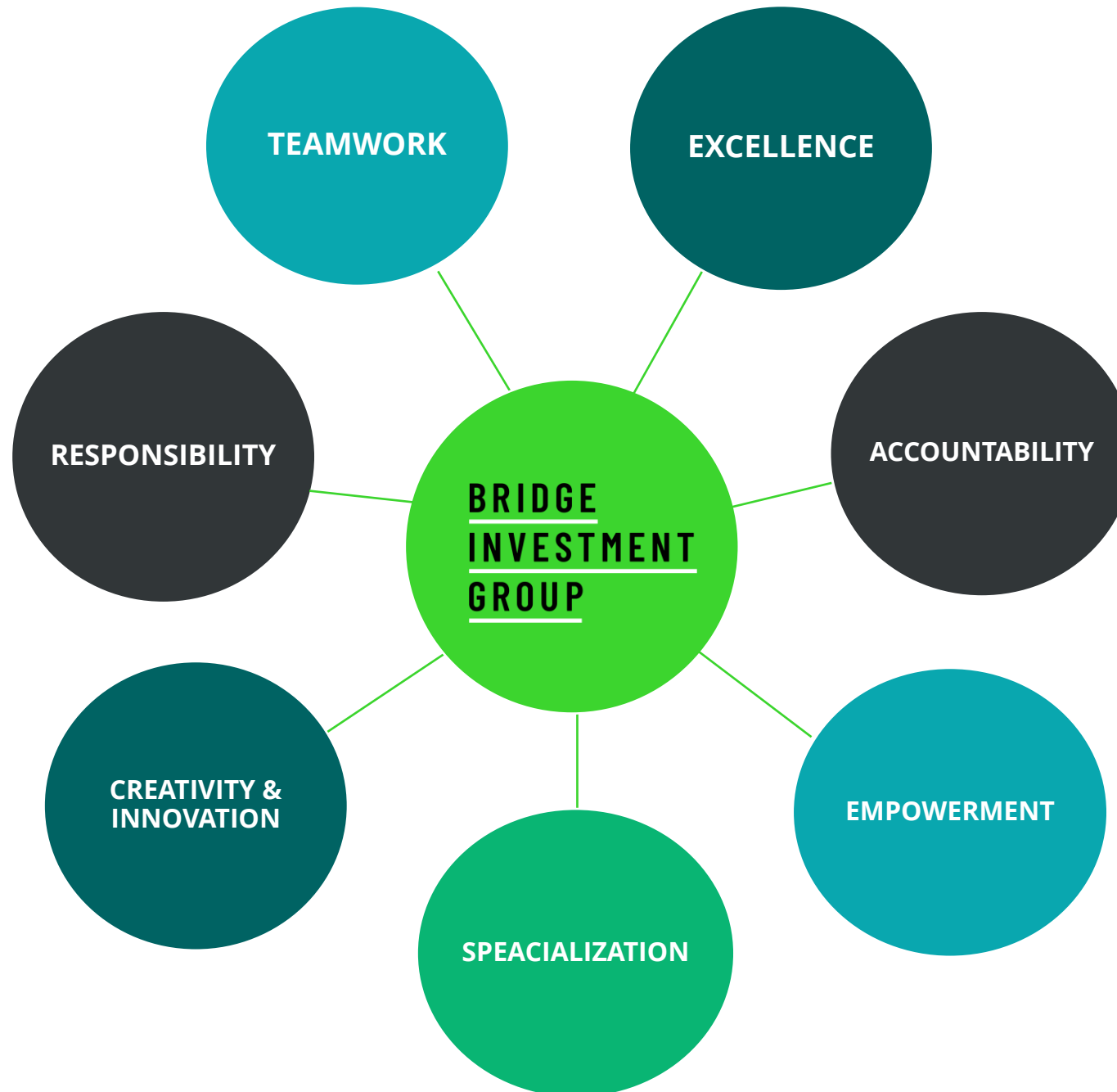
# INTRANET

The one-stop shop for all Bridge resources

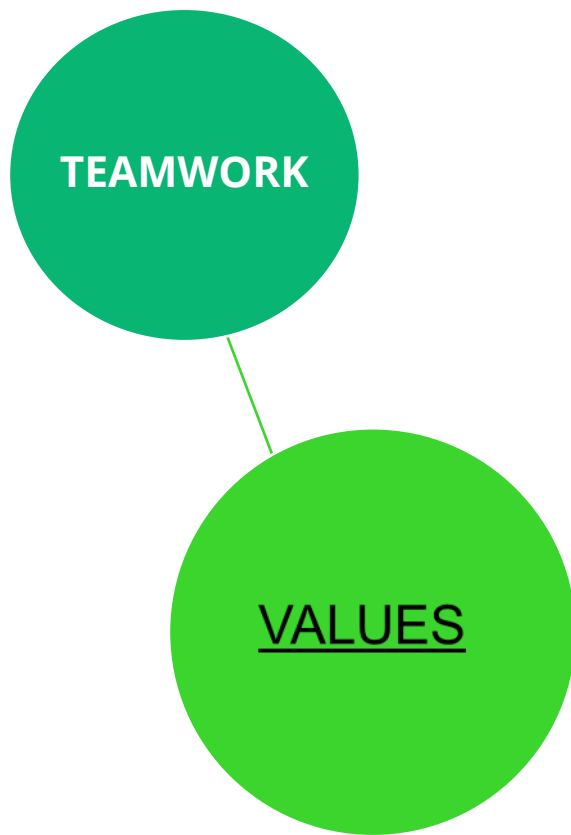




# ONE BRIDGE - Living Our Values

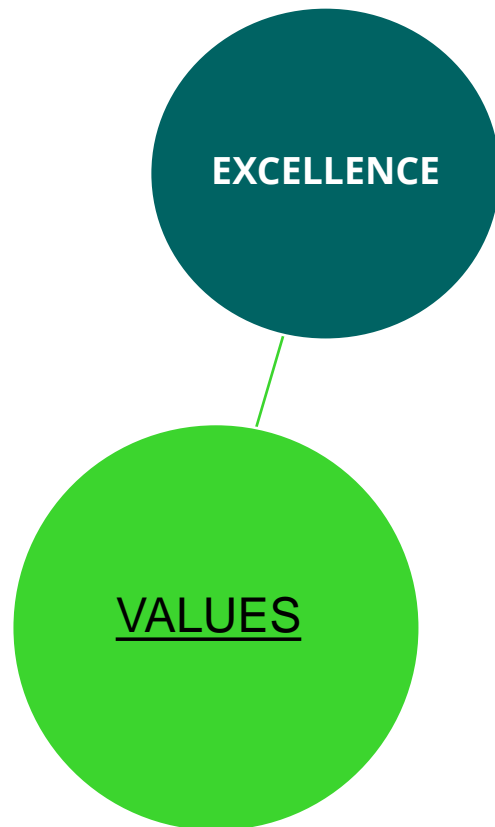


# ONE BRIDGE - Teamwork



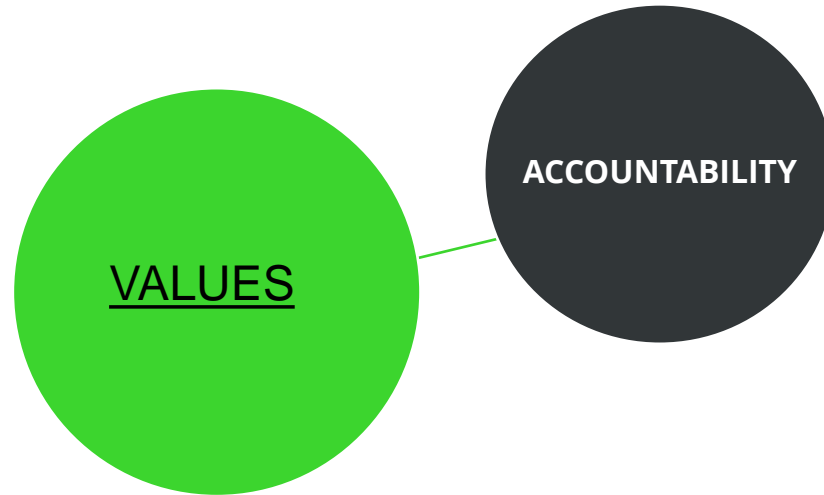
- We emphasize teamwork in everything we do.
- We thrive on collaboration, hard work and open and honest communication.

# ONE BRIDGE - Excellence



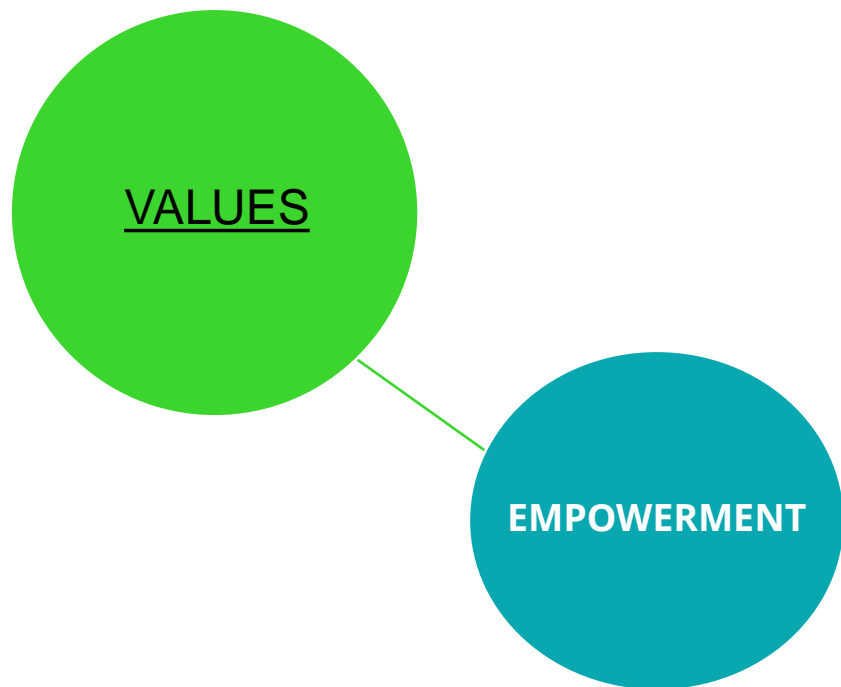
- We strive to be the best performing firm in our industry.
- We take pride in our performance and celebrate our achievements.
- We do what is right – for the right reasons.

# ONE BRIDGE - Accountability



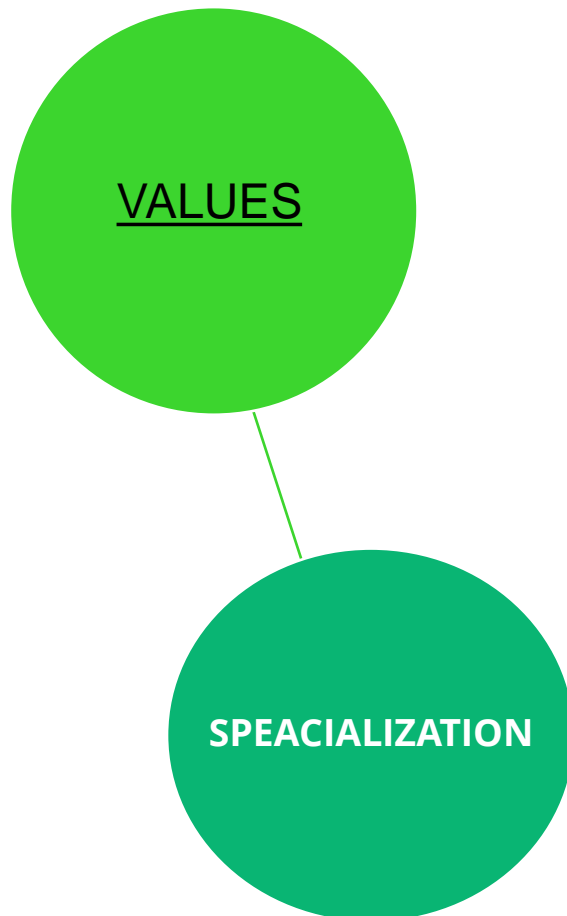
- We stand behind our word and strive for continuous improvement in all that we do.
- We face facts and realities, and we embrace challenges.

# ONE BRIDGE - Empowerment



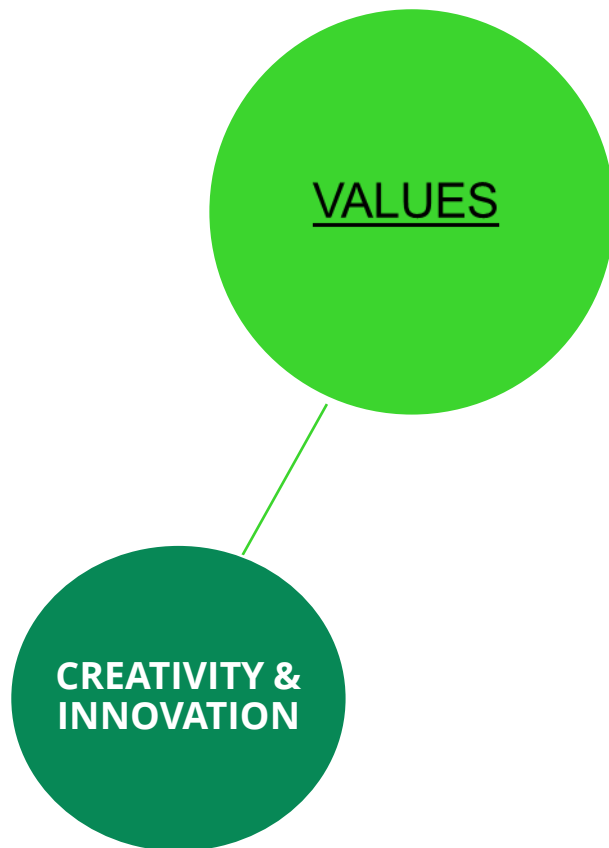
- We empower our people to reach their full potential.
- We cultivate a diverse and inclusive culture of disciplined analysis and action.
- We believe that diversity is the only path to superior performance.

# ONE BRIDGE - Specialization



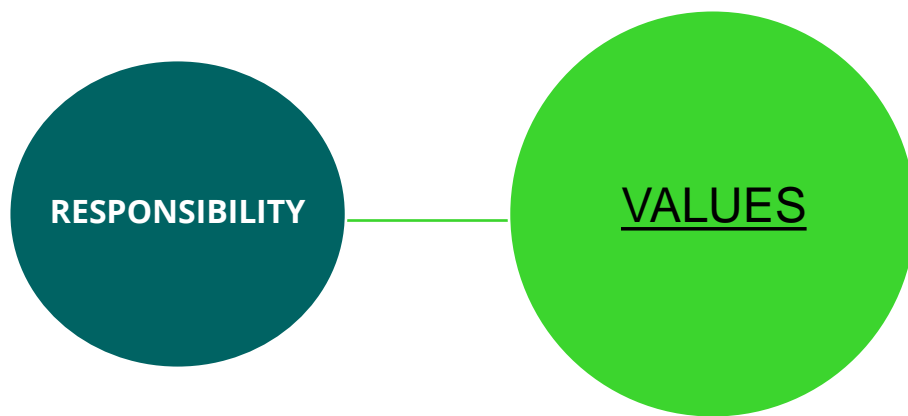
- We develop specialized investment and operating teams which have deep sectoral knowledge of the areas in which we invest.
- We use data, carefully analyzed and fully vetted, to complement decades of experience, in guiding our investment decisions.

# 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.