



About Us

Near Bridge specializes in linking employee and customer values to the bottom line. Our groundbreaking research reveals the hidden factors that motivate people of different generations and provides practical ways to engage and empower employees and turn customers into raving fans.

We challenge clients to look beyond *just* using “state-of-the-art” programs, processes, and technology to grow and manage their business and recognize that it is people and their values that consistently drive meaningful and lasting change.

Organizational Performance

We are in an era characterized by the most generationally-diverse workforce in history. Therefore, it is vital for business leaders to pay close attention to what attracts, inspires, and retains employees of different generations. By applying Near Bridge’s proprietary Value Population™ research, your organization can:

- Decrease workplace conflict and increase employee engagement and productivity
- Create a culture of innovation, inclusion, and collaboration
- Implement effective strategies for recruitment, retention, rewards, and incentives

Market Positioning

At Near Bridge, we believe that creating customer value depends on understanding your customers’ values—the drivers that create trends and trigger customer buying decisions. With our proprietary research, astute marketers can:

- Make an instant and lasting connection with customers
- Increase market share by designing products and services that speak to customer values
- Convert emerging trends into lucrative opportunities

Client List

Select Near Bridge clients include:

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| • American School Counselor Assoc. | • Miami Heat |
| • Beringer Blass Wine Estates | • National Basketball Association (NBA) |
| • Boeing | • Nordstrom |
| • California Agricultural Board | • Nat’l Geospatial-Intelligence Agency |
| • California Closets | • Sandia National Labs |
| • Central Intelligence Agency (CIA) | • U.S. Navy |
| • Chipotle Mexican Grill | • Universal Parks and Resorts |

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—Aurora Realin, Manager, Florida Hospital