



Near Bridge Services

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.

Consulting

Strategic Planning

Strategic planning is a process, not an event. It begins with innovative, out-of-the-box thinking that drives clear, measurable, and linked business goals. With our help, your organization can:

- Clarify your business' or department's "Why"—its true purpose and value
- Identify where you are, where you want to be, and how you can get there
- Develop a results-oriented performance system incorporating linked teams and shared goals

Organizational Performance

Today's workforce is the most generationally-diverse in history. Therefore, it is vital for business leaders to know what attracts, inspires, and retains employees of different generations. By applying our generational 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

Creating customer value depends on understanding your customers' values—the drivers that create trends and trigger customer buying decisions. With our generational research, your organization 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

Presentations & Workshops

We offer customized keynotes, presentations, and workshops on topics such as:

- Reducing Generational Conflict: At Work and at Home (live or as an eCourse)
- Engaging Generations At Work
- Profiting from Generational Differences
- Realizing Your Ripple Effect
- Leadership Principles of Great Peacemakers

To inquire about scheduling and pricing, please contact us at info@nearbridge.com or 928-204-9232.