



# BRIDGE

connecting your **people** to your brand

# Welcome to Bridge

Bridge training offers a fresh and imaginative approach to people development, training and consultancy and enables clients to move one step closer to truly connecting their people to their company's vision and customer service excellence. Organisations can spend millions on customer marketing and advertising and at Bridge we go the extra mile to link this investment to your front-line delivery team.

Our unique insight into the core value of your brand and the power that your people have in delivering the customer's expectation of service enables Bridge to move teams from employees to 'Living Brand®' Champions. People who are inherently connected to the brands they represent are happier and more proactive in their work environment. From sales through to service, the people who represent your organisation need to be best equipped to deal with the increase in customer expectations.

We put in place a training environment that allows individuals to grow at a pace best suited to their needs. To make this connection the training initiative must be fun and informative, and in doing so we have a unique and holistic mix of theory, sensory, coaching and practice. If your front-line people are your most precious asset in delivering your brand messages and vision, then Bridge is here to ensure that they have the skills, confidence, and true passion to move marketing words into deliverable actions.



## Inside Bridge

The Bridge commitment is threefold and guarantees that we maintain value for our clients, continuous development for our people and work to promote professionalism in an industry that ensures customers receive an excellent level of service. All Bridge training is underpinned by working closely with the bespoke brand values of our clients' organisations. From the skills required to do the task through to the attitude needed to ensure the service is maintained, we make certain your people are empowered to put your customers first.

We want our clients to feel about the Bridge brand the way we feel about ourselves—empowered, professional and proud. To ensure that our clients' customers have a similar positive response about them, we maintain a layered approach to all training initiatives. Hence, the key objective of all Bridge programmes is to ensure that delegates have the skills to do the job, belief in their organisation and the proactive attitude to maintain the momentum once outside the training environment.

## The Bridge Approach

Daniel Goleman, author of Emotional Intelligence wrote, “To enhance emotional intelligence, organisations must refocus their training to include the Limbic System, the area that governs feelings, impulses, and drive. However, it is very surprising that many organisations train and incorporate emotional intelligence (EI) into their training purely from a concepts and logic point of view.”

The Bridge approach is a well-balanced combination between theory and practice. We appreciate that delegates require a mixture of learning styles and utilise concepts from Emotional Intelligence (EI), Neuro-Linguistic Programming (NLP) and always work at a pace that best suits the organisation.

Hence, with this in mind, all Bridge courses are designed to be challenging yet fun and provide delegates with the opportunity to learn from both the facilitator and colleagues. Our trainers follow the premise that ‘life is a stage’ and when working with delegates there must be a performance element involved in order that the delegates’ attention and retention is achieved and maintained.



## The Bridge Difference

Take a moment to think about your organisation's brand and how it is brought to life through your people on a daily basis. What does it look like? How does it feel? Are your people giving your brand life and a positive representation to your customer? Your people hold the power of your organisation and ultimately your customer in their hands, hearts, and minds with each personal contact. They also have the power to turn a customer into a life-long partner or give a negative and destructive experience that will end the relationship forever.

The Bridge difference produces results by working with a variety of training methods with the true heart of your brand—your front-line teams. People development is key to having this representation mastered and perfected with every touch point. The Bridge team have a clear knowledge of what a brand is, how people engage with and connect to it, and how a truly connected brand manifests itself through its people.

## Bridge Expertise

At Bridge we aim to redefine training with a complementary mix of theory and practice, fun and energy, and most of all an experience that leaves delegates with the knowledge and true desire to become 'Living Brand® Champions' for their organisations.

Our key areas of expertise:

- » Contact centres
- » Customer service
- » Sales
- » Presentation and networking
- » Motivation and confidence
- » Leadership and executive
- » Living Brand®

All Bridge facilitators act as a coach or guide so that participants get the most from their training experience. To be truly motivated post-training, your people need to experience their own personal breakthrough. This will revive confidence and motivation and they will be better equipped to become more customer-focused brand champions.



## A Future with Bridge

Winning the business is just the beginning - keeping the business and working in partnership is at the forefront of the Bridge ethos. Bridge rejects band-aid training programmes as they are temporary and only mask the original symptoms. The challenges will still remain and your people will be no better off following the delivery.

We aim to work in partnership with our clients and pride ourselves on being able to adapt and respond directly to our clients' needs. We believe in putting together solutions that ignite people in the training room and motivate them to continue learning once they have returned to the live environment.

To truly utilise the power of a consultative approach, it is imperative that both the training organisation and the client see the project through as a team. We guide our clients with integrity to a happier and empowered internal relationship with their front-line teams. We can tell you what customer service excellence looks like, however, it is our real pleasure to show you how to best manifest this through your people.

## Unique to Bridge



To ensure continued success in a competitive market, customer-focused organisations must engage in team training that connects and encourages individuals to become the Living Brand® for your customers. Bridge training works closely with companies to transform employees into 'Living Brand® Champions'.

The Living Brand® concept works at the core of your business – your front-line people. It reassures organisations that their people have consistent service delivery in-line with the company's vision. With increasing demands for customer service and sales excellence put on our customer-facing teams, coupled with a diverse and transient workforce, it is imperative that your team are not just employees but 'Living Brand® Champions'.

As Living Brands® develop and grow so does productivity, a proactive approach, team unity and overall connection to the customers' expectation of service. It is imperative to remember that your people hold the true power to your customer experience and therefore their decision to return and refer. Take a moment and find out how Bridge can help transform your workforce into true brand champions.

For more information on our training solutions, news and articles visit

[www.insidebridge.com](http://www.insidebridge.com)

or call us

0845 362 7729

*"Thank you Bridge for the excellent training and providing me with a revived appreciation for my role and the skills to adapt both mine and customer's behavior."*

*"This training event comes highly recommended by myself. It's the best course I have attended in a long time."*

*"Excellent presentation style and content. I came away with many useful tips and techniques to feel more confident networking and presenting"*





Bridge Training and Events  
Vintage House | 37 Albert Embankment | London, UK | SE1 7TL  
Telephone 0845 362 7729 | [www.insidebridge.com](http://www.insidebridge.com) | [info@insidebridge.com](mailto:info@insidebridge.com)