



From Stalled to Thriving:

Prove ROI by Fueling Career Growth with Bridge

February 3rd, 2025





Mitchell Maylett
Senior Sales Executive

Over 27 years of experience dealing with pesky CEO's...

- Address CEO Skepticism: Confidently answer tough L&D budget questions with a focus on aligning learning with business goals.
- Overcome Inefficiencies: Solve challenges like skills gaps, low engagement, and ROI with data-driven strategies.
- Showcasing Bridge in real-time, with a demo and live Q&A.

Your CEO is Skeptical of ROI: How do we change that mindset?



**“We just don’t
have the budget”**

**“Tell me again why
we need to spend
so much on L&D?”**

**“Let’s revisit this
next quarter”**

**“Can’t people just
watch YouTube?”**



Addressing the Inefficiencies

- **Spotting Skills Gaps is Tough**

“Our front line managers have no easy way of discovering what their team members are proficient in and [how that correlates to their larger career trajectory].”

- **Personalizing Learning at Scale is Hard**

“As a one-woman army, I can’t build customized learning for our hundreds of employees alone. There just isn’t enough time in the day.”

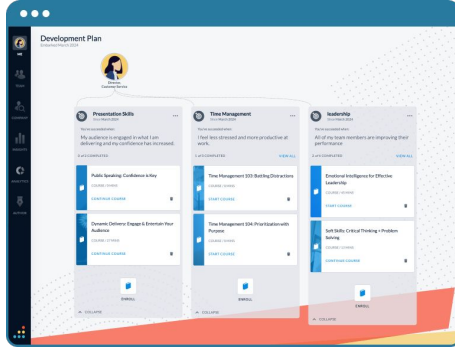
- **Tracking Progress is a Headache**

“There is no easy way for me to track our compliance without it turning into a day long project full of excel docs and chasing people down.”

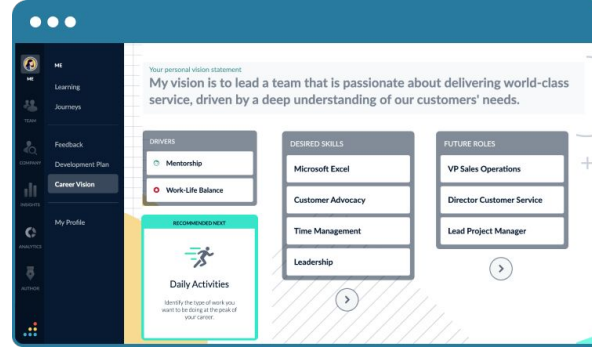


Skills Development in Bridge

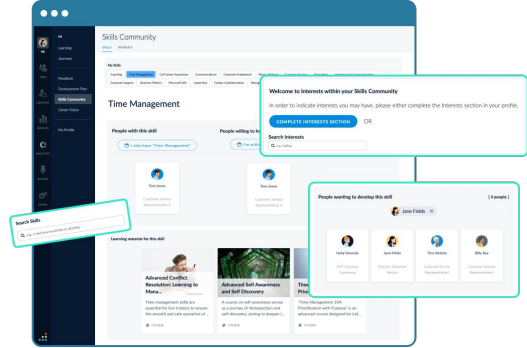
User View



Development Plan



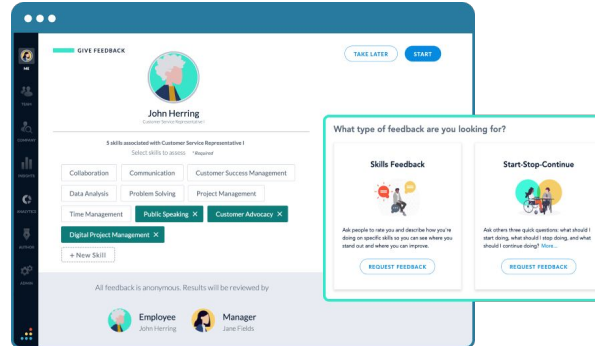
Career Vision



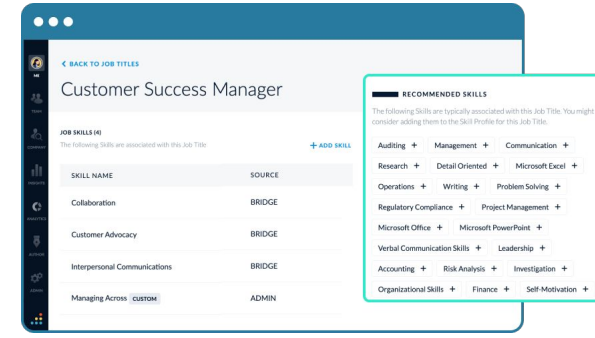
Skill Communities



Skills Mastery



Skill Feedback



AI Learning Recommendations

How Bridge Helped Adwise

30%

Faster Onboarding of New Employees

10%

Increase in Internal Promotions

99%

Completion Rate of Required Training

50%

Reduction in HR Admin Overhead

30%

More Growth-Centered Conversations



“Bridge helps me be deliberate about which skills I actually **want to learn**, and ensure that my learning is **aligned with those skills.**”

-Tom de Haas, L&D Manager



Demo



Bridge connects these dots

A triple threat for L&D teams



LMS

- Learning Library
- Mobile App
- Notifications/Reminders
- Enrollment & Completion Tracking

Skill Development

- Works within the LMS
- Skill Mapping Tools
- Gather Skills Feedback
- Build your Skills Taxonomy
- Report on Skills Gaps

Performance

- Goal Setting
- Performance Review
- 1on1 Tracking for Managers
- Talent Reviews
- Tie Learning to Goals & Performance



Top companies across all industries choose Bridge to transform their learning and development landscape

900+

Organizations

15M+

Learners

Technology

Cint

HELLO FRESH

trivago

Consumer Goods



ALSCO
UNIFORMS

Nonprofit



Professional Services

adwise
YOUR DIGITAL BRAIN

CATALANT

HORNE

Health



Higher Education

CLEMSON
UNIVERSITY

TEMPLE
UNIVERSITY

W

Other

Guardian



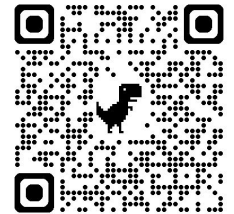
VERMONT
DEPARTMENT OF LIQUOR AND LOTTERY



Questions?



Mitch Maylett
Senior Sales Executive



Schedule Time w/ Me

