

# Why ExecuBridge?

## What We Believe and How We Work



## OPERATING PRINCIPLES



### **Who we are and what we do**

We are a leadership development, executive coaching and executive facilitation company. We advise CEOs and their teams about increasing the impact of their leadership and the results of the businesses they lead. We are unique in the ability to translate our client's objectives into common-sense prescriptions that serve to quickly build momentum and drive measurable, lasting results.

Since 1999, we have worked with dozens of the nation's highest-profile leaders and their executive teams. We have a long track record of exceeding client expectations and are one of the most well respected advisory and coaching companies.

We are widely known for our focus on delivering results and for our professionalism. Above all, clients appreciate our integrity and the standards by which we hold ourselves accountable.



## Our Values & Business Philosophy

Prior to making a decision to work with our company as a client, we think it's important to understand our approach, be comfortable with our business philosophy and to share our values.

# OUR BUSINESS PHILOSOPHY

1. Our decisions and actions will always meet the highest ethical and legal standards. CEOs and their direct reports trust us with matters of extreme confidence, sensitivity and risk; we will earn their confidence daily and never betray their trust.
2. A founding tenet of our company is the unbiased, rigorous analysis of facts, resulting in recommendations that are driven by strategy, rather than by emotion. We don't avoid the tough calls. We will not accept any assignment where facts and good judgment must take a back seat to internal politics or gamesmanship.
3. We focus on what we do best and avoid the diluting effects of trying to be all things to all people. We will not accept assignments where the primary emphasis is on accounting, legal, tax or regulatory matters.
4. We are not afraid to say, "We don't know" or "someone else is better qualified." We will never mislead our clients or ourselves by overstating our level of expertise.
5. We are bona fide experts in our areas of focus, and our fees reflect our consistent track record of delivering results. We give a fixed price quote and we stick to it. We will never 'nickel and dime' a client and we will never charge an hourly rate.
6. We are paid to have a point of view, solve problems and to make things better. Detailed plans and strategies are useless without the ability to execute. Therefore, our recommendations are made with an eye toward execution at the street level by average staff who are often already struggling to juggle multiple priorities.
7. We don't hide behind consultant-speak, slick graphs or big words. We speak in plain terms and keep things simple and understandable.
8. We are nice, polite, patient people that practice humility; that being said, we are known for our 'edge' and we relentlessly drive toward execution. We will never embarrass a client or make people uncomfortable in a group setting. We treat assistants with the same level of respect as we treat our CEO clients.

## Our Corporate Values

We share a unique set of values that serve as the foundation and guidepost for our daily actions and our relationships with clients, prospects, referral sources and each other. We share these five values:

1. We are client focused
2. We practice straight talk and encourage open communication
3. We are performance driven and profit minded
4. We believe that great associates drive our success
5. We face reality with integrity



# OUR CORPORATE VALUES



## CLIENT FOCUSED

1. Serving, retaining and adding clients is our lifeblood, our first priority and at the heart of all we do. We strive to select clients with an eye toward long term relationships based on mutual respect and shared values.
2. We remain ever mindful that our clients have many other advisory choices. We are keenly aware that speed, discretion, flexibility and measurable results are required of us to keep our clients; prospective clients are even more demanding. Losing a client or new opportunity due to inattention, arrogance or unnecessary rigidity from any associate is inexcusable.

## STRAIGHT TALK & OPEN COMMUNICATION

1. We strongly encourage and foster open lines of communication, without fear of reprisal. The freedom to speak one's mind on any subject concerning the company's welfare is a vital ingredient to our constant improvement and success.
2. Our associates are some of the industry's brightest and most talented, but bright people can still have differing opinions. We treat everyone with respect and warmly encourage open, vigorous debate on ideas that can help our clients or improve our company
3. No games, no ambiguity, no spin and no stonewalling; we give it to people straight up and we expect the same in return.
4. We reject turf-building, politics, bad attitudes, hurtful sarcasm or other wasteful nonsense; no associate should ever tolerate this from any other. Period.

# OUR CORPORATE VALUES



## PERFORMANCE DRIVEN

1. We put client service and revenue-generating activities at the top of our to-do lists. We hold one another accountable to focus on those activities that consistently keep our clients delighted.
2. We are confident in our ability to create a positive financial impact on our clients. Therefore, we are open to a performance-based component in our fee structure such that we will consider placing a portion of our fee “at risk” in return for a reasonable risk-reward opportunity when specific performance benchmarks are achieved.
3. We are astute, profit-minded businesspeople. We run a tight ship, have a strong cost-control ethic and watch every client dollar as if it were our own.
4. We are committed to a performance-based compensation structure and believe that ambitious high-achievers should be compensated according to their contributions; we eat what we kill and we never place a cap on income potential.

## HIGH PERFORMING ASSOCIATES

1. We strive to retain and attract enthusiastic, high-performing, self-starters who are energized by working with a team that loves to win. Our associates exhibit high energy and have a positive, enthusiastic attitude about business and life...and it shows!
2. We are hard workers, have fun in our profession and celebrate our successes along the way. Our leaders are decisive; they accept responsibility and take ownership of client problems. They model the preferred behaviors of integrity, high energy, initiative, flexibility, candor and teamwork.
3. We walk our talk and encourage associates to maintain some outside interests, attend family events, be active members of their community, take great vacations and to maintain some balance, starting with a healthy lifestyle.

## FACING REALITY WITH INTEGRITY

1. Our decisions and actions consistently meet the highest ethical and legal standards. We readily disclose our mistakes and tell the truth. We face reality, regardless of the consequences. We keep our commitments and meet our numbers. No surprises. No extensions. No excuses.
2. We don't allow our natural optimism to overshadow good judgment when it comes to making internal projections. If there is only a very slight chance of working with a new client, then we report it as such.