BRIDGE ACADEMY

BUILT FOR KNOWLEDGE. APPLIED FOR IMPACT.

BRIDGE ACADEMY PILOTS

PILOT 1: GROWTH THROUGH INCLUSION

Inclusion in marketing has largely centered on communications and content. An equally important and often overlooked driver of growth is how brands deliver product and experience in ways that reflect the needs of the market.

In this workshop, you will:

- Understand how product and customer experience in driving growth, retention, and brand relevance
- Identify where inclusion breaks down across product design and the customer journey
- Build practical approaches to improving product fit and the customer experience more effectively

You will leave with a clearer understanding of how inclusion moves beyond communications and into the systems that shape product relevance, customer engagement, and business performance.

PILOT 2: AI, BIAS AND BUSINESS IMPACT

Generative AI is poised to transform workflows, creative, and entire industries. And it carries risk. Generative models do not just inherit bias from their training data. They can amplify it, shaping outputs that reinforce patterns across race, gender, and representation.

In this workshop, you will:

- Identify where Generative AI is currently being used across your organization
- Understand how and why bias emerges in AI systems
- Apply frameworks to recognize bias in real-world outputs
- Explore approaches to mitigating bias in practice

You will leave with greater confidence in how to leverage AI for growth while managing risk and building more responsible, effective systems.

PILOT 3: HOW HIGH-IMPACT CDOS OPERATE ACROSS THE ENTERPRISE

The inclusion leaders who drive impact do more than set strategy. They operate across the business. Through Expanding Equity, a body of work grounded in insights from more than 350 companies, this session focuses on what distinguishes high-impact inclusion leadership today.

In this workshop, you will:

- Build a business case that connects inclusion to growth and risk
- Translate strategy into clear, actionable narratives
- Influence across functions without direct authority

You will leave with a clearer understanding of how to operate across the enterprise, driving outcomes that are measurable, credible, and aligned to business performance.

These sessions align to BRIDGE IMAX and support building inclusion as an enterprise-wide capability.