



— PROGRAM PORTFOLIO 2027

Leadership & *Identity* Programs

Workshops, short courses, retreats and university teaching for organizations, universities and institutions. Delivered in English and German.

DR. BRIGITTE BOJKOWSZKY

BUSINESS EDUCATOR · UNIVERSITY LECTURER · LEADERSHIP & IDENTITY MENTOR

BRIDGETBRANDS.COM



— ABOUT

Three worlds. One person.

Most providers come from one world: academics teach theory, trainers deliver tools, coaches work with individuals. I bring all three.

Academia & Teaching

25 years of university and executive education teaching, mostly in English. Doctorate from WU Vienna, research published in the *Journal of International Marketing*. Every course and syllabus designed by me.

Business & Leadership

International aviation, including leadership on board, followed by corporate roles. Founder of BridgetBrands, working on brand, identity and positioning for leaders and organizations.

Mentoring & Transformation

Identity & Visibility Mentoring, many years as an educator and trainer in mindset work, host of curated Identity Retreats and the BrandsTalk podcast.

25

years of university and executive education teaching

15+

universities and business schools taught at

10

countries on three continents

500

bachelor's and master's theses supervised

"It's not about changing people. It's about helping them become more of who they already are."

MY GUIDING PRINCIPLE

Your leaders don't lack knowledge. They lack the *identity* to make it count.

WHAT ORGANIZATIONS TELL ME

“Our best experts get promoted, but they don't become leaders.”

“After the restructuring, our leadership team has no shared stance.”

“Our people are excellent. To the outside world, they look interchangeable.”

“The last training scored well. Nothing changed.”

WHAT UNIVERSITIES TELL ME

“Our participants bring real experience. They want practice, not just theory.”

“We need faculty who are academically rigorous and come from the business world.”

“International cohorts demand outstanding teaching in English.”

THE COMMON ROOT

Knowledge is delivered, but never anchored in identity. That is where I work, in three layers:

01 Identity

Who am I as a leader, beyond title and role? Values, stance and the patterns that drive decisions.

02 Presence

How that identity shows up: in the boardroom, with clients, across cultures and on stage.

03 Influence

Positioning and visibility that last, inside the organization and beyond it.

Six programs, *ready to book.*

Each program can be tailored in length, depth and language to your organization, your people and your goals.

01 Become Unmistakable™ for Teams

For experts, emerging leaders and client-facing teams

Personal branding from the inside out. Participants clarify what they stand for and learn to make their expertise visible, credibly and consistently.

- A clear personal value proposition
- Consistent presence in meetings, pitches and on LinkedIn
- Confidence to be visible without self-promotion

DURATION

4 half-day modules over 6–8 weeks

GROUP

8–20 participants

FORMAT

In person, hybrid or online

02 Elevate Your Executive Presence

For senior leaders and newly appointed executives

Leadership branding for those whose impact must match their position. We define what each leader stands for and how it shows in the boardroom, with clients and on stage.

- A defined leadership brand
- Gravitas and clarity in high-stakes settings
- A leadership narrative people remember

DURATION

1-day workshop + three 1:1 sessions, or a 3-month program

GROUP

6–12 participants

FORMAT

In person or hybrid

03 Identity in Transition

For leaders after a promotion, restructuring or merger

When the role changes, identity has to catch up. This program builds a leadership identity that holds, independent of title and organizational chart.

- Clarity on who they are as leaders, beyond the role
- Decisions made from inner stability
- Strong positioning in the new context

DURATION

13 weeks

GROUP

1:1 or small group of up to 6

FORMAT

Online, optional in-person kick-off

04

Leading Across Cultures NEW

For international teams, global roles and leaders between headquarters and local markets

How cultural identity shapes the way people lead, decide and communicate. Built on many years of teaching international and cross-cultural management to students from all over the world.

- Understanding how culture shapes leadership identity
- Communication that works across cultures
- Stronger cohesion in international teams

DURATION

1–2-day workshop or 4-module short course

GROUP

10–25 participants

FORMAT

In person or hybrid

05

Master Your Entrepreneurial Brand

For start-up founders, founding teams, incubators and university start-up programs

Founders are their company's first brand. We build a positioning and brand strategy that make founder and venture unmistakable to investors, customers and talent.

- Clear positioning and brand strategy
- A founder story that convinces
- A visibility plan for the next 12 months

DURATION

3 months, 12 sessions (individual) or 3 workshop days (cohort)

GROUP

1–15 participants

FORMAT

Online or in person

06

I AM BECOMING Leadership Retreat

For top management, high potentials and succession candidates

An immersive retreat away from daily operations. Leaders step back, reassess and realign who they are and how they want to lead in their next chapter.

- Personal and leadership clarity
- Realignment of values, vision and role
- Renewed energy and a concrete plan

DURATION

3–5 days, on or off site

GROUP

6–14 participants

FORMAT

Curated location, fully designed experience

NOT SURE WHICH PROGRAM FITS?

Every program can be combined, shortened or extended. In our first call, we design the right format for your people.

From a single keynote to a *full program*.

Same depth of content, tailored to your needs.

FORMAT	DURATION	GROUP SIZE	BEST FOR
Keynote & Moderation	45–90 min	Up to several hundred	Leadership summits, kick-offs, panels, fireside chats
Workshop	Half day to several full days	8–20	Leadership teams, offsites, teams after change
Short Course	2–4 half-day modules over 4–8 weeks	10–25	Emerging leaders, talent programs, continuing education
Leadership Retreat	2–5 days, on or off site	6–14	Senior executives, high potentials, succession
Development Program	3–6 months, workshops + mentoring	6–20	Strategic leadership development, transformation
University Teaching	Semester or block course	Full cohort	Universities, business schools, postgraduate and executive programs

HOW WE WORK TOGETHER

1

Discovery call

30 minutes on your context, audience, intended impact and constraints.

2

Concept & proposal

Within one week: format, content, schedule and investment, ready for internal approval.

3

Delivery

Preparation with your contacts, then delivery in person, hybrid or online.

4

Transfer & review

Follow-up, participant feedback and recommendations. Certificates on request.

Languages

English or German, or a mix for international teams.

Where

Based in Austria, working across Europe, the US and beyond.

Add-on

Optional 1:1 mentoring for key individuals.

Faculty who speak both languages: *academia and business.*

Postgraduate participants are experienced, demanding and international. They expect academic rigor and immediate practical value. I have combined both for 25 years, mostly in English-language programs. The courses below are a selection; over the years I have designed and taught many more.

COURSE CATALOG

01	Global Marketing Management	MBA · Master · Executive
02	Global Brand Management	Master · Executive
03	International Marketing Strategy & Planning	Bachelor
04	Internationalization Strategies	Bachelor · Master
05	International & Cross-Cultural Management	Bachelor · Master
06	Global Consumer Behavior	Master
07	Integrated Marketing Communications	Master
08	Doing Business in Emerging Markets	Master · Executive
09	Marketing Metrics & Performance	Master
10	Global Marketing Research	Bachelor · Master

All syllabi designed by me, *adapted to your program and its participants.*

Online course design & production

Conceived and produced two online courses for executive programs at WU Executive Academy: *Academic Writing* (in English and German) and *Marketing*.

"As a teacher, I believe there must be a passion beyond the syllabus. I use real-life experience, blended with core course content, to challenge my students to reach their full potential."

FROM MY STATEMENT OF TEACHING PHILOSOPHY

SELECTED INSTITUTIONS

WU Vienna University of Economics and Business

WU Executive Academy

CEMS Master in International Management

Aston Business School, UK

University of Missouri–St. Louis, US

Danube University Krems

Estonian Business School, Tallinn

GSOM, St. Petersburg University

The Hong Kong Polytechnic University

University of Victoria, Canada

Kyiv National Economic University, Ukraine

Hanoi University of Science and Technology, Vietnam

ALSO AVAILABLE

Thesis supervision (500 to date)

Summer schools & guest lectures

Cohort mentoring

Moderation of alumni events & panels

"I have learned more with her in just a few months than in years of training. She is one of the few professionals I have met and worked with in my whole career who has truly made a difference in my professional life."

Anoush der Boghossian · Head of the Trade and Gender Office, World Trade Organization

"The identity-based leadership session provided practical tools and insights that have already had an immediate positive impact on the team."

Mark Mitchell
Director, Northgate LLC

"A world-class brand builder who combines both theory and practice in helping global brands fulfill their true potential."

Mark Mears
Chief Growth Officer, LEAF Growth Ventures

TRUSTED BY LEADERS AND INSTITUTIONS INCLUDING

World Trade Organization · WU Executive Academy · CEMS · Aston Business School · University of Missouri-St. Louis · University of Victoria, Canada · Northgate LLC · LEAF Growth Ventures

NEXT STEP

Let's talk about *your leaders.*

Tell me what your leaders or participants need right now. In 30 minutes, we'll find the right format, and you'll have a written concept within one week.



Book a 30-minute discovery call

Scan the code or visit
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EMAIL
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LINKEDIN
linkedin.com/in/bojkowszkyb

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