

Projected Priority Goals
The Bertrand Education Group (B.E.G)

Vision: To position and enhance B.E.G’s Global Brand inclusive of it’s (5) core practice areas in a diverse and evolving society. Our vision will ultimately be realized through strategic leadership and investment partnerships by engaging related stakeholders in the decision-making process

Goal	Snapshot Action Plan
Maximizing the Bertrand Education Group (B.E.G) brand	<ol style="list-style-type: none"> 1. On an expansive local, national and global platform, reiterate B.E.G’s Programs and Educational agenda as it pertains to innovative sustainability through various forms of media exposure inclusive of financial/educational sectors among others 2. Articulate the Founder’s overarching strategy as it relates to policies and responsiveness within advanced education, research and delivery mechanisms that are cross-sectional 3. Initiate corporate-based communication methods consistent with national/international education standards as it aligns with the Mission of domestic/emerging markets.
Reestablishing and Building Internal/ External Relationships (“<i>motivation</i>”)	<ol style="list-style-type: none"> 1. Facilitate “team building” activities with B.E.G Consultants and BCB, Inc., and Board of Directors based on “<i>trust, communications, and empowerment</i>” 2. Informal observation of applicable members to determine the most effective Professional Development in addition to results generated from other sources 3. Customize and present empirical data to further demonstrate the justification of B.E.G’s Services to varied constituent groups as part of our “<i>Solution Series</i>” 4. Create a national Higher Education network as an extension to “<i>The Bertrand Education Group’s</i>” platform focused on membership cultivation, continued funding and branding 5. Introduce the B.E.G symposium targeting Executive Staff/Board Members, Venture Capitalists, Government Officials, notable Foundations, Community and Business Leaders
Improving Stakeholder Satisfaction, Utilization and Operational Processes	<ol style="list-style-type: none"> 1. Survey professional network and agency partners for continued development of superior institutional research and advancement, mentorship and/or sponsorship 2. Explore with the CEO’s Cabinet and/or Departmental Management Teams, outlining what has worked, requires modification and/or to be omitted 3. Design and implement a system for quality control to maximize communication channels 4. Grow our Consortium (currently 653 members) through new Membership solicitation focused on operational processes, new business development and educational outreach 5. Initiate and produce reciprocity agreements with Private Equity/Educational Institutions

Dr. Marc A. Bertrand

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Reinforcing B.E.G's Global Programs and Infrastructure	<ol style="list-style-type: none">1. Enrich the training capacity of each active Team Personnel to capitalize on their productivity and outcomes geared towards the development of new curriculum and programs to generate diversified revenue streams2. B.E.G's new Education offerings (<i>How many Year over Year/YOY proportionate to Best Practices and relative events</i>)?3. Market new initiatives to increase B.E.G's awareness and growth opportunities
Leadership and Evaluation	<ol style="list-style-type: none">1. Generate a standards-based performance framework (TBD), unless there is one in place?2. Evaluate and determine B.E.G's Management Personnel strengths based on Gallup's Strengths-Finder assessment and/or other recommended activities by Human Resources3. Monitor capital reserve to establish cost-efficiencies as it relates to continuous educational improvement, image perception and physical presence within emerging markets and through the use of technology to address evolving needs or existing gaps

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Notable Distinctions

- Invite only participant at the Inaugural Morgan Stanley Smith Barney's "***Leadership in the Era of Disruption***"
- Selected to participate in the ***Forbes Online Entrepreneurship Series***
- Featured on **iHeart-Radio** to discuss my "***CEO Approach to Academic Success***" article
- Recognized as ***New York's Business Journal Person on the Move*** (The Bertrand Education Group)
- Invited by ***National Association of Social Workers*** to be their Consulting Editor
- Annual ***National Breast Cancer Awareness Month Sponsor*** via The Bertrand Education Group
- Previously affiliated with the ***Business Council for International Understanding***
- ***Keynote Speaker*** at ***St. John's University School of Education*** Commencement
- Published author and member at the ***National Career Development Association***
- Requested as a featured speaker by the ***International Black Doctoral Network, Inc.*** on "***Educational Leadership***"
- Nominated for ***2016 U.S Chamber of Commerce Foundation Corporate Citizenship Award***
- Invited to be member of the exclusive ***Forbes Nonprofit Council*** as part of my nonprofit
- Selected for a Distinguished Educational Leadership award, "***Entrepreneurship in Education***" as highly recommended by Google/YOU-TUBE

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