

## **The Purpose**

The Bern Dynamic provides personal, discrete and highly customized advice to a select number of international business leaders who will benefit from the knowledge and network of Bern.

Bern offers clients world-class, senior experts with global reach, along with the experience and ability to provide advice across the broadest range of issues, whether geopolitical, economic or business. Bern's advisers have been chosen for their experience in dealing with the complex, dynamic issues faced by top executives and for their ability to deliver excellent counsel. Bern's advisors will either work individually, in pairs or collectively, as clients wish.

In tandem with its advisory role, The Bern Dynamic will use its unique international network to benefit its clients.

Bern can create, manage and execute the ambitions of investors and entrepreneurs. In addition to its long-standing experience in established markets, Bern has developed a specialist focus on high growth markets in Asia, South America, Africa and the Middle East.

In particular, Bern will seek out opportunities with, and between, high growth markets and its expertise will ensure the perfect entry and landing for the client.

## **The Way**

While technology allows for round-the-clock, virtual connection, The Bern Dynamic believes that the power of personal relationships remains as important as ever. Each client will be assigned a dedicated member of Bern's executive team with whom they can consult, in confidence, to choose which advisor or advisors will provide the most relevant counsel. From its offices in London the Bern executive team will be available 24 hours a day and 7 days a week to deal with any requests that may arise and to provide confidential and rapid solutions and contacts.

Bern will provide forums to give clients and advisors opportunities to meet and discuss current affairs and challenges or specific investment and business opportunities. More informal occasions will be organized to encourage Bern members to learn from each other's personal and professional experiences.

The Bern Dynamic will be retained by its clients - individuals and organizations - on an annual basis.

In addition, The Bern Dynamic will also offer a supplementary range of services:

- **Macro diligence:** Bern will provide advice to enhance a client's awareness of all political, social and financial issues that may affect an investment or business decision. Bern's advice will balance opportunities and risks to help clients make their best choices.
- **Bespoke advice:** Bern will provide bespoke advice to boards or executive teams, drawing from its own advisory group and, where necessary, bringing in additional external experts. Bern's close relationships with top academic institutions and companies can bring together leading scholars and researchers to provide its clients with excellent, precisely directed leadership and advice.
- Similarly, Bern can design and execute "Master Classes" for individual leaders or executive teams depending on the client's needs.
- Bern has longstanding relationships with leading service providers in many regions of the world and will help clients to connect with such facilitators as and when needed.

## **The Result**

The Bern Dynamic will connect leading businesses in the high growth markets to each other as well as to the established markets and nurture a new global business infrastructure for the benefit of all its clients.

