

## Basis of the Bridge® Model

We are different and we all communicate and receive communication in different ways. The Bridge® Model of Relational Styles is simple and intuitive, it helps people know themselves, know others and be able to inter-relate better.

The Bridge® Model has been used in more than 1,000 organizations in 20 countries, having produced more than 55,000 Bridge® reports. Its use extends far beyond industrial and commercial companies, in sectors such as medicine, law, public administration or social organizations.

## Background

The Bridge® model was created in 2009 by Alex Galofré (Barcelona, 1967, an expert leadership coach) and Ferran Ramon-Cortés (Barcelona, 1962, an economist expert in communication skills).

Alex and Ferran, from their different backgrounds, have endowed their experience and knowledge of relationships to the model, which is the field in which they have worked with more than 40,000 people and to which they have dedicated more than 15,000 hours of training respectively.

The model is conceptually based on two of the personality dimensions proposed by the psychologist Carl Jung. Specifically, the model takes the thought-feeling dimension (expressed in Bridge® as rational-emotional) and reinterprets the introversion-extroversion dimension (expressed in Bridge® as reflexive-active).

The proposed model has three main characteristics:

- Simple to understand
- Intuitive and immediately applicable without stereotypes
- Affordable for all types of people and environments

## Bridge® Model and Bridge® Report of relational styles

Based on the two aforementioned personality dimensions, Bridge® proposes four basic Relational Styles, which are Reflective-Rational, Active-Rational, Reflective-Emotional and Active-Emotional.

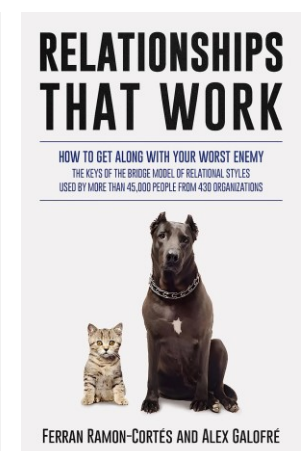
The origin of the models of individual differences is established by Empedocles, who postulated as constitutive principles of all things four "roots" or elements (water, air, earth and fire).

The Bridge® model takes as a reference the elements of nature because of their connection with the four proposed styles, and to achieve an intuitive proposal that does not imply any judgment. Thus the Bridge® styles are:

- Earth (Reflective-Rational)
- Fire (Active-Rational)
- Water (Reflective-Emotional)
- Air (Active-Emotional)

## Bibliography

The book "Relationships that work: how to get along even with your worst enemy" by Ferran Ramon-Cortés and Alex Galofré, contains the keys to the Bridge® Model of relational styles.



## Stages of development and main milestones of the model

The Bridge® model creation and validation process followed the following sequence:

### 2005-2009

Preliminary qualitative research: Systematized observation process of work teams by the two authors.

### 2009

Proposal of the first version of the model as an experimental tool. A manual test is developed and used by the authors on 480 subjects from 27 groups in order to obtain the first quantitative results and to be able to evaluate the reliability of the model. The first results of internal consistency tests are obtained with Cronbach's test, and those of reliability with test-retest tests.

Reliability tests were carried out by means of test-retest, on the two scales Emotional/Rational and Reflective/Active. In the results (from -1 to +1, being the proximity to +1 high reliability) we obtain a reliability of 0.84 for the Reflective/Active scale, and 0.88 for the Rational/Emotional scale. Above 0.80 is considered excellent reliability.

Internal consistency tests are performed using Cronbach's alpha coefficient. The closer to 1, the higher the internal consistency. The results are: Earth 0.89, Fire 0.84, Water 0.79 and Air 0.82. Above 0.70 is considered good consistency, and above 0.80 excellent. The results obtained are considered of a good to excellent internal consistency.

Correlation tests are also performed with other models, specifically MBTI, Disc and Insights Discovery.

- The correlation between the Bridge® Reflective/Active and MBTI Introversión/Extraversión scales is at 0.71, and that of Rational/Emotional and Thinking/Feeling at 0.70.

- The correlation between the 4 Bridge® elements and the four Insights Discovery color preferences is between 0.79 and 0.74 (Earth/Blue 0.83, Fire/Red 0.85, Water/Green 0.79, Air/Yellow 0.84).

(above 0.70 is considered a very strong correlation coefficient, and between 0.50 and 0.69 is considered a substantial correlation for Sierra Bravo).

### 2011

Final proposal of the conceptual model incorporating the metaphorical resource of the elements of nature (Fire, Earth, Water, Air) and proposing, based on the experimentation carried out and the statistical results obtained, the definitive characteristics of each style. The process of manual testing by the authors continues.

### 2012

Construction of the first online platform to allow clients respond to the questionnaire. Design of the first customized report that is automatically generated by the platform. First promotion of certified facilitators. The application of the model reaches the first 2,000 subjects.

### 2013

Official statistical validation of the model and the questionnaire (using the base of questionnaires carried out with customer to the date) developed by the Department of Applied Statistics of the Universitat Autònoma de Barcelona concludes that Bridge® is valid and reliable, obtaining very satisfactory indices. Above 0.70 the consistency is considered very strong (Sierra Bravo); the joint internal consistency of the model is 0.77; the internal consistency of the Reflective/Active scale is 0.76, and the Rational/Emotional scale is 0.74.

### 2015

Publication of the book "Relationships that Work: how to get along even with your worst enemy" which contains a detailed explanation of the use of the model and all its practical applications.

## **2015-2022**

Extension of the use of the model up to 40,000 subjects. Extension of the certificate base up to 400 professionals who use Bridge® in their professional work.

Updating of the technological platform to ensure the robustness of the system.

Update of the Bridge® Assessment report, incorporating the distinction between pure, dual or multiple styles, and significantly complementing the self-knowledge dimension of each subject.

## **2023**

Edition of the English version of the book: "Relationships that Work".

Statistical re-evaluation of the model and the questionnaire, extending the analysis database. The results confirm and consolidate the validity and reliability of the model.