

## Meet Michael Bresler, Founder & Managing Member at Broadheights

**Jim Ries:** Hello, and welcome to Java with Jim. I'm Jim Reis, director of business development at Offit Kurman. Joined here today with Michael Bresler, founder and managing member at Broadheights. Michael, how are you today?

**Michael Bresler:** Good, Jim. It's great to be on.

**Jim Ries:** Yeah, great to be with you. So Michael, tell us about Broadheights. What do you do there, and what makes what you do different from similar coaches, consultants, trainers, et cetera that are out there?

**Michael Bresler:** Sure. Yeah I appreciate the question.

So at Broadheights, we help organizations accelerate their value or accelerate impact depending you know, for-profit, nonprofit, a little bit different. And the way we do that is through a process that, I've used for most of my career, which is, helping them identify what they need to do more of, identifying what are some of the roadblocks, and then being able to take some of those roadblocks, identify solutions for those.

And then the key piece, which I think is a [00:01:00] differentiator, is redeploying that time to be able to add more value. It's not just about freeing up time, it's about where does more time go. And so our focus, which I think is a little bit different, is we use the technology, we use a lot of AI, as solutions, but it's really more about, we'll call it the traditional, operational excellence model, where we're really trying to identify what are the good processes, should the processes exist, do you have tools that you pay for already that can do that, and then really where does AI fit in?

And it's all from the lens of a human first, process first, and responsible AI.

**Jim Ries:** Yeah, and I know through conversation with you that you've actually walked away from potential clients because they already had the solution, but they weren't using it.

**Michael Bresler:** I have, yes. It's not easy, as we know, and sometimes it's hard, especially when you're building a business.

But yeah, I've had a bunch of- opportunities, I'll say, to be able to help give a little [00:02:00] bit of insight for prospective clients or current clients where, they've had the solution already, whether it's in a tool that they're using but they just don't know it does it, or in some cases there's a tool that they've been paying for that a different department uses that maybe can be leveraged or integrated with the tool they already have.

And so a lot of that just comes from being able to look at things more holistically to not necessarily have pre-described or pre-s- prescribed solutions but just to try to figure out what is the best balance for the organization to move forward and have value.

**Jim Ries:** Excellent. So Michael, when it comes to Broadheights, what are you most proud

of?

**Michael Bresler:** I'm most proud of the work, especially in this period of time that we're in, which is, really amazing as an opportunity really for the world. But I'm proud to be part of an organization where we are truly focused on how do we help humans build connection, how do we help humans have more authenticity from [00:03:00] being able to free up their time, from being able to, redeploy their time to more value.

And so when we're thinking about the ROI for a lot of these things, what I love is the fact that we're looking from more of a human first lens, which is I think where the world has been, but I think with internet and social media, maybe we lost a little bit of focus there, and I think that'll recalibrate.

And with that is really, the idea of being able to work with an organization and just always have their best interests at heart, even if it doesn't always align with the bottom line of the business. But ultimately it's about relationships, like I said, and so we-- You wouldn't have relationships if you took every client and did exactly what they said because they would come to realize if they were wrong, it was really you were wrong 'cause you did it.

**Jim Ries:** Yeah.

**Michael Bresler:** And then you wouldn't have them as a client. And so for me it's about, I think reputation is probably the, the most important thing. That's what I'm proud of.

**Jim Ries:** Great. [00:04:00] Michael, what do the next six months look like for you and Broadheights?

**Michael Bresler:** Yeah. I mean, tw- 2026 has been a great year. I have a lot of speaking engagements some keynotes scheduled with organizations.

There's a lot of different organizations I've been speaking to. I'm just excited about the next six months because, I feel like, last year it was more about AI first, and I think in 2026 there are more people who are really starting to be intentional about how they use technology.

And so the next six months just looks really good, not just for the business, but I think the way-society is moving. And also, what I'm also excited about is just all the relationships, including yourself, that I've gotten to know, and I think that's really what is what we're all here, right? We're all here really for that, for the relationships and the connections.

**Jim Ries:** Amen. All right, here's the fun one, Michael. What do most people [00:05:00] watching this video not know about you?

**Michael Bresler:** All right. So I'll give you two things. One is I grew up in a military family, and my father raised us with two things, which was, "Don't question chain of command," and, "If you're not early, you're late."

That's for the meetings. The not early you're late I'm really, really strict about. But the don't question chain of command I think is part of why I am the way I am, is I always wanted to ask a lot of questions, and being part of a military family, we really were never allowed to ask a lot of questions.

We just had to do a lot of things. And so when I go into organizations and I just, as a human being out in the world, I'm always just looking at things like a child which is I think how we all have to be looking at change, right? The second thing I'll mention is when I was in college I worked for a company who did outsource research, and I was the f- one of the first ones to test General Motors' new technology backup sensors.

So this was in 2001. And they had just retrofitted a [00:06:00] Cadillac STS, which was, a four-door sedan back in the day, if everyone knows what that is. And I remember the experience of being able to drive one and all the tests they put us through. And the fun thing about it was the whole intention was not testing technology, it was testing the adoption for humans, because they were wondering how long would it take for a human to get used to hearing a beep and actually taking action.

And so they would put us through all these tests where we'd have to back up and watch a video while we were driving to see if the beep made us stop, and they were trying to figure out how long that would take. So that's, one of my things I did back in the day, but it was a, it was exciting to be part of that technology in the beginning.

**Jim Ries:** Wow, very interesting, for sure. Well Michael, thanks for spending time with us today and sharing information about Broadheights. I know the work you do is excellent at the intersection of operating efficiencies and AI, so continue to do your great work. I [00:07:00] know our listening and viewing audience is happy to learn more about you.

So thanks for being here.

**Michael Bresler:** Thank you, Jim.

**Jim Ries:** You bet.

**Michael Bresler:** Yeah, appreciate it. Thank you so much.

**Jim Ries:** See you soon. All right.