



# Employee Resource Groups Leader Certification

## PROGRAM DESCRIPTION

Employee Resource Groups are some of the most effective ways to deliver marketplace performance, engage employees, ensure retention and create inclusion. However, just having ERGs in place is not a sufficient condition of success. Based on the premise that the collective experience and resources of leaders enables them to resolve their challenges more effectively, the Employee Resource Groups Leader Certification serves as a powerful enabler for corporations looking to enhance the effectiveness, impact, and overall health of their diversity efforts and their ERGs. Participants receive a comprehensive ERG Health Assessment, participate in leadership development sessions, learn about the latest diversity trends and ERG best practices, and work with ERG experts to plan and implement innovative diversity strategies.



## PROGRAM OBJECTIVES

This program is designed to meet these objectives:

1. Learn innovative solutions to the most common roadblocks to ERG effectiveness.
2. Increase knowledge of diversity trends and ERG best practices, including cultural dexterity.
3. Develop ability to evaluate and analyze ERG effectiveness.
4. Create and formulate an action plan to further drive diversity initiatives.
5. Lead initiatives to impact the community by adopting organizations and sponsoring diversity.

## PROGRAM OUTCOMES

This program is designed to meet these outcomes:

1. Deliver return on investment through business performance improvement on pre-determined organizational, commercial, environmental, and financial KPIs.
2. Improve engagement and satisfaction of diverse employee base through professional development, mentoring, and advancement programs so that they can contribute more effectively to the bottom line.
3. Support the effort efforts with the continued development of Employee Resource Groups by helping to create active engaged, and sustainable ERGs.

## PROGRAM FEATURES

The Employee Resource Groups Leader Certification participants experience the understanding of the artful science of strategic employee resource group leadership through learning, collaboration, application and reflection enabling real change and impact to happen within their organizations.

Program Components:

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| 1. Webinar / Virtual Classroom                           | 3. Peer Coaching and Mentoring                           |
| 2. Online Learning Materials & Cohort (Group) Discussion | 4. Micro-Action Change Enablers – Reinforcement Learning |

## PROGRAM PARTICIPANTS AND PRICE

This program is intended for:

1. Employee Resource Group/Affinity Group/Nonprofit Members and Leaders
2. Employee Resource Group Sponsors & Executives
3. Diversity, Equity and Inclusion Leaders / CHROs / HR Managers or HR personnel that are looking to level-up, create, revitalize, revamp, support or start up new ERGs

**Individual Pricing:** \$395 per person

**Group Pricing (6 attendees):** \$2,000 per groups/corporation

For customized pricing please contact [erika@diversitymbamagazine.com](mailto:erika@diversitymbamagazine.com)

## COHORT SCHEDULE

### 2024

- May 2 & 3 from 8:30 to 12:30 CST
- August 8 & 9 from 8:30 to 12:30 CST
- October 10 & 11 from 8:30 to 12:30 CST