CTR FACTOR
Non-Profit Alliance
HONOR, COURAGE AND COMMITMENT

EMPLOYEE RESOURCE GROUP LEADERSHIP CERTIFICATE

OVERVIEW: CTR Factor's Leadership in ERGs provides key training focused on the transformation from effective ERG leadership to results focused BRG leadership. In this CTR session each participant will learn about key critical success factors needed to lead and serve as an effective BRG leader. Audience will gain the adequate training to maximize their ERG experience and performance. This course includes the following Business Resource Groups (BRGs) key points:

EMPLOYEE RESOURCE GROUP OBSERVATIONS	EMPLOYEE RESOURCE GROUP LEADERSHIP REQUIREMENTS	STRATEGIES FOR ERG SUCCESS
The significance of an ERG versus a BRG, ERG observations, challenges, sample of real life examples:	The key critical success factors to launch, lead and manage ERGs, based on quantitative, objective, and proprietary research:	How do we leverage these key success factors in meeting our ERG challenges and enhancing their performance as BRGs:
- What are some challenges in ERGs? - What are some benefits of ERGs? - How are companies doing on ERGs?	- What are the skills for ERG leadership? - What are ERG critical success factors? - How are ERGs doing on the critical success factors?	- What are some best practices in BRGs? - What is the transformation needed? - How does the evolution happen?

Current	Future
Activities Focused	**Outcomes Focused** 1. Align ERGs with D & I Strategy 2. Develop Measures of Success 3. Common Annual Theme
Underutilized Resources	**Fully Leverage ERGs as a Resource** 1. Embed Business Value as the Lens for all Major Activities 2. Focus on Addressing Business Needs 3. Stronger and More Strategic Leaders
Siloed	**Collaborative Team Model** 1. Standardized Process, Procedures and Activities 2. Share and Incorporate Successful Practices 3. Collaborative ERG Leadership Team
Reactive	**Proactive and Strategically Aligned** 1. Business Planning Process 2. Clear Understanding of the Governance Model 3. Scorecard

Learning Session 1
This foundational training module in the CTR ERG program takes audiences through the critical success factors of the ERG transformational journey through real life experience, best practices, research and strategies associated with ERG to BRG leadership.

Learning Session 2
DEPLOYMENT & ENGAGEMENT
1. Constituencies represented
2. Value proposition & branding
3. Regional/organizational chapters
4. Best practice sharing & adoption
5. Business case development

Learning Session 3
GOVERNANCE & LEADERSHIP
6. Leadership structure
7. Governance process
8. Quality of leadership
9. Strategic & business planning
10. Resourcing & funding

Learning Session 4
SPONSORSHIP & SUPPORT
11. Executive engagement
12. Rewards & recognition
13. Communication & messaging
14. Accountability mechanisms
15. Member enrollment & engagement

Learning Session 5
CAREER & COMMUNITY
16. Mentoring & coaching
17. Training & development
18. Career & succession planning
19. Community interests
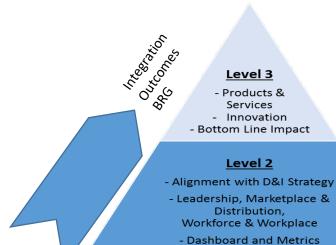20. Corporate social responsibility

Learning Session 6
ALIGNMENT & IMPACT
21. Targeted business areas
22. External & internal partnerships
23. Workplace & marketplace metrics
24. Target determination
25. Scorecards & results tracking

Learning Session 7
CTR ERG RECAP - Capstone Session
This recap module brings it all together by having participants talk about the application of these techniques learned in the previous webinars to specific professional and personal ERG situations.

Integration
Outcomes
BRG

Level 3
- Products & Services
- Innovation
- Bottom Line Impact

Level 2
- Alignment with D&I Strategy
- Leadership, Marketplace & Distribution, Workforce & Workplace
- Dashboard and Metrics
- Leadership/Professional Development

Awareness
Activity
ERG

Level 1
- Awareness
- Affinity Based
- Networking
- Support