

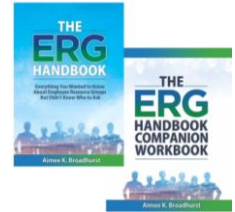
ERG Leader Bootcamp Curriculum

Learn how to efficiently build a strong, sustainable employee group.

Each Bootcamp is four (4) hours of interactive training, live-led by a certified ELA Master Trainer.

Training objectives

- Establish necessary governance to ensure ERG efficiency and effectiveness.
- Align plans with both DEI and business objectives.
- Create programming that optimizes ERG resources & member engagement.
- Measure & report relevant metrics to show ROI and progress.
- Understand how to best involve Executive Sponsors and other stakeholders.



All students receive:

- PDF of The ERG Handbook
- Editable digital worksheets
- 180-day access to eclass

Three Bootcamp Levels:



LAUNCH Bootcamp: *For brand new ERG leaders looking to start or restart an ERG program.*

Pre-launch

- Structuring your ERG*
- Outlining the ERG Progression Roadmap & Pillars
- Building your business case*
- Creating vision & mission statements
- Developing leadership roles & responsibilities
- Developing an ERG Charter & Application*

Launch

- Developing an ERG Leadership Model
- Creating a launch plan
- Developing meeting routines
- Welcoming & onboarding executive sponsors
- Setting up for success – administration & business support*



GROW Bootcamp: *For ERGs already underway that need more traction in communications, programming, funding & measurement.*

- Mapping GROW activities to The ERG Progression Roadmap & Pillars
- Recruiting your leaders & teams
- Creating your funding business case*
- Putting communication routines in place
- Planning programming
- Starting to use metrics
- Developing reports



THRIVE Bootcamp: *For more established ERGs wanting to have a broader and deeper long-term impact.*

- Mapping THRIVE activities to The Progression Roadmap & Pillars
- Ramping up your metrics
- Developing & implementing a multi-year plan
- Making talent planning routine
- Developing your process for launching ERG chapters*
- Recruiting & engaging allies*
- Leading & inspiring as an ERG leader*

* = Content included in eclasses but is not covered in Public Bootcamps but may be included in Private Bootcamps.