



USC MARSHALL CENTER FOR  
EFFECTIVE ORGANIZATIONS



2021  
ERG & COUNCIL  
CONFERENCE

A VIRTUAL EVENT

# EMPLOYEE RESOURCE GROUP LEADERSHIP SUMMIT

ACCELERATING TRANSFORMATION

September 21-24, 2021

[CEO.USC.EDU](http://CEO.USC.EDU)

# Welcome to the 2021 ERG Leadership Summit



**Jennifer Sparks Taylor**

Director, Corporate Relations &  
Executive Education

**Center for Effective Organizations**  
**USC Marshall School of Business**



**Theresa M. Welbourne, PhD**

Affiliated Senior Research Scientist  
**Center for Effective Organizations**  
**USC Marshall School of Business**

Will and Maggie Brooke Professor in  
Entrepreneurship and Executive Director,  
Alabama Entrepreneurship Institute,  
The University of Alabama

Founder, President and CEO, eePulse Inc.

# Rigorous Research. Reliable Results.



USC MARSHALL **CENTER** FOR  
**EFFECTIVE ORGANIZATIONS**

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# Welcome Summit Sponsors





# All Attendees



# THANK YOU TO THE TEAM

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**Anette Yakushi**  
CEO, USC Marshall



**Vivian Jimenez**  
CEO, USC Marshall



**Michelle Brown**  
Talent Dimensions



**Lynn Cowart**  
Talent Dimensions



**Cile Johnson**  
Talent Dimensions



**Aaron Griffith**  
CEO, USC Marshall



**Gina Apruzzese**  
CEO, USC Marshall



**Nora Hilton**  
CEO, USC Marshall



**Justin Glenn**  
eePulse



**The Team**  
at FORJ





**Mobilize, Energize, Connect, Learn**



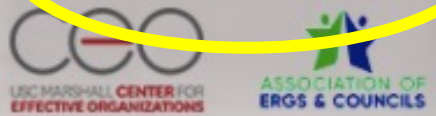
# WELCOME



Geoff Garrett, Dean  
USC Marshall School of Business  
Robert R. Dockson Dean's Chair in  
Business Administration and Professor  
of Management and Organization

# 2021 ERG Leadership Summit September 21-24

- 1 Welcome Video
- 2 Auditorium  
Keynotes & Presentations
- 3 Networking Lounge
- 4 **Sponsor Exhibition Hall**
- 5 **Poster Video Hall**
- 6 Helpdesk
- 7 **Resource Library**





# TODAY'S EVENTS

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Dave Kim  
Zendesk



Solu Nwanze  
Zendesk



Anna Ettin  
Amazon



Pam Butler  
Department of Defense

After the Shifts  
What's Next?  
8:30am PST

Innovation  
Challenge &  
Amazon Innovation  
Process  
10:30am PST

Challenges &  
Opportunities in  
New ERG  
Structure  
1:15pm PST



# After the Shifts – What's Next?



David Kim, Vice President  
Global Diversity & Inclusion  
**zendesk**



**Solu Nwanze**, Senior Director,  
Office of the President  
**zendesk**

# We are technology geeks this year

- Our platform has lots of opportunities to learn and network
- Slido – for quick feedback from your phone or computer for breakouts
- StartupWind – the 2021 great innovation challenge for ERGs
- The Workbook on the platform to take notes



slido

Join at  
**slido.com**

**#ERGSummit2021**



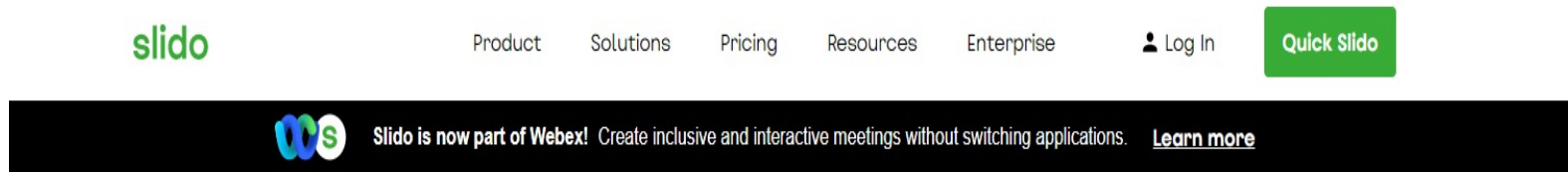


# Breakouts and Debrief Process

- For each breakout, we ask for **three volunteers to:**
  - 1) Act as the facilitator and 2) Note taker role and 3) Be the timekeeper
- Facilitator role
  - Introductions - make sure the group does a quick introduction.
  - Participation - Assure everyone on the team has time to contribute.
  - Debrief presenter - Agree to represent your group in the debrief discussion or find someone else who agrees to do this.
- Note taker role
  - Feedback - Use Slido to type in responses to the case questions.
- Timekeeper role
  - Make sure the group is working through the questions and has time to summarize.

# Nothing to download; easy to use

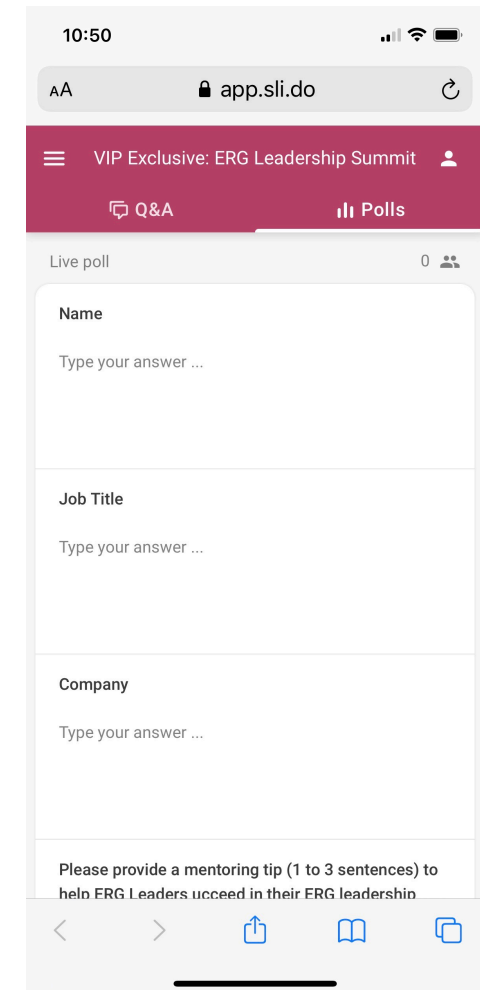
## Go to slido.com via your computer



Joining as a participant?  →

This is where you enter the code:  
**ERGSummit2021**

## Or use the QR code



## After the Shifts What's Next?

- What is your reaction to the presentation?
- How does this topic fit into your own experience?
- Based on what you heard, what would you take back to your members as new learning? Think about ideas for your own company or ERGs based on what you heard.
- What questions do you have for the presenter(s)?
- If you had a big “aha” moment, let us know what it is.



# Innovation Challenge and the Amazon Innovation Process



Anna Ettin  
*Senior Employee Resource & Inclusion*



Theresa M. Welbourne, PhD  
*Affiliated Senior Research Scientist  
Center for Effective Organizations  
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The University of Alabama*

*Founder, President and CEO, eePulse Inc.*

# Discussion Guide - Breakout Session

## Innovation Challenge & Amazon Innovation Process

- What ideas do you have for the innovation challenge?
- If your ERG already is innovating, talk about what has made you successful.
- How can your ERG innovate and help meet current corporate goals?
- What are the barriers to innovation, and what ideas do you have to get over them?
- What questions do you have for Theresa or Anna?

# Challenges and Opportunities in Implementing a New ERG Structure



Pamela Butler  
*DEI Advisor, U.S. Department of  
Defense (DOD)*

## Challenges and Opportunities in Implementing a New ERG Structure

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