



- 1 Schedule
- 2 Auditorium
- 3 Networking Lounge
- 4 Video Hall
- 5 2022 Summit Sponsorships
- 6 Learn More
- 7 Resource Library



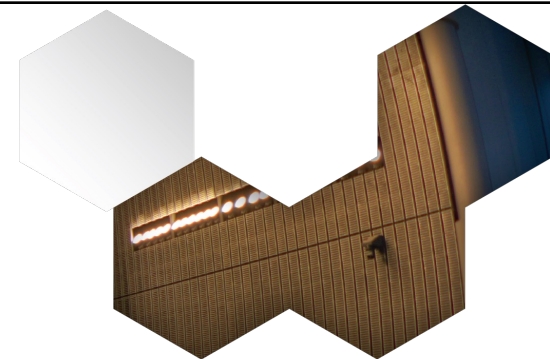
LEARN & CONNECT

Learn and Connect with DEI and ERG Leaders from Global Organizations

Learn & Connect Series Format

- 15 minutes – Connect: Icebreaker & Meet new people
- 15 minutes – Presentation of New Learnings
- 15 minutes – Small group breakouts with discussion
- 15 minutes – Debrief with session leader
- 30 minutes (optional) – Continue discussions, explore videos from the ERG Leadership Summit, or network with others





GLOBAL ERG SUMMIT

RESEARCH | INSIGHTS | INNOVATION | COLLABORATION
SEPTEMBER 19-23, 2022 Plus Pre-Summit Activities


 USC MARSHALL **CENTER** FOR
EFFECTIVE ORGANIZATIONS

 **GLOBAL ERG
NETWORK**

Current and Past Sponsors and Participating Companies



Planning & Prep Calendar

Planning Timeline	April	May	June	July	August	September	October	Nov/Dec
	Learn & Connect Series / Pre-Work / Planning				Team Prep	 Sept 19-23, 2022	Post Summit	Ongoing
Learn & Connect Series	April 22: 9-10:30am PT	May 11: 9-10:30am PT	June 3 & 30: 9-10:30am	July 19: 9-10:30 PT				
Sponsorship	Identify Summit Sponsorship Level							
DI Awards	Diversity Impact Awards Application			Application Due July 1				
Research	Research with Your Team							
Planning	Summit Team Meetings - Business Planning, Innovation Challenge Brainstorm							Debrief & Application of Learnings
Certification	Explore ERG Leadership Certificate Program from CEO USC Marshall School of Business							Start Certificate Program

Diversity Impact Application & Awards

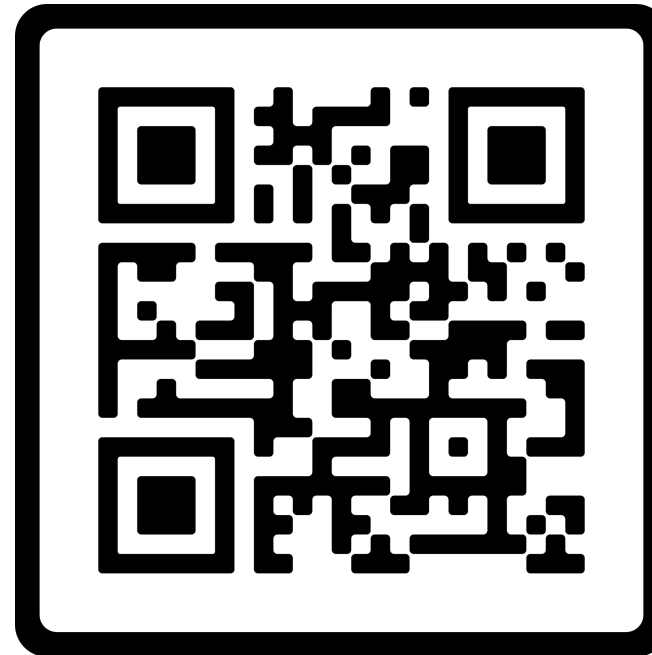
Application Due July 1, 2022



**2022 DIVERSITY
IMPACT
AWARDS™**

Awards

- Top 25 ERGs & Diversity Councils
- Top 10 Strategic or Enterprise-Wide ERG Awards
- Top 10 Diversity Action Awards
- Executive Sponsors Recognition Awards



<https://www.globalergsummit.com/diversity-impact-awards/>

ERG Leadership to Business Leadership

Strategic ERG Leadership Certificate Program

Reward your ERG Leaders with a certificate program from a leading business school. As your ERG Leaders advance in your organization, the ERG leadership certificate program not only builds the capability for leading DEI & ERG strategy, but also strengthens skills for future, non-ERG leadership roles to build your talent pipeline.

How the ERG Certificate Works

This unique program offers participants several ways to accumulate the points needed to earn the certificate. The methodologies are focused on work that will help expand your team's learning and build the knowledge base of your membership. Participants must accumulate 30 credits to receive the certificate. Start earning credit by attending the summit!

Benefits

- Customize the curriculum and learning
- Get an immediate return on investment (ROI)
- Solve some of your organization's challenges
- Create and share learning materials that are usable with your ERG members and multiple ERG leaders NOW and in the future



Let's Connect

Breakout rooms maximum of 4 people

Introduce yourselves

Then ... share the answer to this question

- If you had to rename your ERG based on what your focus is today, what would the name be? Think about NOT what you want to be doing but what you are doing today.

Type your name, location (city, state, country)
into the chat with your new ERG Name

Connecting your ERG Goals to Business Goals

Sanjay (Sonny) Dua

PhD Candidate – IE Business School

Former BRG Leader and DE&I Champion

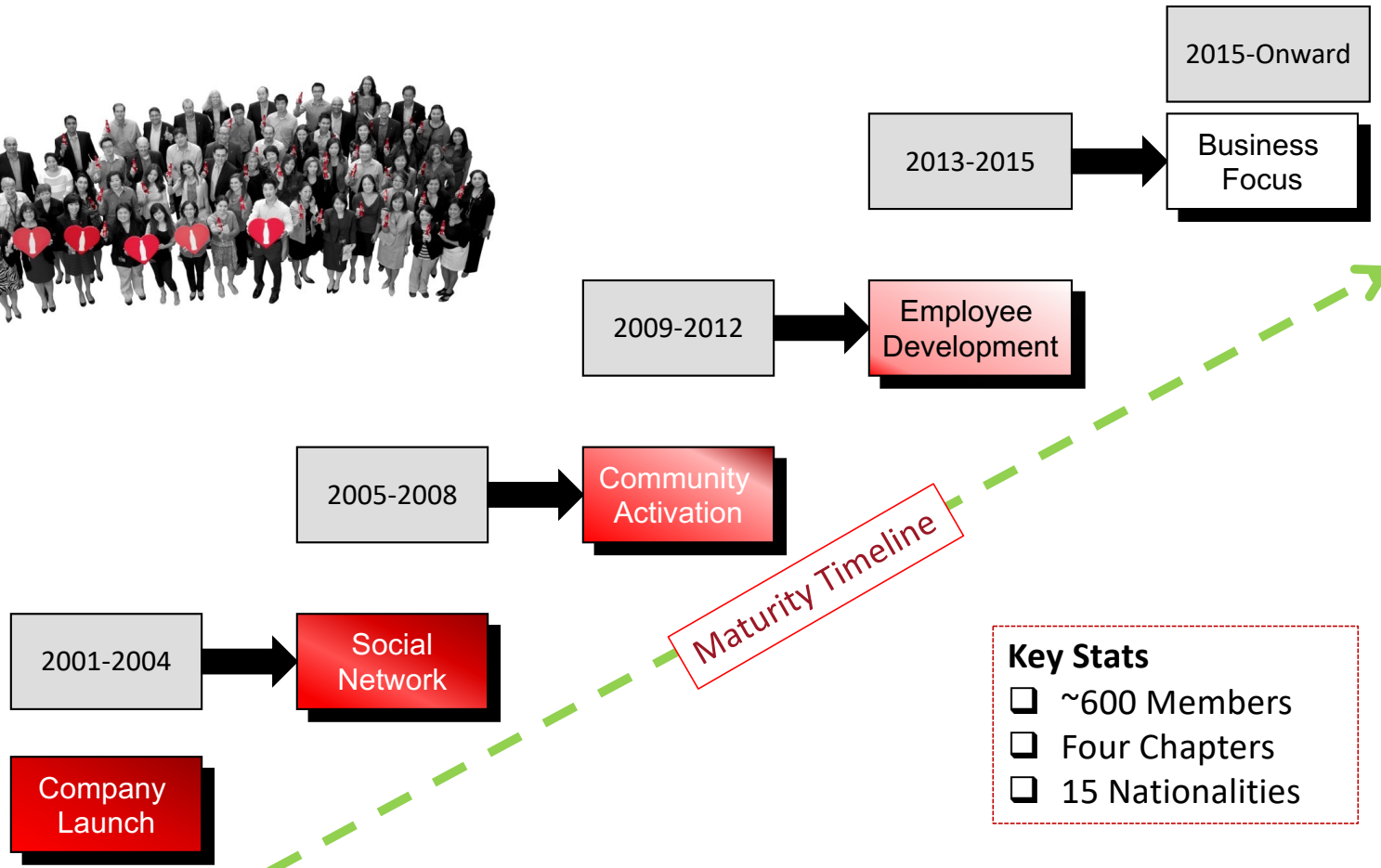
Senior Manager Organizational Change - AMTRAK



Background

BRG Evolution

Asian Pacific Forum → Asian Business Resource Group



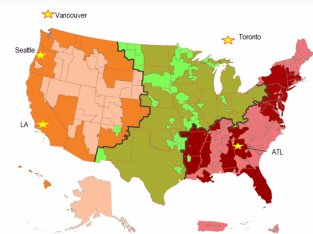
Traditional BRG Focus



**Professional
Development**



**Community
Outreach**



**Recruitment &
Field Chapter
Development**



**BRG as a Business
Resource**

Cultural Awareness

Marketplace Focus – Purpose & Rationale

Asian BRG Mission

- Promote diversity as a business



- Assist the company in building connections with key customers and consumer groups

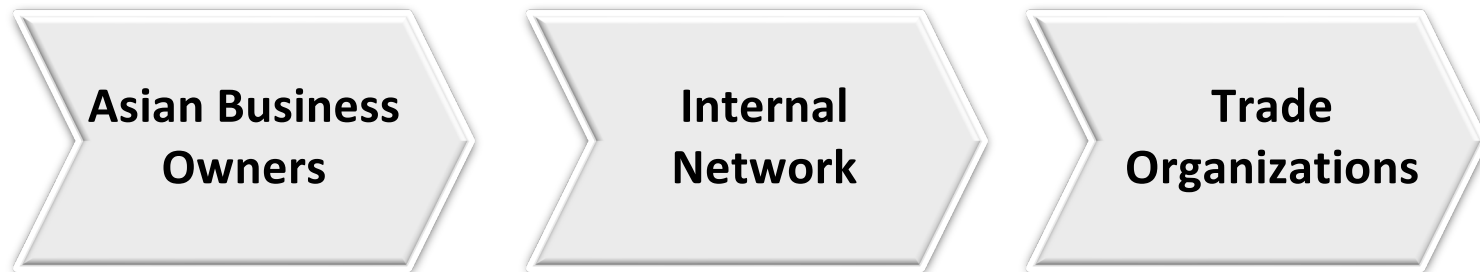
Marketplace Goal

**Company
Growth**

**Professional
Growth**

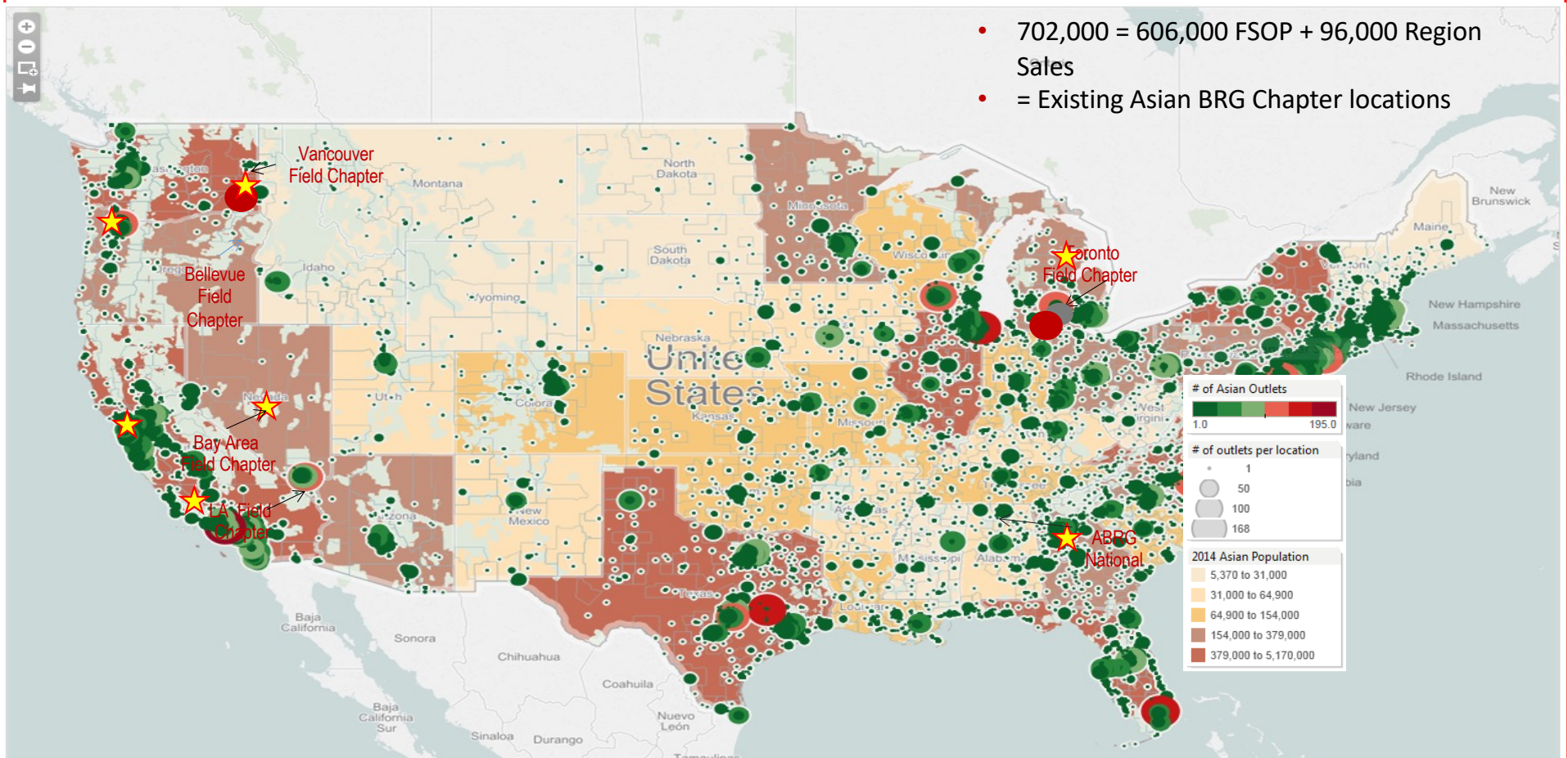
**Ultimate
Ambassador**

The Brainstorm



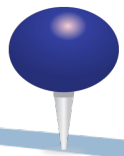
Data Driven View

US Asian Outlet Prospects Landscape

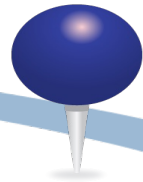


1. Source- Outlet Universe via US Census Data, 2015 Asian Owned in U.S.

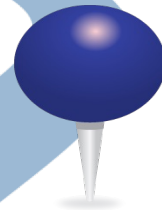
Building a Coalition



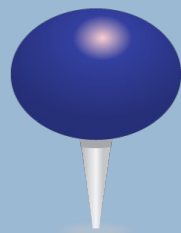
Socialize with Executive Sponsor



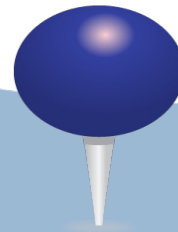
Quantify the opportunity



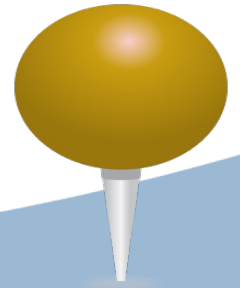
Gain D&I and HR Support



Partner with Sales



Build Capabilities within BRG



Marketplace Execution

The Development of Social Capital as a Business Enabler










Building Bridges - Key Trade Organization

- A non-profit founded to serve the interests of Asian based grocery & convenience store business owners and the communities they serve in
- 29 Chapters in North America
- 35,000 members with purchasing revenue of ~\$30BB



Year over Year Results

	Y-O-Y Sales Volume	Y-O-Y Revenue	Y-O-Y Gross Profit
ATO Outlets in Southeast ¹	 12%	 8%	 6%
ATO Outlets in West (Control Group) ²	 -6%	 -6%	 -5%
North America	0%	 4%	0%

1. P < .05, demonstrating a statistically significant difference between period 1 and period 2.

2. P < .05, demonstrating a statistically significant difference between period 1 and period 2.

Group Break Outs

Questions to consider

What are some things your ERG(s) can do to contribute to business growth?

If you are a nonprofit business, what impacts can you make inside your company, or on society as a whole?

Where would you start (first 2-3 things you would do)?