



GLOBAL ERG SUMMIT

ELEVATING YOUR ERGs FOR STRATEGIC IMPACT

SEPTEMBER 19-23, 2022

A HYBRID EVENT



USC MARSHALL **CENTER** FOR
EFFECTIVE ORGANIZATIONS



One Idea + One Implementation for all your ERG



Monday through Friday - Use the StartupWind Idea Canvas (login)



Brainstorm (virtually)

Look for problems to solve or opportunities to pursue



Engage in customer discovery

Add insights to the customer feedback section of the Idea Canvas
Add your team's ideas in the brainstorming section of the Idea Canvas



Build out your own Business Model Canvas in the Idea Canvas



Thursday by NOON pacific time - Post an up to 3-minute video in the Prototype Section of the Idea Canvas



Thursday afternoon to Friday AM – Vote on favorites




Friday 10:30 am pacific time - Join us to learn who won – ideas with most “likes”

Registration and Getting to your Idea Canvas

Most participants were set up in StartupWind and received email instructions (in the main welcome message from the Global ERG Summit) on how to login.

If you were not set up ahead of time and want to participate, use the registration page and set up yourself to work alone, ask others to join you, or request to be assigned to a group of other innovators at the Summit.

<https://live.startupwind.com/usc-erg-summit-2022>



ERG Innovation Challenge

Your Information

Please complete the information below so that we can set you and/or your team up to start the innovation challenge work. You will be provided with a link to a StartupWind idea portal along with instructions and next steps.

Name*	<input type="text" value="First and Last Name"/>
Job Title (Day Job)*	<input type="text"/>
Select Your ERG Type*	<input type="text"/>
Role in Your ERG*	<input type="text"/>
Organization Name*	<input type="text"/>
Select Company Industry*	<input type="text"/>

Login to StartupWind – Those who already have received invitation

Use following link to login to ERG Innovation Challenge

<https://live.startupwind.com/usc-erg-summit-2022>

Temporary Password: ERG2022

Enter your registered email:

Enter your password if you have one from last year.

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USC MARSHALL CENTER FOR EFFECTIVE ORGANIZATIONS

GLOBAL ERG NETWORK

ERG Innovation Challenge

Existing User

USC MARSHALL CENTER FOR EFFECTIVE ORGANIZATIONS

Please enter your information

Email Address

Password

Remember me [Forgot Password?](#)

SIGN IN

By submitting, you agree to be bound by our [Terms of Use](#) and [Privacy Policy](#) updated on 15 Feb 2017.

Powered by StartupWind



Login to StartupWind

- Once in, you should see a page that looks like this; this is your dashboard page




- Your company Idea is found under “My Ideas”. Click on the idea name B
- Theresa’s idea is in there as an example
- Documents and schedule will be listed in the general information section




Three winners from last year on the site (examples)



 **Jeremiah Marchand**
created a new Idea 

On Sep 09 2022 at 19:00




2021 Winner - Find My ERG APP
#1 - Easy accessibility to ERGs:
depending on the role, many
employees ...




 [0]  [0] 



 **Tara Parham**
created a new Idea 

On Sep 09 2022 at 19:00




2021 Winner - Project IMPACT-
Innovative Models Producing Actions
with Collaborative Teamwork
I've identified opportunities to move
business metrics (modifications/ ...




 [0]  [0] 

 **Rebecca J**
created a new Idea 

On Sep 09 2022 at 19:00

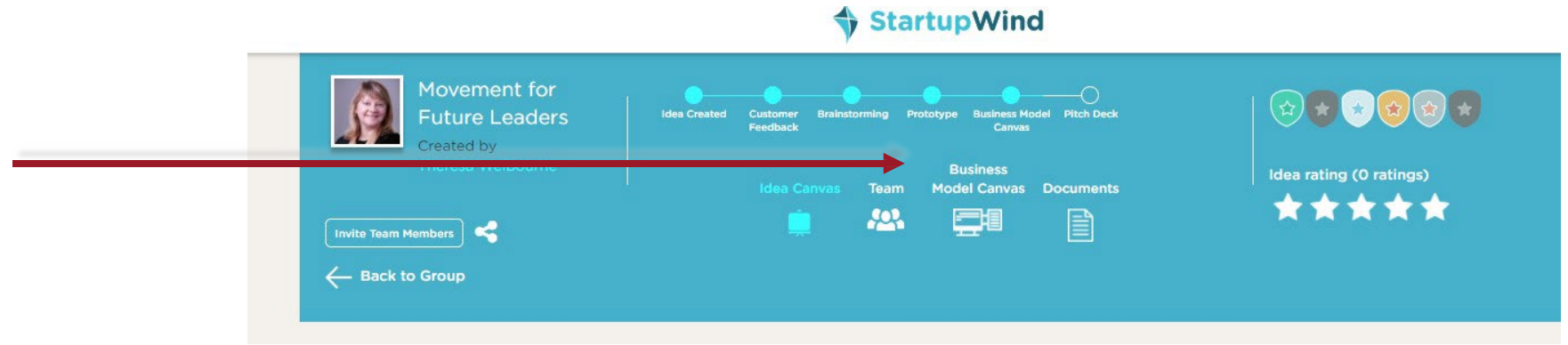


2021 Winner - Fostering a Collision
of Shared Values
After the launch of the Inclusion
Council post-COVID, the past 6
month ...

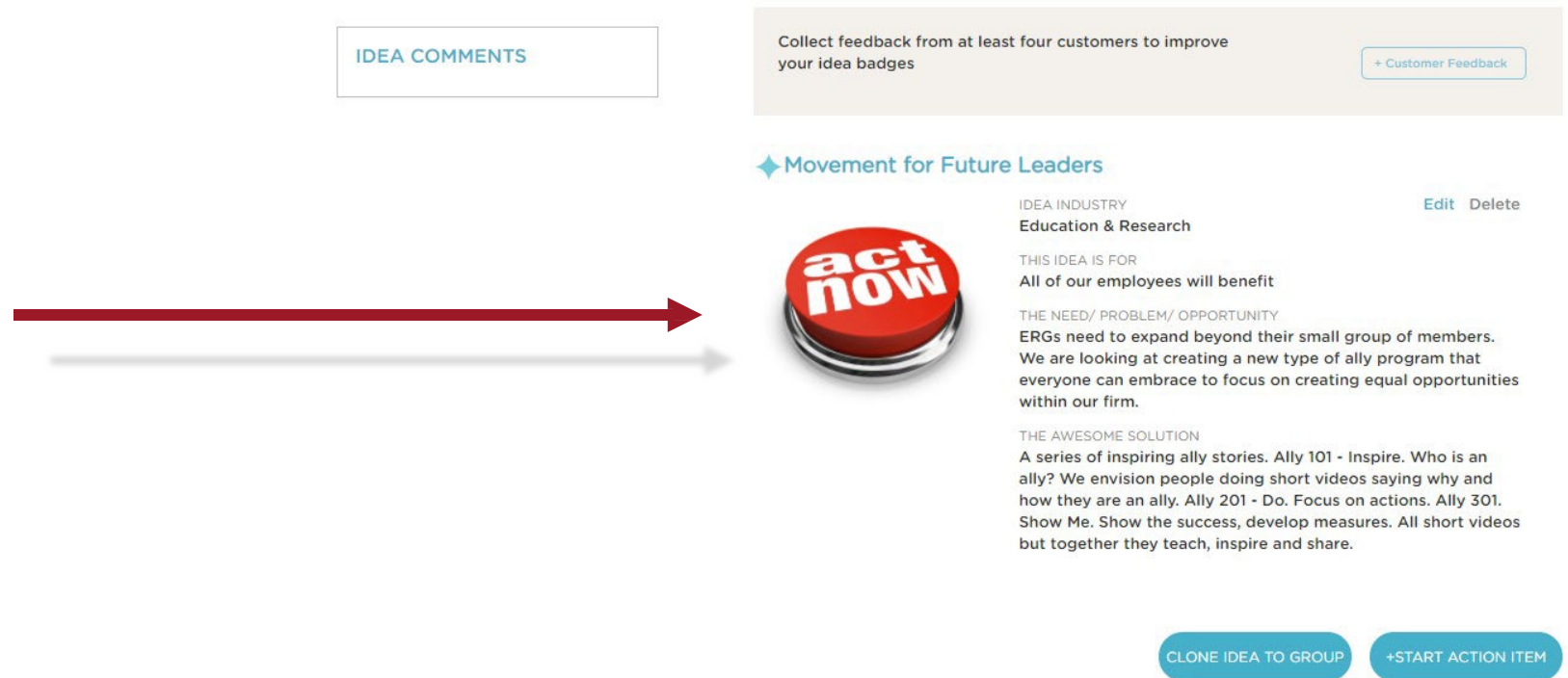
 [0]  [0] 

Top of Page

You will use the business model canvas.



You start working on entering introductory data once you have an idea. It will show up at the top of the main section here.



Bottom of Page

You can comment on your idea or as you browse other ideas, you can share ideas and feedback.

Customer feedback – notes from customer discovery interviews

Brainstorming – log team ideas

Prototype – upload your video

Optional – if you want to upload a document to describe your idea beyond the video, use the pitch deck

The screenshot shows the 'StartupWind' interface. At the top right, there are two buttons: 'CLONE IDEA TO GROUP' and '+START ACTION ITEM'. Below these, there are icons for a heart and a comment bubble, both with '[0]' next to them. A large text input box labeled 'Add a comment' is present, with a '500 characters limit' indicator and a 'POST' button below it. Below the comment box, there is a list of categories, each with an icon, a title, and a '+ New' button with a right-pointing arrow:

- CUSTOMER FEEDBACK** 1 POSTS: + New Customer Feedback
- BRAINSTORMING** 1 POSTS: + New Solution
- Prototype** 1 POSTS: + New Prototype
- Canvas Type**: Choose business model canvas if it is not checked.
- Pitch Deck**

Option: Start with Ideas from the ERG Impact Model

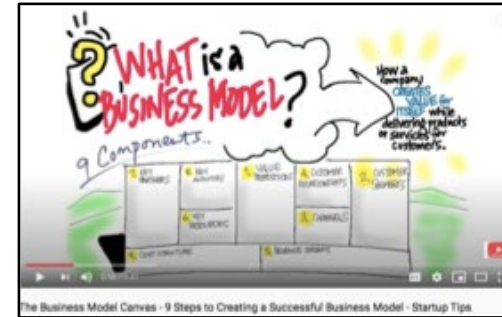
ERG Impact Model	Individual	Company	External Stakeholders
Talent Management	My Professional development	Recruiting and selection	Networking outside the company
Culture	Great place to work for me	Inclusive environment	How community views company culture
Company Vitality	Being more innovative	Creating a high performance business environment	Improving customer relations

What the Data Tells Us About Impact

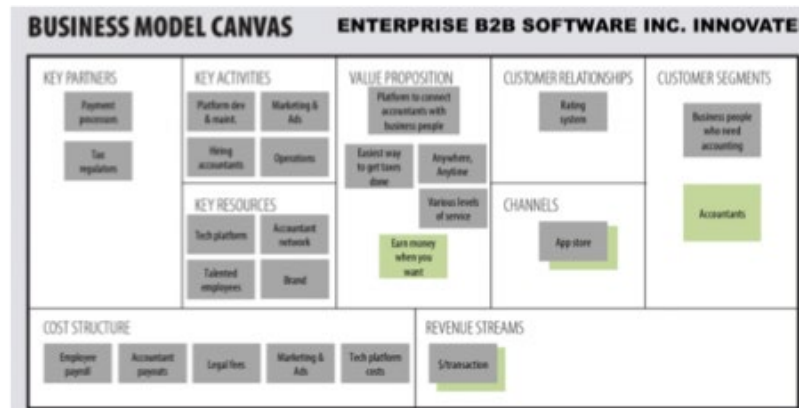
ERG Impact Model Data	Individual	Company	External Stakeholders
Talent Management	<p>The impact my ERG has on my professional development</p> <p>3.22</p>	<p>The impact my ERG has on recruiting and selection</p> <p>3.00</p>	<p>The impact my ERG has on the ability to network with those outside the company.</p> <p>3.21</p>
Culture	<p>The impact my ERG has on making this a great place to work for me</p> <p>3.64</p>	<p>The impact my ERG has on creating an inclusive environment</p> <p>3.85</p>	<p>The impact my ERG has on how outsiders view our company culture</p> <p>3.66</p>
Company Vitality	<p>The impact my ERG has on helping me be more innovative in my job</p> <p>3.05</p>	<p>The impact my ERG has on creating a high-performance business environment</p> <p>3.26</p>	<p>The impact my ERG has on customer relations</p> <p>3.09</p>

Business Model Canvas Tips & Videos

From Storyboards & Sticky Notes  To Business Model Canvas
Watch Videos



Sample Completed Business Model Canvas & Book



Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers Paperback – Illustrated, July 13, 2010
by Alexander Osterwalder (Author), Yves Pigneur (Author)

**LISTEN &
LEARN**

VS.

TALK & TELL

You identify a problem, and the goal is to find out if it REALLY is a problem, what other people think about the problem and how are they solving it now?

Sample Questions to Ask - Make Them your Own!

- Can you tell me about the last time [problem] happened to you?
- What emotions come up when you think about [problem]?
- How did you find your current solution to [the problem]?
- What's not ideal about your current solution to [problem]?
- What's the hardest part for you about being a [role]?
- Do you know anyone else experience a similar [problem]?
- What other challenges are you facing?
- When was the last time you tried to solve [problem]?
- Can I follow up with you when we build a solution to [problem]?

[Steve Blank's Customer Discovery Checklist](#)
[Customer Discovery Video](#)

Business Model Canvas



THE NEED/ PROBLEM/ OPPORTUNITY: ERGs need to expand ... [See more >](#)

THE AWESOME SOLUTION: A series of inspirin... [See more >](#)

Business Model Canvas Created On Oct 10 2020 at 15:47

[See previous versions](#)

Key Partners
Our own employees
Communication specialists on campus can help.
[+Add](#)

Key Activities
Our own employees
We need strong support from campus leaders - including administration and deans.
[+Add](#)

Key Resources
Our own employees
Our people are the resources. We have to get them involved in the process - creating new ways to connect that are meaningful. We can get some of our athletes involved - they are key influencers.

Value Propositions
Our own employees
We will become an even better place to work; we can help our community; we will be examples for our students.
[+Add](#)

Customer Relationships
Our own employees
We want to create an ally program that allows employees to have close relationships with other people on campus so they learn. We want to get our employees out of their comfort zones for the purpose of becoming a more integrated part of our overall university.

Channels
Our own employees
Deans, interest groups
[+Add](#)

Customer Segments
All customers
We will start with employees but may want to use our program for other groups - such as share with our community, high schools, etc.
[+Add](#)

Our own employees
Focus is just on our university employees.

Cost Structure
Our own employees
Media, brochures, people to administer the program - all costs.
[+Add](#)

Revenue Streams
Our own employees
We need their time vs. their money. But fundraising will be important - need to think about how to fund the program.
[+Add](#)

How to Make & Upload Video



How to add a prototype video
on StartupWind Idea Canvas?

See presentation by StartupWind

Vote !!!

Vote for your favorite ideas – give them a “like” and write comments about what you liked about the idea.

We will share the winners on Friday afternoon.

Winners get USC and other Swag and Books sent to their homes or businesses.

The screenshot displays the Global ERG Summit website interface. At the top, there is a banner for the "GLOBAL ERG SUMMIT" with the tagline "ELEVATING YOUR ERGs FOR STRATEGIC IMPACT" and the dates "SEPTEMBER 19-23, 2022 A HYBRID EVENT". The USC Marshall Center for Effective Organizations logo is visible on the left, and the Global ERG Network logo is on the right.

Below the banner, there is a navigation bar with a "Back to Parent Network" link and a "GLOBAL ERG SUMMIT" logo. The main content area features a "Create New Idea" and "Create New Business Plan" button. Below this is a navigation menu with icons for "My Dashboard", "Group Feed", "Documents", "Courses", "Admin", and "StartupWind Training Videos".

The "ERG Innovation Challenge 2022" cohort page is displayed, with a search bar and filter options (All, Ideas, Business Plan, Posts, Documents, Archived Ideas). The search bar contains the text "Search within cohort".

Two ideas are shown in a list:

- SAMPLE FROM THERESA: Movement for Future Leaders**
ERGs need to expand beyond their small group of members. We are lookin ...
Like: [0], Comment: [0]
- Rocket Launch**
We need to develop and ROI model and business case to obtain budget fo ...
Like: [2], Comment: [3]

A red circle highlights the "like" and "comment" icons for the first idea.

Schedule for the Week

Day	Suggested Work
Monday	Log into StartupWind (if not logged in yet). Get comfortable with the tool. Listen to a few videos in the courses section. Set up time to start brainstorming with your team. DECIDE ON AN IDEA TO PURSUE.
Tuesday	Start customer discovery; interview people in your company or talk to people in the networking lounge at the Summit; interview friends, family, contacts. Add interview notes (remember other people in your cohort can review, so DO NOT WRITE ANYTHING CONFIDENTIAL on the StartupWind platform).
Wednesday	Add notes to brainstorming section. Continue customer discovery. Start documenting what you learn on the business model canvas.
Thursday	Continue evolving the idea. Go back to your interviewees and ask them about the idea that you have developed (part 2 of customer discovery). Continue filling out the business model canvas. Finalize idea. Record your 3-minute video (one person can do or you can use zoom/teams and have everyone on the video).
Thursday	Upload your video by 12pm PST. Make sure you 'like' your favorites.
Friday afternoon	Come back and find out who won the idea challenge.

More Help at the Summit

Monday

**11:30 am – 12:15 pm (PST)
introduction to the innovation
challenge in session.**

Tuesday

**Join us in the lounge at
10:30 am, for Q&A**

Thursday

Upload Video by 12pm PST

Friday

**Vote and join the 10:30 am
awards celebration**



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Questions?

