



Strategic Employee Resource Group (ERG) Leadership Certificate

*from the Center for Effective Organizations, Marshall School of Business,
University of Southern California—a top 10 business school*

USC Marshall
School of Business

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Goals for Today's Session

- Introduce goals and structure of the Strategic ERG Leadership Certificate
- Answer questions you have
- Open discussion with two graduates: CJ Casuto and Vu Nguyen



Goals for the Strategic ERG Leadership Certificate

#1 – Prepare ERG leaders, enterprise-level ERG leaders, and HR and Diversity leaders who are working with ERGs or who are thinking about adding ERGs for the ***FUTURE of ERG work and for their own personal FUTURE leadership roles.*** Experiential learning approach used.

#2 – ***Learn by doing research and creating new content.*** Deliver that content to peers and to a larger, general public audience.

#3 – ***Focus on key leadership skills***

- Data-driven methodologies and story telling
- Ideation, innovation and business planning
- Communication and teaching
- Relationship and confidence building

#4 – ***Build with ROI in mind***

Why Strategic ERGs Are Important

ERGs are changing the world

Not only by focusing on diversity-related topics

Strategic is about alignment but also about mixing diversity goals with non-diversity goals



1. Class Session Attendance and Learning (10 points)
2. SWOT analysis (strengths, weaknesses, opportunities and threats) of current ERGs or potential for ERGs. (5 points)
3. Case study or new project (10 points distributed to multiple projects or one large project); complete and present to the class
4. Present project to the USC-CEO ERG community (5 points)

Research – Organize – Write – Present
Become an Expert

A total of 30 points are required for graduation.

Points earned over period of 12 months.

Customize learning experience.

Certificate from the Center for Effective Organizations, Marshall School of Business, The University of Southern California.

Benefits of the Project Approach

Visibility in your organization

Generating value for your ERG and the organization

Building your skills and the skills of your members

Developing knowledge and skills to lead the business –
not just your ERG

Meet CJ and Vu



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Questions and Discussion