

Strategic Resource Group Leadership Opportunities

Building strategic capabilities through partnership with the
Center for Effective Organizations, USC Marshall School of Business
and Dr. Theresa M. Welbourne

2026

The Strategic Resource Group (SRG) Leadership Opportunity

- Build capabilities for ERG Leaders and Executive Sponsors with top business school
- Partner with CEO to conduct research to measure ERG leadership and member impact
- Network, learn, and connect with other ERG leaders and executive sponsors, internally and externally
- Develop ERG leaders for business leadership through the Strategic Resource Group Leadership Certificate program

2026 SRG Leadership Opportunities

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| • Strategic Resource Group Leadership Summit (Virtual) | September 29-30, 2026 |
| • Innovation & Success Sharing Planning | July – September |
| • Strategic Resource Group Leadership Certificate Program | Starting November 2026 |
| • Community engagement on CEO Community Platform | Ongoing |
| • Participation in ERG Impact Research | May – September 2026 |
| • Participation in Strategic Resource Group Impact Teams | Establish Timing based on organization |

USC MARSHALL SCHOOL OF BUSINESS - CENTER FOR EFFECTIVE ORGANIZATIONS - 14th ANNUAL

Leadership Summit

**Building
Insight & Impact**
With Strategic Resource Groups
September 29-30, 2026
Virtual



CEO USC MARSHALL **CENTER FOR
EFFECTIVE ORGANIZATIONS**

USC University of
Southern California

Also earn Professional Development Credits (PDCs) for your SHRM-CP or SHRM-SCP recertification

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STRATEGIC RESOURCE GROUP LEADERSHIP SUMMIT

RESEARCH | INSIGHTS | INNOVATION | COLLABORATION | CELEBRATION

SUMMIT OVERVIEW

- **2-day virtual event, now in its 14th year** offered by USC Marshall School of Business, Center for Effective Organizations and Dr. Theresa M. Welbourne, founder of the program and lead researcher.
- Senior ERG Leaders, members, and executive sponsors come together to learn how to leverage new learning to help **achieve strategic success in new and changing environments**.
- Data-driven event based on Dr. Welbourne's **ongoing ERG research to measure and demonstrate how ERGs are advancing organizations and business outcomes**. Access to large database of key resource group metrics. Deep dive into new structures and processes needed to move to a strategic resource group model.
- Summit is focused on **learning and building for the future**, altering structure and process to achieve mutual gains for the organization and employees.



SPONSORS AND PAST PARTICIPATING COMPANIES



WHY SPONSOR THE SUMMIT?

You can offer your teams a unique opportunity to learn, share and shape the future of ERGs during this data-driven learning event, presented by The Center for Effective Organizations (CEO) at the USC Marshall School of Business.



Data-driven learning offered by top business school and research center



Resources to help ERG leaders drive innovation and growth



Collaboration across organizations to advance the impact of ERGs



Networking across industries and organizations



Career development and recognition

SPONSORSHIP LEVELS

Showcase your brand, commitment, and recognize your team, in-person and online

Showcase your brand and the important ERG work your organization is driving to advance ERGs and innovation.

Individual Virtual Tickets: \$695

	ERG Project Founder*	Scholar	Innovator	Creator	Developer	Learner	Builder
Sponsorship levels	\$75K-\$150K+	\$ 50,000	\$ 25,000	\$ 20,000	\$ 15,000	\$ 10,000	\$ 5,000
Virtual event tickets	75	60	50	40	30	20	10
Event branding and recognition on site, online, and community membership	X	X	X	X	X	X	X
Speaking opportunities	X	X	X	X	---	---	---
ERG leader research & consulting	X	X	X	X	---	---	---
Strategic ERG leadership certificate program (value: \$6,500)	3 Seats	2 Seats	1 Seat	---	---	---	---

WAYS TO ENGAGE



Community Platform

Community platform and App Connects all participants to engage in learning together



Innovation & Share Your Success Competition

Competition and career development opportunity to build strategy and share



Research

Participate in annual research and share your impact



Certificate Program

Reward your leaders with development opportunity to move from ERG leadership to Business leadership

Innovation & Success Sharing Competition

JOIN THE ERG INNOVATION & SUCCESS SHARING COMPETITION

This year's competition gives ERGs two ways to get involved:

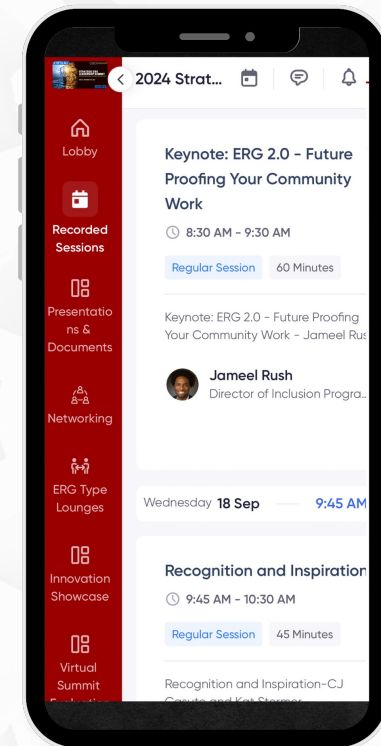
1. ERG Innovation Challenge: Work on a new idea for your organization's ERGs or overall ERGs
2. ERG Success Sharing: Share a story about a success for your ERG or overall ERGs

The top 3 will present and all competitors will be featured.



ERG Leaders Community – Learn & Connect

- Mobile App & desktop speed networking sessions connect leaders during and after the summit
- Online community extends beyond the summit for the "Learn & Connect" Series and access to online content
- Easily connect with other ERG leaders and executive sponsors across organizations
- Sponsors can also showcase their work in digital booth and virtual platform



The Strategic ERG Project

Partnership across all areas of the ERG work at CEO

- Annual Strategic Resource Group (SRG) Leadership Summit
- ERG Community Platform / Learn & Connect
- Building Future Leaders – ERG Certificate Program
- Annual ERG Impact Study
- The Work of ERGs Benchmark Study
- Strategic Resource Group Action Teams

STRATEGIC ERG LEADERSHIP CERTIFICATE PROGRAM

Starting Fall 2026 - Individual pricing for the Certificate Program is \$6,500 per participant. Sponsors receive discounted rate at \$5,000 per participant or complimentary seats based on sponsorship level.

FROM ERG LEADERSHIP TO BUSINESS LEADERSHIP

- Experientially-based, guided learning
- Gain practical, applicable skills, and knowledge
- Help professionalization of ERG work and set standards that will be used in the future to assure ERG success
- Develop working relationships with a cohort of peers and mentors
- Take away best practices from other ERG leaders doing live cases
- Share experiential work based on your own company needs
- Gather insights, learnings, and skills that develop and strengthen your abilities in your current position
- Develop a solid grounding as you move ahead to future leadership positions



A total of 30 credits are required; 15 credits must be from the required activities; 15 credits must be from the elective activities

MEASURING IMPACT | ANNUAL ERG RESEARCH SURVEY

Help your ERG leaders, sponsors and HR team by delivering data and benchmarking on the ways your ERGs are driving impact within your organization

- Study originated in 2012 and data has been collected annually with other organizations – validated metrics
- Survey is distributed to all ERG Leaders and Members
- Company level reports and benchmarking against other organizations
- Advising/consulting to help you understand the data and application for the future
- Survey is anonymous and results are confidential – results aggregated for all respondents across collected demographics such as ERG type, ERG leadership vs. non-leadership

LINK TO RESEARCH ACCESS: <https://ceo.usc.edu/usc-ceo-erg-research/>

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ERG Impact Model	Individual	Company	External Stakeholders
Talent Management	Engaging in personal development and learning activities to help myself.	Recruiting, selecting, and retaining employees for our organization.	Networking with key stakeholders outside our organization.
Culture	Helping create a great place to work.	Helping create and sustain an inclusive environment.	Helping build a positive company culture.
Company Vitality	Engaging in innovation and creative projects that energize and motivate others.	Doing work that helps drives a high-performance business environment (sales, profits, etc.).	Improving customer relations overall.

OPEN RESEARCH ACCESS

1. The Work of ERGs
2. Business Impact Study



STRATEGIC RESOURCE GROUPS ACTION TEAMS

Developing standards.

Collisions-based learning.

Spread the values and knowledge.



QUESTIONS & CONTACT

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Schedule Call: <https://calendly.com/ceoatusc/30-45min>



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