

# BRGs, ERGs, and Affinity Groups – Oh My!

This dynamic 90-minute presentation focuses on helping Employee Network Groups (Employee Resource Groups (ERGs), Business Resource Groups (BRGs), and Affinity Groups) align their efforts with their organization's key business goals thereby enhancing a company's Return on Investment (ROI). Based on the best-selling book, *Diversity Managers: Angels of Mercy or Barbarians at the Gate*, this presentation synergizes the collective knowledge, best practices, and passion of ERGs across organizations and industries.

Dr. Shelton Goode, DPA, who has managed over 36 employee networks for four different companies, emphasizes during the presentation that "if ERGs are optimized and leveraged effectively, they can yield increases in annualized Return-On-Investment (ROI) for their organizations." According to Dr. Goode, this mostly stems from their workplace, workforce, and marketplace engagements. Beyond monetary ROI, ERGs have even saved lives in emergency efforts." Dr. Goode further reinforces that ERGs are often under-leveraged and that this 90-minute presentation provides a vehicle to develop ERG talent and unlock their potential.

During this presentation, Dr. Goode will share innovative & successful BRG, ERG and affinity group success stories (problem/process/solution/results); as well as share tips & strategies including in-depth dive how-to's, recommendations and tools and resources takeaways.

ERG Leaders—new and seasoned veterans—will be inspired and will learn tools and tricks that they used to develop their ERG, communicate effectively, and embrace innovation.

By attending this presentation, participants will be able to:

- Understand that ERGs provide an excellent resource for their organizations, as well as to the communities they serve.
- Apply best practices that will increase the quality of, and raise the bar for, ERGs.

