



## ERG Bootcamps - Curricula

*Bootcamps are Live-led by:*

**Aimee Broadhurst**

- Author, “The ERG Handbook: Everything You Wanted to Know About ERGs but Didn’t Know Who to Ask” (publishing Dec 2020)
- Founder & CEO, [Inclusive Space](#)
- Vice Chair, [ERG Leadership Alliance](#)
- Certified Co-Active Coach, [Coaches Training Institute](#)
- Certified Coach, [American Confidence Institute](#)



### **1 LAUNCH:** *For brand new ERG leaders looking to start or restart an ERG program.*

**February 3, 2021 10 am – 4 pm EST** [Register here](#)

#### *Pre-launch*

- Structuring your ERG
- Outlining the Inclusive Space Progression Model and Pillars
  - Mapping activities to the Progression Model and Pillars (Pre-Launch/Launch)
- Building your business case
- Creating vision & mission statements
- Developing leadership roles and responsibilities

#### *Launch*

- Developing an ERG Leadership Model
- Creating a launch plan
- Developing meeting routines
- Welcoming and onboarding executive sponsors
- Setting up for success – administration and business support



**2 GROW:** *For ERGs already underway that need more traction in communications, programming, funding, and measurement.*

**February 4, 2021 10 am – 4 pm EST** [Register here](#)

- Recruiting your leaders and teams
- Working on a budget and funding
- Putting communication routines in place
- Planning programming
- Starting to use metrics
- Developing reports

**3 THRIVE:** *For more established ERGs wanting to have a broader and deeper long term impact.*

**February 5, 2021 10 am – 4 pm EST** [Register here](#)

- Developing and implementing a multi-year plan
  - Brainstorming ideas, prioritizing those ideas, laying out the plan, aligning the plan to the pillars and across teams
- Making talent planning routine
  - Assessing leader development, reviewing top talent, outlining talent planning
- Developing your process for launching ERG chapters
- Recruiting and engaging allies
- Leading and inspiring as an ERG leader

**For more info: [Info@ERGLeadershipAlliance.com/Bootcamps](mailto:Info@ERGLeadershipAlliance.com/Bootcamps)**

***Bootcamp participants can do an optional Certification as a:***

***Level 1/Emerging ERG Leader, Level 2/Intermediate ERG Leader, or Level 3/Expert ERG Leader.***

**[See website for more info.](#)**