

The Strategic Lens

Strategic Thinking for Individual and Institutional Impact

Part of an ERG Leadership series for ERG members, leaders, and diversity champions

November 29 & 30, 2018



The Strategic Lens shifts your thinking in focused and systematic ways. The tools from this course provide practical, yet straightforward frameworks that guide your thought processes in methodical ways. Strategic thinking improves your future state and can work beyond institutional levels; it can help you at the individual level—and on a daily basis. The course provides fresh approaches to maximize opportunities, minimize risks, and focus your lens toward strategic success. Course topics include:

- Foundations And Contexts For Strategic Thinking
- Key Elements To Shift Your Thinking Toward More-Strategic Approaches
- Visual Views Of Key Methods That Lead To Visionary Directions
- Systems That You Can Apply At The Individual Level



About the Elevate ERG Leadership Series

The ERG Leadership Series tailors leadership development for Business & Employee Resource Groups (BRGs & ERGs), representing among the most engaged, passionate team members who both volunteer and inherently build diverse and inclusive talent pipelines. We offer a wide range of tailored ERG leadership courses.

Audience: These courses are designed specially for the dedicated members of Employee Resource Groups, also known as Business Resource Groups, Affinity Groups, and Employee Network Groups.

How and Why This Program Benefits You and Your Organization

As ERG Leaders and Members, you invest your passion for people and the organization as volunteers. Ask your executive sponsors and D&I Team to support your participation so that you can increase this virtuous cycle of performance.



People: Dedicated, Engaged & Fact-Focused

- **+19%** boost in retention
- **+57%** better collaboration
- **+58%** boost in ability to correctly price stocks and focus on facts



Productivity: Cognitive Diversity & Market Advantage Innovation

- **+70%** increased success in new markets
- **+40%** more market share
- **+42%** additional patent citations for mixed-gender teams than single-gender teams
- **15x** sales for most-diverse vs least-diverse companies
- **+9%** for every 1% increase in corporate ethnic populations (up to the rate represented in the general population)



Performance: Financial Impacts

- **+35%** financial returns (above the industry means with ethnically diverse companies)
- **+15%** financial returns (above the industry mean with top-quartile gender diverse companies)
- **+26%** outperformance (of large companies with at least one female board member)

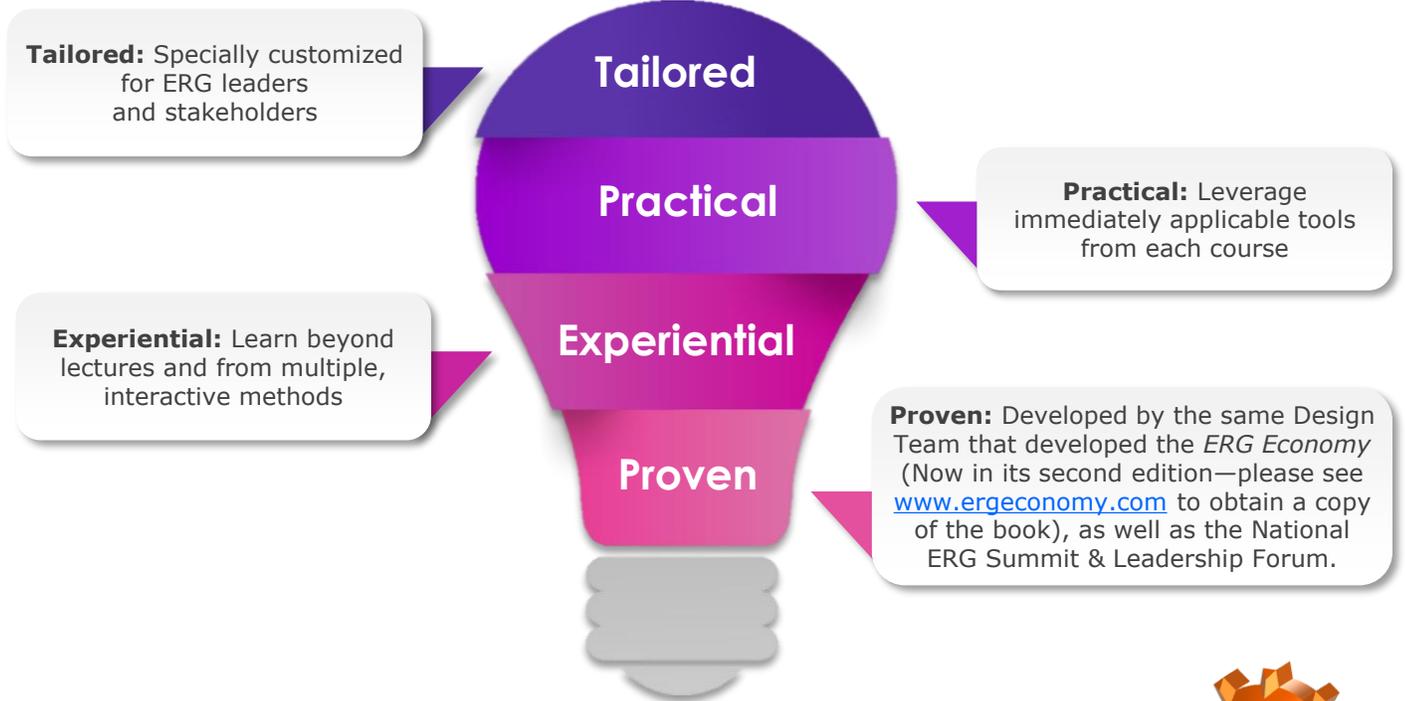
To register, go to strategiclens_mke_nov2018.eventbrite.com
For more information, contact us at info.411@spectrumknowledge.com

ELEVATE is a partnership with



What makes this program

UNIQUE



Executive Guest Speakers

In addition to our world-class Elevate faculty as instructors, we are confirming esteemed executive Guest Speakers!

Thank you to our Partners



Registration Information



Early Bird: Register by October 31 to receive your choice of either 1) a seat at the annual invitation-only Elevate National ERG Summit & Leadership Forum on May 30 & 31, 2019 in San Diego (see www.ergsummit.com); or 2) Virtual Leadership Advising Sessions

Location and Dates: Wisconsin Athletic Club (WAC), Conference Room #2, 8700 W Watertown Plank Rd, Wauwatosa, WI 53226 **November 29 & 30, 2018 | 9:00am-4:00pm**

Tuition: \$1500

Team Advantage: Send at least 6 from one company, agency, or other organization and receive \$100 off per person—a total savings of \$600 or more!

Ask your leaders and managers to invest in your organization by supporting your leadership and professional development. You can also invite your Executive Sponsors to attend the Executive Sponsor Strategy Session. This is an invitation-only interactive session from 7:30am-8:45am on the second day of class.

To register, go to strategyclens_mke_nov2018.eventbrite.com
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