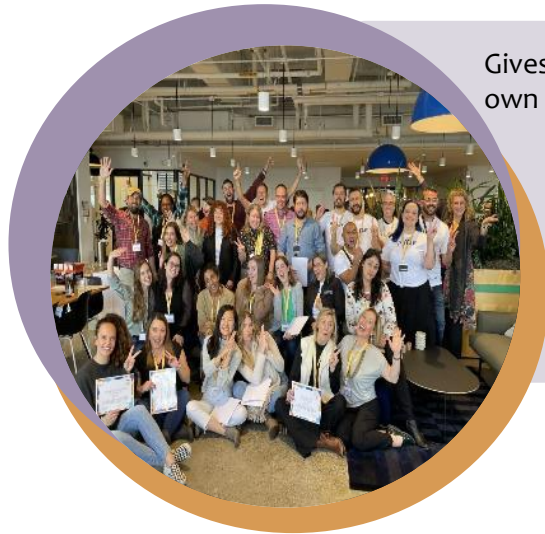




2 hour workshop - One Pager

How to be an Excellent Executive Sponsor



Vista/Cimpress Global ERG Summit

October 2024

Gives Executive Sponsors precise knowledge their goals and success metrics. Each creates their own gameplans to define how they will interact and support their group's leaders and members.

What they'll learn:

- Cross-industry common practices & trends
- How ERGs contribute to business & DEI success
- How this role is different than 'hired' job
- Benefits and challenges of the role

"Leaders who embrace, support, and champion ERGs and their contributions are the ones to watch. They know how to harness the power of belonging to fuel innovation and healthy workplace cultures."



Jennifer Brown (she, her)
Best-selling author, "Inclusion, Beyond Diversity" and
"How to be an Inclusive Leader"
Founder and CEO
Jennifer Brown Consulting

Curriculum

- **Welcome and Introductions - 5 mins**
- **ERG Intelligence - 50 mins**
 - Definition, scope & impact of ERGs
 - Best practice governance & operations for strong, sustainable ERGs
 - Trends, issues & strategic considerations
- **Executive Sponsor Role & responsibilities - 15 mins**
- **Create Your Executive Sponsor Gameplan - 45 mins**
- **Executive Sponsor Ongoing Collaboration Process - 5 mins**

Executive Sponsors rated workshop 5 out of 5



Keynote & Workshop Primary Facilitator*

Alyssa Dver

ELA Founder & Chair



Confidence Crusader • Neuro Nerd • Success Equalizer

Her unique skill set:

- Corporate executive, entrepreneurial and ERG experience
- Certified, professional presenter & educator, trained 500k+ individuals
- Engaging, relatable & authentic

Over 100 recommendations on Alyssa's LinkedIn

Alyssa is fantastic! She recently spoke at Staples for the 3rd time, and was insightful, engaging, and even incorporated a great dose of humor. Her talks have a great balance of personal and relatable experiences and well as science-backed data. Many attendees came up to her afterwards to share how her message had a significant impact on them.



Tom Bourdon
VP DEI
BigCommerce & formerly Staples

"If you're seeking an informed speaker passionate about leading ERGs, look no further than Alyssa. Her strengths include subject matter expertise, anticipating the needs of audience members especially in a virtual environments, storytelling, speaking to audiences of varying levels of work experience and knowledge - and inspiring others to learn more."



Kyra Leigh Sutton, Ph.D.
Faculty
Reuters & Ohio State University

Bio

- Founder & CEO, American Confidence Institute
- 8-time author of highly endorsed books
- 2-time TEDx speaker
- Podcast host of "Real Confidence"
- L'Oréal IT Cosmetics Confidence Educator
- Stevie Award for Thought Leadership
- MIT Entrepreneurial Center Advisor & Wharton Innovation Center Instructor
- Former Chief Marketing Officer - internationally based, public & private companies

* All leader Blueprint trainings and most Learning Labs are delivered by ELA Certified ERG Expert Trainers