



1 hour keynote – One Pager

# ERG Leaders are Everyday Superheroes

**Brain Science Proves It!**



Inspire existing and potential ERG leaders and champions with this science-backed, interactive keynote

## What they'll learn:

- Understand why ERG leadership is such a special opportunity
- Quantify how ERGs contribute to an organization & DEI
- Clarify roles and responsibilities of the leaders and others involved

“I have to say in 18 years with MSD/Organon I’ve been to a few guest speaker sessions and you are just incredible, your session was inspirational, thought provoking, unforgettable, so relevant & relatable. Thank you!”

“GREAT IMPACT!  
Many insights to reflect on and opportunities for the growth of our BRGs.”



Carly Churchill  
Head Of Women’s Health Marketing  
Organon UKENI Cluster



Edwina Aba Akuamo  
Sr Manager Diversity & Inclusion  
Newmont Corporation

## Curriculum

- ERG Definition
- Typical ERG types, names and leadership structures
- Organizations that already have or should have ERGs
- The ROI for ERG members and the business
- Who is involved and impacted by ERGs
- The 6 ERG leadership team responsibilities
- Executive Sponsor & Ally roles
- The Brain Science of Belonging
- Why ERGs are so popular now
- ERG Trends & Predictions

## Keynotes by Alyssa Dver, ELA Founder & Chair

- Founder & CEO, American Confidence Institute – trained 500,000+ individuals
- 8-time author of highly endorsed books
- 2-time TEDx speaker
- Podcast host of “Real Confidence” & “Distilled 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

**Great way to enERGize a leadership summit or retreat!**



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