

# Decision Mastery

Tools for Decision-Making Excellence and Optimization

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

July 11 & 12, 2019

The *Decision Mastery* course augments your ability to think with a toolbox that synergizes with *The Strategic Lens* course. This course propels those who have taken the other course as it shifts the context and directly emphasizes the tools as the learning centerpiece. By breaking down complex tools into core components, you will see how strategic and systematic approaches can demonstrate rapid results in productivity, strategic clarity and systems-based thinking. Course topics include:

- Tools that harness strategic decision-making, but in focused, simplified and practical ways
- Self-awareness and self-development tools that foster focused results
- Key frameworks that allow you to clear through complex, cluttered contexts and choose clear paths to success
- Models geared toward shifting your worldview, as well as daily projects and tasks



## 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)

American Sociological Association, "Diversity Linked to Increased Sales Revenue and Profits, Customers," April 3, 2009. | CEB, "Driving Retention and Performance Through Employee Engagement," Arlington, VA, 2008. | Credit Suisse Research Institute, "Gender Diversity and Corporate Performance," July 31, 2012. | Forbes, "Patenting the Co-Ed Code," September 13, 2007. | Hewlett, Sylvia Ann, Melinda Marshall and Laura Sherbin with Tara Gonsalves, "Innovation, Diversity & Market Growth," Center for Talent Innovation, 2013. | National Center for Women & Information Technology, "Who Invents It? Women's Participation in Information Technology Patenting," 2012. | Rock, David and Heidi Grant, "Why Diverse Teams are Smarter," Harvard Business Review, November 4, 2016. | Fuhrmans, Vanessa, "Companies With Diverse Executive Teams Posted Bigger Profit Margins, Study Shows," The Wall Street Journal, January 18, 2018.

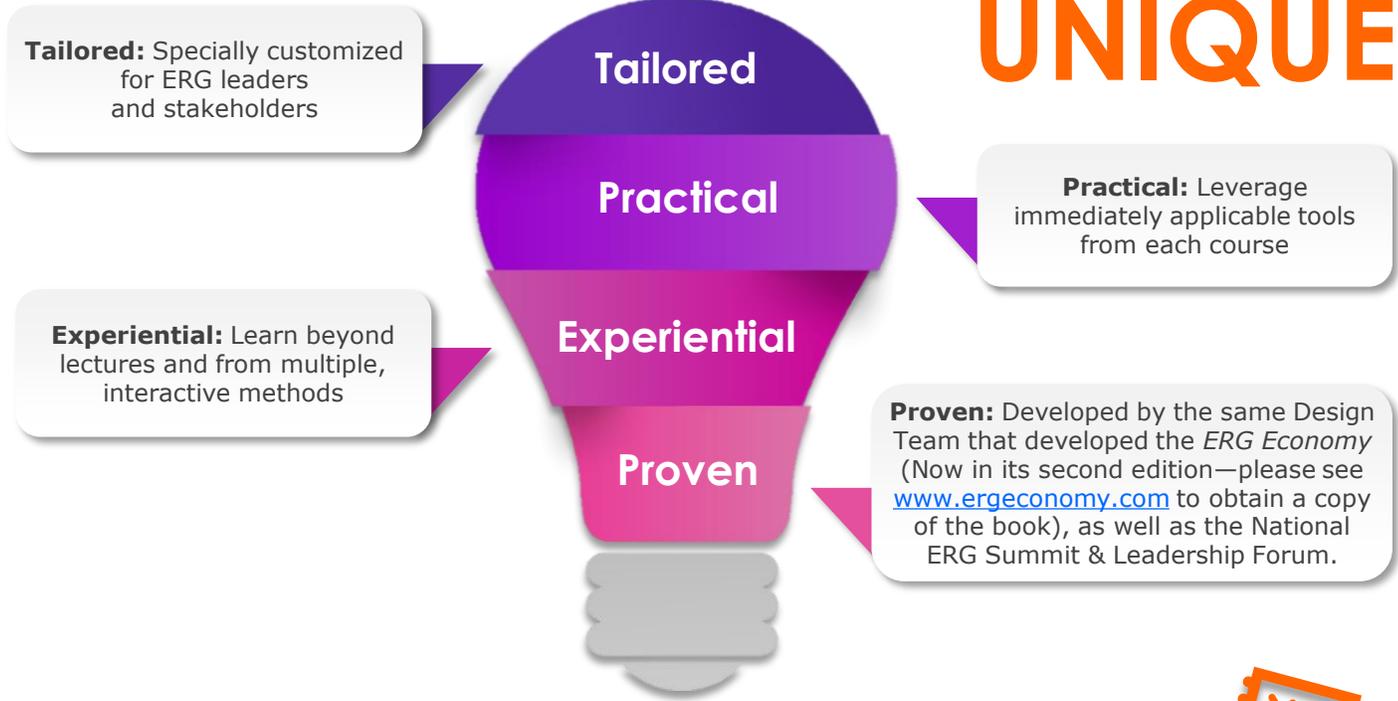
To register, go to [decisionmastery\\_mke\\_july2019.eventbrite.com](https://decisionmastery_mke_july2019.eventbrite.com)  
For more information, contact us at [info.411@spectrumknowledge.com](mailto:info.411@spectrumknowledge.com)

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# 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



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PRODUCTIVITY



## Registration Information



**Early Bird:** Register by June 11 and we'll reserve a seat for you at a follow-on virtual training session on September 18. Join your class peers for a 90-min. interactive discussion led by an Elevate faculty member, as you exchange real-time feedback on the *Decision Mastery* tools and ideas you have implemented with your ERG.

**Location and Dates:** Wisconsin Athletic Club (WAC), Conference Room #2, 8700 W Watertown Plank Rd, Wauwatosa, WI 53226  
**July 11 & 12, 2019 | 9:00am-4:00pm**

**Tuition:** \$1600 (Meals and Materials Included)

**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!

**Government rate:** \$1500

**Team Advantage:** Send at least 6 from one agency or organization and receive \$50 off per person—a total savings of \$300 or more!

The Team Advantage will include 2 seats at the annual invitation-only Elevate National ERG Summit & Leadership Forum on May 30 & 31, 2019 in San Diego (see [www.ergsummit.com](http://www.ergsummit.com)).

Ask your leaders and managers to invest in your organization by supporting your leadership and professional development.

To register, go to [decisionmastery\\_mke\\_july2019.eventbrite.com](http://decisionmastery_mke_july2019.eventbrite.com)  
For more information, contact us at [info.411@spectrumknowledge.com](mailto:info.411@spectrumknowledge.com)

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