

# The Strategic Lens

Strategic Thinking for Individual and Institutional Impact

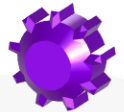
Part of an ERG Leadership series for ERG members, leaders, and diversity champions

November 25 & 26, 2019



*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)

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.

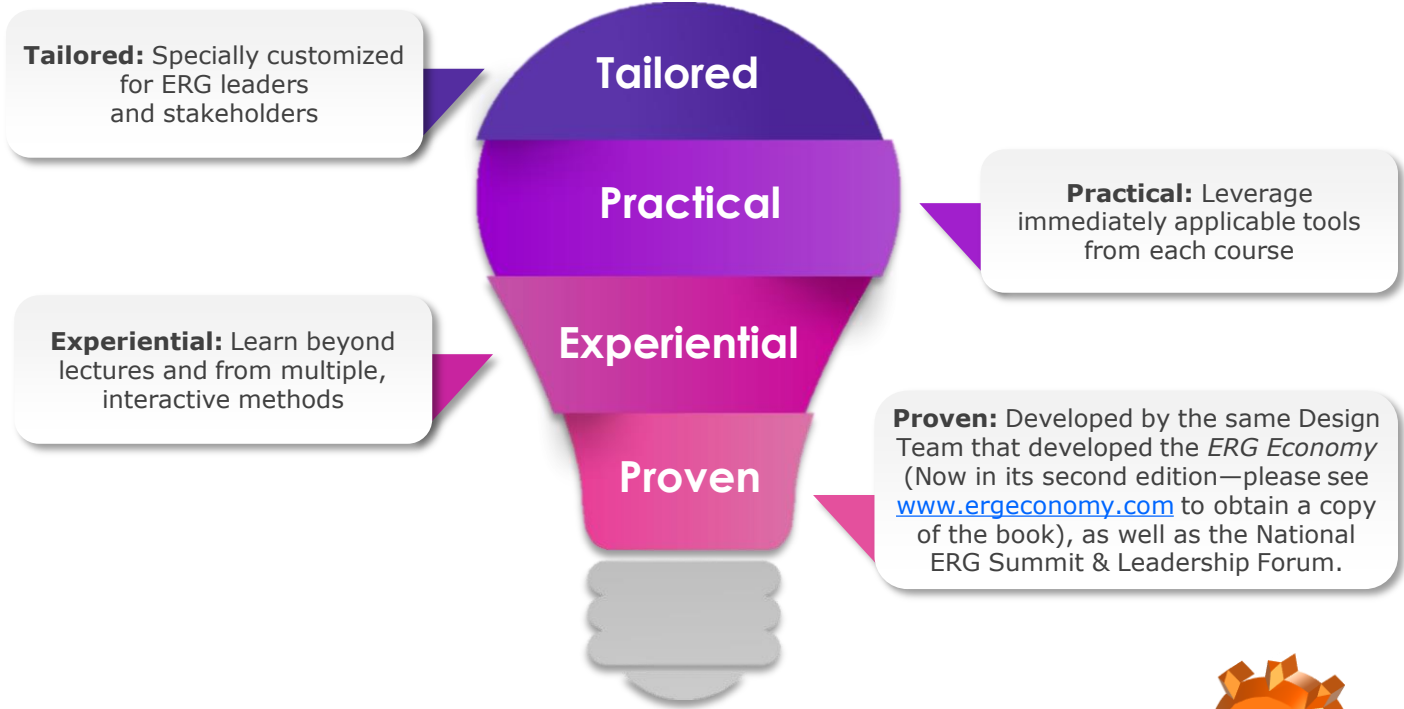
To register, go to [strategiclens\\_md\\_nov2019.eventbrite.com](https://strategiclens_md_nov2019.eventbrite.com)  
For more information, contact us at [info.411@spectrumknowledge.com](mailto:info.411@spectrumknowledge.com)

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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 Partner



## Registration Information

**Early Bird:** Register by October 22 and we'll reserve a seat for you at a Virtual Leadership Advising Session (more info to follow).

**Location and Dates:**

Choice Hotels International, Room Rock 450A,  
1 Choice Hotels Circle, Suite 400, Rockville, MD 20850  
**November 25 & 26, 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!

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

To register, go to [strategiclens\\_md\\_nov2019.eventbrite.com](http://strategiclens_md_nov2019.eventbrite.com)  
For more information, contact us at [info.411@spectrumknowledge.com](mailto:info.411@spectrumknowledge.com)

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