



ERGs: Your secret weapon in uncertain times



Elevate Your Employee Resource Groups (ERGs)

Why doubling down on ERGs fuels
resilience, innovation, and success.



In times of change, don't diminish what makes you strong.

- ERGs build culture
- ERGs drive business outcomes
- ERGs develop future leaders





Cultivating Culture & Well-Being

Peer support circles improve emotional health and build resilience.

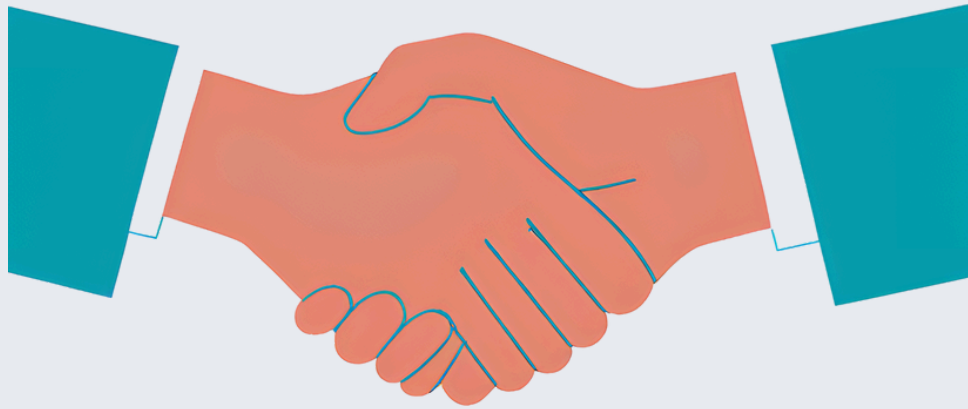




Aligning with Business Strategy

Innovation from diverse perspectives
helps to solve real business challenges.





Building Brand Value

ERGs extend your brand beyond the walls of your company, connecting authentically with communities and enhancing corporate reputation.

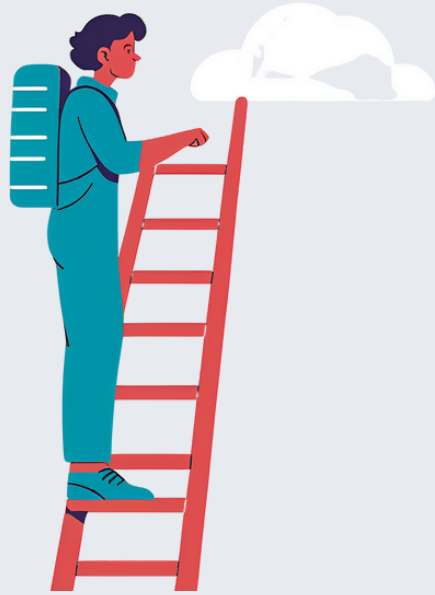




Powering Recruitment

Talent ambassadors demonstrate real inclusion to job candidates and expand reach to untapped pipelines.





Developing Future Leaders

Leadership opportunities through ERGs showcase skills and competencies to identify next-gen managers.



ERG's Aren't Extras – They're Essential to...

- Fuel Resilience
- Drive Innovation
- Connect to Community
- Build Brand Value
- Grow Future Leaders



Ready to double-down on ERG Excellence?

Contact me to learn more:
gena@genapirtle.com

GENA PIRTLE
FOUNDER & PRINCIPAL
GENA PIRTLE CONSULTING LLC

