

“I help leaders deliver value through purpose.”



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Empowering Your ERGs Through Uncertainty

In an evolving workplace landscape, Employee Resource Groups (ERGs) are more important than ever—yet many struggle to sustain momentum and influence amid shifting policies, leadership changes, and economic uncertainty. The challenge? Relying on traditional ERG structures without adapting to new realities, which limits their effectiveness and long-term impact.

To navigate uncertainty successfully, ERGs must embrace strategic empowerment—aligning their purpose with business goals, building strong executive sponsorship, and equipping members with the tools to drive meaningful change. By fostering resilience, influence, and adaptability, ERGs can remain a driving force for inclusion, engagement, and innovation.

By the end of this session, you will learn how to:

- Strengthen ERG influence and executive alignment to secure long-term support and funding.
- Adapt ERG strategies to changing business landscapes while staying true to their core mission.
- Develop actionable frameworks to increase engagement, build leadership pipelines, and drive measurable impact.

Join us to explore how intentional leadership and strategic action can empower your ERGs to not just survive uncertainty—but thrive through it.



GENA PIRTLE CONSULTING
PARTNER WITH PURPOSE