

enERGizers

One-hour, Interactive and Live Virtual Short Sessions

The Optimized SWOT:

Elevate Its Usage to the Next Level

ERG ECONOMY
by **ELEVATE**



Friday, February 16, 2024

Virtual, Live in Zoom

10:30 am – 11:30 am Pacific: The Optimized Swot with Vu Pham

The Optimized SWOT: Elevate Its Usage to the Next Level

Employees who exercise their strengths daily are 8% more productive and 6x more likely to be engaged.

Many professionals and leaders know SWOT (Strengths, Weaknesses, Opportunities, and Threats). Few know that they have been deploying it less optimally from the ideal process steps. Beyond the SWOT, we at Elevate have created an even more optimized version of it, hence the upgraded name. In addition, you'll learn to apply it to your own individual, rather than only organizational, context. Join us for an interactive session and learn to leverage the Optimized SWOT!

[Join us!](#)

www.ergeconomy.com

Vu H. Pham, Ph.D.

As the CEO of Spectrum Knowledge & Chair of Elevate, Vu H. Pham, Ph.D., works with hundreds of organizations from the Fortune 500 to major federal government and international non-profit agencies. Elevate is a multi-university partnership with the UC Office of the President—MESA. He heads several communities of practice with ERGs and Executive-level mastermind groups and has taught Executive Education and leadership at UCLA, UC San Diego, and UC Irvine.

Dr. Pham's work has been featured on national and international multimedia, such as CNN, MSNBC, the Associated Press, Forbes, Voice of America, Los Angeles Times, KSCI International Television, Strategic Innovators, Asian Week and Radio Free Asia. He has given numerous keynote speeches internationally and has written many publications. He has helped generate over a million dollars for non-profit groups and donates many hours to them.



Vu H. Pham, Ph.D.

For more information, visit: www.ergeconomy.com

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About ERG ECONOMY by Elevate

As an Elevate initiative, The ERG Economy convenes cross-industry stakeholders of Employee Resource Groups (ERGs) to share and co-create innovative, leading-edge insights that benefit the overall ecosystem and economy of ERGs.

The Elevate ERG Economy Initiative co-creates:

- **Strategies and solutions** to maximize ERG impact, development, and innovation
- **Practical Resources**, such as our signature ToolBooks, Toolkits, and other content
- **Research** on ERGs that leverage shared information and insights from many stakeholders
- **Communities** such as COP+s, and summits to jointly forge innovative solutions and share best practices

The ERG Economy is an initiative of Elevate.



About ELEVATE

Elevate is a multi-university partnership, along with Spectrum Knowledge and the University of California Office of the President—MESA. We cross-pollinate industry and academic innovation for inclusive and diverse leadership. One unified phrase embodies both our mission and vision:

PURPOSE + PEOPLE = PURPLE.

Elevate helps you define, refine, and align your purpose with your organization's purpose.



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