Affinity Groups Management Training Course

Professional Development Training Course Outline

Category	Human Resource Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Affinity groups, also known as employee resource groups (ERGs), are a powerful driver of workplace inclusion, innovation, and organizational engagement. Affinity Groups Management Training Course equips leaders and HR professionals with the knowledge, strategies, and actionable tools to establish, grow, and sustain high-impact affinity groups. Participants will learn how to foster a culture of belonging, enhance employee engagement, and leverage affinity groups as catalysts for leadership development and organizational transformation.

In today's fast-evolving workplace, organizations that prioritize diversity, equity, inclusion, and belonging (DEIB) are better positioned to attract top talent, enhance retention, and improve performance outcomes. This training integrates real-world case studies, practical frameworks, and data-driven strategies, empowering participants to develop affinity groups that deliver measurable impact and contribute to a thriving workplace ecosystem.

Programme Curriculum

Affinity Groups Management Training Course

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Course Duration

5 days

Course Objectives

By the end of this training, participants will be able to:

1. Develop and implement strategic affinity group programs aligned with organizational goals.
2. Enhance employee engagement and foster a culture of inclusion and belonging.
3. Utilize data-driven strategies to measure affinity group impact.
4. Create inclusive leadership pipelines through affinity group initiatives.
5. Drive diversity and equity outcomes across organizational levels.
6. Build cross-functional collaboration and networking opportunities.
7. Leverage technology and digital platforms for affinity group engagement.
8. Design high-impact communication strategies for group promotion and visibility.
9. Develop sustainable funding and resource plans for group operations.
10. Implement mentorship and sponsorship programs within affinity groups.
11. Apply change management techniques to integrate affinity groups in corporate culture.
12. Recognize and mitigate biases and barriers in group participation and leadership.
13. Share best practices using global case studies and innovative approaches.

Target Audience

1. HR Managers and Directors
2. Diversity, Equity & Inclusion (DEI) Professionals
3. Employee Resource Group Leaders
4. Organizational Development Specialists
5. Talent Acquisition and Retention Teams
6. Team Leaders and Supervisors
7. Corporate Executives driving culture change
8. Learning & Development Professionals

Course Modules

Module 1: Introduction to Affinity Groups

- Definition, purpose, and types of affinity groups
- Strategic alignment with organizational goals
- Benefits for employee engagement and retention
- Global case studies of successful affinity programs
- Key metrics and KPIs for group performance

Module 2: Designing High-Impact Affinity Programs

- Needs assessment and stakeholder analysis
- Goal setting and performance tracking

- Budgeting and resource allocation
- Program lifecycle management
- Case study: Fortune 500 company ERG strategy

Module 3: Leadership and Governance in Affinity Groups

- Leadership structures and roles
- Developing inclusive leadership pipelines
- Succession planning and mentorship
- Conflict resolution strategies
- Case study: Leadership development through ERGs

Module 4: Employee Engagement and Inclusion Strategies

- Engagement tools and communication strategies
- Event planning and community building
- Inclusion metrics and analytics
- Encouraging cross-functional participation
- Case study: Enhancing inclusion at multinational firms

Module 5: Communication and Visibility

- Marketing and social media for affinity groups
- Storytelling and impact reporting
- Internal and external communications strategies
- Brand alignment with organizational messaging
- Case study: ERG campaigns driving organizational impact

Module 6: Measurement and Analytics

- Metrics for success: participation, retention, impact
- Data-driven decision-making
- Surveys and feedback loops
- Benchmarking against industry best practices
- Case study: Data-driven ERG performance improvements

Module 7: Scaling and Sustainability

- Scaling programs across regions and departments
- Funding, sponsorship, and resource planning
- Long-term sustainability strategies
- Innovation and continuous improvement
- Case study: Scaling a global affinity network

Module 8: Overcoming Challenges and Driving Change

- Identifying barriers and mitigating biases
- Change management in organizational culture
- Risk management and compliance considerations
- Best practices for navigating challenges
- Case study: Transforming corporate culture through affinity groups

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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