Employee Resource Groups:
Moving from Concept to Implementation

Angela Cody, Manager, Inclusion & Diversity
Session objectives

- Define Affinity Group, ERG and BRG
- Business Case for ERGs
- Getting Started – Best Practices
- Tips, Tricks and Watch-outs
Characteristics of Groups

Teams are voluntary, employee led and consist of individuals who join together based on common interests, backgrounds or demographic factors.

- Inward Looking
- Build personal network
- Community outreach

- HR or Executive sponsor
- Integration into TA
- Develop members

- Goals align with business
- Groups are leveraged to meet strategic imperatives in Workforce, Workplace and Marketplace

Affinity Group

ERG

BRG
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Fast Facts

- 90% of Fortune 500 companies have ERGs.
- ERGs encourage over 60% of young workers to stay.
- Xerox launched the first ERG in the 1960’s.
- Workers under the age of 34 expressed the most interest in joining an ERG.
- 77% of Women said they would join a women’s ERG.

Source: Bentley University
83% of millennials are more actively engaged when they believe their company fosters an inclusive culture (Deloitte).

67% of job seekers said a diverse workforce is important to them when considering job offers (Glassdoor).

In the USA, women make or influence 80% of consumer spending decisions (Talking About Money).

51.2 million people have some level of disability (18% of the US population) (Assoc of ERG & Councils).

For every 10% increase in the rate of racial and ethnic diversity on Senior Executive teams, EBIT rises 0.8% (McKinsey).
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Let’s Get Started

Source: Prism International
Situation
What major gaps exist between your current and future states as it relates to our vision, values, mission and business objectives where diversity and inclusion can be leveraged?

Strategy
What strategies and tactics will be implemented to close the gaps and reach the identified goals?

Structure
What structure would best support the strategy?

Skills & Knowledge
Does the team have the right skills and tools to support the vision and strategy?

Sustainability
How will the team be held accountable? What is your communications platform/strategy?
Elements of an ERG Charter

- Mission Statement
- Objectives
- Pillars
- Scope
- Structure
- Roles, Responsibilities, and Expectations
- Election Process and Tenure
- Cadence of Meetings
- Strategic Plan with Metrics
- Operating Model
Sample ERG Structure

Executive Sponsors (2)

Chairs (2)

Administrative
Cultural Intelligence
Communication
Metrics and Measurement
Community
Professional Development
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Best Practices

Must be a top-down and bottom-up initiative.

Find the right platform to launch the BRG.

Set reasonable expectations and be intentional.

Perseverance through the ups and downs.

Benchmark against prior years and peers to understand opportunities.

Integrate into departments and systems to enhance impacts.

Be transparent and tied to organizational goals. Show your value.
Watch-outs and Challenges

- Inconsistent Support
- Middle management buy-in
- Not establishing metrics or reporting success
- Slippage and stagnation
- Engaging all employees: White males and introverts
- Moving forward without celebrating the wins.
- “If you’re not at the table, you’re probably on the menu.”
Thank You

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