



How to Start an ERG (Employee Resource Group)

Promotional Partner



Presenting Sponsor



Hosting Organizations





Who We Are

INCLUSION

**TRANSFORMING THE
FACE OF LEADERSHIP** | An Advisory Council
of ERG Leaders



BROWN-FORMAN





Agenda

- What are ERG's?
- Value for Your Company and Employees
- How to Create and Build ERG's
- Panel Storytelling
- Q&A



ERG / BRG/ Affinity Group / etc.

It is not:

- called the same thing
- “one size fits all”
- a club or social, religious or political forum
- exclusive

It is:

- community
- a safe space
- rooted in inclusion and equity
- valuable to both employees and the company
- potential to create a talent pipeline



Value of ERGs

ERG participants receive an inclusive network, expanded cultural and civic awareness, professional and personal development, sense of inclusion, potential career opportunities, community service involvement, etc.

Companies with strong ERGs recruit and retain diverse talent, gain insight to challenges and needs of employees, partner with community organizations, further company initiatives, empower future leaders, offer a broader value proposition, etc.



Define Mission and Purpose

Typically, ERG development is tasked to groups related to Diversity & Inclusion, Employee Engagement, Human Resources, etc.

- Reach out to contacts in those spaces about your ideas.

Identify a direction/group to represent:

- Working Parents, LGBTQ+, Veterans, Women, African American, Hispanic/Latino, Young Professionals, ...

Develop a clear strategy and mission that will align ERGs to business objectives and corporate strategies.



Building the Team

Leadership Structure

Leaders will guide the planning, implementation, and scheduling of ERG activities and actions.

What leadership positions are needed in your ERG?

Define criteria for positions and begin recruiting talent.

Recruiting Members

Members participate in events and contribute to ideas/opinions that drive the direction of the ERG.

Typically ERG's are open to all company employees.

What ways will employees receive information about your ERG(s)?

Executive Sponsorship

Executive sponsors are senior-level leaders who serve as a guide and champion of the ERG.

Do you want to require this of your ERG's?

If yes, create a strong outline of expectations and responsibilities.



It's all in the details

Budget

- Identify if there is available funding to support the ERG initiatives and where it should come from

Branding

- Distinguished color scheme, logo, etc. to have recognition across the company
 - Unified for all ERG's or Individualized ERG branding



LET'S DISCUSS



Q&A



THANK YOU

Please visit <https://www.leadershiplouisville.org/erg-advisory-council/> for additional resources.

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