



Our Webinar Will Begin Shortly

Today's Topic:

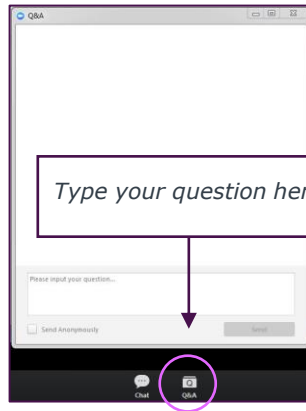
**ERGs Unleashed: Introducing a New Toolkit
for ERG Transformation**

Engaging in Chat



Utilize the **Chat button** to make comments throughout the session.

Asking a Question



Brief Exit Survey



We'd appreciate your **feedback** on today's presentation.

Meet Your Presenters



Katie Mooney
*Managing Director,
Seramount*



Kaela Blanks
*Associate Director,
Advisory Services
Seramount*



**Calla Devlin-
Rongerude**
*Managing Director,
Open to All*



**Tshombe
Laughman**
*Deputy Director,
Open to All*

Connect with Seramount



@seramount



@seramount



@seramount



seramount

ERGs Unleashed: Introducing a New Toolkit for ERG Transformation

AGENDA

1 Key Elements of Successful ERGs

Kaela Blanks, Associate Director, Advisory, Seramount

2 Sneak Peak of the All-New ERG Toolkit

Calla Devlin-Rongerude, Managing Director, Open to All

3 Fireside Chat: ERGs Unleashed

Katie Mooney, Managing Director, Seramount

Kaela Blanks, Associate Director, Advisory, Seramount

Calla Rongerude, Managing Director, Open to All

Key Elements of Successful ERGs



3 Key Types of Groups

Affinity Groups

Social spaces where people with a shared identity can meet and discuss common issues

Employee Resource Groups

More structured and usually focused on recruitment, education, and advancement efforts within the workplace and are usually affinity-based

Business Resource Groups

Like ERGs, but tied to business goals, including internal goals and marketplace goals. Have specific metrics that are often linked to leaders' performance evaluations. Often affinity-based.

The rationale for ERGs



Diversity, Equity and Inclusion



Talent Attraction and Retention



Innovation and Creativity



Market and Customer Insights



Employee Development



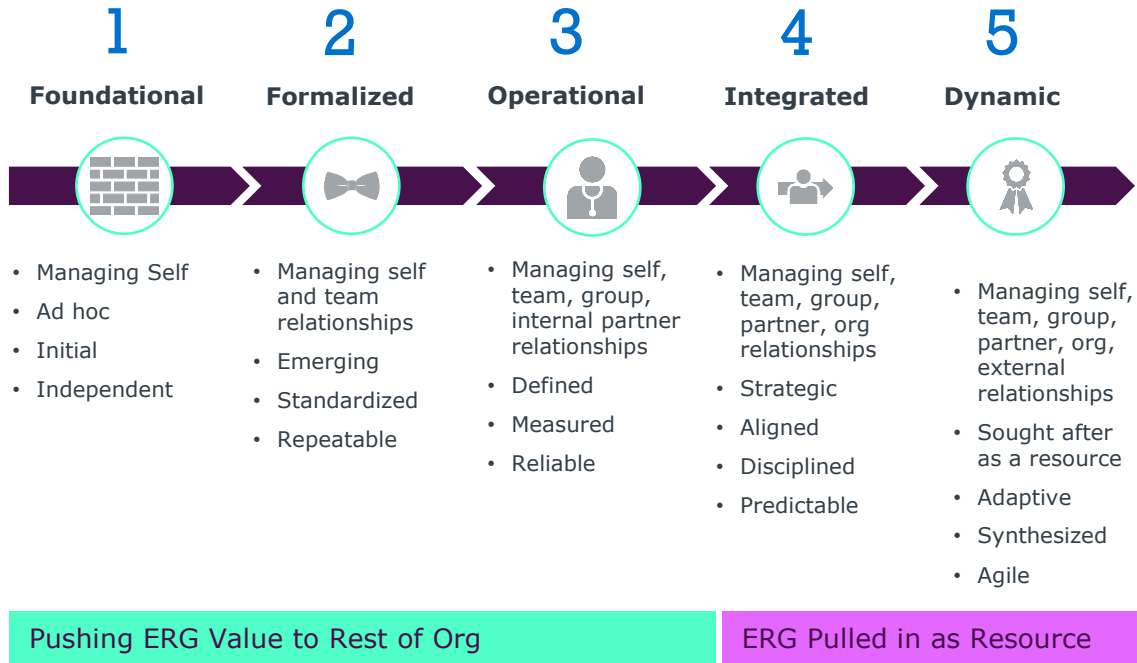
Enhanced Reputation



Employee Wellbeing



Starting or Expanding ERGs





Organizational Structure of ERGs

Key considerations for an effective organizational structure



Founding leadership team responsibilities



Executive sponsor expectations, commitment, and responsibilities



Building the team and finding an executive sponsor



ERG co-lead expectations, commitment, and responsibilities



ERG leadership onboarding



ERG leadership succession planning and transition



Building the team and finding an executive sponsor

ERG Leadership Compensation, Rewards, Recognition ¹¹



Development,
Opportunity,
Exposure



Full-Time Role



Volunteer Hours



Pay Supplement/
Stipend



Defined Role
Carve-Out

ERG Recruitment, Retention, and Development



Tips to maximize participation and maintain momentum



Responsibility

Show your employees you trust them by giving them responsibilities that allow them to grow. Even if a member may not hold a leadership role, allowing them to assist and take on more responsibility will make them feel more included.



Respect

Create a positive, inclusive, welcoming, and safe space. Employees want to know they are respected and appreciated. Make it a priority to show outward respect for ERG members. This will create positive experiences.



Recognition

Recognition in front of the ERG and company can contribute to the positive culture of the company and can be good morale builders as well for members of the ERG.



ERG Events and Programming

Best practices for building a calendar of events

1

Diversity in event types

- Balance educational workshops, networking sessions, and social activities
- Consider the preferences and availability of your members when scheduling events, accommodating different time zones and work schedules.

2

Collaboration is key

- Involve ERG members in event ideation and planning to ensure events resonate with their interests and needs.
- Set realistic timelines to avoid event fatigue and allow sufficient time for promotion and participation.

3

Consistency in communication

- Promote events well in advance through various channels, leveraging internal platforms, email, and social media.
- Provide clear instructions and consider hybrid or virtual options to accommodate remote members.

4

Evaluate effectiveness

- Gather feedback, track attendance, and assess event impact.
- Use this data to refine future planning, ensuring your ERG calendar remains dynamic, engaging, and aligned with the evolving needs of your members and the organization.



Metrics and Measurement

Two key factors to remember when using metrics



0101
1100
1111

Use Metrics You Already Have

For example, if you want to see how your ERG is contributing to leadership development, measure which existing leadership or high-potential programs your ERG members were asked to attend and their rates of promotion vs. the general population.



Benchmark Internally and Externally

Benchmarking enables your ERG to evolve, quantify its contributions to the business, measure itself against other ERGs, and break free of habits and practices that have outlived their usefulness

Annual Activities for ERGs

An annual ERG strategy session holds immense importance in driving the success of the group.



Facilitates Clear
Communication



Provides
Direction



Empowers to
make a
tangible impact

Sneak Peak of the All-New ERG Toolkit



Toolkit Overview

8 content-rich sections on every facet of ERGs

| | | | |
|--|---|---|--|
| <p>1</p> <p>The Business Case for ERGs</p> | <p>2</p> <p>Starting or Expanding ERGs</p> | <p>3</p> <p>Organizational Structure of ERGs</p> | <p>4</p> <p>ERG Leadership Compensation, Rewards, and Recognition</p> |
| <p>5</p> <p>ERG Recruitment, Retention, and Development</p> | <p>6</p> <p>ERG Events and Programming</p> | <p>7</p> <p>Metrics and Measurement</p> | <p>8</p> <p>Annual Activities for ERGs</p> |

Tell us in the chat!

Are we missing anything?

Are there certain nuances that we consider in relation to the retail industry?

Tell us in the chat!
Are we missing anything?

Based on your role with ERGs, what would you like to see included in our new toolkit?

Fireside Chat: **ERGs Unleashed**

Fireside Chat: ERGs Unleashed

Type your questions into the Q+A box!



Katie Mooney
*Managing Director,
Seramount*



Kaela Blanks
*Associate Director,
Advisory Services
Seramount*



**Calla Devlin-
Rongerude**
*Managing Director,
Open to All*



**Tshombe
Laughman**
*Deputy Director,
Open to All*

A Trusted Partner to Help Navigate the Landscape

Evolving and Relevant Solutions to Support Rapidly Changing DEI Needs

CDO Collaborative

Supporting CDOs and Talent Leaders in Their Role as Corporate Change Agents



Diversity Best Practices

Increasing the Capacity and Impact of DEI Teams

Three Pillars of Service to Help DEI and Talent Leaders Effect Change



Rigorous Research with a Global Reach

Deploying a proven research methodology to identify how CDOs and Talent leaders are making change happen

- Annual research initiative
- Resources to educate stakeholders and accelerate impact
- Custom research to answer up-at-night questions



Collective Experience of a Peer Community

DEI and Talent leaders guide and shape our search for breakthrough ideas, then pressure test what we find

- CDO roundtables and Experience Labs
- DEI practitioner roundtables and hot-topic webinars
- Regular convenings to build global DEI leader community



Commitment to Applying Lessons Learned

Supporting you in getting buy-in for change and customizing implementation of lessons learned

- Access to expert advisors to increase team capacity
- Partner Intensives bring insights to broader teams
- Proactive planning to drive progress on initiatives

EmERGE Global and EmERGE 2024!



23

EMERGE

A Conference Devoted to Activating **Employee Resource Groups**



EmERGE Global

April 15, 2024

London

EmERGE

May 6-7, 2024

New York City

How Else Can We Help?

Take Our Poll

I'd like to schedule a call with a Seramount expert to speak further about...

- 1 How to become a member of Seramount's DEI Research Partnership
- 2 Registering my ERG leaders and members for EmERGE Global and EmERGE 2024
- 3 Improving my organization's ERG strategy
- 4 Something else? Choose this option and we will follow up.

Related Resources For You



- 1 **Receive Seramount's Research Summary**, ERGs at a Crossroads: Benefits, Boundaries, and Burnout



- 2 **Get more information** about Open to All



- 3 **Register for our upcoming webinar** on navigating workplace polarities in an election year (*free to register*)



- 4 **Register for our upcoming webinar** about Seramount's ERG Leader Certification, a virtual learning experience (*free to register*)

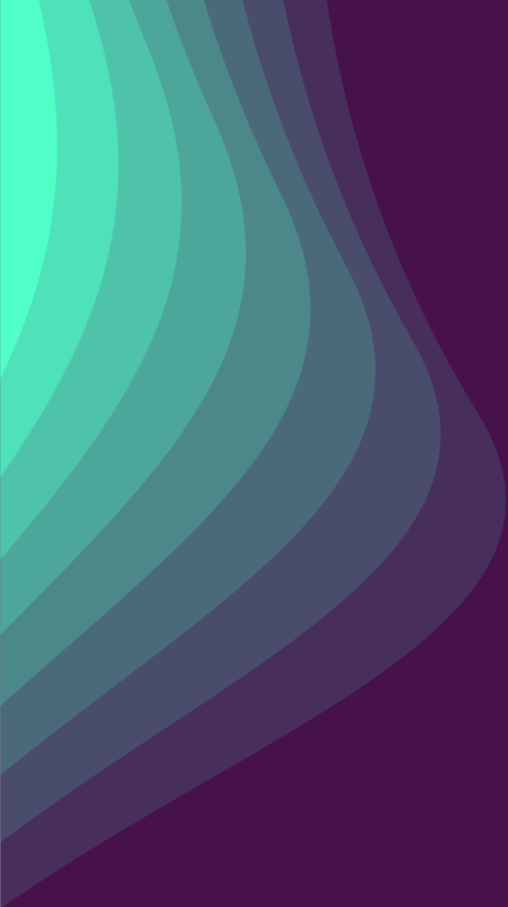


A Quick Ask

Please scan the QR code and take a few minutes to **complete the short survey** that pops up at the close of this webinar.

Thank you!





202-747-1000 seramount.com