



Our Webinar Will Begin Shortly

Today's Topic:

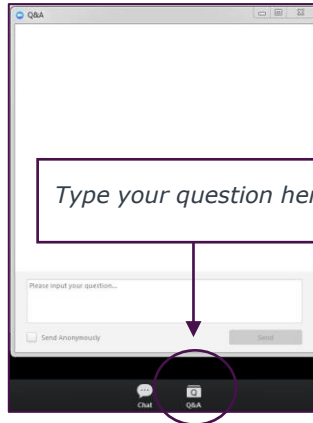
**Enhancing ERG Success: A Deep Dive Into ERG
Leadership Compensation Approaches**

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 Presenter



Kaela Blanks

*Associate Director, Advisory,
Seramount*

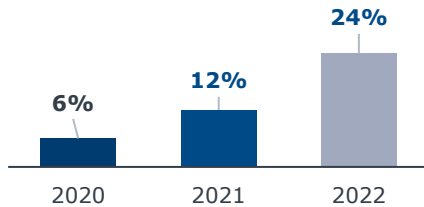
Enhancing ERG Success: A Deep Dive Into ERG Leadership Compensation Approaches



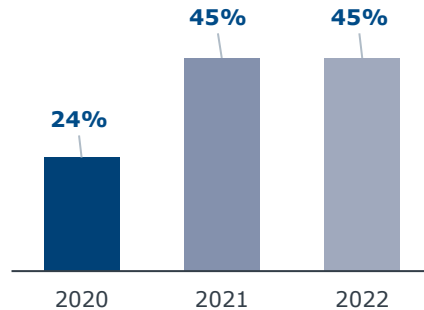
Organizations Compensating vs. Considering

Surveys suggest that the practice of ERG leadership compensation has doubled each year since 2020.

Currently Compensating ERG Lead with Cash



Considering Compensation





Development, Opportunity, Exposure

Key Components of Froedtert Health's Leadership Compensation:



Creating a Path to Promotion

Each of Froedtert's five BRGs has three leaders: a chair, vice chair, and secretary.



Making Leadership Roles Attractive

BRGs are seen as a place for up-and-coming leaders to get experience and to get ahead.



Building Future Competencies

Froedtert Health focuses on strategic thinking as an important leadership competency. BRG leaders are measured on this specific competency during their annual appraisals



Froedtert Health

Integrated Health System

HQ: Milwaukee, Wisconsin

US Staff: 17,000

Vice President, Community Engagement & Chief Diversity Officer: Andrés E. González, MEd., CCDP/AP

Froedtert

Volunteer Hours



Nielsen

Media Company

HQ: New York, New York

Global Staff: 14,000

Chief Diversity Officer:
Sandra Sims-Williams

14 Business Resource Groups





Pay Supplement/Stipend

Acknowledging the Job on Top of the Job

“

“Historically, these employees take on leadership roles and the associated work in addition to their day jobs, putting in extra time, energy, and insight. And despite the tremendous value, visibility, and impact to the organization, this work is rarely rewarded financially.”

Teuila Hanson, Chief People Officer

LinkedIn

”



LinkedIn

Social Media Platform

HQ: Sunnyvale, California

Global Staff: 21,000

Subsidiary of Microsoft

SVP, Chief People Officer, Teuila Hanson

LinkedIn[®]



Defined Role Carve-Out

Key Components of BTL Holdings Leadership Compensation:



Leveraging “Role Sharing”

Role sharing sets aside dedicated time for ERG leadership work.



Defining the Role

Each ERG has a president, vice president, and engagement director as role sharing positions.



Prioritizing Leadership Development

While the typical role sharing arrangements across BTL are shorter and often project-based, for ERG leaders they are more extensive and involve a specific promise of skill-building and growth.



BTL Holdings

Financial Business Services

HQ: United States

Global Staff: 40,000+





Full-Time Role

Two Key Benefits to the Full-Time Role Model

1 Accelerated Impact



“When you dedicate 100% of someone’s time, you will get to results quicker than someone dedicating only a few fragmented hours when they are free from other priorities. I’ve managed ERGs with the traditional volunteer model and this new approach, and I can see the tremendous difference in how quickly activations are completed and with strong impact to the business.”

Elvie Gee, Executive Director for Global Inclusion and Diversity Strategy and Operations
Bristol Myers Squibb



2 Higher Visibility of Barriers

Because the PBRG leaders report directly to executive sponsors who are members of the BMS leadership team, barriers can be addressed more readily and removed.



Bristol Myers Squibb

Biopharmaceutical Company

HQ: Princeton, NJ

Global Staff: 34,000

Global Chief Inclusion and Diversity Officer: Pamela M. Fisher



Live Q&A With a Seramount ERG Expert!

Type Your Questions Into the Q&A Box!



Natarsha Bryant

*Senior Director, Partner
Development, Seramount*



Kaela Blanks

*Associate Director, Advisory,
Seramount*

Your Preeminent Partner to Create an Inclusive Workplace

Resources and Events to Support ERGs, Talent Management, and to Advance Your DEI Strategy.

Activated ERGs Center of Excellence

1

Developing ERGs

Seramount works to ensure ERG governance is supported and sustainable. We want to help you uplift the next generation to attract, engage, develop and retain talent.

2

Engaging ERG Leaders

Our expert advisors support the development of inclusive leaders. We also collaborate with your team to design initiatives that benefit diverse colleagues and provide meaningful programming.

3

Career Growth for Participants

ERG leaders and members learn skills to raise visibility and influence in the workplace. We help translate these skills to career growth and leadership development.

Resources and Events to Help Member Companies Maximize the Effectiveness of ERGs:

Past

- Insight Paper: ERGs at the Crossroads: Benefits, Boundaries, and Burnout
- Webinar: Strategic BRG Transformation: Lessons from American Family Insurance's Success Story
- Research Report: The Future of ERGs
- Guide: ERG: A Vital Resource in Times of Disruption and Crisis

Upcoming

- Insight Paper: ERGs at the Crossroads: Benefits, Boundaries, and Burnout
- Webinar: Strategic BRG Transformation: Lessons from American Family Insurance's Success Story
- Webinar: ERG Compensation Best Practices
- Conferences: EmERGe and Global EmERGe

Interested in More Seramount Events Like This?



Mitigating Barriers to Build Leaders with Inclusive Succession Planning

- Date: September 7
- Open Webinar for all



Keeping DEI Strong in Volatile Times Research Reveal

- Date: October 5
- CDO Collaborative Member Convening
- Location: Washington, D.C.



Preserving Progress: Sustain DEI Momentum in the Face of Change and Uncertainty

- Date: October 26
- Open Meeting for DEI Leads
- Location: Washington, D.C.



Increasing the Capability of Your Talent/Inclusion Index

- Date: December 1
- Diversity Best Practices Member Convening
- Location: Virtual

How Else Can We Help?

Take Our Poll

I'm interested in...

- 1 Learning about how Seramount advisors can help advance my ERG strategy through the DEI Research Partnership
- 2 Downloading the research report, *ERGs at the Crossroads: Benefits, Boundaries, and Burnout*
- 3 Signing up for the events that were listed on the previous slide
- 4 Something else? Choose this option and we will follow up with you

A Quick Ask

We value your feedback.

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!





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