

*Inklusiv*  
for Business

# How to build effective Employee Resource Groups (ERGs)?

**Members' event**

Oct 13th 2022

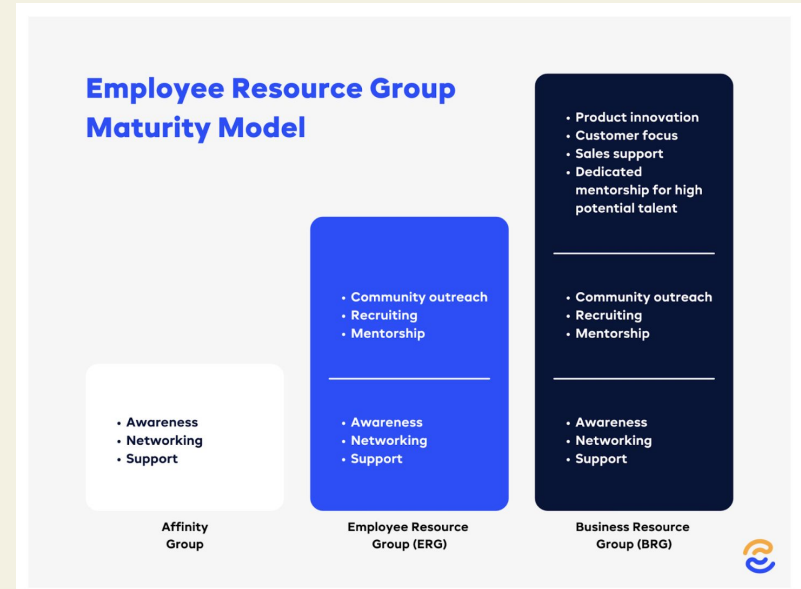
Bikash Gurung

Aparna Shakkwar

**Inklusiv Community**

# What are Employee Resource Groups (ERGs)?

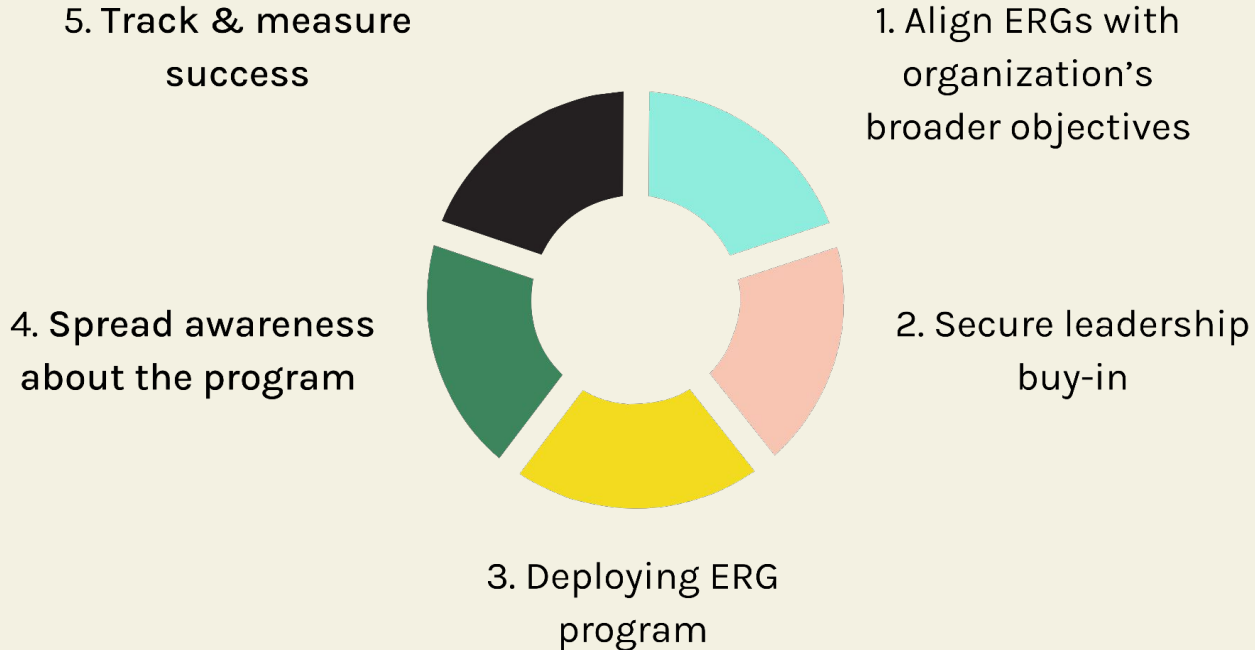
- A voluntary, employee-led diversity and inclusion initiative.
- Organized on the basis of common identities, interests, or backgrounds with the goal of supporting employees by providing opportunities to network and create a more inclusive workplace.
- ERG members share common needs in the workplace.
- ERGs are typically found in larger companies with a growing mix of people from different demographic groups



Source: Illustration inspired from the work of D. Chip Newton (Deloitte)

**The purpose of Employee Resource Groups is to strengthen workplace relationships, foster a sense of belonging, promote personal and professional growth, and ultimately, nurture the entire company community.**

# How to build ERGs?



# The dos and don'ts of starting an ERG



# Dos

## ERG Guidelines

- ✓ Have available resources + guidance to support the set up
  - ERG best practice handbook
  - Support in drafting a mission statement
  - Toolkits
- ✓ Be clear who can join the ERG: it's recommended that they are also open to allies
- ✓ Ensure ERG members have a voice and a seat at the appropriate tables
- ✓ Make sure ERG members are listened to and can feel like they have opportunities to make a difference
- ✓ Allow different options for participation to allow people to participate in ways that suit them best
- ✓ Create clear expectations for committee members vs. general members

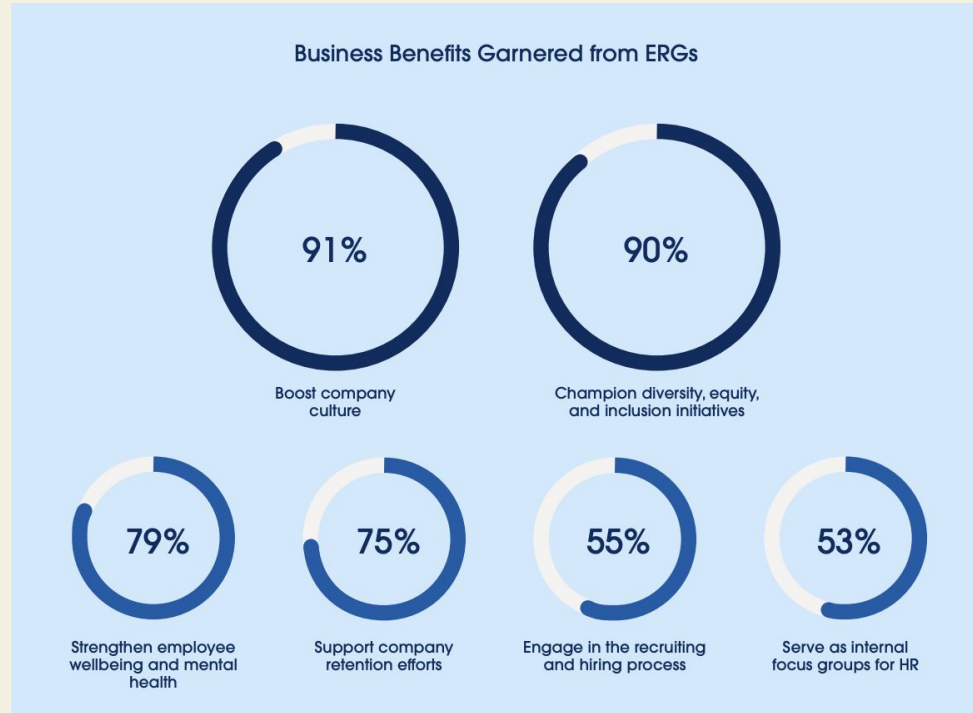
# Don'ts

## What to avoid when starting an ERG

- ✗ Don't create informal groups with little structure
- ✗ Don't forget to consider intersectionality when creating new ERG groups
- ✗ Don't micromanage those in leadership roles
- ✗ Don't create an ERG that fits the DEI needs of the **organization** rather than one that fits the DEI needs of the **community**
- ✗ Don't allow ERG work to be done during employee free time

# Business Benefits of ERGs

- 53% of companies' primary objective for having ERGs is to promote diversity, equity, and inclusion
- However, the benefits garnered from ERGs extend beyond promoting DEI
- ERGs have also been found to:
  - Strengthen employee wellbeing and mental health
  - Support retention
  - Engage in recruiting and hiring
  - Act as internal focus groups for HR





# Spotify: BLK

## ERG Successes

- Implemented a 5-Star Strategy to progress racial equity and promote anti-racism efforts
- Hosted the Workforce Development Conference that discussed workforce development for BLK members, with keynote speakers and panel sessions that were open to all
- Held internal events for Black History Month
- Curated NEXT IS NOW programming that centered on three focus areas: resilience, community building, and joy



# Key points from the presentation

- ERGs are a voluntary, employee-led D&I initiative with the goal of supporting employees by providing opportunities to network and create a more inclusive workplace
- The purpose of ERGs is to help create belonging, promote professional and personal growth, and build a better community through strengthened workplace relationships
- It is important to create some sort of structure when building an ERG through defined leadership roles, providing proper resources, and outlining a few basic guidelines
- Make sure to listen to your employees' needs when building ERGs and allow your employees to feel heard
- There are some benefits to creating ERGs beyond improving diversity and inclusion, such as strengthening employee wellbeing and mental health, supporting retention, engaging in recruiting and hiring, and acting as internal focus groups for HR

# Key points from the group discussion

- Most groups reported that their companies were in the beginning stages of creating ERGs
- A few common struggles with starting ERGs:
  - Getting proper resources and sufficient bandwidth
  - No clear goals or targets for what the group would like to achieve
  - Sharing the workload and getting more people on board
- A few important aspects to start ERGs:
  - The organization should be supporting the needs of the community
  - Getting full support from the leadership team
  - Setting a clear business agenda and better guidelines

*Inklusiiv  
for Business*

Find out more:  
[inklusiiv.com](http://inklusiiv.com)

**Thank you!**

---



@inklusiiv



@inklusiiv



@inklusiiv



@theinklusiiv

@InklusiivFI

[hello@inklusiiv.com](mailto:hello@inklusiiv.com)

© Inklusiiv  
All rights reserved