

CREATING AN EMPLOYEE RESOURCE GROUP (ERG)

Ready to help start an employee resource group at your organization?

Here's a step-by-step guide to founding and maintaining an ERG.

- **Gauge Employee Interest**

Before you set out to create an ERG, you need to ensure you have enough employee interest to make your efforts worthwhile. For example, suppose the group you're looking to create is based on demographic information. In that case, you can use employee demographic data to determine if your target population is big enough to help with the upkeep of an ERG.

- **Get Executive Buy-In**

Once you know your employees are interested in creating an ERG, you'll need to secure executive buy-in to ensure the new group is successful. So in your next executive leadership meeting, come prepared to make your case.

- **Define the Group's Mission**

Before you launch your group, you'll need to give it a clear purpose or mission. This mission statement should be one to two sentences that clearly and concisely share what the ERG is for and why it matters.

- **Recruit Members**

To start, you need to raise awareness for the upcoming ERG. To do so, advertise the group in all-hands meetings and company newsletters. You can also host a kick-off event to drum up internal support and catch the attention of workplace allies.

- **Host A Meeting**

Once your ERG is up and running, it's time to host your first meeting as a group. You can review your mission statement, create goals, decide on causes to support, brainstorm company events you can throw, and share any relevant articles, topics, or media that would promote engaging discussions. There are no rules. Your group can be whatever you and your members want it to be.

- **Maintain Organizational Support**

Just because an ERG is employee-led doesn't mean it doesn't need organizational support. Work with your senior leaders to define how your company will support your group, its initiatives, and its members. For example, you can get "support" in a budget that allows you to purchase swag, throw events, host interesting speakers, support local causes, or even compensate your ERG leaders. This model is rapidly gaining popularity.