

## Guide to an Optimized Employee Resource Group

Practical advice for every ERG/BRG leader or co-chair

**ERGs are a critical component of corporate inclusion efforts and should be at the heart of every strategy.**

ERGs boost engagement, increase retention, drive inclusion efforts, and make the workplace a more caring and supportive place for everyone. According to Bentley's CWB ERG study, 90% of Fortune 500 companies have ERGs and up to \$37,000 in annual budget per 100 members.

### COVER YOUR BASES WITH THESE FOUR ACTIONS



#### 1. REVIEW YOUR MISSION AND VISION

Ensure your Women and Parent/Caregiver ERGs have goals linked to influencing company policies. Then promote your refined mission and ERG benefits to attract and retain members.

#### 2. RESECURE EXECUTIVE SPONSORSHIP.

Confirm your executive sponsors' passion and commitment to DEI. Define expectations for involvement, communication, and visibility to hold leaders accountable.



#### 3. EVALUATE YOUR 2021 BUDGET.

Financial support will impact ERG opportunities and impact. Ensure you have the budget you need and keep in mind that many ERGs receive funding from multiple sources (HR, DEI, committed business units, etc.).

#### 4. ENSURE REWARD & RECOGNITION.

The ERG leader role should have a strong value proposition to attract top performers. Advocate for exposure to company leaders, development opportunities, and a stipend or other reward.



### DISCOVER MORE ERG STRATEGIES TODAY!

WRK/360 partners with ERG, DEI, & HR leaders to build, transform, and enhance company cultures that care.

We consult on the full ERG lifecycle and provide targeted programming for Women and Parent/Caregiver ERGs.

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