

5 Strategies for Maximizing Employee Resource Group Effectiveness

Are your employees engaged and invested in the success of your company? Employee Resource Groups can be a great way to bring your people together for worthy, common causes while fostering a sense of belonging that ultimately serves your organizational needs and objectives.

These five strategies will maximize the appeal and effectiveness of your ERGs—get started by asking all the right questions!



1

Use Your ERGs to Work Toward Organizational Goals

ERGs can help you better understand sections of your audience and deepen relationships with clients and customers—but are these objectives part of their constitution or a “nice to have”? Do you:

- Ask your ERGs to work to improve everyone's understanding of your products and services?
- Charge your ERGs with raising awareness of specific communities your operations have an impact on?
- Make your ERGs work to deepen your customer relationships?
- Give your ERGs channels through which they can suggest business improvements that would benefit the wider community?
- Use your ERGs as a way of discovering and developing your leaders?
- Challenge your ERG leaders to formulate annual strategies for their groups?



2

Spread the Word About ERGs and ERG Work

ERGs are more effective at engaging your employees and producing great insight when the wider business understands what they are and what they do. Do your ERGs:

- Receive online and offline promotional help from your corporate communications team?
- Have executive sponsors who can promote ERG issues at leadership level?
- Have the support of frontline leaders who have easy access to resources with information about your ERGs?
- Hold cross-company events and promote knowledge sharing?
- Have incentives to grow membership, such as budgetary increases?
- Help you communicate your cultural goals during acquisitions and mergers?



3

Make Your ERGs Accessible to Everyone

Organizations sometimes unknowingly exclude their extended workforce. Ask the following to ensure that when people hear about your ERGs, they'll actually be able to participate:

- Do *all* of your employees—including distribution center staff, drivers, call center, and contingent workers—know about your ERGs?
- Can *all* of your employees access your ERGs, their announcements, calendars, and general information?
- Are your ERG events available in-person and remotely, and do both offer a valuable experience?
- Do your ERG events account for employees who don't have 9-to-5 work patterns?
- Do your frontline leaders understand their role in creating space for ERG attendance?
- Are your shift schedulers creating space for ERG members to participate?



4

Support Your ERG Strategies With the Right Technology

Ask yourself the following questions to ensure that you're making it as easy as possible to run and engage with your ERGs:

- Do you provide platforms where your employees can be heard?
- Do training and technical support supplement your ERG platform?
- Does your ERG technology reduce your employees' administrative burden?
- Does your ERG platform make it easy for new people to join and find information?
- Does your ERG technology offer mobile access for “non-wired” (non-desk) employees?
- Is your ERG platform supplemented by training and technical support?



5

Collect and Use ERG Data Correctly

With the right platforms in place, you can make better decisions about your ERGs and your business as a whole. Interrogate your current capabilities by asking questions such as:

- Does your ERG reporting integrate with your Business Intelligence platforms?
- Are you able to compare turnover, talent nurture, and other key data points between ERG and non-ERG populations?
- Does your ERG data allow you to be more strategic about how your ERGs serve their members?
- Does your ERG feed your understanding of HR initiatives and business decisions?
- Does your data allow you to understand how quickly employees engage with your ERGs?

Discover how DE&I leaders at global organizations are approaching their ERGs in our full guide:

Employee Resource Groups: How to Use Strategy and Technology to Maximize Business Value

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