

Step-by-step guide for successful **Employee Resource Groups (ERG)**

Setting up an Employee Resource Group (ERG) involves careful planning, clear communication, and a commitment to fostering an inclusive workplace culture.





Step 1 Define Objectives and Goals

Identify the Purpose: Determine the primary focus of the ERG. Will it support a specific demographic (e.g., women, LGBTQ+ individuals) or a common interest (e.g., sustainability, mental health)?

Set Goals: Establish clear, measurable goals that align with the organization's diversity, equity, and inclusion (DEI) objectives. These goals could include fostering a sense of belonging, providing professional development opportunities, or advocating for policy changes.

Step 2 Gain Leadership Support

Build a Business Case: Articulate the benefits of establishing an ERG, such as improved employee engagement, retention, and innovation. Highlight how it aligns with the organization's mission and values.

Secure Sponsorship: Obtain support from senior leadership or relevant stakeholders who can provide resources, guidance, and advocacy for the ERG's initiatives.

Step 3 Recruit Founding Members

Identify Champions: Seek out employees who are passionate about the ERG's mission and willing to take on leadership roles as founding members.

Promote Inclusivity: Ensure that the founding members represent diverse backgrounds, experiences, and perspectives to foster inclusivity within the ERG.

Step 4 Develop Structure and Governance

Establish Leadership Roles: Define key leadership positions within the ERG, such as President, Vice President, Treasurer, and Secretary.

Create Bylaws: Develop a set of bylaws or operating guidelines that outline the ERG's mission, membership criteria, decision-making processes, and code of conduct.

Step 5 Promote Awareness and Recruitment

Launch Campaign: Publicize the formation of the ERG through internal communications channels, such as email newsletters, intranet postings, and company-wide meetings.

Host Information Sessions: Organize informational sessions or virtual meetings to educate employees about the ERG's purpose, activities, and benefits of membership.

Step 6 Plan Inaugural Activities

Kickoff Event: Organize a kickoff event or social gathering to officially launch the ERG and celebrate its formation. This could include guest speakers, networking opportunities, and interactive activities.

Engage Members: Offer opportunities for members to participate in shaping the ERG's agenda and programming through surveys, focus groups, or brainstorming sessions.





Step 7 Implement Ongoing Initiatives

Programming and Events: Plan regular meetings, workshops, seminars, and social events that cater to the interests and needs of ERG members. These could include professional development sessions, cultural celebrations, volunteer activities, and networking mixers.

Collaborate with HR and DEI Teams: Partner with Human Resources (HR) and Diversity, Equity, and Inclusion (DEI) teams to align ERG initiatives with broader organizational objectives and access resources and support.

Step 8 Measure Impact and Iterate

Collect Feedback: Solicit feedback from ERG members through surveys, focus groups, or one-on-one conversations to assess the effectiveness of initiatives and identify areas for improvement.

Track Metrics: Measure key performance indicators (KPIs) related to ERG engagement, such as membership growth, event attendance, and satisfaction levels.

Adapt and Evolve: Use feedback and data to iterate on ERG strategies and initiatives, ensuring continuous improvement and relevance to the needs of members and the organization.

If you need assistance with conducting Employee Resource Groups, Great Place To Work® is here to help.

Please contact us [here](#) for more information and support.