

5 ways to empower on-site, hybrid, & remote ERG leads



Listen early & often



Most ERG leaders volunteer to take on the difficult task of driving diversity, equity, inclusion, and belonging on top of their core job responsibilities. The bare minimum you should be doing to support them in this work is to truly listen when they voice concerns or ideas to further your organization's progress. Potential approaches include:

- Schedule a monthly call with ERG leads and the C-suite
- Incorporate an ERG lead supplement into your standard employee engagement survey
- Hold quarterly strategic planning/feedback sessions between all your ERG leads and your DEI/HR team(s)

Equip them with tools



In 2022, there's no reason to be wasting time on manual admin processes, and yet many ERG leaders are still stuck trying to manage programs and measure their impact in spreadsheets. If you want to support ERG leaders, especially those who might work far from their members, give them tools to streamline workflows, including:

- Automate member sign-ups using an internal platform, or even something like Google Forms
- Identify one system for managing your ERGs, whether internal or third-party, rather than combining multiple
- Assemble dedicated ERG analytics dashboards

Engage sponsors



Having an engaged executive sponsor is key to ERG success. These individuals can serve as advisors, advocates, and real change-makers when it comes to equipping ERG leads to drive measurable impact. It's crucial to ensure that every ERG has at least one committed executive sponsor who can fulfill the following duties:

- Advocate for ERG needs at the executive level amidst competing business priorities
- Raise the profile of the ERG within the company by attending and speaking at events
- Provide mentoring support to ERG leads and members

Boost their visibility



If your ERGs aren't managed in a central place, it can be difficult for employees to find out about them, or know how and feel welcome to join. Moreover, if you don't champion your ERGs' accomplishments, people might not even see a reason to join. Ensure your ERGs are both highly visible and easily accessible for every employee by taking steps like:

- Dedicate space on your careers page, intranet, etc. to share about your ERGs' existence and accomplishments
- Make it really clear and easy for team members to join
- Regularly distribute an ERG-specific newsletter to all staff, or create an ERG section in an existing newsletter

Invest in their efforts



If you want to reap the benefits of a truly diverse, equitable, and inclusive organization, you have to put your money where your mouth is. It's not enough to say you support your ERGs; you have to actually show it in dollars and resources. You wouldn't say you want more sales, then refuse to fund the sales team, would you? Choose to invest in your ERGs by:

- Giving them a budget, and if you can, planning to grow it year-over-year as membership increases
- Providing training, support, and external memberships
- Incorporating ERG leadership into performance evaluations and paying ERG leaders accordingly

Want an easy way to achieve all of these points? Consider using a platform like Workrowd. Our user-friendly tool suite has everything you need to take your ERGs to the next level in 2022. Tap into the benefits of a central hub to promote all your talent programs; tools to manage group memberships, events, communications, and resources; real-time analytics; and more.

Show your ERG leads you support them by streamlining program management and measurement, freeing everyone up to focus on the really important work.

Email us at hello@workrowd.com to learn more.

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