

DRIVING MEMBER ENGAGEMENT FOR EMPLOYEE RESOURCE GROUPS

From Strategic Alliances: How D&I and ERG Partner to Create Positive Change at Walmart

KAHILLA'S
STEP UP, REACH
DOWN & INNOVATE
FORUM with

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Employee Onboarding

Introduce your company's resource groups during new employee orientation, and follow up with an email including sign-up links within the first 90 days of employment. It's key to create multiple touchpoints early on to promote awareness and interest in the resource groups.



Resource Group Roadshows

Every quarter, host a resource group roadshow for all employees, but especially target those who have joined the company in the last quarter. This provides an overview of each resource group, their initiatives, and ways to get involved.



Mentorship Programs

Offer mentorship programs through resource groups for interns or new hires. Such programs can provide support and foster a sense of community for those early in their role.



Onboarding Support Groups

Offer onboarding support through the resource groups, either one-on-one or in small groups, to ensure new employees feel comfortable and guided through the initial stages of their new roles.



Celebratory Events

Each resource group hosts a significant keynote event during their respective celebration month (e.g., Black History Month, AAPI Heritage Month). These events, featuring executive presence and potential celebrity guests, provide an opportunity to promote the resource groups and engage a wider audience across the enterprise.



Corporate Storytelling

Use resource groups as a tool for corporate storytelling, elevating cultural moments for employees and highlighting the positive impacts that the company is making. This approach can boost employee engagement and make the business case for the value of resource groups.



Resource Group Involvement in Business Decision Making

Encourage resource group leaders and members to contribute their insights to relevant business decisions. For example, LGBTQ+ resource group members might provide insights and guidance on usability, language, color choices, iconography, or accessibility features that can be inclusive to the LGBTQ+ community for a new product or application aimed at a diverse user base.



Persistent Promotion

Maintain constant campaigning and advertising for resource groups across various channels within the company. This can include slide decks, newsletters, and special events.

ABOUT JESSIE & LIZ

Jessie currently leads Walmart's Global DEI Talent team, creating a more diverse, equitable, and inclusive candidate and associate experience.

Liz is currently the Director of Culture, Diversity, Equity and Inclusion at Walmart leading the company's nine Associate Resource Groups that ensure a sense of belonging for everyone.