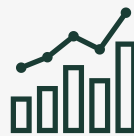


# ERG ENHANCEMENT AS PART OF A DE&I STRATEGY

## What makes a successful & sustainable ERG?

- **Strong Leadership.** Leaders must be able to communicate the group's objectives to both members and stakeholders, and be able to motivate the group to achieve success.
- **Clear Goals.** Set goals that align with the company's objectives and demonstrate the value that the group brings to the organization.
- **Diverse Membership.** Members from different departments, levels of seniority, and backgrounds bring a range of perspectives and experiences, which helps ensure that initiatives are inclusive and representative of the wider workforce.
- **Resources & Support.** While you can do a lot with a little, financial resources and support from senior leaders and other stakeholders within the organization are important for reach and impact.

### METRICS OF SUCCESS:



- **Reach of the program:** Membership numbers, how many people have joined the Slack channel, event participation, how many have used resources provided by the ERG
- **Engagement scores to evaluate how valuable the resources are to members:** How many people have actively commented or used an emoji reaction
- **Demographic data:** Which departments & locations are most engaged

### MARKET THE BENEFITS OF BECOMING AN ERG LEADER:



- Becoming an ERG leader provides individuals with the opportunity to practice leadership & demonstrate their ability to lead a community. This experience can be valuable for career growth as it showcases one's leadership skills and demonstrates initiative & drive to make a difference in the workplace.
- ERG leaders have access to important resources and are given opportunities to engage with executives & grow their network.

### THE IMPORTANCE OF STANDARDIZED OPERATING PROCEDURES (SOPS) FOR ERG LEADERSHIP ROLES:



- Create SOPs that outline each ERG leader's role, responsibilities, & input/output metrics. **These create consistent leadership structures across different ERGs in order to provide clarity & prevent burnout & confusion.**

### HOW TO CREATE & SUPPORT ALLIES WITHIN AN ERG:



- Create resources & guidelines to help allies understand how to support ERGs.
- Make it easier for allies to participate by creating relevant resources, such as a terminology guide or a list of resources, that are specific to their organization & industry.

## ABOUT MACEO

Maceo Owens, the founder of The ERG Movement, is a leading expert in the field of Employee Resource Groups (ERGs). She has dedicated her career to improving ERG programs globally and promoting equity for underrepresented groups in the workplace. In her current role as the ERG Program Manager at OpenTable and KAYAK, Maceo is responsible for driving the success and growth of their ERG initiatives. She is also an experienced ERG member, leader, and coach, with a wealth of firsthand knowledge and insights to share.

In addition to her work at OpenTable and KAYAK, Maceo has developed a comprehensive ERG resource platform called The ERG Movement. This includes a community for ERG leaders to share ideas and development opportunities, a vendor hub to connect organizations with diverse suppliers, a podcast featuring interviews with ERG professionals, and a daily resource center with tools and information to support ERG success. Maceo has gained a reputation as "The ERG Homegirl" due to her regular LinkedIn posts on ERG development, which she delivers in a straightforward and engaging manner.

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

Maceo Owens

Founder of The ERG Movement