



## **20 steps to developing and sustaining a strong ERG program**

- 1) Outline your DE&I vision and develop a strategy to achieve which would include the role of ERGs in achieving that vision.
- 2) Prioritize the launch of ERGs based upon data and insight. This should be paced to ensure resource availability to launch the individual ERGs.
- 3) Market the role, purpose, and importance of ERGs to the organization, beginning with Senior Leadership.
- 4) Appoint an Executive Sponsor.
- 5) Rigorously select Co-Chairs.
- 6) Gather information about the current state for the group.
- 7) Define a compelling and connected Vision.
- 8) Develop your group's mission statement.
- 9) Draft a 3-pronged set of strategic priorities.
- 10) Build a leadership structure including committee/priority/pillar leads.
- 11) Create a manageable set of goals for each strategic priority.
- 12) Map out those goals over a 12-month period.
- 13) Integrate your goals/events with the other ERGs on the master calendar (after 2 ERGs, a master/enterprise calendar should be created and managed).
- 14) Conduct regular check-ins with the executive sponsor and co-chairs, including leadership mentoring by the top executive.
- 15) Conduct monthly meetings of the ERG leadership team to check on progress towards goals and breakdown barriers to success.
- 16) Plan and market your events using a planning framework.
- 17) Continually measure impact and programming success.
- 18) Annual strategic planning review, refresh, and succession planning for leadership roles.
- 19) Celebrate your success and impact.
- 20) Enable a forum for inter-ERG best practice sharing and collaboration.