

Leading Practices

Establishing Employee Resource Group (ERG) vs. Business Resource Group (BRG)

What are these groups and why do they matter?

Both of these groups are made up of employees who come together voluntarily or at a company's request for company improvement. They may form because of race, ethnicity, gender, disability, sexual orientation, parental status, national origin, religion, generation, or another shared bond. They are not a social club.

However, Business Resource Groups not only function as an ERG but they also have a higher purpose to serve the organization as a key resource for helping in the business. A BRG Charter is established outlining the purpose and desired outcomes of the BRG on a short-term and longer term basis.

Establishing an employee resource group

- Incorporate a sponsor, ideally one who differs from the group for additional perceptions and increased awareness, to assist the group
- Open membership to all employees of the organization irrespective of divisions and company hierarchy
- Have members determine the group's vision, strategies, role within the company, and desired outcomes
- Provide budget support and require accountability

Enhancements

- Provide companywide exposure to the group's existence and impact
- Have group representatives regularly meet with company leaders throughout the year to encourage support
- Tie group leadership, involvement, and sponsorship to compensation/performance metrics