

ERGS ON DEMAND

A SERVICE OF INCLUSION ON DEMAND

INCLUSION ON DEMAND, BRIAN FISHBONE

WHY DO WE NEED ERGS ON DEMAND?

- We do not have a dedicated ERG Program Manager, and we'd like to increase their strategic impact via improved infrastructure and cross-ERG collaboration.
- We just lost our CDO, ERG Program Manager, or other Inclusion Specialist, and we want to continue supporting our ERGs while we search for a replacement.
- Our current CDO, ERG Program Manager, or other Inclusion Specialist has multiple projects to complete, and we'd like to complete one or two of our most pressing ERG initiatives more quickly than they can do it.

ABOUT BRIAN FISHBONE



- 20+ years of experience in diversity, inclusion, and belonging and corporate learning, with specialization in employee resource group (ERG) management, inclusion and belonging, and mitigation of unconscious bias in HR and leadership practices.
- Developed and implemented global diversity, inclusion, and belonging initiatives that increased representation and advancement of underrepresented talent at Vanguard, Cruise, Food Lion, and many other organizations.
- Designed and delivered corporate learning that propelled the careers of thousands of Sprint, Delaware Investments, and Vanguard employees.

WHAT OUR CLIENTS SAY ABOUT US

“In a recent engagement with inclusion on Demand, Brian Fishbone provided us with his vast knowledge of inclusion and employee resource group (ERG) management to help us restructure our groups in alignment with the company’s strategic priorities. During the engagement, he:

- Developed a playbook of centralized processes and procedures.
- Redesigned the organizational structure of each group.
- Streamlined the annual business planning process.
- Helped us enhance cross-group collaboration.

Brian is an excellent listener who reacts quickly and thoughtfully to propose solutions, communicates concisely and with empathy, and collaborates effectively with senior management, stakeholders, and associates at all levels.”

-Employee Resource Group (ERG) Program Manager, Health Insurance Company with more than 100,000 employees





THE OFFER:

INNOVATIVE ENHANCEMENTS TO THE STRATEGIC IMPACT OF YOUR ERGS IN THE FOLLOWING AREAS

- Attraction and Onboarding
- Professional Development
- Inclusion and Engagement
- Community
- Commerce
- Infrastructure

** SERVICES AVAILABLE A LA CARTE, BUNDLED COMPREHENSIVELY, OR CUSTOMIZED TO YOUR EXISTING ERG STRATEGY*

ATTRACTION AND ONBOARDING



- Develop ERG members into talent ambassadors on social media.
- Bring all ERGs together regularly with recruiting managers to develop or deepen partnerships with universities and professional organizations serving underrepresented talent groups.
- Offer ERG buddy programs that match new employees with more tenured ERG members.
- **Measures:** number of LinkedIn feed impressions of employee-generated inclusion content, number of employee referrals by ERG members, number of resumes collected from recruiting events managed/staffed by ERG members, retention rate of new employees who have ERG buddies.

PROFESSIONAL DEVELOPMENT

- Bring together ERG leaders and learning and OD managers to identify and deliver shared and unique development needs of members.
- Offer ERG career fairs that connect diverse talent to departments that are hiring.
- Support employees in their professional development and company ambassadorship by encouraging participation in professional organizations that serve underrepresented talent groups.
- **Measures:** number of members who attend ERG-sponsored development and/or move laterally/promote within one year of the program, increased diversity in candidate slates and hires that result from career fairs.



INCLUSION AND ENGAGEMENT



- Support launch of new ERGs.
- Develop more innovative, virtual programming for heritage and awareness months that meets members where they are.
- Offer bold and inclusive conversations on race and other controversial topics.
- Strategically redesign social events to focus on creating a sense of belonging among employees.
- Offer programming specifically targeted to members who identify as allies of the target demographic.
- **Measures:** NPS (e.g. how likely are attendees to recommend the ERG to a colleague after attending a program), % of membership that identify as allies.

COMMUNITY

- Support through philanthropy and employee volunteerism nonprofits that help develop future diverse talent pipelines.
- Engage in episodic or skills-based volunteering with nonprofit organizations “adopted” by ERGs.
- **Measures:** Number of volunteer hours of ERG members, number and types of projects completed for nonprofit organizations.



COMMERCE



- Lead/sponsor events designed to recruit clients from underrepresented groups.
- Partner with sales, marketing, and/or business development to develop products, services, and experiences tailored to the needs of underrepresented groups.
- More meaningfully connect Supplier Diversity with ERGs.
- **Measures:** Number of new clients and/or amount of additional revenue from ERG-sponsored client events, ROI for consultation provided by ERG members.

INFRASTRUCTURE

- Ready-to use ERG procedural playbooks
- Custom organizational charts
- Annual business planning process and templates



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