

After the Dust Settles: Rebuilding Your ERG

October 8, 2010



AED CONSULTING LLC

Welcome & Introductions

- Who we are
 - Ann Dunkin, AED Consulting LLC
 - Adam Wolf, Hewlett Packard Company
- Context for this work
 - Many ERGs have been adversely affected
 - Intent of today's workshop is to provide tools

ERG Assessment Tool

| | Still Active and Available (name & role) | Gone or Inactive (name & role) | Ideas to replace |
|-----------------------------|--|---------------------------------------|--|
| Leadership | <i>Ann – ERG Chair Stephanie - Webmaster</i> | <i>Terry – Finance Chair</i> | <i>Ask Adam, who used to work in Finance, for recommendations.</i> |
| Allies | <i>Mary</i> | <i>Sarah – Coffee Break organizer</i> | <i>Send out request for new organizer in monthly newsletter</i> |
| Executive Sponsor(s) | | <i>Jim</i> | <i>Ask for suggestion for new sponsor</i> |



ERG Assessment Tool

| | Still Active and Available (name & role) | Gone or Inactive (name & role) | Ideas to replace |
|--|--|--|--|
| Diversity/HR | <i>Cindy – HR Liaison</i> | | |
| Financial | <i>Local site budgets still intact</i> | <i>Corporate funding for PRIDE Fest no longer available</i> | <i>Request increase from site council Hold a bake sale</i> |
| Physical (products, meeting rooms, etc) | <i>Imaging Division still willing to give product for PRIDE Fest give away</i> | <i>They sold building 20 – auditorium no longer available for meetings</i> | <i>Use large conference room in building 6</i> |



Rebuilding Your Alliances

- Three constituencies
 - Allies
 - Executive Sponsors
 - Diversity/HR Function
- Four step process that will work for all constituencies

Rebuilding Your Alliances

A Four Step Process

- Step 1: Raising Awareness
- Step 2: Identifying Allies & Gathering Support
- Step 3: Formalizing Support
- Step 4: Leveraging Support



Step 1: Raising Awareness

- Take every opportunity to educate
 - Provide data
 - Benchmarking data (O&E, HRC, Witeck & Combs)
 - LGBT facts (Taxation info, Marriage Rights)
 - Build an emotional connection
 - Videos
 - Interactive experiences (Reader's Theater, Can We Talk?)
 - Build Skills
 - Building Bridges
 - Safe Space Training
- Use existing allies to get the message out

Step 2: Identifying Allies & Gathering Support

- Engage LGBT network and current allies to identify more allies
 - Use networking and cross ERG meetings to identify potential allies
 - Encourage your allies to share their stories and speak in support of the LGBT community
- Collaborate with other groups on events such as diversity fairs and joint speakers to create a safe space for allies
- Build an emotional connection with allies through social activities and by sharing personal stories
- Provide ongoing education for your allies
 - External Speakers
 - Reciprocal Mentoring and ‘teachable moments’
 - Experiential Diversity Training

Step 3: Formalizing Support

Allies:

- Ask allies to officially join your ERG

Sponsors:

- Ask executive allies to step into sponsor roles
- Types of sponsors:
 - Sponsors for local groups.
 - “C” level sponsor for the group at the corporate level
 - Executive advisory boards in large companies

HR/Diversity Functions:

- Use allies in the HR or Diversity organization to work to create or formalize a relationship with your ERG



Step 4: Leveraging Support

Ask Allies to:

- Join committees and take leadership roles
- Represent the ERG publicly
- Help create a strategic plan for the group

Ask Sponsors to:

- Serve as advisors. Ask them how to work most effectively within the new organization's structure.
- Make introductions to other executives and clear roadblocks

HR/Diversity to:

- Help you understand the new organizational priorities for ERGs and diversity
- Help you understand how they are measured

Aligning Your Objectives

- Review/Revise Strategic Plan and Mission/Charter (or create one)
 - A plan enables you to:
 - Obtain resources & ally support
 - Engage your members
 - Review your current plan
 - Adjust plan to meet new constraints – people, financial, physical resources
 - Align with new corporate objectives and political realities



Aligning Your Objectives

- Share your new plan with sponsors, D&I and HR
 - Gather their feedback and revise plan
 - Make sure plan reflects what they need from the ERG
 - Obtain commitments of support and resources to meet objectives

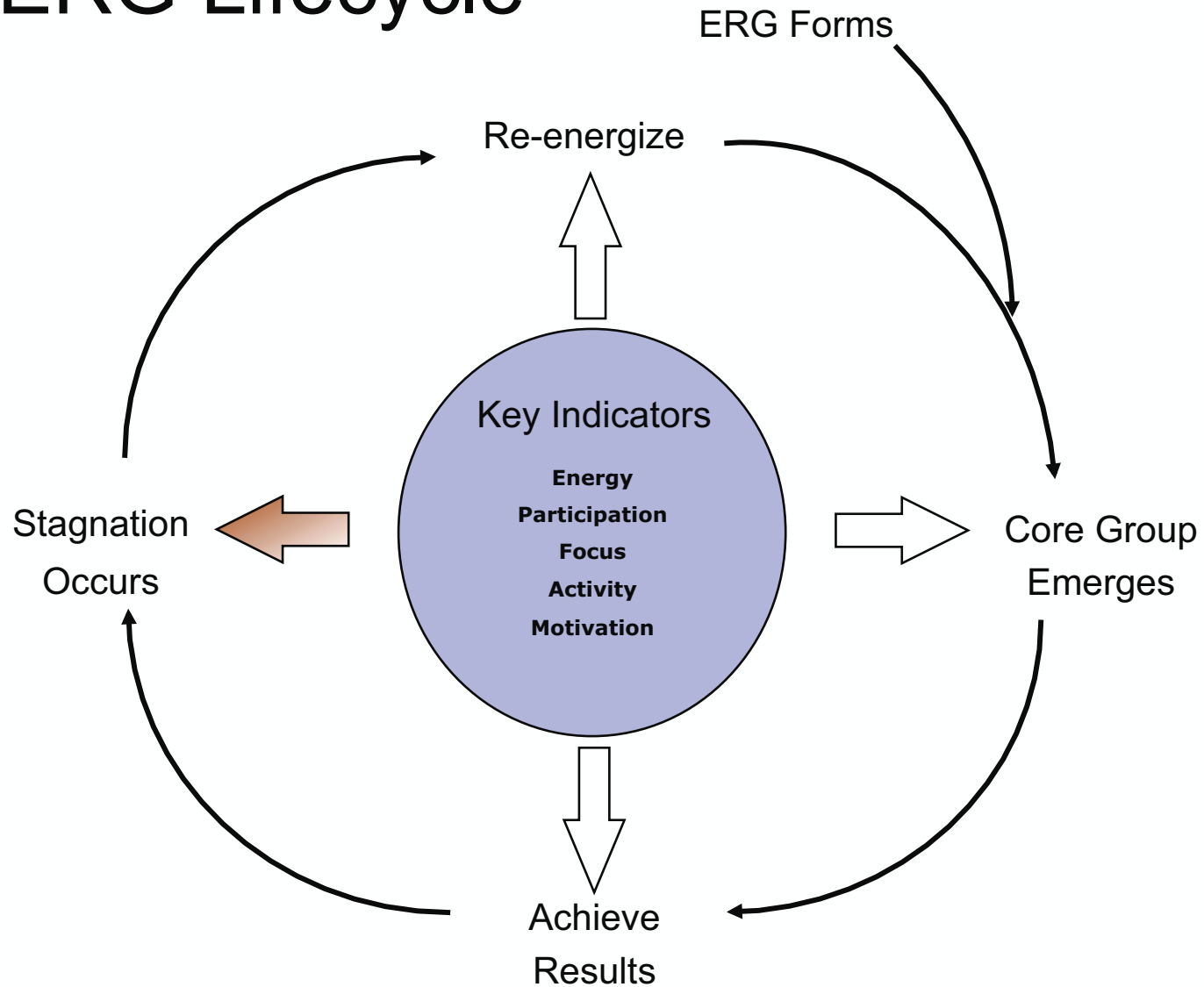


Reenergizing Your Base

- ERG Lifecycle
- Lessons Learned



The ERG Lifecycle



Lessons Learned

- social focus
- avoid secrecy
- recognition is important
- be creative with what you have, look for new ways to do things
- avoid status quo, energy killer
- don't focus on just one thing



Lessons Learned

- keep group open to new people (avoid cliques)
- be open to allies
- Use ERG events as marketing opportunities
- tag along with parts of company that are doing this well
- expand beyond the U.S. if you haven't already
- be inclusive (LGBTQI) and work on each other's issues



Five Things You Can Do Right Now

- All member meeting – share what they learned in this workshop and at the summit
- Finish your assessment
- Start recruiting the new people you have identified and involve them in next steps
- Social Activities
 - Coffee break (easy)
 - Lunches (harder)
- Set up a social network (FaceBook, Ning, internal site) to connect with people who work remotely, global folks and local folks who prefer to stay at home

Contact Info

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Thanks for Coming!

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