

5 WAYS TO DRIVE ERG PARTICIPATION

LEVERAGING INTERSECTIONALITY



Build and Implement Corporate ERG Strategy
(from the boardroom to the factory floor)



Leverage Brands to Drive ERG Strategy
(they have the corporate checkbooks)



Establish Clear Accountability
(diversity is a team sport)



Incentivize ERG Involvement
(show people the WIIFM)



Educate and Engage Your Allies
(allies could be your MVPs)



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