



Raise your game

LGBT ERG Communications with a Purpose

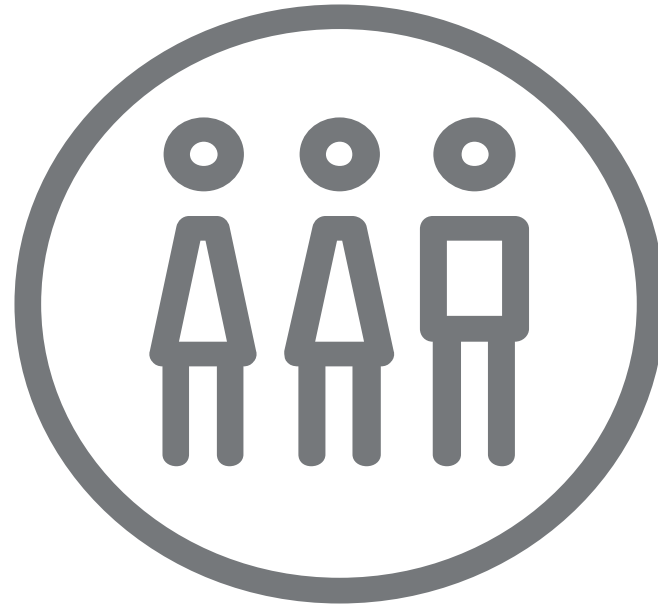
10/11/2017

How do you communicate with your ERGs?

Effective communication can a powerful tool to elevate your ERG and enhance the experience of your ERG members

Delivery

- Tone
- Word Choice
- Message Focus
- What isn't said



Channels

- Tools
- Timing
- Policies

Workplace communication

empowers professionals to be productive and operate more effectively. **Employees** can often experience an **increase in morale, productivity** and **commitment** when they communicate up and down the communication chain in an organization.

What Communication Tools Does Your ERG use to communicate?

There are many ways you can communicate within your organization

Traditional Tools

Newsletter



Phone Calls



Website



Emails



Fact Sheets



New(er) Tools

Blogs



Video calls



Tweets



Ambassadors



What Else?



The Foundation of Developing Effective Communication Channels

Communication channels are simply tools to get in touch with your audience, creating a robust communication plan is based on two foundational elements



Understand your Audience



Chart your Course

User Personas

Develop an idea how who are you trying to contact and connect with.

Journey Maps

Determine how employees interact with your ERG and the different communications points to effectively identify ways to communicate with them

Create your Plan

Develop a realizable plan that you can execute over the course of a year

Track your Achievements

Measure, quantify, and tweak your communication plan to drive engagement across your chapter

Understand your Audience



Developing User Personas For Your ERG

User personas help use design thinking to articulate what a specific subset of the population is looking for

What is a Persona?

- An archetype of a group of users
- Created by conducting user research and summarizing trends into one or more archetypes.
- Does NOT represent a single person

What Can it Include?

- Rooted in reality (can assign biological information – age, gender, location, etc.)
- Goals/Needs
- Behaviors
- Pain points
- Scenarios

Why do We Use Them?

- Communication tool
- Useful for summarizing what you know about your user.
- Will help to highlight pain points and opportunities to tailor your product to your user
- Keep your product focused on your key users rather than building for the whole world.

Keep in mind it's just a framework, not a roadmap

Determining how you can more effectively connect with your members

A journey map can be a *visualization of research* that captures experience over time

What is it?

A customer journey map tells the story of the customer's experience: from initial contact, through the process of engagement and into a long-term relationship.



It may focus on a particular part of the story or give an overview of the entire experience.

What does it look like?

A customer journey map takes many forms but typically appears as some type of infographic. Whatever its form, the goal is the same: to teach organizations more about their customers.

Why use it?

- ✓ Puts the user front and center in the organization's thinking
- ✓ It will help you to understand what questions users have and how they are feeling.
- ✓ Points in the customer experience that are disjointed or painful

 Do	 Don't
Focus Have a message and communicate the critical synthesized information	Lose sight of the story Don't add in information just because or over-generalize research
Remain Grounded Connected to both research and goals to take action	Lose sight of people Don't forget to map key players
Scope Set goals and prioritization	Forget about scope Don't assume prioritization will happen – stay focused

Case Studies

How did we do this?

New Hire Peer Group

Engaging with employees when they walk through the door, so they feel at home

Issue: There were many people starting at our company who were interested in ERGs, however there was not necessarily a standardized way to introduce new hires to the ERG. New employees were also not always aware of the tools and support mechanisms that ERGs offered to them.

Solution: Created a new hire peer group that focused on welcoming new hires to our company and also to the ERG

Impact:

- Increased membership in the ERG by 40 members, (100%+ than normal) over a year
- Involved a partner as a champion focusing only on the new member peer group
- Developed programming specifically targeted to meet the circumstances of the new hire population

Next Step:

- Included ERGs and how to get involved as part of all new-hire orientation
- Identified opportunities to begin organizing national meet-ups at new hire orientation trainings





All-Hands Video Calls

Maintaining a cohesive team environment across a de-centralized organization

Issue: Keeping a sense of community with members across vast geographic divides can be difficult. While our 18 individual local chapters were successful at forming a community locally, the power of the ERG is the network you can build from it. A focus on national networking was needed.

Solution: Use Video Conference technology to hold quarterly "All Hands" calls connecting all 18 chapters virtually. Used icebreakers / Invited leaders to speak.

Impact:

- Event quickly became our members' favorite event
- Visibility allowed us to invite the CEOs of 2 of our 4 business units to come and speak on camera in front of all 18 chapters
- Increased member engagement and grew their network

Next Step:

- Leverage video for additional programming to increase engagement, excitement, and allow for local networking events after national events

What was a time that you felt your organization successfully used communication tools to deliver a message?

How did they do it? How did that make you feel?

What about your ERG?

Chart Your Course



What makes a communications plan effective?

A communications strategy, or plan, is a document that expresses the goals and methods of an organization's outreach activities

How to Get Started?

- Identify your audience
- Identify the purpose of your communication.
- Pick the form of the communication
- Plan and design your message.
- Create an action plan. (This can be as simple as a list, or as detailed as multi-step project plan)

Key Considerations

- ❑ **Why?** – What is the purpose of your communication? What is the intended outcome
- ❑ **How often?** – What is communication fatigue for your members
- ❑ **Sender** – Can dictate the frequency of the communication (local leadership vs. national)

Keys for Success:



- 1) Start Small**
- 2) Seek out feedback**
- 3) Institutionalize your process**

Hold your Organization Accountable

ERG communications are often not a full time job for individuals – determine methods to track the effectiveness of communications plans, and reward accordingly



**The communication is only effective
if it is able to reach its targeted
audience**

Clearly Define Success

Your goals and strategies should be as specific and measurable as possible. Avoid generic goals such as “raise awareness”, and make sure communications goals are realistic and can be accomplished with the human and financial resources available.

Monitor and Adjust as Needed

Track your accomplishments, but examine your data to drive insights that lead to improvements. Experiment with different communication mechanisms that work for your group.