



# ***SUPERHEROES BUILD CULTURE AND MAKE BUSINESS IMPACT***

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# Panelists



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# Agenda

Survey

Definitions

*ERG vs. BRG*

ERGs as Culture Builders

*Avengers are stronger than Iron Man alone*

How BRGs bring Business Value

*Iron Man brings tangible value to the Avengers*

Ask the sidekick!

Review

Tell us about what you are doing!



## How does your affinity group identify?

Employee Resource Group (ERG)

Business Resource Group (BRG)

How much time does your group spend on the following business impacting items?

Culture Building

Education

Change Management

Does your group have an established relationship with internal partners such as Benefits, Marketing, Comms, etc?



# Definitions

Employee Resource Groups (ERG) vs. Business Resource Groups (BRG)



And PODs?  
Power of Difference





## ERG's

- Psychological safety
- External company presence
- Sense of community
- Ally inclusion

## Activities

- Social Events
- Building culture through visibility
- Volunteerism





## A BRG Focus Adds - Business Value

- An affective BRG builds on the ERG
- Connects affinity groups to corporate outcomes
- Provides structure and visibility to outcomes

### What is the outcome of a BRG?

- Recruiting, Retention and Internal Mobility
- Increased diversity of thought and action innovation
- Solves challenges in a collaborative way

that inspires

and creative

# Challenging the Status Quo

*“Good Enough” standards aren’t actually good enough*

- Getting past personal bias
- Establishing relationships with key stakeholders
- Approaching the challenges with an open mind
- Not all challenges are based in discrimination
  - Benchmark comparison
- Understanding the true employee experience





# The Impact of the BRG Partnership

- Invested the time to understand the employee experience
- Removed barriers to obtaining coverage
- Redesigned our Benefits with clear SPD language on both covered services and exclusions
- Continue to make changes as needed

# Redefining “Family”

- Requirement of Infertility to start a family
- Infertility tied to traditional Male/Female relationships
  - Exclusive policy
- COE understanding the gap and negative experiences



# Capitalizing on the BRG

Exclusive Policies must become Inclusive

- We took the time to understand the problem
- We were unable to work with our provider on an inclusive solution
- We found a carrier that was interested in providing an inclusive program
- We introduced Progyny



# Building Relationships

How we built more inclusive family friendly policies

- Paid Parental Leave
- Adoption/Surrogacy Reimbursement
- Bereavement
- Global Benefits Liaison (COE)
  - Liaison
  - BRG representation at Benefits Fairs





# Bring Business Impact

Rapid Responses change perceptions!

- Need-based Inclusion panels in remote offices
- Panel-in-a-Box
- Enabling Feedback Loops



# Bring Business Impact

The Power of Education

## Corporate Training

- HR for Gender Correction/Trans 101
- Marketing/Branding
- How to be an Ally
- Parenting LGBTQ+





# Bring Business Impact

Facility Support

Security Collaboration

Established Employee – Led COE



**SUDDENLY OUR  
EMPLOYEES SAID---**

As someone who is considering medically transitioning, I feel so lucky (and safe) to be part of a company that explicitly states transgender healthcare options.  
It really means the world to me personally so thank you  
—Anonymous (for now)





# Q&A

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OUT & EQUAL  
WORKPLACE ADVOCATES  
WORKPLACE ADVOCATES

*JOIN US NEXT TIME...*



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