

How-To-Guide

# HOW TO START AN EMPLOYEE RESOURCE GROUP (ERG)



2023

# INTRODUCTION

## **This ProAge How-To-Guide offers insights and tips about how to start an Employee Resource Group (ERG) at your organisation**

### What is an ERG?

From an employee's point of view, an ERG provides a safe space for members to connect and raise issues that affect them. Joining an ERG provides many benefits including:

- Networking with different people at different levels within the company and from different departments.
- The ability to demonstrate leadership qualities and competencies by taking on roles like, chair, treasurer, events manager.
- The opportunity to contribute to the company's ESG (Environmental, Social and Governance) goals.
- Raising awareness about issues and topics that are important to you.
- Exposure to colleagues with different perspectives and backgrounds.

### Companies also benefit when they help employees establish ERGs:

- Demonstrating the company's commitment to be an inclusive employer.
- Learning how people from different groups in society look at issues that are important to the company.
- Accessing diverse talent.

# STEPS TO CREATE AN ERG

There are 8 steps to creating an Employee Resource Group

**1**

Identify if there are issues facing a group of employees or opportunities to improve their experience at work. For example, are older workers telling you that they are not receiving the opportunities offered to their younger colleagues? Do you see a different level of employee engagement based on age?

**2**

Gauge the group's interest in coming together to work on a solution by talking to members of the group and identify a person who would like to take charge of setting up the ERG.

**3**

Recruit an Executive Sponsor for the ERG. This person will allocate resources, champion the cause at a senior level within the organisation, provide perspective, share their experience and be a representative for the group at external events.

4

Establish the governance structure for the ERG by nominating a chair, treasurer and other officers as required. Create a charter and a compelling mission statement.

5

Set goals and objectives for the year and create a plan to carry them out. For example, invite expert speakers, organise events to raise awareness on topics relevant to the group.

6

Develop a budget based on the planned activities during the year. For each budget item, be able to explain why you want to do it and what the impact will be.

7

Continue to recruit members to the ERG by inviting them to your events.

8

Reach out to and connect with business unit leaders to demonstrate your value added. For example, talk to people in product development to offer the perspective of how older people view the company's products and services.

# ADDITIONAL HELP

ProAge is committed to helping companies become more age-inclusive, so that people of all ages can thrive, and older workers have the opportunities they need to develop in their career and make the right decisions for them.

**If you would like a free consultation in how to set up an Employee Resource Group, please contact us at [info@proage.org](mailto:info@proage.org)**

**We look forward to talking with you**

**Thank you!**



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**Contact**  
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