



The 2025 **ERG** Survival Guide

Top 5 Threats to ERG Success
and How to Overcome Them



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Executive Summary

The 2025 ERG Survival Guide

Employee Resource Groups (ERGs) have emerged as powerful tools for fostering inclusion, driving innovation, and supporting business objectives. However, as their roles expand and expectations rise, ERGs face significant challenges that threaten their effectiveness and sustainability.

This guide identifies the top five threats to ERG success in 2025 and beyond:

- 1. DEI Backlash:** Increasing criticism of diversity initiatives puts ERGs at risk.
- 2. Misaligned Expectations:** Differing views on ERG roles can lead to friction and ineffectiveness.
- 3. Low Engagement:** Declining participation threatens ERGs' influence and impact.
- 4. Unprepared for Crisis or Change:** Lack of clear protocols during crises can overwhelm ERGs and damage trust.
- 5. ERG Leader Burnout:** Overwhelming responsibilities without adequate support, causing leader turnover.

To combat these threats, organizations must:

- Align ERGs with business goals, elevating them to operate like Business Resource Groups (BRGs)
- Create a shared vision between ERGs and organization's leadership
- Activate engagement at all organizational levels
- intentionally engage ERGs as change response partners
- Focus on sustainable, high-impact initiatives to prevent burnout

By implementing these strategies, companies can ensure their ERGs continue to drive meaningful change, foster inclusion, and contribute to business success. This guide provides actionable solutions, real-world success stories, and practical tips to help organizations navigate these challenges and unlock the full potential of their ERGs.

Introduction

ERGs on the Rise

Employee Resource Groups (ERGs) have emerged as powerful tools in modern organizations, fostering community, enhancing leadership development, and improving employee visibility. These groups not only are popular and highly visible but also are relatively inexpensive to implement, making them a strategic asset for companies aiming to enrich their workplace culture.

The impact of ERGs is clear: They play a pivotal role in cultivating a sense of belonging, enhancing employee engagement, and providing a voice for employees—creating a safe space for discussions and community.

The Evolving Role of ERGs

As diversity, equity, and inclusion (DEI) initiatives face increased scrutiny, ERGs emerge as a secret weapon for organizations. They offer a unique, grassroots approach to sustaining DEI efforts, especially during times of budget constraints or reduced investment in formal DEI programs.

Beyond fostering community and driving employee engagement, what sets ERGs apart is their employee-led nature. This “power to the masses” mindset taps

into the passion, creativity, and diverse perspectives of employees across all levels of the organization. When larger initiatives face cuts, ERGs present an agile solution, mobilizing these passionate employees to nurture a culture of inclusion in a way that is most meaningful to them.

This, paired with the prior successes of ERGs, has primed them for expanded roles within organizations. Their demonstrated ability to drive change and foster inclusivity has built trust and credibility, positioning them as potential catalysts for success in other areas of the business. This track record of achievement opens doors for ERGs to take on new challenges and contribute to broader organizational goals.

ERGs Drive Value

66%

of employees believe their ERG effectively fosters a sense of community

3 in 4

companies say ERGs have helped them retain talent

55%

of companies say ERGs have positively impacted their recruiting efforts

Sources: McKinsey, Forbes

Introduction (cont.)

ERGs and the Bottom Line

ERGs also play a critical role in bridging the gap between DEI initiatives and business objectives. By bringing together employees from various functions and levels, these groups align their goals with broader organizational strategies, making DEI integral to the business itself.



Success Story: Frito-Lay

Frito-Lay successfully leveraged their ERGs to drive innovation and enhance market presence. Their Hispanic ERG played a crucial role in developing and marketing new flavors that resonated with Latine consumers, leading to increased market share in this demographic.



Success Story: PetSmart

PetSmart's Pride ERG spearheaded the creation of an in-house Pride pet product collection, working across departments to bring it to market in record time. The initiative not only yielded high margins but also demonstrated how ERGs can drive cross-functional collaboration and rapid product development, directly impacting the company's bottom line.



Success Story: Nielsen

Nielsen ERGs contribute to product reviews, guideline assessments, and even supplier diversity efforts. Requests for BRG support are vetted by the DEI team to ensure their involvement adds distinct value. This approach maximizes BRG impact on business outcomes while respecting members' time and expertise.



These success stories exemplify the potential of ERGs not only when they are active but also when they are well supported by the organization. By recognizing and leveraging the unique perspectives and expertise of ERG members, companies can drive significant business value.

Introduction (cont.)

Risks That ERGs Are Facing

It's no wonder that, despite being a decades-old DEI tactic, ERGs have surged in popularity. Yet, as impactful as ERGs are, they are not without their risks.

As organizations push these groups to take on more responsibilities and expect significant results, ERGs may struggle to maintain momentum without proper resources and alignment.

This is particularly true for groups that emerged in response to recent social movements or those lacking proper support and structure; there's a limit to how much strain can be placed on these initiatives before they falter.

To sustain their benefits, it's critical to reassess how ERGs are structured, supported, and managed. Without the right resources and alignment, even the most successful ERGs can lose traction and impact.

There's a limit to how much strain can be placed on these initiatives **before they falter.**

Ensuring ERG Success in 2025 and Beyond

To continue driving value with ERGs and maintaining safe spaces for employees to find community and share their voices, companies must prioritize mitigating the threats that ERGs face now and in the future.

In this guide, we will explore the top five threats ERGs face today and, most importantly, discuss strategies your organization can implement to mitigate these risks.

Throughout this guide, you'll find success stories from real companies' ERG initiatives. These stories showcase winners of Seramount's [ERG Impact Awards](#), providing concrete examples of how organizations are successfully navigating these challenges and leveraging their ERGs for significant impact and offering practical insights and inspiration for enhancing your own ERG programs.

By proactively addressing these challenges, organizations can ensure that ERGs remain powerful drivers of both community engagement and business success.

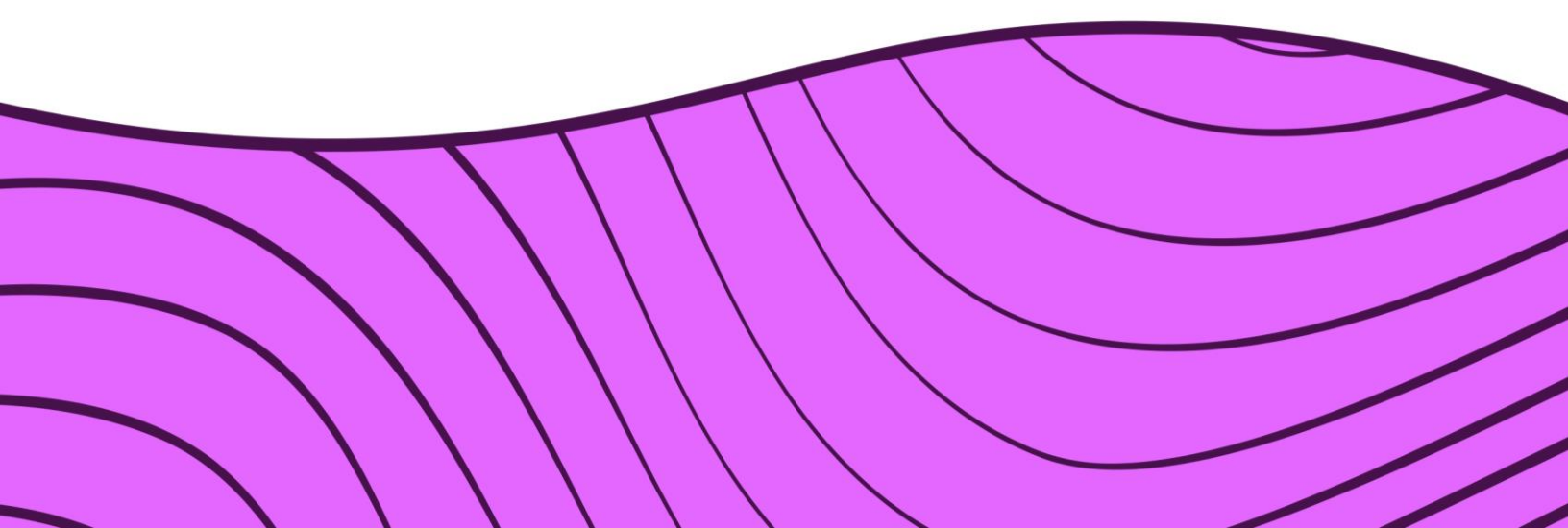


DEI Backlash

Top 5 Threats to ERG Success and How to Overcome Them

THREAT

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Threat 1: DEI Backlash

Let's start with the elephant in the room: the growing backlash against DEI initiatives. This trend has been dominating the headlines, raising concerns about the future of DEI efforts and even long-standing traditions like ERGs.

Caught in the Crossfire

As DEI initiatives face increasing criticism, ERGs are at risk of being swept away. Research from Seramount indicates that around 10 percent of organizations are regressing in their DEI commitments, with many companies shrinking DEI budgets. Since 85 percent of companies on Seramount's 100 Best Companies list fund ERGs through DEI budgets, this financial squeeze threatens ERGs' ability to organize events, provide mentorship, and influence company policies.

ERG Criticisms

- "ERGs not inclusive enough for ALL employees"
- "ERGs a waste of company time"
- "ERGs create division rather than unity"
- "ERGs are just social clubs with no real business impact"

But the challenges go beyond budget cuts. Critics often argue that ERGs lack inclusivity, overlooking their vital role in supporting underrepresented communities. Others dismiss them as unproductive, ignoring their significant contributions to community building, innovation, and employee engagement.

Some companies, bowing to external pressures, are fundamentally redefining the role of ERGs. A concerning example is Harley-Davidson's recent decision to pivot ERGs to focus solely on professional development, sidelining their community-building function. This shift could signal a dangerous trend, jeopardizing the unique value ERGs bring to organizations.

The potential dilution of ERGs may also harm talent acquisition and retention. Research shows that over 75 percent of employees and job seekers view a diverse workforce as crucial when evaluating companies. Weakening ERGs could impact an organization's ability to attract and retain top talent in a competitive job market.

Threat 1: DEI Backlash (cont.)

Solution: Align ERGs with Business Goals

To counter the DEI backlash and reinforce the value of ERGs, organizations must position these groups as essential business-critical networks that drive value across multiple areas—not just DEI. This can be achieved by elevating ERGs to operate like Business Resource Groups (BRGs).

This isn't just a cosmetic change or a simple renaming exercise. It's a fundamental shift in how these groups operate and are perceived within the organization. At this level, BRGs focus on business-aligned outcomes and engage in external initiatives, serving as a vital source of innovation and insights for key business decisions, such as employee benefits and customer interactions. Examples of BRGs driving product innovation, opening new markets, and enhancing employee retention underscore the importance of this approach.

However, the evolution from ERGs to BRGs requires careful planning and commitment. Utilizing Seramount's [Employee Group Maturity Model](#) can provide a structured framework for evolving employee groups. Organizations should incorporate key goals such as revenue generation, amplifying the voices of their members and centralizing and scaling efforts into their missions.

By clearly demonstrating their value across various organizational objectives, BRGs can not only withstand the DEI backlash but also emerge stronger and more integral to their companies' success.

This isn't just a cosmetic change or a simple renaming exercise. It's **a fundamental shift** in how these groups operate and are perceived within the organization.



PRO TIP: Embrace Fresh Perspectives

Empower your BRG leaders to identify overlooked gaps in your strategy or product lines, allowing them to determine where they can have the most significant impact. This freedom to innovate can unlock new markets and opportunities that your organization might otherwise have missed.

Threat 1: DEI Backlash (cont)

Success Story: AMIGOS@Liberty + Allies at Liberty Mutual

With research pointing to Hispanic/Latino communities continuing to be underserved by the insurance industry, Liberty Mutual's employee resource group, Amigos@Liberty, collaborated with volunteers from across the company to create a go-to market strategy for Spanish-speaking communities in the U.S.

Through a blend of market research and cultural expertise, they launched the Liberty Market Share Acceleration Strategy (Liberty MAS), demonstrating how ERGs can contribute to both business and community goals.



Location: Boston, MA

Industry: Insurance

Employees: 45,000

The group focused on delivering a fully translated, seamless Spanish-language experience for Liberty Mutual's Certainly Renters insurance product, which offers affordable coverage online. They also developed educational tools, such as a "Renters Insurance Guide" in Spanish, policy explainer modules, and collaboration tools to enhance understanding and accessibility. These initiatives not only empowered customers but also opened a new channel of engagement for the business.

The group customized Spanish-language landing pages for Liberty Mutual and Safeco, which attracted more than **44,000 unpaid visits** and **generated over 2,400 leads** in the first six months.

This effort underscores how ERGs, when aligned with business priorities, can deliver measurable results, advancing both community impact and organizational goals—even in the face of DEI challenges.

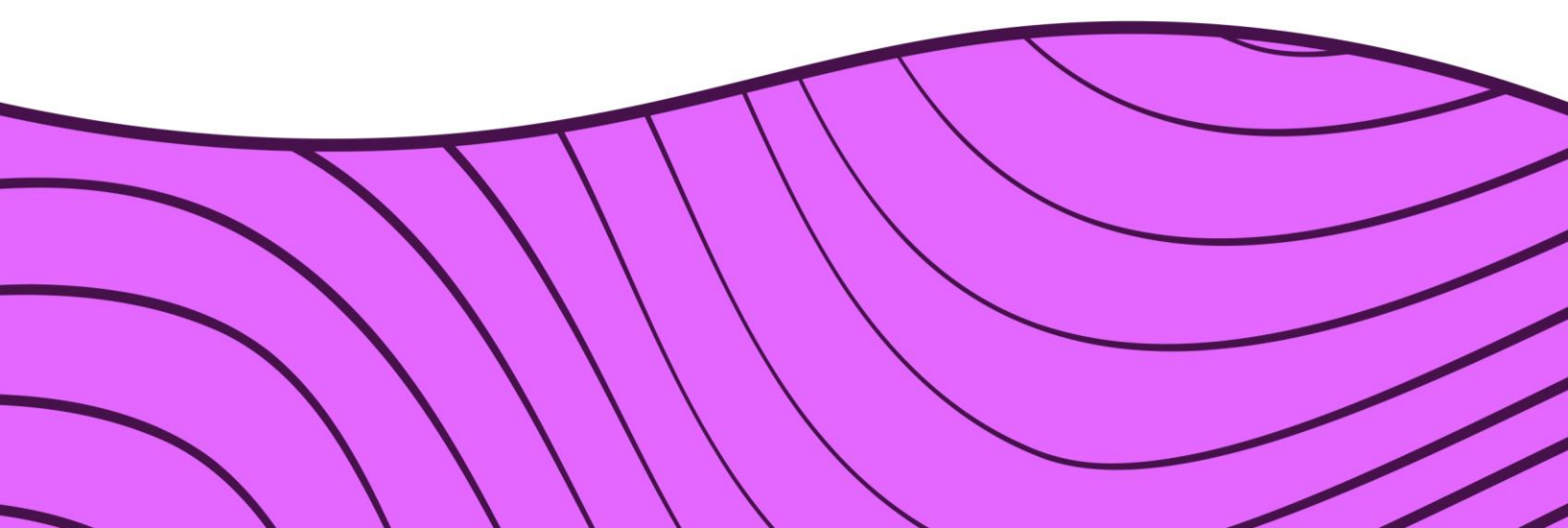


Misaligned Expectations

Top 5 Threats to ERG Success and How to Overcome Them

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Threat 2: Misaligned Expectations

As ERGs' visibility and importance grow, so do differing opinions about their role and purpose. From individual members to senior leaders, everyone may have their own ideas about what ERGs should be doing.

When ERGs and Leadership Clash

This misalignment can create friction in several ways. For instance, senior leaders may expect ERGs to deliver measurable business impact but fail to provide the necessary resources or collaboration to make that happen. If ERG leaders aren't empowered to act, their efforts can stall, leaving them frustrated and disengaged.

On the other hand, ERG leaders may view their groups as platforms for activism and cultural change, which can conflict with leadership's narrower focus on business objectives. If ERG members aim to push for change without alignment from leadership, the group risks becoming siloed or ignored, leading to a loss of momentum and decreased morale.

Ultimately, these perspectives, when misaligned, can render ERGs ineffective, leading to wasted effort and dissatisfaction among members.

Solution: Create a Shared Vision

To avoid misalignment, ERGs and leadership must develop a clear, mutually agreed-upon mission statement that defines the purpose and value of the ERG. This shared vision ensures that both sides have a common understanding of the group's goals, available resources, and expected business impact.

Formalizing this mission in writing creates a reference point for conflict resolution and helps prevent misunderstandings that can hinder progress. Equally important is the regular review and revision of the mission, allowing ERGs to evolve alongside company priorities and employee needs.

Questions to Guide ERG Alignment

1. Why does our ERG exist?
2. What does success look like for our ERG?
3. What are our goals to measure success?

Threat 2: Misaligned Expectations (cont.)

By aligning expectations from the outset, ERGs can better respond to leadership's demands for measurable outcomes while ensuring they are adequately supported and empowered to act. This structured approach fosters unity, provides clarity for members, and can even increase engagement and reduce burnout by showing how the ERG's efforts contribute to larger business and cultural goals.



PRO TIP: Find Governance Balance

Since ERGs are employee-led, empower them to drive their initiatives. Provide the necessary support and resources, but allow them to lead in ways that align with their passions and expertise. Balancing guidance with autonomy is key to maximizing ERG success without stifling innovation.

Success Story: [HOLA at Johnson & Johnson](#)

The HOLA ERG at Johnson & Johnson exemplifies how coordinating goal creation between ERGs and business functions can lead to tangible results. HOLA collaborated closely with the STELARA® marketing team to enhance the cultural relevance of their campaign for Hispanic patients.

Together, they developed a two-phase strategy—first tailoring the general market campaign using Hispanic insights and then creating a custom campaign from the ground up.



Location: New Brunswick, NJ

Industry: Healthcare

Employees: 130,000

The results were powerful: Brand awareness among Hispanic audiences **doubled**, and STELARA® became the **second most recognized brand** in its category within a year. This success paved the way for ongoing partnerships between HOLA and other business units, illustrating how effective alignment between ERGs and leadership can deliver long-lasting value.

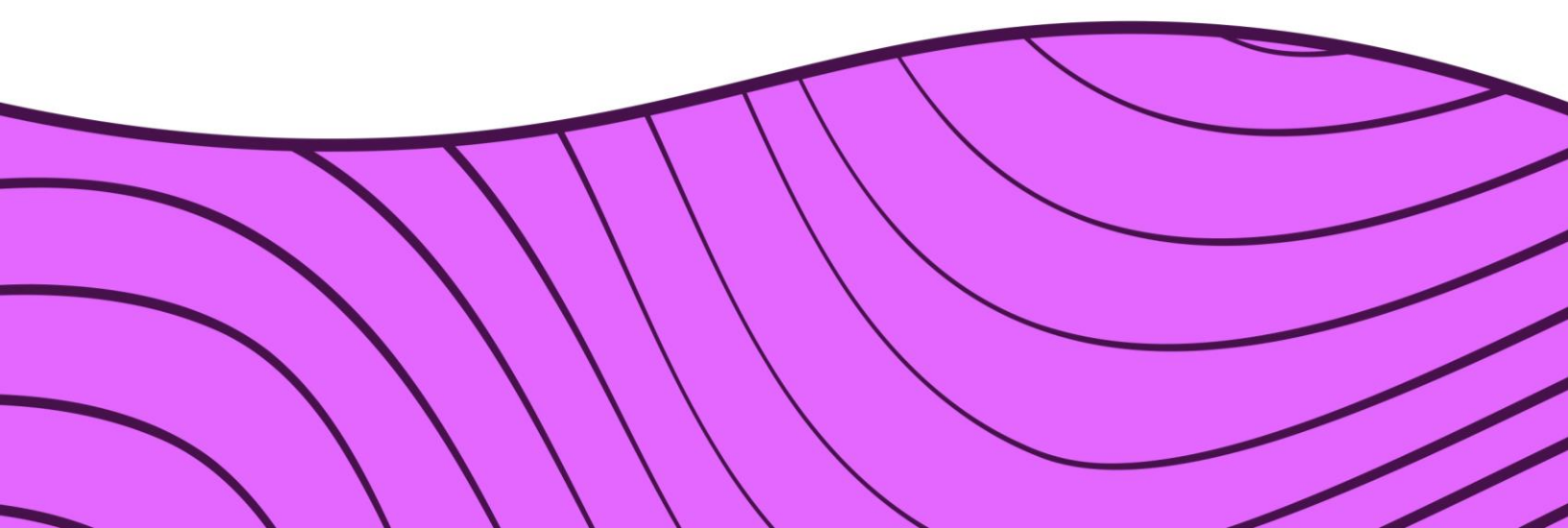


Low Engagement

Top 5 Threats to ERG Success and How to Overcome Them

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Threat 3: Low Engagement

While Employee Resource Groups (ERGs) have seen a resurgence in the 2020s—driven by shifting work dynamics, their role in navigating societal challenges, and companies recognizing their business value—sustaining that momentum has become increasingly difficult.

Dwindling Momentum

As Dumebi Egbuna, co-founder of Chezie, noted in a [Bloomberg article](#), “Since mid-2023, some ERGs have reported that fewer people are turning up for events and stepping into voluntary leadership roles.” Data from Seramount’s 100 Best Companies list supports this trend: The percentage of employees participating in at least one ERG dropped from 38 percent in 2023 to 35 percent in 2024.

This dip in engagement is more than just a passing downward trend—it’s a growing threat. Economic shifts, DEI layoffs, and leadership turnover have further eroded participation, leaving ERGs struggling to maintain their influence.

Fewer engaged members mean fewer resources, including time, funding, and leadership capacity. Without this critical support, ERGs risk stalling initiatives, reducing their ability to impact culture or drive business outcomes.

Economic shifts, DEI layoffs, and leadership turnover have further eroded participation, leaving **ERGs struggling to maintain their influence.**



PRO TIP: The Ripple Effect of Senior Leadership

When senior leaders and managers actively support ERGs, it creates a ripple effect throughout the organization. Employees take cues from their leaders, and when they see leadership investing in ERGs, they are more likely to engage. This support fosters broader participation and helps ERGs make a greater impact.

Threat 3: Low Engagement (cont.)

Solution: Activate All Levels of the Organization

To reverse this trend, engagement must be activated at all levels of the organization—senior leadership, middle management, and individual contributors. Each group plays a unique role in sustaining ERG momentum.

Senior leaders must not only buy into the mission but also advocate for ERGs, amplifying their value across the company and ensuring they receive the necessary resources. Even if a senior leader isn't an executive sponsor, they still have a responsibility to support ERGs as part of inclusive leadership.

Research shows ERG leaders' top requests from their organizations include more time, funding, and dedicated support. Senior leaders can fulfill this need by using their influence to allocate resources, promote ERG initiatives, and demonstrate their importance within the company.

Even if a senior leader isn't an executive sponsor, they still have a **responsibility to support ERGs** as part of inclusive leadership.

Middle managers are equally crucial, as they control much of the day-to-day experience of employees. They must actively support ERGs by encouraging participation, giving employees the time and space needed to engage, and ensuring that ERG leadership roles are seen as valuable, not burdensome. Managers can also champion ERGs by aligning their team's participation with organizational goals, turning passive allowance into active support.

Individual contributors, meanwhile, need to feel that ERGs are accessible and relevant to them. This involves ensuring that ERGs meet employees where they are—whether through virtual or hybrid events, relevant content, or flexible participation opportunities. The best ERGs tap into their members' passions and needs, creating a value proposition that resonates.

Research shows ERG leaders' top requests from their organizations include more **time, funding, and dedicated support**.

Threat 3: Low Engagement (cont.)

Success Story: Niko Radjenovic at Wildlife Conservation Society

Niko Radjenovic, Vice President of Business Services at WCS, offers a clear example of how senior leaders can drive ERG engagement through active support.

Using his role and influence, Niko helped the Black Leadership Advancement Consortium (BLAC) ERG **increase membership by 70 percent**, largely by securing senior-level buy-in and ensuring resources such as professional development and financial incentives for ERG co-leaders. This showed employees that ERG participation was valued at the highest levels of the organization.



Location: Bronx, NY

Industry: Not-for-profit

Employees: 4,000

Niko's leadership and support extended to ERGs he was not an executive sponsor of as well. For example, when the iWILD! ERG faced budget constraints for a cultural event, Niko arranged for in-house food services to cater to 1,000 employees.

Niko's involvement also helped the QUEER ERG navigate approvals for WCS's **first public-facing Pride event**, highlighting the importance of senior leader advocacy in operationalizing ERG initiatives, even if they are not directly involved in those groups.

This case demonstrates how, with senior leaders providing resources, middle managers removing obstacles, and individual contributors being empowered to engage, ERGs can thrive and drive meaningful cultural and business outcomes.

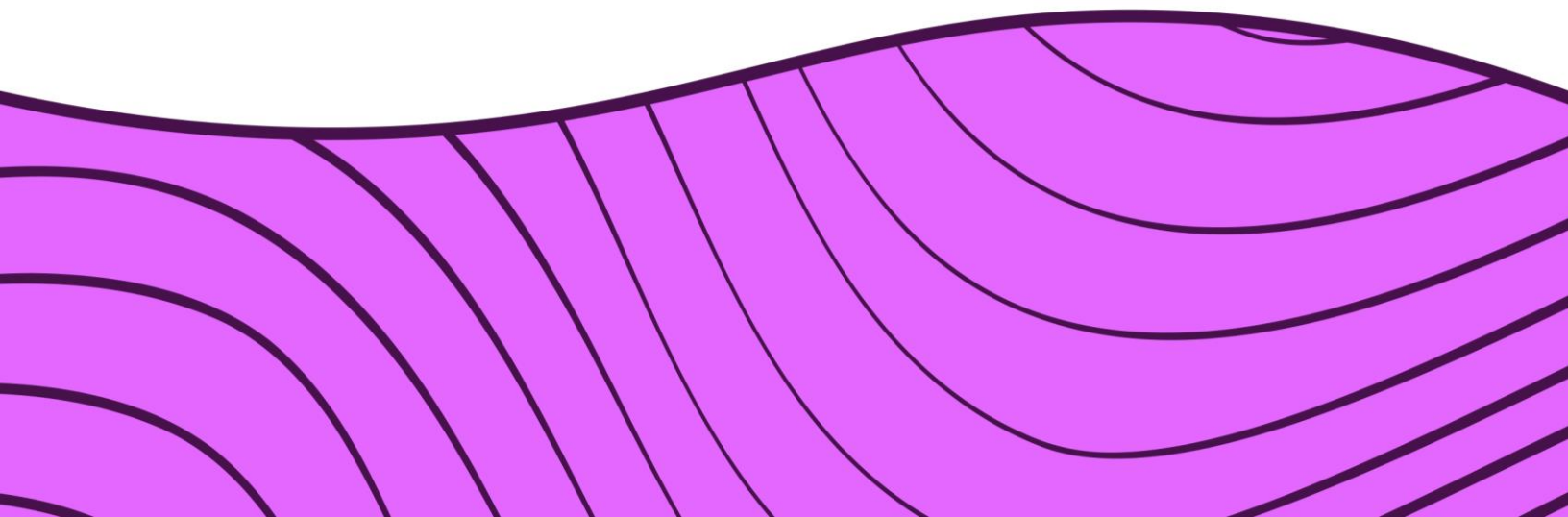


Unprepared for Crisis or Change

Top 5 Threats to ERG Success and How to Overcome Them

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Threat 4: Unprepared for Crisis or Change

In today's world, organizations face an array of crises—from social and political upheavals to economic challenges—while navigating internal changes like restructures, M&As, and leadership transitions. Companies are expected to respond swiftly to these converging pressures.

Research shows that while 75 percent of employees believe it's crucial for organizations to take a stand on key issues, fewer than half of US companies have a formal crisis communication plan, leaving them unprepared.

Blindsided by Flashpoints

This unpreparedness places additional pressure on ERGs, who are often turned to in moments of crisis because of their direct connection to the experiences of marginalized communities. While ERGs can provide invaluable insights, they are frequently expected to respond to crises without clear guidance or support. Leaders may expect them to take on these responsibilities with little more than their lived experiences, creating an undue burden on volunteers who are navigating their own personal reactions to crises.

Potential Crises or Changes

- Social justice issues
- Political unrest or policy changes
- Reputational crises
- Organizational restructures
- Economic downturns

On the other hand, when ERG leaders do raise concerns or call for action, they may be met with resistance or lack of support from senior leadership. This disconnect can lead ERGs to either act on their own without company approval or become disengaged and inactive.

Both scenarios are harmful: Uncoordinated responses can create reputational risks, while silencing ERGs' voices can lead to frustration and demoralization among members.

Ultimately, without a structured approach to leveraging ERGs during crises, organizations risk losing valuable insights, damaging trust with employees, and allowing critical issues to go unaddressed.

Threat 4: Unprepared for Crisis or Change (cont.)

Solution: Engage ERGs as Change Response Partners

To navigate crises effectively, companies should establish a partnership with ERGs that is rooted in trust and mutual respect. This partnership means clearly defining ERGs' roles during crises, providing them with the necessary resources, and involving them in crisis communication planning well in advance of any incidents.

Rather than relying on ERGs solely in times of turmoil, organizations should regularly engage ERG leaders to understand ongoing concerns within their communities. By building this foundation during "normal" times, companies will be better equipped to respond swiftly, thoughtfully, and authentically when crises arise.

Clear guidelines that outline when and how ERGs should be involved in crisis responses should be established. This plan ensures ERGs can meaningfully contribute without being overwhelmed or taking on more than they can handle. It also ensures that leadership listens to ERGs and values their input when making decisions during critical moments.

Clear guidelines that outline **when and how** ERGs should be involved in crisis responses should be established.



PRO TIP: Trust Your ERG Leaders

ERGs don't need to lead your company's crisis response, but they are experts in the lived experiences of their communities. Trust them to provide guidance and support for their members. By empowering ERGs with the right resources, autonomy, and space to act, companies can navigate crises more effectively while demonstrating respect for diverse perspectives.

Threat 4: Unprepared for Crisis or Change (cont.)

Success Story: NOBLE at The Estée Lauder Companies

In the summer of 2020, the Network of Black Leaders and Executives (NOBLE) at The Estée Lauder Companies held a town hall in direct response to the unjust killings of George Floyd and Breonna Taylor.

Initially intended for a small group, the event grew into a large forum, engaging nearly **2,000 employees in a candid conversation** about racial injustice.

This town hall sparked a series of impactful actions, including the development of a workplace equity strategy that guided ELC's broader racial equity commitments. These commitments focused on representation, talent development, workforce diversity, supplier diversity, and social impact.



Location: New York, NY

Industry: Beauty

Employees: 62,000

NOBLE's work illustrates how empowering ERGs with trust and autonomy can lead to **transformative, company-wide actions**. By providing space for NOBLE to take the lead, ELC not only addressed an urgent crisis but also laid the groundwork for sustained progress on racial equity within the organization and beyond.

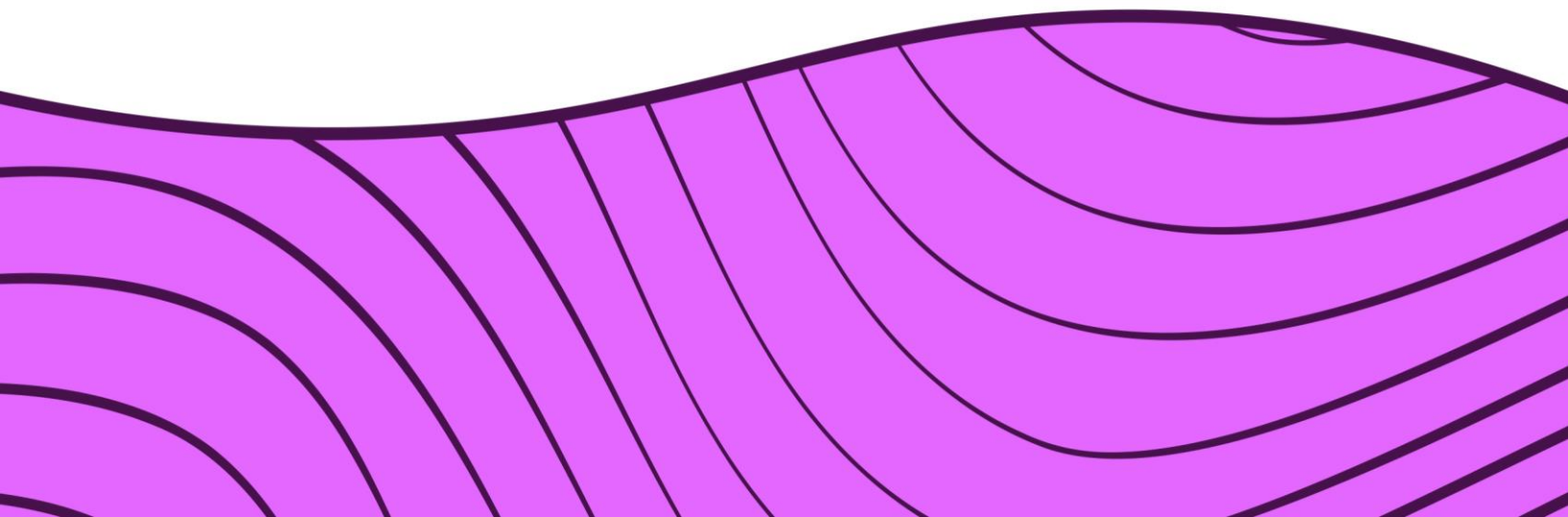


ERG Leader Burnout

Top 5 Threats to ERG Success and How to Overcome Them

THREAT

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Threat 5: ERG Leader Burnout

Many ERG leaders and members enter their roles driven by passion and a desire to make a meaningful impact, only to find themselves overwhelmed by the extensive workload that accompanies these responsibilities. If the challenges faced by ERG leaders are not addressed, burnout becomes an inevitable consequence.

When Passion Meets Pressure

There are alarming reports of burnout among ERG leaders across various organizations. These roles, often undertaken alongside primary job responsibilities, have become increasingly burdensome.

Companies have relied heavily on ERGs to deliver firm-wide education and training, act as crisis counselors, serve as spokespeople for various affinities, and contribute to policy creation—all while managing their regular workloads and personal responses to ongoing societal challenges. This situation leads to high turnover rates and difficulties in finding replacements.

A significant factor contributing to this burnout is that many leaders feel their efforts go unrewarded or, worse, hinder their career advancement. While 78 percent of executive sponsors believe involvement in ERGs supports career progression, only 40 percent of ERG leaders feel the same way.

50%

of ERG leaders say they need more recognition.

Source: Great Places to Work

This disconnect underscores a troubling reality: 44 percent of ERG leaders indicate that their work often goes unrecognized, lacking the necessary support and engagement from company leadership. This overwhelming responsibility, combined with little tangible benefit, can lead to significant stress and demoralization among ERG leaders.

This overwhelming responsibility, combined with little tangible benefit, can lead to **significant stress and demoralization** among ERG leaders.

Threat 5: ERG Leader Burnout (cont.)

Solution: Focus on Sustainable Impact

To combat burnout, organizations must prioritize sustainable impact over sheer volume. Meaningful change arises from initiatives that foster long-term cultural shifts, rather than one-off events like webinars or speaker sessions. ERG leaders should focus on impactful programs such as mentorship, sponsorship, and systematic changes.

For example, an ERG aiming to increase the diversity of new hires might initially consider sending members to job fairs and college recruiting events or initiating partnerships with HBCUs, HSIs and tribal colleges. While these activities are valuable, they can also be exhausting and time-consuming alongside ERG leaders' regular 9 – 5 responsibilities.

Instead, if they concentrate on addressing bias in the hiring process—advocating for skills-based hiring and implementing talent scorecards—they could create a more significant and sustainable impact by fundamentally changing hiring practices and reducing systemic biases.

Recognizing that doing less can often yield greater results is crucial for preventing burnout. Collaboration is essential; ERG leaders should not feel they have to shoulder these responsibilities alone. Building partnerships with internal resources and stakeholders can help distribute the workload and enhance the effectiveness of initiatives.



PRO TIP: Money Can't Solve Burnout

While 60 percent of Seramount's Inclusive Index companies provide additional compensation or incentives for ERGs leaders, throwing money at the issue will not resolve the root causes of burnout. Financial rewards may be helpful and even deserved, but they cannot replace the need for emotional support, recognition, realistic goals, and a culture that values the contributions of ERG leaders.

Threat 5: ERG Leader Burnout (cont.)

Success Story: Nielsen

At Nielsen, BRG leaders are given 10 hours per month to dedicate to their BRG roles, and BRG members are given 4 hours. This is on top of 24 hours per year given to all employees to pursue volunteer work.



Location: New York, NY

Industry: Media Company

Employees: 14,000



Location: Charlotte, NC

Industry: Financial Services

Employees: 40,000+

Success Story: Anonymous

To give ERG leaders protected time, the financial services company introduced "role sharing," reserving a set portion of employees' workweek for ERG leadership. This program, which began at 15% and increased to 25%, leverages the company's existing system for temporary assignments and projects to cover roles. ERG leaders continue receiving their regular wage but spend an average of 75% of their time on their primary role.

Success Story: Bristol Myers Squibb (BMS)

Instead of relying on volunteers, People and Business Resource Groups (PBRGs) at BMS are led by full-time, dedicated resources, reporting to a member of the leadership team and responsible for tasks like developing three-year business plans.

This structure helps prevent burnout by allowing leaders to focus solely on PBRG duties without juggling other responsibilities. The roles are posted internally, with a formal interview process, and leaders are compensated at the same level as their prior business roles.



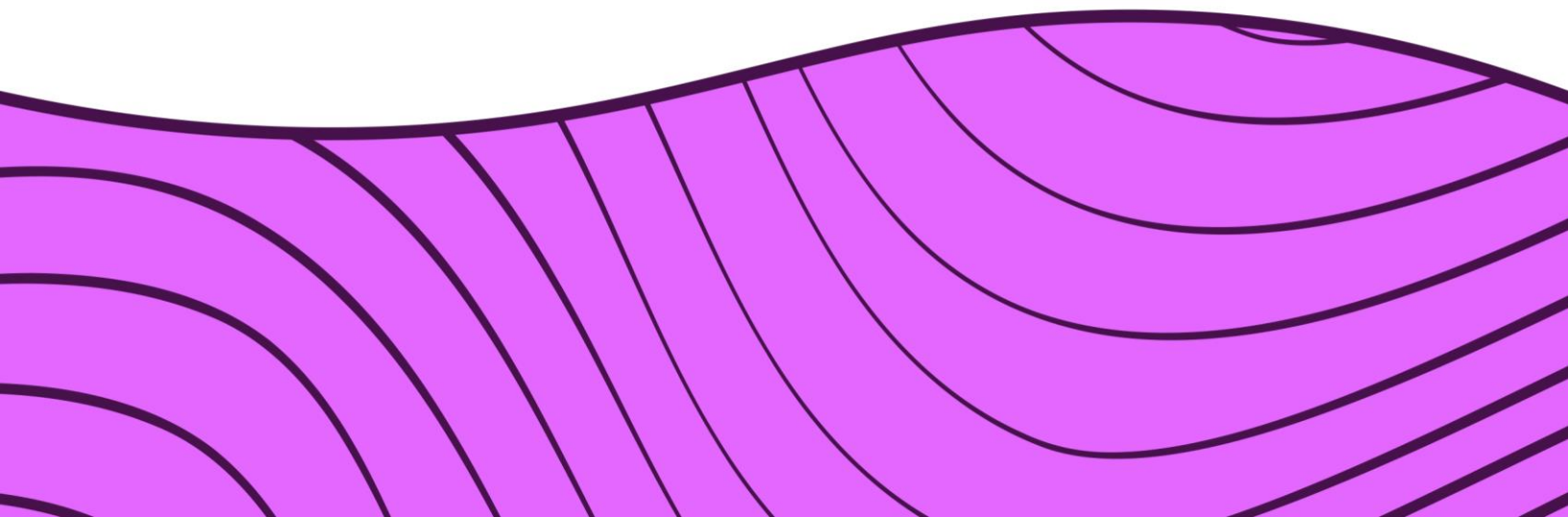
Location: Princeton, NJ

Industry: Pharmaceuticals

Employees: 34,000



Moving Forward



Moving Forward

Key Strategies for ERG Success

As we've explored throughout this guide, ERGs are experiencing a resurgence in value, with organizations that acknowledge their importance reaping the benefits of productivity, innovation, and financial performance.

By addressing the challenges outlined in this guide and implementing the following strategies, organizations can unlock the full potential of their ERGs and drive meaningful change across their business.

Key Strategies for ERG Success	
<input type="checkbox"/>	Chart a Plan Develop a roadmap to mature ERGs and align their goals with overarching business-aligned objectives.
<input type="checkbox"/>	Clarify Expectations Establish clear expectations between ERGs and leadership regarding their roles and responsibilities.
<input type="checkbox"/>	Foster Engagement Encourage active support and involvement from leadership to drive engagement throughout the organization.
<input type="checkbox"/>	Engage ERG Leaders in Times of Change Establish clear response protocols for both the organization and the ERGs to ensure effective communication and action during challenging times.
<input type="checkbox"/>	Prioritize Impact Strive for impactful initiatives over merely staying busy with ERG activities. Focus on quality and sustainable outcomes.

Moving Forward (cont.)

Maximize Your ERG Impact

Ready to Elevate Your ERGs?

Seramount has helped hundreds of companies drive ERG success. Through peer-driven experiences, global best practices, and data-driven recommendations, we can help you elevate your program to achieve meaningful impact.

Contact us today to explore how we can support your ERG initiatives!

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Employee Group Maturity Model



Elevate your ERGs with our structured framework. From culture to business impact, shape the future of your employee groups.

[Explore the model.](#)

ERG Leader Certification



Join a global network of ERG leaders. Share best practices, tackle challenges, and drive your organization's DEI strategy forward

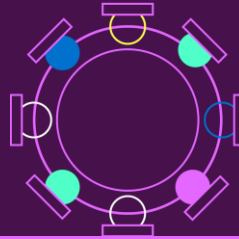
[Start your journey.](#)

ERGs at the Crossroad: Benefits, Boundaries, and Burnout



ERGs are surging, but so is leader burnout. Discover how to navigate this critical juncture and unlock your ERGs' full potential.

[Read the insights.](#)



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