



seramount

Talent Solutions for Better Workplaces



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**ERG IMPACT  
AWARDS**

2027

# ERG Impact Awards 2027

Information Session

# ERG Impact Awards Team



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# ERG Impact Awards



Seramount's Annual ERG Awards-Recognition Program!

**The ERG Impact Awards offer the opportunity to nominate outstanding Employee Resource Groups (ERGs) and/or individuals from your organizations to the following categories:**

## GROUP AWARDS



### Impact-Specific Categories

- Business Impact
- Community Impact
- Workforce Impact
- Workplace Culture Impact



### Group-Specific Categories

- ERG Collaboration
- Trailblazer

## INDIVIDUAL AWARDS



- ERG Leadership
- Valued Partner (formerly Valued Ally)

# ERG Impact Awards and Best Practices



# ~200-300

## Nominations Annually





# Application Guidelines

Read all [guidelines and frequently asked questions](#) before applying.

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ERGs and individuals are eligible to apply, regardless of industry, geographic location, or Seramount membership.



## Group/ERG Submissions

The ERG must directly create, drive, and carry out the work. We will not consider group work executed by Inclusion/HR Offices, Inclusion Councils, or external ERG Coalitions. Inclusion Office mandates and organization-driven initiatives are also not eligible.



## Consideration Period

We are considering and recognizing ERG efforts completed from **July 2025 through June 2026**.



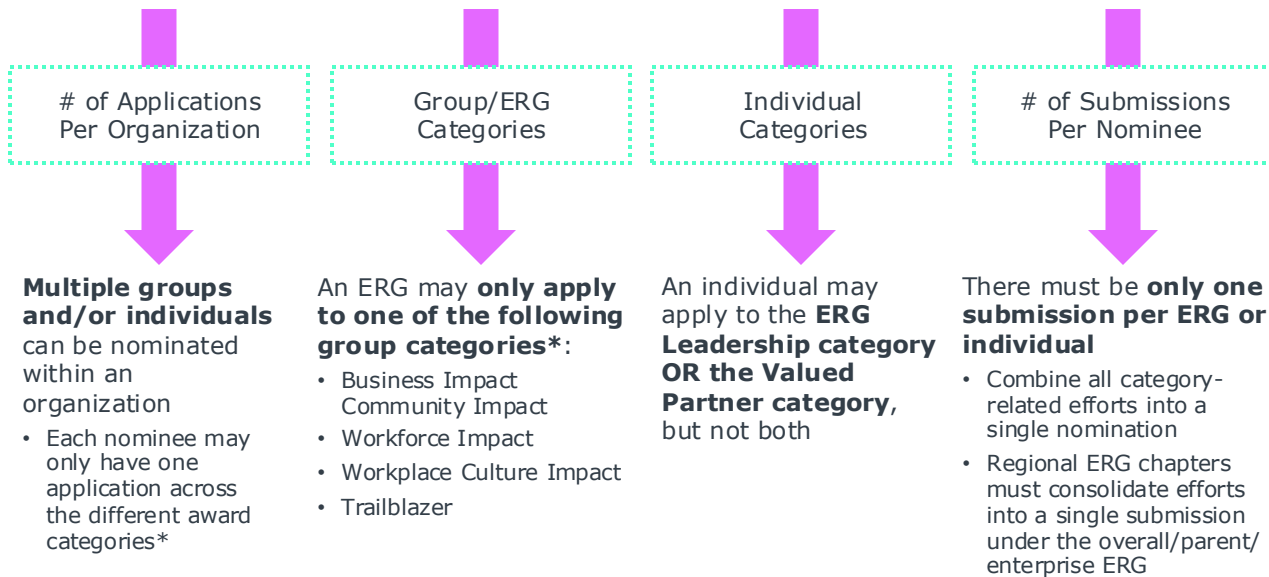
## 2026 Winners

2026 ERG Impact Award Winners are not eligible to submit within *the same category they won in*, but can still apply to another category.

# Application Rules



**An ERG or Individual can only apply to one category\***



**\*The ERG Collaboration category is the only exception** where an ERG can apply with another ERG to have a second application



# Category Overview

Group and Individual Categories

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# Impact-Specific Group Categories



## Impact on Organization

## Impact on People

### External Impact



#### **Business Impact**

Market insights, product development & innovation, supplier diversity, targeted campaigns & partnerships, brand reputation, business operations, etc.



#### **Community Impact**

Volunteerism, educational & vocational opportunities for underserved groups, environmental sustainability, disaster relief, overall health of a community, etc.

### Internal Impact



#### **Workplace Culture Impact**

Employee engagement, intersectionality & allyship, inclusive benefits & policies, workplace design & accessibility, cultural competency, etc.



#### **Workforce Impact**

Networking, leadership programming & pipelines, professional development, talent lifecycle engagement, recruitment, retention, advancement, mentorship, etc.

# Group-Specific Categories



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Groups nominated in these categories have made a significant effort to contribute to their organization's diversity, equity, and inclusion goals in relation to business, community, workforce, and/or workplace culture impact.



## Trailblazer

### GROUP-SPECIFIC CATEGORIES



## Collaboration

*Groups **MUST** come from a small organization with **less than or equal to 2,500 total permanent employees AND/OR have two or fewer years of ERG age** at an enterprise level.*

*At least **two or more ERGs MUST collaborate** on an initiative within an impact area listed above. Collaboration must be intentional between two or more ERGs, each with distinct contributions.*

**REMINDER:** ERGs may only apply to one group category. ERG Collaboration is the only exception where an ERG can apply with another ERG to have a second application.



## ERG Leadership

An individual whose resilience and determination have led to the creation, success and/or turnaround of their ERG to create meaningful impact. They influence multiple aspects of the organization's culture, business, workforce, and community.



## Valued Partner

Must be an executive sponsor, ERG program manager, Inclusion or HR team member, or a business/functional leader who serves as a valued partner to one or more ERGs within their organization. They contribute to the success of ERG(s) by providing support, outstanding guidance, and exposure.

# Read the Best Practices from Previous Honorees



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**Review the types of work we've honored in the past**

**Draw inspiration**

**See metrics used to depict measurable impact**

View the best practices from our [2026](#), [2025](#), and [2023](#) honorees

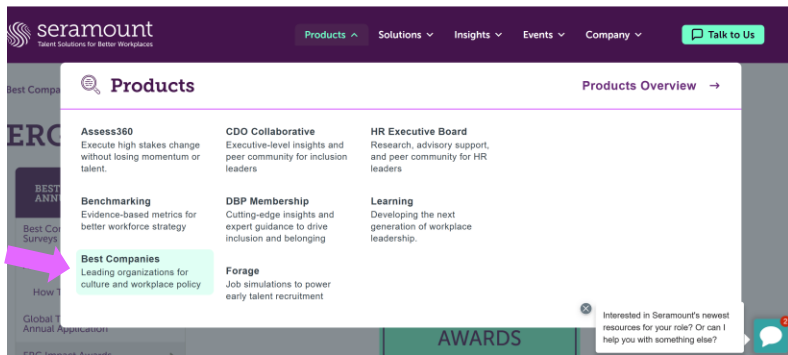


# Next Steps

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# Navigating the Website



Best Companies And Annual Surveys >

## ERG Impact Awards

2027 Awards



### Business Impact

Groups nominated in this category have made a clear and significant contribution to their organization's business goals. They drive innovation, market growth, and organizational competitiveness through inclusive and equitable practices that produce tangible commercial results.

Examples of work in this impact area include, but are not limited to, market insights, product development and innovation, supplier diversity, marketing strategies, targeted campaigns and partnerships, brand reputation, and other business operations.

Download Word File →



- 1 Visit [www.seramount.com](http://www.seramount.com)
- 2 Hover over "Products" and then click "Best Companies"
- 3 On the left-hand side of the screen, find the "Best Companies Lists and Annual Surveys" box.
- 4 Click on ["ERG Impact Awards"](#) at the bottom. This site contains applications, guidelines, FAQs, and more.
- 5 Apply to each category via their respective online nomination forms.

# Submitting an Application



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## Nomination Form

*All nominations must be submitted via the online form. Word file applications will not be accepted.*

## Application Nominators/Submitters

- For each submission, there must be TWO nominators.
- At least *one* of the nominators *must* be a member of the Inclusion or HR Team that oversees the ERG.

*Keep in mind:*



There is a 1000-character limit per question on the nomination form, which includes spaces



Use the Word file to draft your nomination and only fill out the online form when ready to submit



You may upload OPTIONAL supplemental materials



Choosing to answer OPTIONAL questions will not impact your judging score

# Your ERG Impact Story



## How does the ERG tell its story?

1. **Not well at all** – We have data that's disorganized, not tracked, and/or not used.
2. **Somewhat well** – We use multiple tools to store info, but it's not integrated.
3. **Well** – We use data from multiple sources to share individual data points.
4. **Very well** – We produce regular reports sharing our accomplishments.
5. **Exceptionally well** – We pull all data into a comprehensive end-to-end plan to communicate impacts and outcomes.

DATA



SORTED



ARRANGED



PRESENTED  
VISUALLY



EXPLAINED  
WITH A STORY





# Metrics to Depict Measurable Impact



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## Financial Impact

- Direct revenue
- Savings
- Dollar value of new customers or vendors



## Market Reach

- Website visitors
- Customer engagement
- Market demographics



## Membership

- Growth
- Participation
- Satisfaction



## Event Performance

- Attendance
- Reach
- Participant feedback



## Community Impact

- Volunteer hours
- Charitable giving
- Number of beneficiaries



## Professional Growth

- ERG leader advancement
- Skills enhancement
- Promotion rates



## Policy Influence

- Accessibility policies
- Org-wide inclusive practices



## Talent Attraction & Retention

- ERG presence and activities contribute to higher attraction and retention rates



## Employee Satisfaction

- Satisfaction levels regarding inclusivity and workplace culture

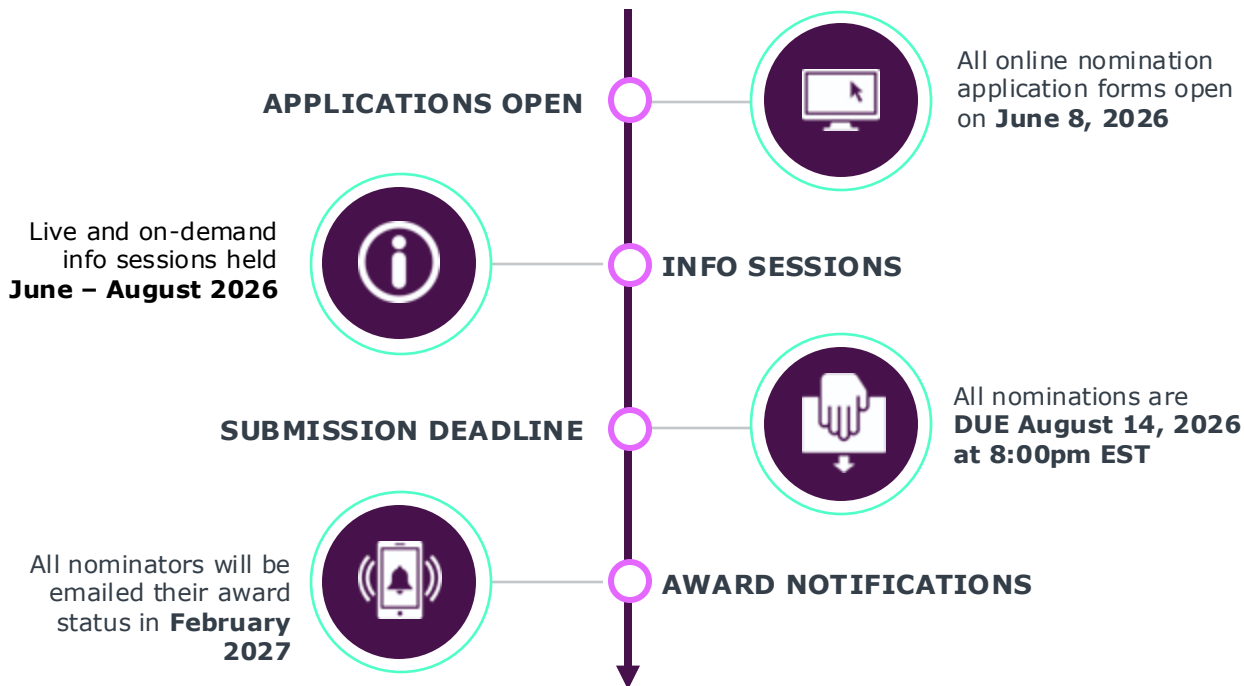


## Organizational Culture

- Long-term changes in attitudes and practices towards belonging and inclusion



# Timeline



**Awards will be presented at the EmERGE Conference in Spring 2027**

Honorees will receive one complimentary ticket to EmERGE 2027.

Winners will receive *one in-person ticket*. Honorable mentions will receive *one virtual ticket*.

## DO'S

Be very clear and succinct when describing your nomination and telling your ERG's story



Include metrics and how you are measuring impact



Focus on quality over quantity — we're more interested in the quality of impact over the quantity of initiatives



Align with your Inclusion/HR team and ERG Chairs on your application



Visit our ERG Impact Awards website, review the Guidelines & FAQs, and read the honorees best practices



## DON'T'S



Use internal acronyms or language that external judges may be unfamiliar with



Forget to describe how your nomination is linked to your organization's Inclusion strategy



Overload your nomination with "fluff" — you have 1,000 characters for every answer



Forget to demonstrate sustained and replicable efforts over time



Feel pressured to complete the nomination in one sitting; Word files are available to collaboratively work on and save answers offline

For additional questions and information:



Visit the [ERG Impact Awards website](#)  
and review our [Application Guidelines](#)  
& [Frequently Asked Questions](#).



Email us at  
[ergimpactawards@seramount.com](mailto:ergimpactawards@seramount.com)

# Q&A



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