

# –Driving Sales and Growth: The Untapped Power of ERGs

–**Gloria Goins, President**


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# Agenda

- 01** The unique position of ERGs to drive sales, growth, and customer engagement
- 02** The Power of ERGs
- 03** Power of executive sponsorship and allyship
- 04** Practical steps to drive business results



A diverse group of young adults, including men and women of various ethnicities, are smiling and laughing together. They are dressed in casual, contemporary clothing. The background is a soft, out-of-focus cityscape.

**“The best way to  
attract the market...  
is to be the market.”**

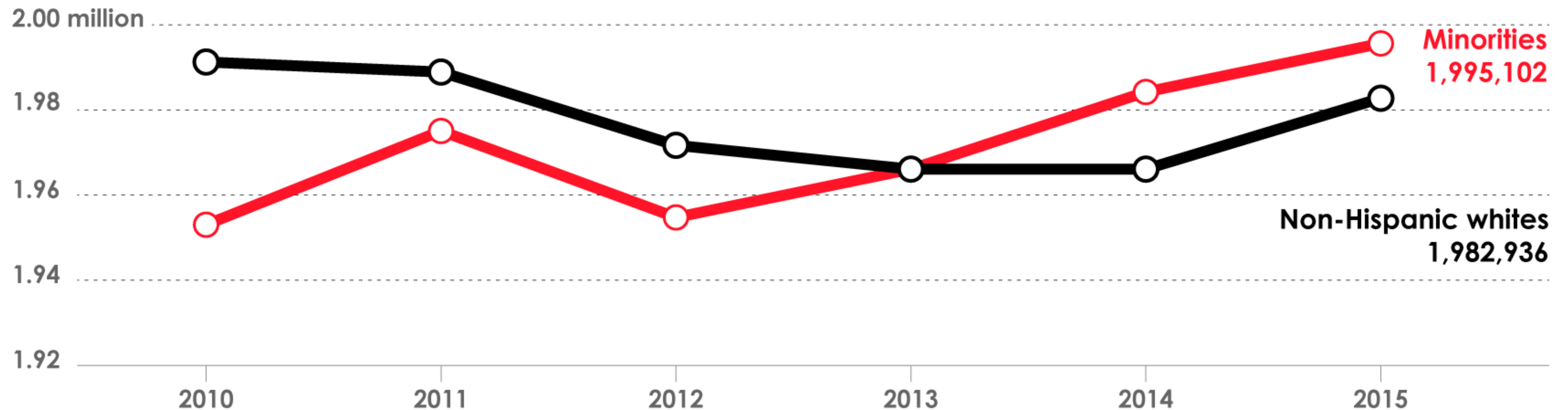
**— Gloria Goins**



# Insights from the Market

# Among newborns, minorities slightly surpass non-Hispanic whites

*Children younger than 1*



**Note:** Minority includes all race and ethnic groups except single-race non-Hispanic white. Data for 2010 are as of April 1; for other years, data are as of July 1.

Source: U.S. Census Bureau 2015 population estimates  
PEW Research Center

# US Buying Power\*, by Race/Ethnicity, 2000-2025

billions

	2000	2010	2020	2025
White	\$6,425.0	\$9,479.0	\$14,191.0	\$17,350.0
Black	\$611.0	\$979.0	\$1,574.0	\$1,978.0
Asian	\$278.0	\$614.0	\$1,297.0	\$1,802.0
Multiracial	\$60.6	\$149.2	\$286.4	\$396.8
Native American	\$40.0	\$84.0	\$140.0	\$178.0
<b>Total</b>	<b>\$7,415.0</b>	<b>\$11,306.0</b>	<b>\$17,489.0</b>	<b>\$21,705.0</b>
— Hispanic**	\$496.0	\$1,044.0	\$1,950.0	\$2,599.0

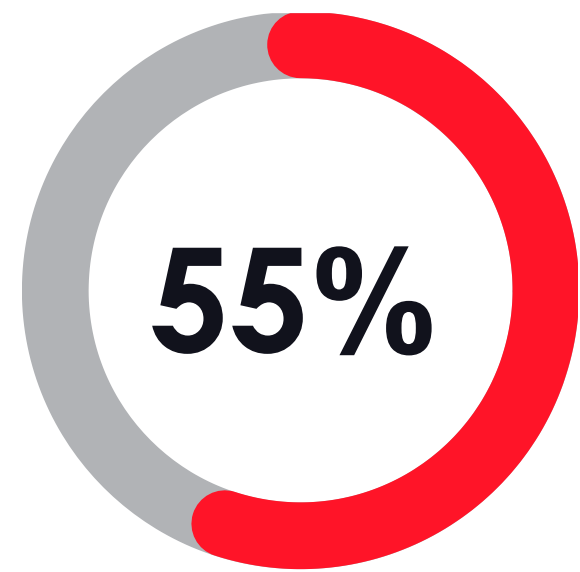
**Note:** numbers may not add up to total due to rounding; racial group figures add up to total, while a separate breakout for non-Hispanic is not shown; \*defined as disposable personal income, meaning the share of total personal income available for personal consumption, personal interest, payments, and savings;

\*\*"Hispanic" is an ethnicity rather than a race, and can be of any race

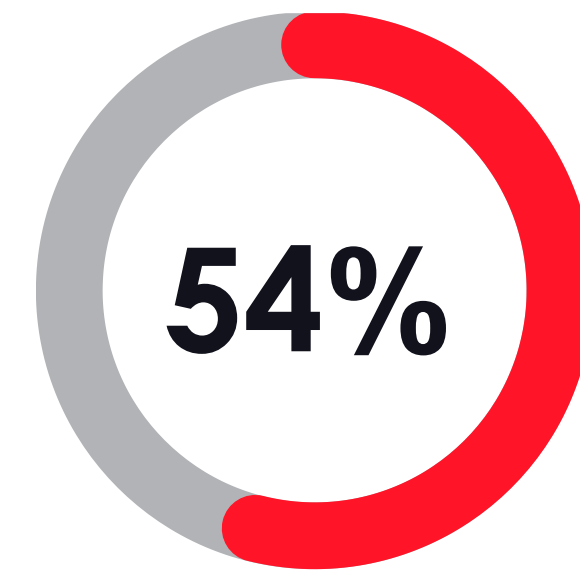
Source: Selig Center for Economic Growth, Terry College of Business, and The University of Georgia,  
"The Multicultural Economy 2021," Aug 11, 2021

eMarketer | InsiderIntelligence.com

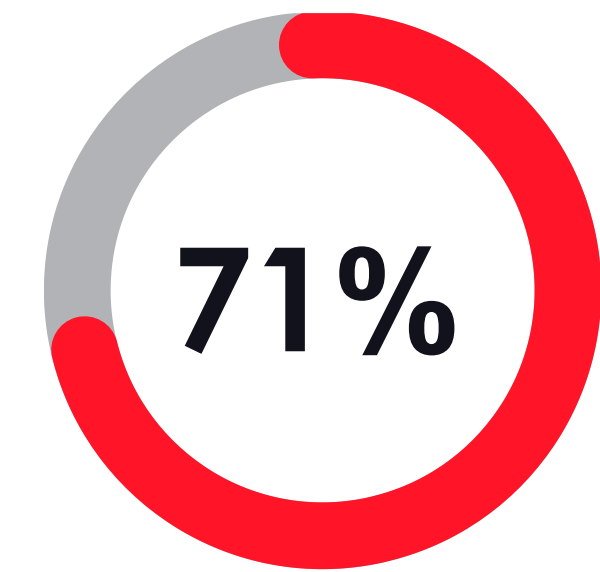
# Attracting the Market:



of 18-34-year-olds wanted to see more racial diversity in advertisements.



of Hispanics feel they can better influence social issues through the brands they buy than with who they vote for—more so than other demographics. (**Edelman Trust Barometer**)



of LGBTQ community members are more likely to purchase from a company that does outreach and advertises to the LGBTQ community. (**CIM**)

The Asian American and Pacific Islander community makes up one-tenth of the U.S. population, is projected to become the largest population cohort by 2060 (**My Code Media**).



Companies without accessible sites are losing \$6.9 billion a year to competitors whose sites are accessible (**US Department of Commerce**).



# The Influence of Gen Z

**30%** of the global population; **27%** of US population

**53%** are neurodivergent

**48%** are people of color

**20%** are LGBTQ+

**50%** would rather be unemployed than unhappy in a job

**73%** of Gen Z prefer to buy from brands that support sustainability and social impact





# The Power of ERGs

# Better Quality, Lower Prices... More Sales

- In 100-year history, Russell Athletic never had a contract with an HBCU
- Inked deal to supply all 10 conference schools with all apparel
- Generated \$50 million in first year



## Inside Russell Athletic's lucrative Southwestern Athletic Conference contract



BIRMINGHAM, Alabama -Sports

apparel supplier Russell Athletic supplies hundreds of thousands of dollars in free gear every year to Southwestern Athletic Conference institutions in exchange for exclusive licensing rights.

The contract between the industry giant and the historically black universities sports collective also gives the educational institutions a \$5,000 stipend for coaching gear, a \$2,000 product credit for the conference commissioner, and a number of cash incentives for winning teams.

In exchange, Russell gets to supply all 10 conference schools with all apparel until June 30, 2016. Russell also gets mandatory in-stadium advertising and free tickets to basketball and football home and playoffs games among other contract provisions. SWAC has a separate five-year deal with Nike to supply the schools with shoes and other gear. Both deals are part of an industry that generates \$4.6 billion annually.



# How It Started...

- First time I ever launched employee resource groups
- New and unknown wireless company
- Competitive landscape: switcher's market
- Pride ERG brought data about loyalty and opportunity in LGBTQ community
- Launched the first ever exclusive cellphone partnership with HRC



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# Being and Attracting the Market through ERGs



**Microsoft's** Durability ERG provided insights that led to the creation of the Xbox Adaptive Controller, making gaming more accessible for people with disabilities.



**PepsiCo's** Women's Inclusion Network played a significant role in the development and marketing of products targeted at female consumers such as "Bubbly" sparkling water.



**Ford's** Interfaith Network provided insights that led to the development of features in vehicles that cater to diverse religious practices, enhancing customer satisfaction and sales.



# The Secret Sauce

**“Organizations that truly want to have effective affinity groups will ensure that they are inextricably tied to clear and existing business goals.”**

## **INSIGHT**<sub>INTO</sub>**DIVERSITY**

### **Leveraging Affinity Groups in Tough Economic Times**

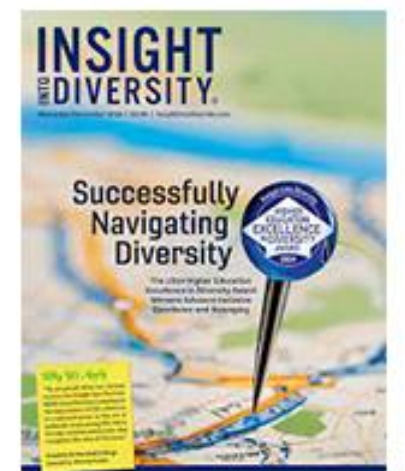
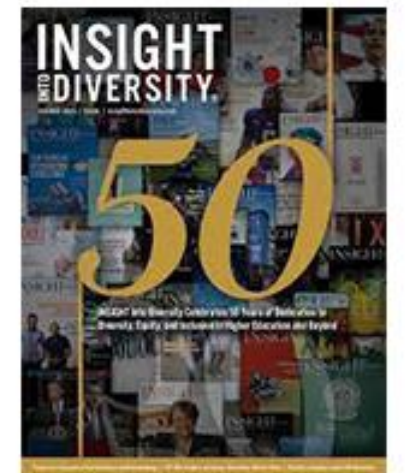
By Gloria Johnson Goins

#### **Practical Steps to Demonstrate Value**

Perhaps more so than other departments, diversity departments are forever mandated with having to prove their value within their respective organizations. This "value mandate" is applicable to all diversity teams no matter whether they are found inside of a for-profit organization, an academic institution or a non-profit organization. This becomes particularly true in tough economic times.

A month rarely passes when I do not hear from a fellow colleague whose diversity organization has been cut, re-structured or completely eliminated. While the reasons for these changes are as diverse as the organizations involved, one constant reason holds true: in tough economic times, diversity organizations are often casualties of downsizing.

Despite the current turbulent and changing economic times, the fundamental reason why diversity is a business imperative in the global economy has not changed. Namely, the fact remains that the demographics of the United States and the rest of the world are changing and become more diverse.





# The Power of Executive Sponsors and Allies

1. Advocacy and Support
2. Vision and Guidance
3. Visibility and Credibility
4. Resource Allocation
5. Cultural Change



# Ten Critical Success Factors To Drive Business Outcomes

- 01 A thorough and razor-sharp understanding of all the organization's existing goals across all departments.
- 02 Full alignment of each group's mission and objectives with the overall organization's existing goals.
- 03 Respected senior leaders to serve as the groups' Executive Sponsors, who will provide guidance and advocacy.
- 04 A business plan that states each group's commitments to help the organization meet its existing goals.
- 05 A funded budget for each group that is strictly followed.



# Ten Critical Success Factors to Drive Business Outcomes

- 06** A regular reporting process that documents and measures all the groups' activities.
- 07** Opportunities to showcase the work of the groups and recruit new members.
- 08** Ongoing training coupled with guidelines, resources and best practices for members and leaders.
- 09** Frequent communication of the groups' objectives and accomplishments.
- 10** Use of technology and social media as a means of both communicating and implementing objectives.

# The Power of Hope



**“Hope is not a spectator sport.  
It is the belief that things will  
be better and that you play  
a role in making that happen.”**

**–Gloria Goins**



Bahut shukriya  
Kamsa Hamaida - Grazie - Merci  
Toda Raba - Xie Xie - Obrigado - Dankje  
Gamsahamnida - Shukran - Dankjewel  
Dziękuję - Takk - **Thank You** - Hvala - Arigato  
Spasiba - Mahalo - Dankon - Danke - Gracias  
Děkuji - Salammat - Kiitos - Terima Kasih  
Spasiba - Ju lutem - Tanan - Mahalo  
Dankjewel - Asante - Nandri  
Köszönöm