

Elevating Impact: The ERG Effect

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Session Outcomes

01

Attendees will be able to learn about the ERG Effect and how it must evolve to meet future business needs

02

Attendees will be able to develop strategies to enhance ERG measurement and tracking to showcase business impact

03

The ERG Effect

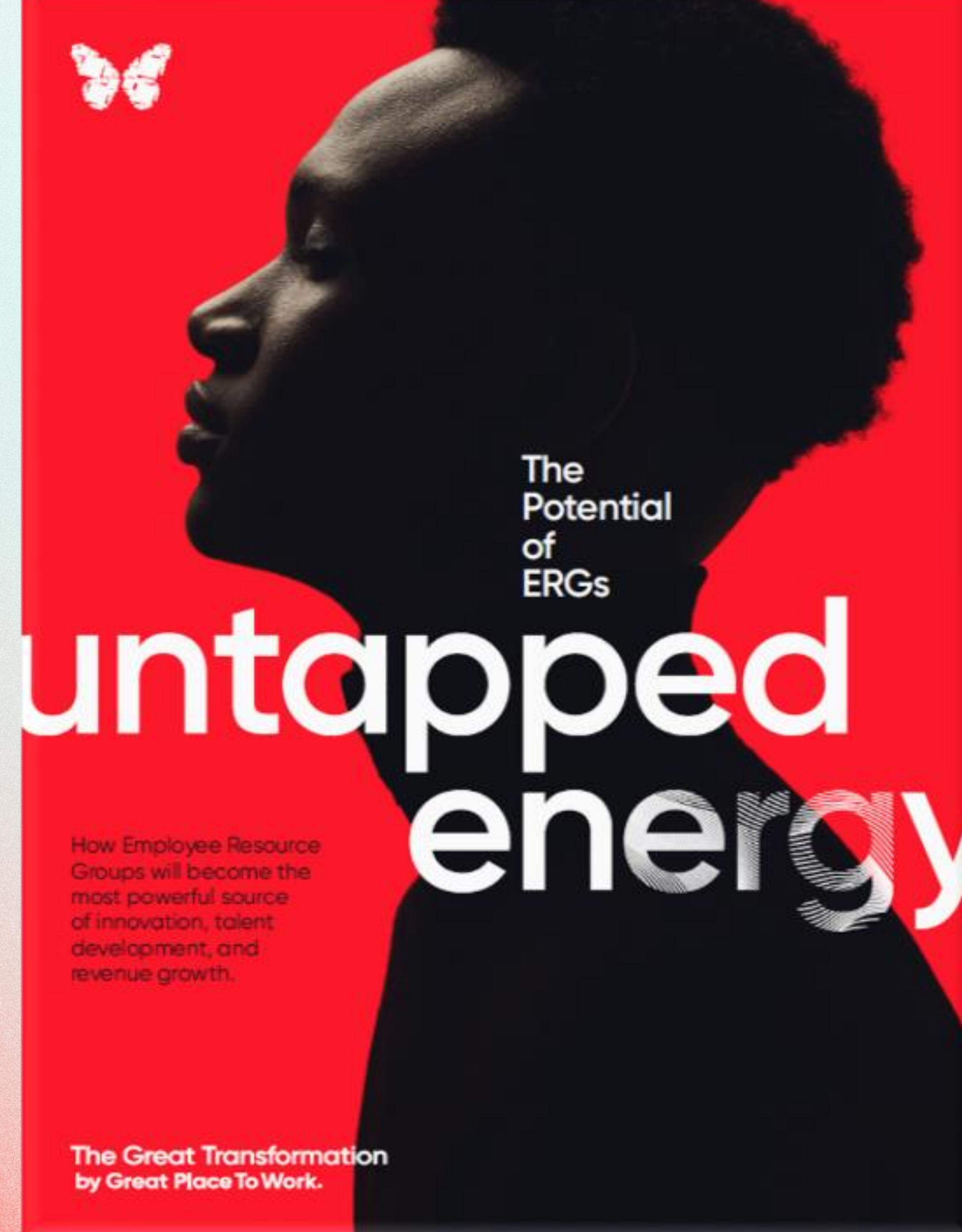
The ERG Effect

The ERG Effect is the measurable impact that Employee Resource Groups (ERGs) have on both internal culture and broader business outcomes. When ERGs thrive, they create a ripple effect—enhancing employee engagement, enabling a sense of belonging, and driving innovation.



The Potential of ERGs: Untapped Energy Report

Access the full report by scanning QR code below:



The
Potential
of
ERGs

untapped
energy

How Employee Resource
Groups will become the
most powerful source
of innovation, talent
development, and
revenue growth.

The Great Transformation
by Great Place To Work.

ERG Member Experiences Compared to Non-Members

ERG members are more likely to say their company is a great place to work.

40% more likely to feel good about their company's impact on the community

30% more likely to have confidence in their executive team

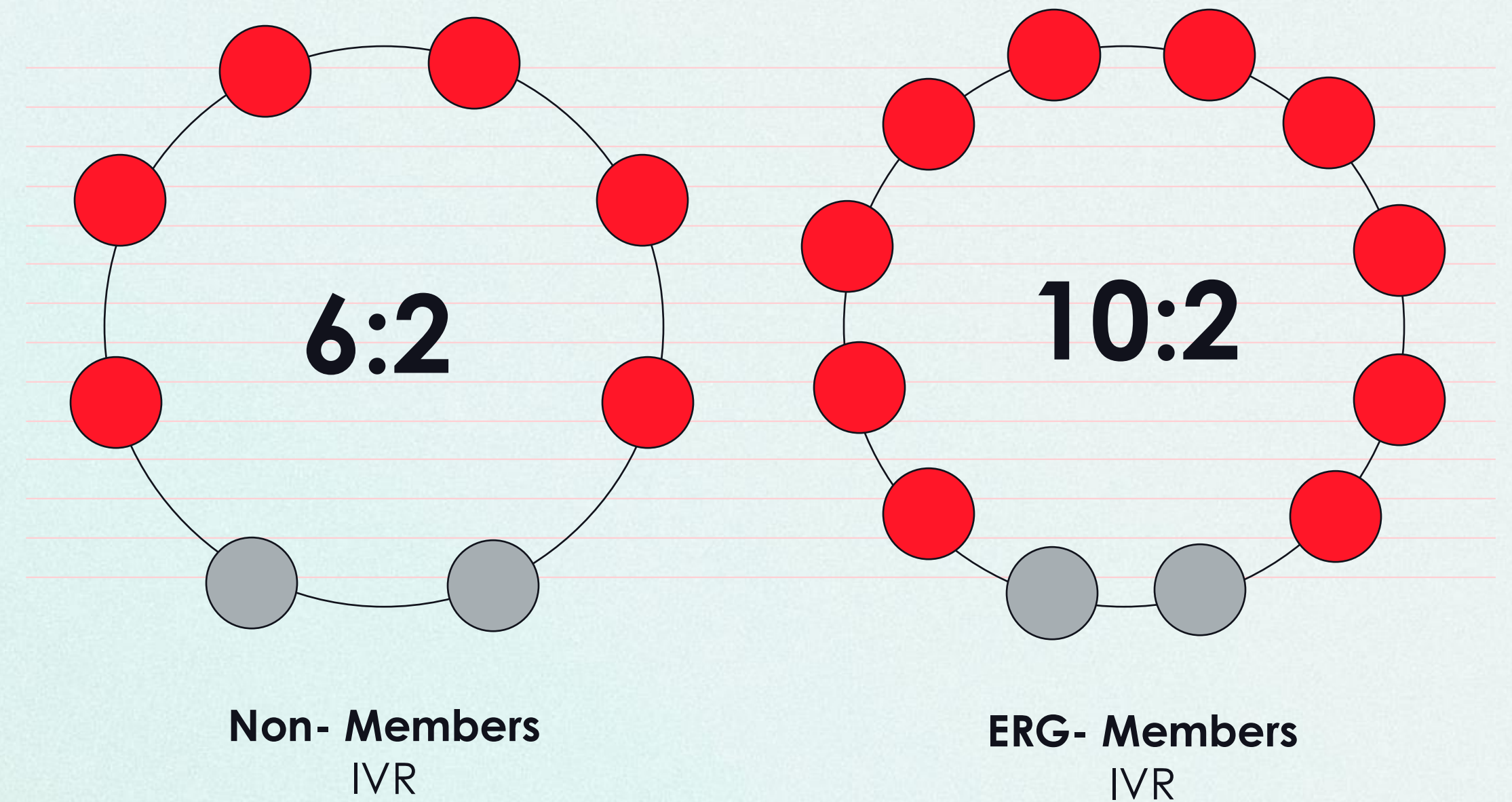
23% more likely to report a psychologically and emotionally healthy work environment

23% more likely to say their company is a great place to work

ERGs Impact on Innovation

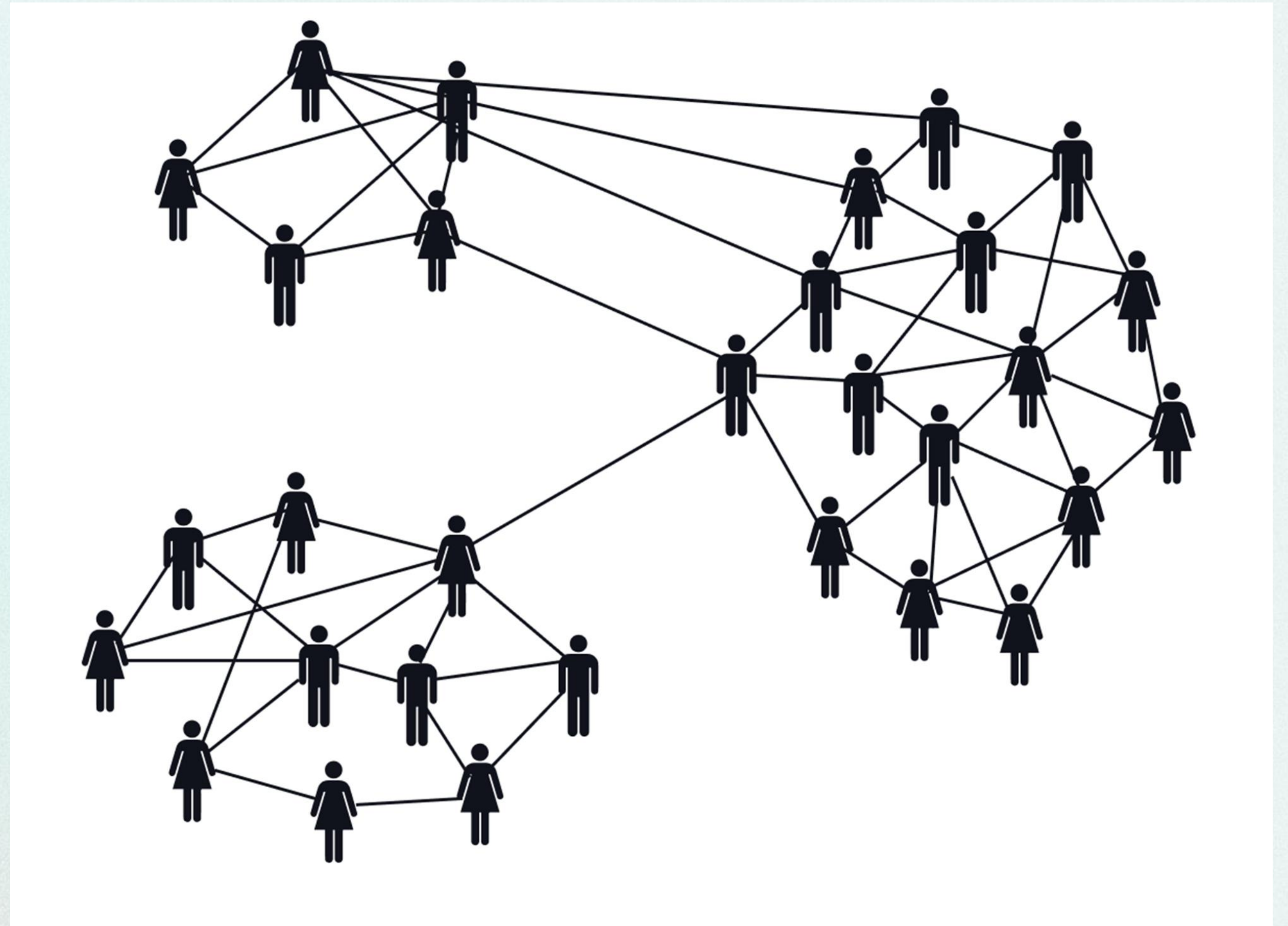
Great Place To Work research found that ERG members are more likely to say they have meaningful opportunities to innovate compared to non-members.

Great Place To Work research has shown that the Innovation Velocity Ratio (IVR) – the ratio of employees who consistently have meaningful opportunities to innovate to those who find those opportunities lacking – is a key predictor for an organization's innovation capacity and speed.



ERG Impact on Business Performance

ERG members have multiple connections with broader communities that can be leveraged to create business goals that are more in touch with what will resonate with consumers.



Future State: The Evolution of ERGs

1

ERGs of the future will act as a talent center where talent can be developed, identified, and accelerated into leadership roles.

2

ERGs of the future will have small groups nested within the broader ERG for specific-sub populations (e.g., a small group for Black women with the women's ERG)

3

Organizations in the future will have multiple ambassadors in their ERGs tasked with building strong relationships across the business.

04

Stronger ERGs, Stronger Business: Measuring ERG Impact

ERGs are often incubators of psychological safety and trust, even when these elements may not yet be fully experienced across the broader organization. They provide a space where employees can connect, share openly, and feel supported, which helps foster a more inclusive and engaged workforce.

Why Internal Impact Matters: Strengthening Employee Experience & Belonging

- 01 Boosts Employee Engagement & Retention** → Employees who feel a strong sense of belonging are more engaged, productive, and likely to stay.
- 02 Develops Future Leaders** → ERGs serve as leadership incubators, helping diverse talent gain visibility and skills.
- 03 Creates Safe Spaces for Honest Dialogue** → When employees feel psychologically safe, they bring their full selves to work, fostering innovation and collaboration.
- 04 Drives For All Culture Strategy from the Ground Up** → ERGs provide critical feedback on workplace culture, helping leadership address real employee needs.

Internal Impact – Engagement, Development, Sense of Belonging

Impact Area	Measurement Examples
Sense of Belonging	% of members who feel included and valued
Career Development	% of members who receive promotions or new opportunities
Leadership Pipeline	% of ERG members in leadership roles
Engagement & Retention	ERG members' engagement vs. non-members
Member Growth & Participation	ERG membership trends over time
Skill Development	% of members who report gaining skills through ERG involvement

Internal Impact – Engagement, Development, Sense of Belonging

Impact Area	What To Measure	How To Measure It
Sense of Belonging	% of members who feel included and valued	ERG-specific pulse surveys, focus groups
Career Development	% of members who receive promotions or new opportunities	HR tracking, internal career mobility reports
Leadership Pipeline	% of ERG members in leadership roles	HR data on promotions, internal leadership program participation
Engagement & Retention	ERG members' engagement vs. non-members	Attendance tracking, member interviews on experience
Member Growth & Participation	ERG membership trends over time	Attendance tracking, membership sign-ups
Skill Development	% of members who report gaining skills through ERG involvement	Post-event/member feedback surveys

When you have a well-defined internal measurement strategy for your ERG, you lay the groundwork for your ERG to drive meaningful business outcomes — enhancing retention, innovation, and overall performance.

Why Business Impact Matters: Aligning ERGs with Organizational Goals

- 01 Influences Recruitment & Retention** → Companies with strong ERGs attract and retain top talent, especially from underrepresented groups.
- 02 Supports Business Growth & Innovation** → ERGs bring fresh perspectives that lead to better product development, customer engagement, and problem-solving.
- 03 Improves Leadership Representation** → ERGs create a pipeline for diverse talent to rise into leadership roles, increasing organizational equity.
- 04 Strengthens Brand Reputation & Consumer Loyalty** → Companies with strong ERGs attract top talent, build consumer trust, and drive market growth by authentically connecting with diverse communities.

Business Impact – Engagement, Development, Sense of Belonging

Impact Area	What To Measure
Retention	ERG member vs. non-member retention rates
Recruitment & Talent Attraction	% of hires engaged with ERGs before joining
Innovation & Business Solutions	# of ERG-driven product/process improvements
Brand Reputation	ERG's influence on external employer brand
Leadership Representation	% of leaders who were ERG members
Community & Social Impact	ERG-led initiatives that improve brand perception

Membership Engagement Example

Tracking ERG membership engagement provides valuable insights into how these groups contribute to employee retention. By measuring participation, impact, and career outcomes, companies can strengthen the case for investing in ERGs as a key driver of retention and belonging.

Measuring ERG Engagement

- **Membership Growth Rate:** Increase or decline in ERG membership over time.
- **Active Participation:** % of members who attend at least one ERG event, meeting, or initiative per quarter.
- **Leadership Involvement:** % of ERG members taking on leadership roles within the group.
- **Collaboration & Advocacy:** How often ERG members participate in cross-functional projects, mentorship programs, or company-wide initiatives.
- **Survey Feedback:** Use Trust Index© or pulse surveys to measure sense of belonging, leadership trust, and perceived career support among ERG members.

Linking Membership Engagement to Retention

- **Retention Rate of Active Members:** Compare the tenure of engaged ERG members to non-members.
- **Internal Mobility:** Track promotion rates of actively engaged ERG members vs. non-members.
- **Exit Data Trends:** Identify whether highly engaged ERG members leave the company at a lower rate and assess reasons for departures.
- **Referrals & Advocacy:** Higher engagement often correlates with ERG members referring more candidates to the company, signaling a strong employee experience

The Combined Impact: Why Measuring Both is a Game Changer

- 01** **Get executive sponsorship & funding** → Data-backed ERGs can secure bigger budgets and resources
- 02** **Increase influence in decision-making** → ERGs that prove business impact become strategic partners, not just affinity groups.
- 03** **Drive long-term sustainability** → When ERGs align with company priorities, they become essential to the organization's success.
- 04** **Internal impact fuels business impact** → Employees who feel supported by ERGs perform better, stay longer, and drive innovation.
- 05** **Business impact validates internal impact** → When ERGs influence recruitment, retention, and revenue, they become indispensable to the organization.

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Table Conversations

Table Discussion

What challenges have you encountered in contributing to or supporting the implementation of an internal measurement strategy and business outcome strategy for the ERG you are part of, whether as a member, leader, or sponsor?



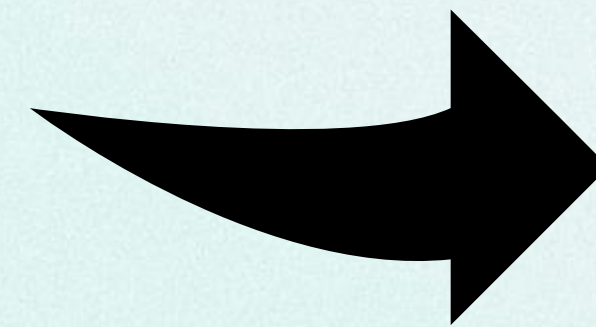
Solutioning Together - Part 1

What common themes did you identify from the discussion? Which challenges or opportunities seem most critical across the group?



Solutioning Together - Part 2A

Each group, please assign one person to scan the QR code and submit your table's responses—**be sure to send yourselves a copy** so you can share it with the other participants in the room during the share-out portion. The notes from each table will be compiled and shared with participants after the For All Summit.



<https://forms.office.com/r/VwYEmGDAad>

Solutioning Together - Part 2B



Steps	Guiding Question(s)
1. Identify the Common Challenge	What key theme or challenge emerged from your table discussion? Why is this a critical issue for ERGs across different organizations?
2. Articulate Measurement Barriers	What has made this difficult to measure? Are there common obstacles across different companies (e.g., inconsistent data, lack of leadership buy-in, unclear impact metrics)?
3. Define Meaningful Metrics	What should ERGs be measuring to showcase their internal impact (e.g., engagement, leadership development)? What about their business impact (e.g., retention, innovation, revenue influence)?
4. Determine Tracking Method	What tools, systems, or approaches could be used to track these metrics effectively across different organizations? How can ERGs collect both qualitative and quantitative data?
5. Build a Business Case	How can ERGs showcase the value of these measurements to sponsors, members, and business leaders? What messaging or storytelling strategies would make the data more compelling?
6. Apply Solutions Broadly	How can this approach be adapted to work across different ERGs and company structures? What would need to be in place for it to succeed in various organizations?

After submitting, keep the page open on your phone. Further instructions will follow.

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ERG Experience

Inspiring Innovation & Empowering Change