



CREATING A COMPANY  
ASSOCIATE EMPLOYEE RESOURCE GROUP

# The Roadmap to Success

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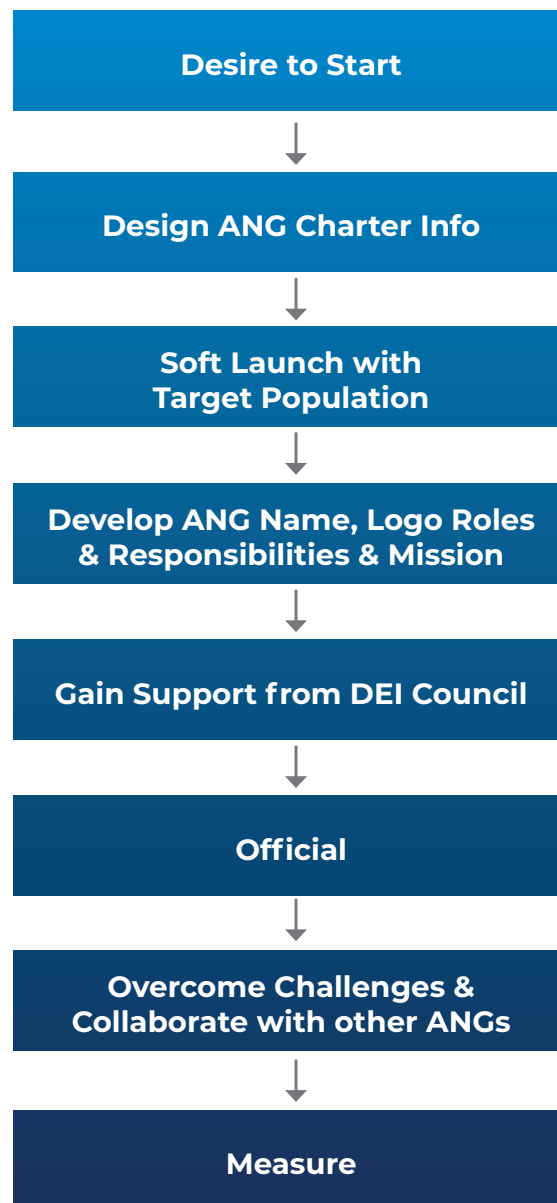
## What is an Associate Network Group or Employee Resource Group?

An **Associate Network Group (ANG)** or **Employee Resource Group (ERG)** is an internal, company-sponsored organization designed to support the professional development, engagement, and sense of community among employees who share common characteristics, interests, or experiences.

These groups typically focus on fostering an inclusive work environment by creating spaces for networking, mentoring, and career growth, particularly for underrepresented or minority groups within an organization.

The following guidelines provide a step-by-step approach to help you successfully launch an ANG or ERG at your organization. By following these steps, you'll be equipped to create a space that encourages networking, mentorship, and career development while contributing to the organization's overall success.

### The Roadmap



### **Step 1 - Desire to Start an ANG**

If you are wanting to start an ANG, below are some things to consider:

- Is there a desire from other associates needing an outlet from this group?
- Can you come up with a name that reflects the desired purpose and hopes for the group?
- Does the group align with {the Company's} overall purpose, values and guiding principles?
- Are there associates willing to step up and be the leadership team of this ANG?

### **Step 2 - Gain Support from DEI Council**

You have the idea for an ANG and support from associates, now what?

- Create a business case for the ANG and present it to designated team members for approval.
- Articulate a mission statement for the group.
- If approved, the DEI council will assign the group an executive sponsor.
- If you have someone in mind, include them in the business case, but the final decision will come from DEI council.

### **Step 3 & 4 - Soft Launch & Asset Development**

Your ANG has officially been approved, now time to get to work!

- Create a communication to a targeted group of associates that you know identify with the purpose of the ANG.
- Gain interest and begin to talk about goals and mission of the ANG.
- Begin to work with Marketing team on a logo design for the ANG.
- Determine how the leadership team will be set up (Examples - Chair, Co-chair, Secretary, Communications, etc.)
- Discuss how to announce the ANG company wide and gain interest & participation.
- Work with designated team member to get ANG inbox and distribution lists setup.

### **Step 5 & 6 - Launch & Charter Information**

Your ANG is ready to launch!

- Send out approved communication company wide.
- Keep list of all associates interested in joining.
- Host a kickoff meeting to discuss purpose of group and create a safe space for associates.
- Begin to work on charter details:
  - Mission statement
  - Key stakeholders
  - Scope/Capabilities

- Alignment to Corporate Strategy
- Team Guiding Principles
- Success Criteria – How you will succeed
- Constraints/Assumptions
- Resources
- Schedule regularly meeting cadences.
- Begin to brainstorm resources/events to share out with the company.
- Create a group to work on the intranet ANG page.

### **Step 7 – Overcome Challenges**

The ANG is off and running, but how do you handle challenges as they come up?

- Define the challenge
- Analyze the cause
- Explore solutions
- Decide whether the challenge is worth solving
- Take action to overcome the challenge
- Consider the necessary steps to avoid similar challenges
- Collaborate with other ANGs to help resolve the challenge

### **Examples of Challenges:**

- Obtaining senior level support
- Recruiting employees
- Maintaining member participation
- Managing work schedules
- Addressing meeting conflicts
  - Securing funding
  - Dealing with lack of resources
  - Increasing membership

### **Step 8 – Measure Success**

Ideas on how to tell your ANG is working and successful:

- Participation: the percentage of the total available membership that attend ANG meetings, events etc.
  - If this number is low, how can the group begin to reach more associates?
- Active Engagement: the percentage of members who are actively involved in projects and events.
  - If this number is low, how can you create more engagement and have everyone get involved?

- Activity Mix: Split efforts and resources between workforce/workplace, community, and marketplace efforts.
  - Is the group designing activities to promote awareness to associates and provide resources to help create a more inclusive workplace

### **Suggested Activities to Create Sustainability**

- In-house networking events – can be done in person or virtually over teams
- Workshops on topics related to the program:
  - Lunch & Learn Seminars
  - National Day of “X” Celebrations
  - Ted Talk Discussions
- Engagement with outside agencies
- Volunteering, mentoring, etc.
- Monthly updates on ANG status

### **In-House Resources**

- Company-wide email communications
  - Share related articles, best practices, etc.
- Intranet website
  - Create a space for associates to find information they need to help create a DEI culture or to simply educate themselves
- Notice Boards / In - House TVs
  - Create content for corporate associates.
  - If you are doing an email communication, also create a flyer to post to a bulletin board.
- DEI Calendar
- Review themes of each month and holidays celebrated and choose one to celebrate through your ANG.



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