

ERG Business Plan Template & Examples

GLOBALDIVERSITY & INCLUSION MISSION STATEMENT

>>>>Insert Mission Statement here<<<<

PRIORITIES			
WORKPLACE/CULTURE	WORKFORCE/CAREER	COMMUNITY	MARKETPLACE/COMMERCE
STRATEGIC OBJECTIVES			
<p>Participate in opportunities to promote the ERG's people & culture through educational events and partnership events with other ERGs.</p> <ul style="list-style-type: none"> ■ 2 Educational Events ■ 1 Partnership Event with another ERG ■ 1 Signature Event for our Diversity Celebration Month Activity ■ Corporate Communications – Diversity Awareness month 	<p>Drive a diverse competitive pipeline of talent in support of HR/Talent Acquisition needs by providing referrals from ERG member professional associations.</p> <ul style="list-style-type: none"> ■ Asian MBA Association ■ Prospanica ■ National Association of Black MBAs ■ PFLAG ■ National Veterans Association 	<p>Leverage Diversity & Inclusion initiatives in the community by providing support for the following Charitable organizations.</p> <ul style="list-style-type: none"> ■ Girls Who Code ■ Boys and Girls Club ■ United Way ■ Community Food Bank ■ Local School District 	<p>Provide strategic support for the business.</p> <ul style="list-style-type: none"> ■ Whereas our ERG's cultural diversity is incorporated into branding and marketing strategies ■ Focus group opportunities for expanding into emerging markets or presenting new products, goods or services. ■ Position the company as a thought leader in D&I and the ERG's culture/special interest. ■ Support of sales team to expand customers and the business footprint
KEY BUSINESS PERFORMANCE MEASURES			
<ul style="list-style-type: none"> ■ # of attendees of the Annual Signature Event ■ # of attendees to receive Professional Development ■ # of participants to engage in Celebration Month Activities ■ Event rating/survey score 	<ul style="list-style-type: none"> ■ # of professional associations represented across ERG membership ■ # of candidate referrals ■ Cost savings & productivity gains identified by HR ■ # of referral candidates hired 	<ul style="list-style-type: none"> ■ # of agency partnerships established ■ # of individuals supported ■ Total number of volunteer hours ■ Charity dollars raised ■ # of important company informational items shared with the community 	<ul style="list-style-type: none"> ■ # of Focus group requests ■ # of participants in Focus groups ■ Internal and external marketing/ branding elements supported (print, video, articles, etc.) ■ ERG members and Senior Leadership participating in Webinars, Global/National Conferences presenting company Best Practices ■ Identified wins from Sales support activities (increased revenue)

Approved by:

ERG Leader _____

Sponsor: _____

Office of D&I : _____

Date: _____

Date: _____

Date: _____

ERG Business Plan Template & Examples (continued)

LEGEND

■ Met or exceeded goal
 ■ Partial progress made to date
 ■ Little/no progress made to date

If a category is coded as red a detailed plan of how to rectify will be provided.

Category	Key performance outcomes	Status
Workplace/ Culture	<ul style="list-style-type: none"> ■ 150 attendees at the Annual Signature Event ■ 200 employees received Professional Development ■ 500 participants engaged in Celebration Month Activities ■ Event rating/survey score or 4 out of 5 possible points 	
Workforce/ Career	<ul style="list-style-type: none"> ■ 10 professional associations are represented across ERG membership ■ 25 candidate referrals ■ 10 referrals hired to date ■ \$5,000 in cost savings identified by HR ■ Reviewed 1 HR recruitment document for language translation and appropriate image representation to be used at an upcoming conference. 	
Community	<ul style="list-style-type: none"> ■ 5 new agency partnerships established (Total: 14) ■ 10,000 individuals supported across 14 agencies ■ Total number of volunteer hours: 756 ■ Charity dollars raised: \$6,000.00 ■ # of important company informational items shared with the community <ul style="list-style-type: none"> • Mayor's Office City-wide Community Day – Distributed 3,000 product brochures and 5,000 product samples. 	
Marketplace/ Commerce	<ul style="list-style-type: none"> ■ Supported 1 focus group with 5 participants ■ Created new sales tools leveraging Diversity & Inclusion to increase annual sales in the Northeast territory by 60M 	

Quarterly Updates::

1st Qtr: March 25, 2018

2nd Qtr: June 30, 2018

3rd Qtr: September 26, 2018

4th Qtr: December 22, 2018