

Welcome to our Out & Equal University...

Building ERG Value – Part 1

April 2, 2013 – webinar starts at 1:00pm Pacific

Go to www.readytalk.com, Join a Meeting and
use access code 6946500

Register and then use access code *OEUerg113*

Also call into 866-740-1260, access code 6946500

This session will be recorded and available after the series end in mid-April!



For more information about these and other Out & Equal Training programs, contact
Pat Baillie at pbaille@outandequal.org!

BUILDING ERG VALUE – PART 1



Presenters:

Nancy Mace, Director of Community Empowerment, O&E

Gerard Lupacchino, Partner at Global Novations

Call Moderator:

Pat Baillie, Director of Training



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Announcements

- **April 9 (1:00pm Pacific)** – O&EU Building ERG Value – 2 part live webinar
- **April 3, 10, 17, 24 (1:00pm Pacific)** – OEU Dialogues on Gender Identity
- **April 16 (new date/time) (12:00pm Pacific)** – Virtual Summit/Hurricane Series – 6 of the top workshops from the 2012 Summit - LGBT Employee Resource Group (ERG) of the Year: The Experience of Outie Award Winners
- **Apr 19** – Workshop RFP's due for Annual Summit 2013
- **April 23-25** – 2013 Executive & Emerging Leaders Forum
- **April 25** – Momentum! Annual Leadership Celebration (San Francisco)
- **April 25 (12:00pm Pacific)** – Monthly Town Call - Moving Forward on the Federal Employment Non Discrimination Act and more!
- **April 30** – Outie nominations close
- **May 1** – Summit registration opens (housing is now open)
- **May 6, 13, 20 (12:00pm Pacific)** – OEU Developing Allies – 3 part webinar
- **June 4, 11 (10:00am Pacific)** – OEU Train the Trainer (refresher) – 2 part webinar for previously certified instructors
- **Oct 28-31** – O&E Annual Summit – Minneapolis, MN



Pat Baillie
Director of
Training



Check www.outandequal.org for more info on:

- Upcoming & Archive Training - <http://www.outandequal.org/training-programs>
- Regional Affiliates - <http://www.outandequal.org/regional-affiliates>
- Employee Resource Groups - <http://www.outandequal.org/resources/groups>
- CareerLink - <http://lgbtcareerlink.com/>
- Out & Equal Workplace Summit 2013 - <http://outandequal.org/summit-2013>
- Executive Forum - <http://outandequal.org/2013-Executive-Forum>



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Pat Baillie

Webinar Features

- Be sure to call into the call as well
- If you have trouble hearing the call, chat to the presenters to let them know
- Use chat to ask questions/make comments during the presentation (chats are only seen by the presenters)
- Technical problems, raise your hand and see chat
- Polling – select an answer, submit and see results from the entire group
- The O&E University series will be recorded available during the course and to attendees after the course is complete. Please do not share these links with anyone who has not registered.



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Part 1 Description

- *How Do You Measure Up?*
 - How to utilize the right metrics and the best methods to demonstrate business value for your organization.
 - Tools that can be used when you are first starting an ERG/BRG
 - What to consider when creating the business case for the group
 - Tools used to refocus and energize existing ERG/BRGs and support attaining key strategic goals for the group.



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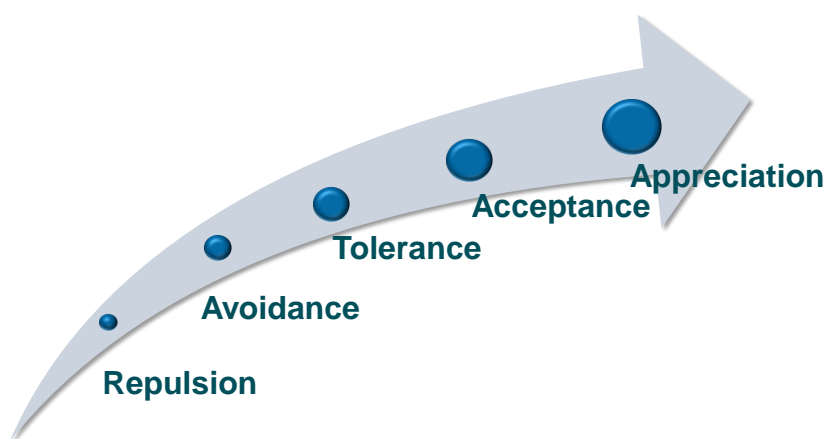
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Building ERG Value

Developing the Confidences to Advance Careers & Impact Organizations

Gerry Lupacchino, Partner
Global Novations
April 2, 2013

Value Scale



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Polling

Based on my observations of behaviors and other data points, it appears that my organization sees our LGBT resource group through a lens of:

- A) Repulsion
- B) Avoidance
- C) Tolerance
- D) Acceptance
- E) Appreciation



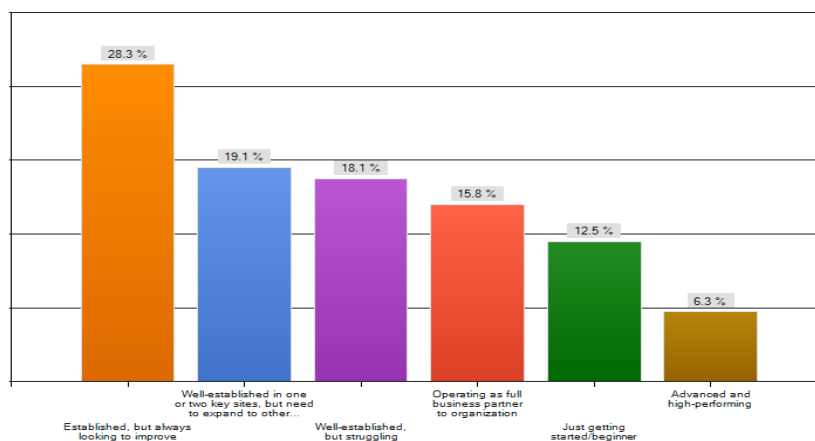
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ERGs on the Continuum

Which best describes your organization's ERG?



Questions to Be Addressed

How do we:

- position our Resource Groups as *strategic resources*?
- meet the needs of the organization as well as our constituents?
- gain the support we need from leaders and partners in order to provide the organization with our best work?
- create the experience of acceptance and appreciation for our constituents?



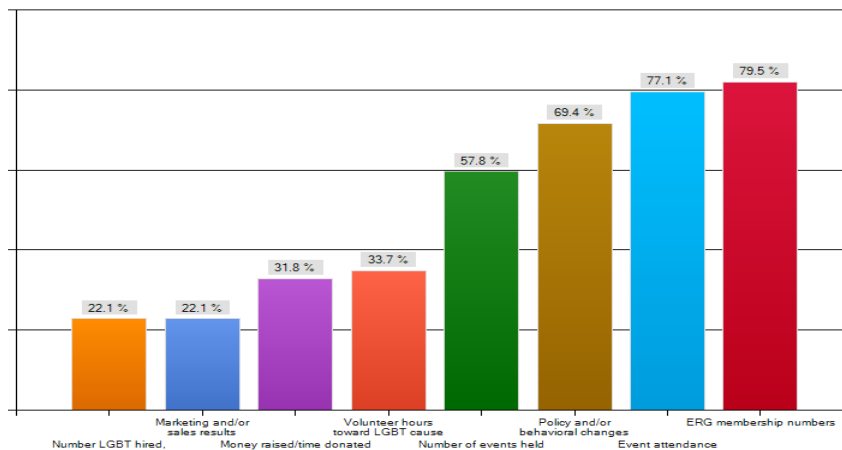
Polling

Based on a high level review of our efforts and initiatives, it appears we spend most of our efforts and resources on:

- A) Attracting members to our group
- B) Attracting talent to our organization
- C) Executing on our events and initiatives
- D) Positively impacting the contribution and perceived value of our constituents



Measuring Success



Want to sponsor the 2012 Out & Equal Town Calls – contact us!

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The ERG: Unintentional Self-Limitations

The ERG cannot be only...

- an affinity network
- about attracting more “members”
- about making more of its traditional constituents more effective
- a self-contained support group



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The ERG: Unlimited Possibility

ERGs can be known as:

- Having broadly defined value
 - To themselves, the organization, and the community
 - Broadly relevant, responsive, and agile
- Engaging broader audiences to accomplish more of what the groups themselves want to accomplish
 - Networks of talented like-employees
 - Appealing to all people, including but not limited to traditional affinity-based constituencies
- Centers of expertise that drive inclusion, engagement, and productivity

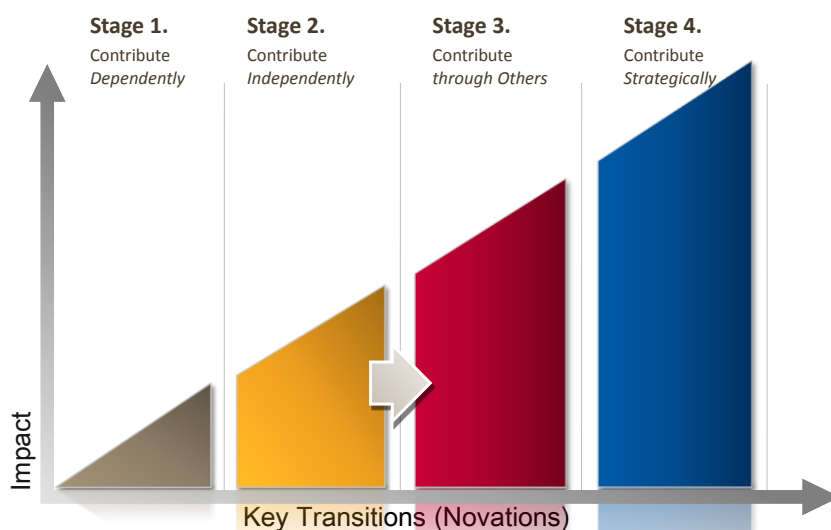


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The Four Stages[®] of Contribution

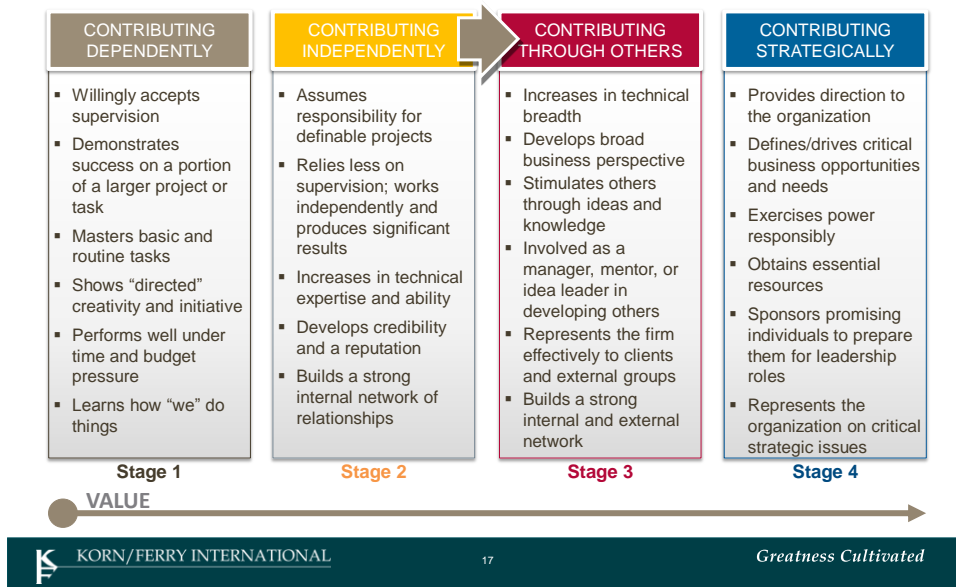


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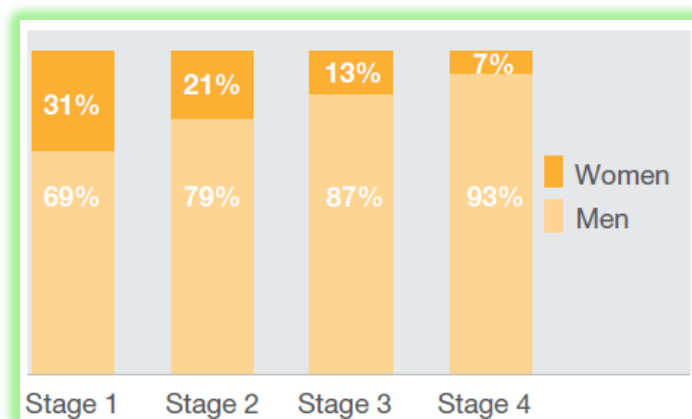
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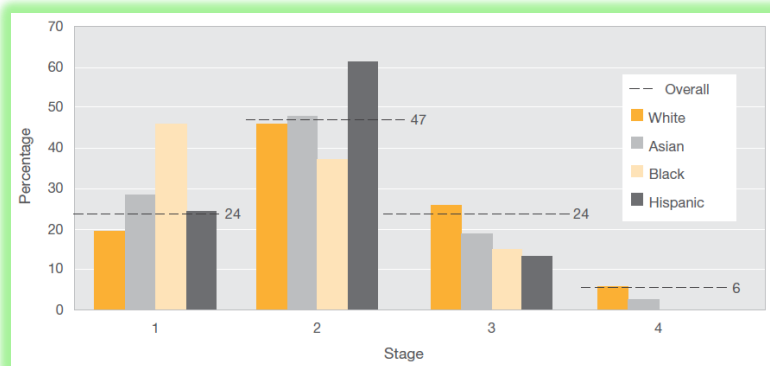
Characteristics of the Four Stages®



Distribution Based on Gender



Race/ethnicity-based Distribution



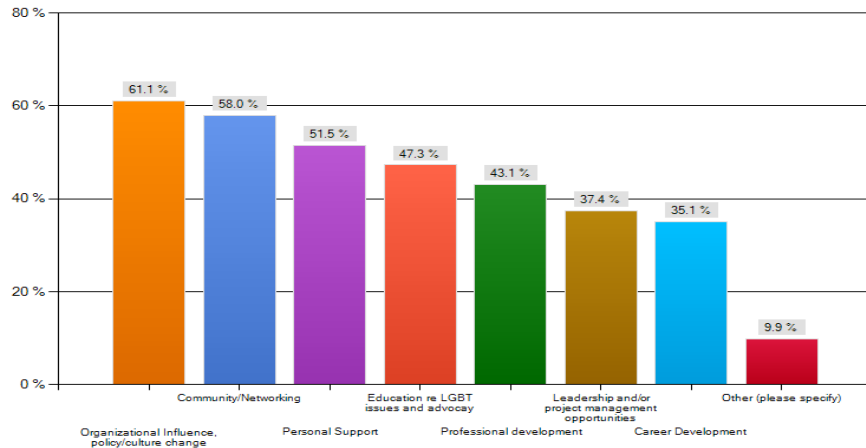
Polling

Based on my observations, it appears that most of our constituents are currently in the following stages of their careers:

- A) Stage One—Dependent
- B) Stage Two—Independent
- C) Stage Three—Contributing Through Others
- D) Stage Four—Leaders and Strategists



Why People Join ERGs



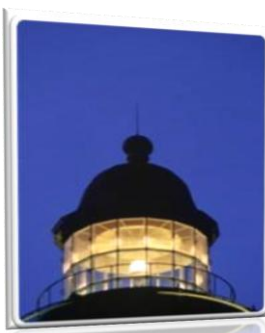
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Three Confidences



TECHNICAL



POLITICAL



SOCIAL



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Polling

In your experience, how would you distribute the impact each “Confidence” has on career success in your organization?

- A) Technical has the strongest impact
- B) Political has the strongest impact
- C) Social has the strongest impact
- D) They’re all about equal

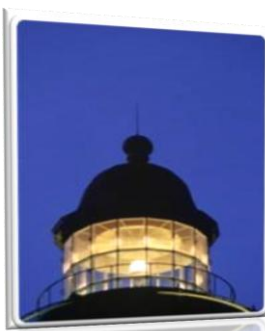


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Three Confidences

27%**TECHNICAL****41%****POLITICAL****32%****SOCIAL**

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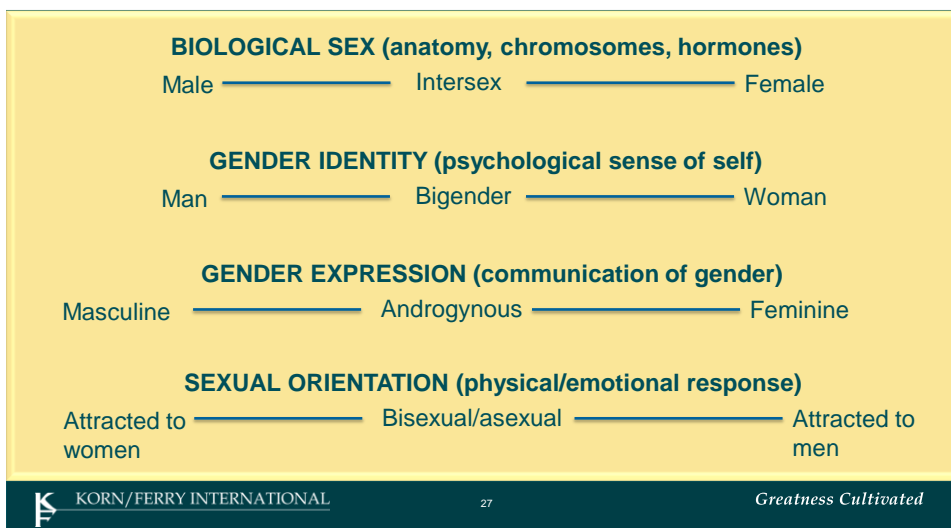
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Barriers

Complexity of Understanding



Diagram of Sex and Gender



GLBT Stats & Facts

- **51% of LGBT employees hide their LGBT identity to most at work**
- **5% of LGBT employees ages 18-24 say they are totally open at work**
- **58% of LGBT workers say someone at work makes a joke or derogatory comment about LGBT people at least once in a while**

• Source: (HRC 2009)

Establishing Trust

- *Impact and Influence*
 - Cultivating relationships and identifying advocates
 - Leadership that openly identifies as GLBT
- *Work/Life Integration*
 - Building a satisfying, quality life that positively impacts the energy one has to bring to the workplace
 - Comfort with openly sharing information about self and family with colleagues
- *Climate*
 - Presence or lack of policies and benefits that support GLBT families and personal relationships
 - Does the climate address negative treatment or inappropriate comments



The role of the resource group



Discussion

QUESTIONS & ANSWERS



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CLOSING COMMENTS



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Thank you for your participation!

Please complete the short survey at the end of the call!

Join us for Part 2 - April 9, 1:00pm Pacific

Executives and Allies, oh my!

Consider being a sponsor or make a donation to Out & Equal

<http://www.outandequal.org/about/Donations.asp>

Out & Equal University Webinar courses available
Information at: <http://outandequal.org/training-programs>

More questions? Contact Pat Baillie, pbaille@outandequal.org
415-694-6521



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