



Planning for Success

Best Practices for Realizing
Your BRG Goals

VMware
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Defined POD Leadership Roles

- Co-Leads

- Represent the POD at the company level, provide leadership for the core team, and be a prime resource for members.

- Culture Director

- Works to raise the visibility of the BRG through collaboration with other PODs and stakeholders to create the most inclusive culture at our company. This can involve co-leading an internal activity/event with another demographic POD, supporting company-wide D&I initiatives, elevating BRG representation at company wide events, and influencing inclusive business processes.

- Business Liaison [Talent]

- Collaborates with Company's staffing team and internal business units to promote the recruitment and retention of diverse talent. Organizes POD volunteers to represent the community at university events, career fairs, or to meet diverse talent at recruitment events.

- Professional Development Director

- Leads activities that develop the full potential of POD members and helps retain them at our company. Activities can involve bringing a speaker to discuss executive presence, creating a sponsorship program, or identifying events/conferences that would provide education to POD members.

Defined POD Leadership Roles

- Recruitment Director [Membership]
 - Creates strategies to grow the POD membership and gain ally support. This can be the first point of contact for people new to our company that are interested in joining. The Recruitment Director also is an internal ambassador of the POD and encourages allies to get engaged with the POD and help with the POD's activities.
- Communications Director
 - Promotes the POD and its activities internally and externally. The Communications Director manages posts on the BRG social media, makes sure members are aware of ways to get engaged and upcoming meeting dates. This role can also help with writing stories about the POD for other internal stakeholders or PR.
- Outreach Director
 - Leads activities that reinforce our company's reputation as an inclusion leader. This role is passionate about representing the our company brand and our BRG community to other companies, professional networks, and/or non profits. The Outreach Director organizes service learning activities so that POD members can positively impact the greater community. In addition, they can connect with other companies to create networking opportunities with other professionals in tech.

Sample Structure

CHAIRS

