



ERGs as a Road Towards an Increased Sense of Belonging



Employees' sense of belonging is a key factor in advancing diversity, equity, and inclusion (DEI) objectives and supports increased employee engagement. Employee resource groups have emerged as a noteworthy avenue for enhancing a sense of belonging among staff.

Employee resource groups (ERGs), also known as affinity groups, are collectives of employees united by common interests. ERGs commonly revolve around racial identity, ethnicity, gender, religion, sexual orientation, and national origin.

ERGs have a pivotal role in organizations, impacting various aspects of workplace dynamics. Currently, 90% of Fortune 500 companies have ERGs.

The Barthwell Group's approach to effective ERGs rests on three pillars:

- 1. Displayed Leadership Commitment:** Creating a successful ERG lies in active involvement and sponsorship from organizational leaders.
- 2. Integration into Organizational Strategy:** Effective ERGs have a seamless integration within the overall strategy and a clear purpose / vision.
- 3. Professional Development Opportunities:** Successful ERGs provide professional development opportunities, both for employee groups and the organization at large.

Some examples of The Barthwell Group's strategies to support the development and effectiveness of ERGs include developing an implementation / framework for ERGs, discussions / workshops on ERGs best practices, and assessments of an organization's ERGs. Click on the link below to schedule a call about ERGs or any of our services.

TEAM MEMBER SPOTLIGHT

Zachary Formes



Zachary Formes is a Research Analyst at The Barthwell Group. He joined the firm in August of 2023, and during his time he has assisted on a variety of business development and client projects, centered around diversity and inclusion initiatives to promote the interest of The Barthwell Group and its clients.

Mr. Formes also works as a Student Consultant for the Questrom School of Business' IT department, and as a Business Analytics Teaching Assistant. He also currently serves as the Vice Presidents of Engagements for the Boston University Consulting Group, and will become the President of the organization this Fall. Mr. Formes also just recently won first place at the Northeast regionals for a venture capital case competition, and will compete with his team at the global finals in April.

Mr. Formes is an Undergraduate Student at the Boston University Questrom School of Business, where he is majoring in Business Administration, while concentrating in Information Systems. He also is pursuing a minor in Computer Science. He has been recognized by the Beta Gamma Sigma Honor Society and has been on the Dean's List for every semester of his undergraduate Studies.

SELECTED CLIENT EXPERIENCES

DEVELOPING A DIVERSITY AND INCLUSION STRATEGIC PLAN FOR A NATIONAL NON-PROFIT ORGANIZATION

The Barthwell Group's process included reviewing background information and conducting a series of interviews and listening sessions with stakeholders at all levels of the organization. We conducted 14 individual interviews and facilitated ten listening sessions. The listening sessions engaged a wide variety of stakeholders and were designed to obtain candid feedback from the participants regarding the current status of D&I at the organization, as well as to get specific recommendations regarding strategies for improving D&I. The Barthwell Group then analyzed the results to develop key findings and recommendations which informed the D&I goals, objectives, metrics, and key actions to enhance D&I at the Non-Profit.

CONDUCTING A GLOBAL ASSESSMENT OF DIVERSITY AND INCLUSION BEST PRACTICES FOR A NATIONAL HEALTH CARE ORGANIZATION

The Barthwell Group was engaged to conduct a comprehensive global assessment of organizations and institutions (both for-profit and not-for-profit) which have developed successfully inclusive environments in order to identify inclusion best practices and metrics for ensuring accountability. The Barthwell Group developed detailed profiles of these organizations and institutions, and conducted follow-up interviews with key executives from these organizations as well as with inclusion subject matter experts. The Barthwell Group developed an analytical report that described best practices for developing a sustainable inclusive environment, identified key inclusion metrics for ensuring accountability within organizations, and provided practical recommendations for the client to enhance the inclusiveness of its organization.

BRAND ENHANCEMENT FOR A GLOBAL FOOD SERVICE CORPORATION

A global corporation wanted to enhance its brand as a leader in providing innovative workplace solutions. The Barthwell Group conducted an overview assessment of future corporate quality of life trends in the workplace among senior corporate executives in the metro New York area in financial services, media/entertainment, law firms, and technology companies. Based on the assessment results, The Barthwell Group developed overview observations and recommendations to enhance the client's brand as a thought leader regarding "quality of life future workplace solutions", and to develop new client relationships.