



ERG Impact Awards 2023

Info Session



ERG Impact Awards Team

ERG Center of Excellence - Seramount Advisory



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ERG Impact Awards



Formerly known as the Above and Beyond Awards,
Seramount's Annual ERG Awards-Recognition Program!

The ERG Impact Awards offer the opportunity for organizations to nominate outstanding groups and/or members of their organizations in eight categories:

GROUP AWARDS



Impact-Specific Categories

- Business Impact
- Community Impact
- Workforce Impact
- Workplace Culture Impact



NEW Group-Specific Categories

- ERG Collaboration
- Trailblazer

INDIVIDUAL AWARDS



- Valued Ally
- ERG Leadership

Organizations may nominate multiple groups and/or individuals in the different categories. Only one nomination application must be submitted per nominee per category. The same event/initiative cannot be submitted in multiple categories.

ERG Impact Awards 2022



250+
Nominations



TIFFANY & CO.

Scotiabank



BURBERRY

Impact-Specific Group Categories



Business Impact

Product insights / development, supplier diversity, marketing, brand reputation, business operations, etc.



Community Impact

Volunteerism, educational/vocational opportunities for underserved groups, environmental sustainability, disaster relief, overall health of a community, etc.



Workforce Impact

Pipeline development, recruitment, onboarding, mentorship / sponsorship, internal leadership development programming, etc.



Workplace Culture Impact

Employee engagement, promoting inclusive behaviors, benefits / policies and procedures, workplace design/ accessibility, etc.

Alianza, Merck



Alianza launched their first **Hispanic Learning Series** that focused on healthcare gaps affecting Hispanics, Social Determinants of Health, vaccine confidence, and the growing impact of Hispanics inside and outside Merck to drive business outcomes.

Alianza collaborated with the Vaccine Confidence Team to launch the **Vaccine Confidence Generations Campaign targeting Hispanic audiences in key markets.**



Hispanic targets drove an **8x higher click-through rate** for the campaign, resulting in **6x higher impact on Hispanic audiences** compared to the benchmark.



African Brilliance Collective (ABC), Tiffany & Co.



ABC spearheaded **two six-month virtual mentorship programs and a Virtual Career Day** for Lower Eastside Girls Club (LESGC) members, connecting youth to a **network of professional women** who provided support around career and college readiness.

ABC partnered with HBCU First to **increase college success and career access for Black youth** via resume workshops and mock interviews that helped students build leadership skills and meet Tiffany recruiters



90% of LESGC members gained knowledge of Career Pathways, **100%** plan to go to college

12 career talks with HBCU students and connected with over **330 HBCU students nationwide**

TIFFANY & CO.



African
Brilliance
Collective

Military Support & Assistance Group, Bank of America



MSAG managed two core development programs.

Veteran Development Program (VDP):

A virtual, five-month development program for Veterans to engage in collaborative learning with peers and share learning applications with business leaders, managers, and advisors

Veteran Onboarding Initiative (VOI):

A program that pairs newly hired military Veterans with Champions to help ease their transition out of the military and facilitate a smooth onboarding experience into the bank



92 veterans completed the VDP, with the help of 120 volunteer advisors and 10 senior leaders

68% of MSAG's chapters participated in the VOI, **83% of Veterans** who completed this program are still with the bank two years later



Indigenous Employee Resource Group, Scotiabank

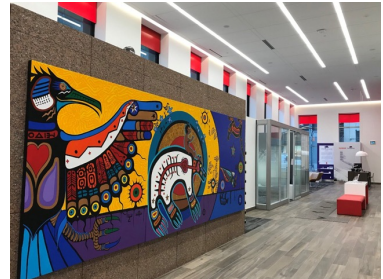


IERG worked with multiple business lines to increase awareness for allies and support the voices of Indigenous employees:

- Developed a three-year action plan toward **inclusive environment and talent strategies**
- Provided workshops and provocative thought sessions to **drive awareness focused on the culture, experiences, and histories of Indigenous people**
- Created the **Indigenous Cultural Competency**, a mandatory course for all employees within Canada



- **2,077 participants** for National Indigenous People's Day
- **7,242 participants** for Orange Shirt Day



Scotiabank

NEW Group-Specific Categories



Groups nominated in these categories have made a significant effort to contribute to their organization's diversity, equity, and inclusion goals in relation to business, community, workforce, and/or workplace culture impact.



ERG Collaboration

To be considered for this award, **at least two or more ERGs MUST have collaborated together** on an initiative within an impact area listed above.

NEW GROUP CATEGORIES



Trailblazer

To be considered for this award, groups **MUST** come from a small organization with **less than or equal to 2,500 total (global, if applicable) permanent employees AND/OR have two or less years of ERG maturity** at an enterprise level.

IMPORTANT: Nominations submitted in these two categories cannot be submitted in an impact-specific group category, and vice versa



ERG Leadership

An individual whose resilience and determination have led to the creation, success and/or turnaround of their ERG to create meaningful impact and the ability to influence multiple aspects of the company's culture, business, and the community.



Valued Ally

Must be an executive sponsor, program director or ally who contributes to the success of one or more ERGs by providing support, outstanding guidance, and exposure.

Mike Stent, Zebra Technologies Corporation

Co-Lead of Zebra Equality Alliance (ZEAL)



Mike led ZEAL's **#MyPronounsAre** campaign internally to drive pronoun visibility. He also oversaw the ZEAL team's creation of a **global map of hundreds of self-identifying LGBTQ+ allies** and consultation with HR on the setup of a **Transgender Inclusion Program**, including guides, toolkits, and support resources.

ZEAL **membership increased by 84%** in 2021 alone through a variety of initiatives:

- 8 awareness and remembrance celebrations
- 14 Pride Month events attracting 850+ participants
- 12 internal news stories
- 11 "Coffee Chats" designed to foster dialogue on topics relevant to the LGBTQ+ community



The logo for Zebra Equality Alliance (ZEAL), with the letters "ZEAL" in a bold, sans-serif font. Each letter is filled with a different color from the rainbow spectrum: Z (red), E (orange), A (yellow), L (green).

ZEBRA EQUALITY ALLIANCE
LGBTQ+ Inclusion Network

Yvette Marie Miller, M.D., ABIHM, American Red Cross

National Co-Sponsor of Umoja African American Resource Group

As one of the Co-Sponsors of Umoja, Dr. Miller has utilized her influence within the organization as an esteemed Medical Director to help curate content around health and wellness offered to all, create the Black Executive Steering Committee in the wake of the murder of George Floyd, and push for (what is now a company-wide) vital initiative to increase the diversity of blood donors, specifically aimed at helping Sickle Cell patients.

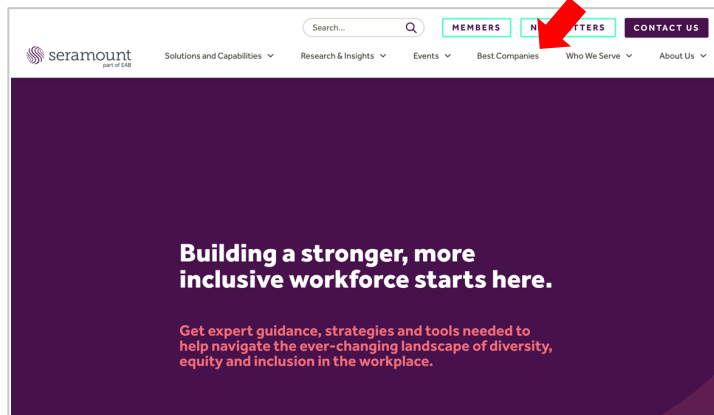
- **Increased the visible allyship of partners and brought C-Suite Executives** to embrace conversations around addressing the unique stressors/ strains that accompany living amongst racism
- Facilitated connections for Umoja to **enable a series of health and wellness events** for their members and **create a robust Mentorship Program** within the Resource Group



American
Red Cross

Umoja Resource Group

Navigating the Website



- 1 Visit www.seramount.com
- 2 Click on “Best Companies”
- 3 Scroll all the way to the bottom to “ERG Impact Awards”
- 4 Click on “Nominate” for the [ERG Impact Awards homepage](#) -- contains applications, FAQs, and more
- 5 View best practices from our 2021 and 2022 winners

ERG Impact Awards



The ERG Impact Awards (formerly Above and Beyond Awards) offer the opportunity for organizations to nominate outstanding Employee Resource Groups and/or members of your organizations in eight categories: Business Impact, Community Impact, Workforce Impact, Workplace Culture Impact, ERG Collaboration, Trailblazer, Valued Ally, and ERG Leadership. Honorees are recognized at our annual EmERGE conference.

[NOMINATE](#)

[2021 WINNERS](#)

[2022 WINNERS](#)

TIMELINE

- Nominations for the 2023 ERG Impact Awards opened **June 1, 2023**
- Monthly virtual info sessions **June – August 2023**
- Nominations DUE **August 11, 2023 at 8:00pm ET**
- Awardee notifications go out **late February 2024**
- Awards will be presented at the EmERGe Conference in **Spring 2024**



Consideration Period

Nominations will be eligible for ERG work done from January 2022 through June 2023.



Honorees will receive one complimentary ticket to EmERGe 2024.

Winners will receive one in-person ticket.
Honorable mentions will receive one virtual ticket.



DO'S

Be very clear and succinct when describing your nomination and telling your ERG's story



Include metrics and how you are measuring, or will measure, impact



Focus on quality over quantity — we're more interested in the quality of impact over the quantity of initiatives



Demonstrate sustained and replicable efforts over time



Visit our ERG Impact Awards website, review the FAQs, and read the best practices from previous honorees



DON'T'S



Use internal acronyms or language that external judges may be unfamiliar with



Forget to describe how your nomination is linked to your organization's DEI strategy



Overload your nomination with "fluff" — you have 2,500 characters for every answer



Think programmatically over strategically



Feel pressured to complete the nomination in one sitting; Word files will be available to collaboratively work on and save answers offline

For additional questions and information:



Visit the [ERG Impact Awards website](#) and review our [FAQ Sheet](#).



Email us at
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Q&A



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