WHAT IS A WOMEN’S EMPLOYEE RESOURCE GROUP?
Women’s Employee Resource Groups (WERGs) are voluntary, employee-led groups that foster a diverse, inclusive workplace aligned with organizational mission, values, goals, business practices, and objectives.

WHAT ARE THE GOALS?
- Professional development
- Amplify the profile of women internally and externally
- Increase diversity and foster inclusion
- Recruitment, retention and advancement of women
- Mentorship and sponsorship

HOW TO CREATE A SUCCESSFUL WERG
- Identify WERG ambassadors and create a core group
- Research best practices
- Seek support from top executives
- Get employees involved and open to all employees
- Name the group and define its mission and goals
- Design an enduring and sustainable structure
- Develop a budget and secure funding
- Create an innovative business solution
- Overcome challenges
- Maintain momentum
- Leverage relationships with other internal resource groups
- Measure success— the retention, engagement and promotion rates of group members versus those who are not members
WHAT ARE THE BENEFITS OF WERG’S?

INDIVIDUAL BENEFITS

- Professional development
- Access to senior leaders
- Networking opportunities outside immediate area
- Potential for promotions, new opportunities to grow and contribute to the workplace
- Greater equity in pay
- Enhance competencies that are transferable to the work environment, including interpersonal and organizational understanding, communication skills, collaboration, and leadership skills
- Ability to influence business results

COMPANY BENEFITS

- Increased retention
- Improved business development and client relationships
- More creative problem solving
- Productive and meaningful changes in company policies
- More women in qualified roles
- WERG members can serve as recruiters by attending conferences and job fairs, offering testimonials on the company website and hosting networking events
- Reduce isolation of employees
- Increase engagement of employees
- Enhance the culture of an organization by building a stronger community

BEST PRACTICES

- Gain support from top executives (both male and female)
- Assign a dedicated individual who is responsible for tracking metrics on retention, turnover, advancement, and promotion and works closely with Human Resources
- Establish training, mentorships and sponsorships
- Ensure continuity through succession planning
- Create opportunities to convene - in person, virtually and even anonymously
- Include segments based on career experiences and life stage

HOW THE BUILDING CONGRESS CAN HELP

- Create a directory of members with ERG’s
- Publicize Industry Association opportunities
- Comprehensive website features including on-line toolkit, directory and resources
- Executive lunch-and-learns
- Professional development series with emphasis on networking, presentation skills, negotiating

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