The Employee Experience

BY: SANDRA AMUNDSON
Consumerization of HR & The Employee Experience

- Consumerization of HR
- Consumer style experience
- Physical Aspects/External Benefits
- Emotional, Intellectual, and Aspirational Elements/Internal Benefits
- Employee Resource Groups (e.g. diversity groups, religious groups, recreational groups etc.)
- Focus Topic
Employee Engagement

- External Benefits do not improve productivity
- Getting to know your employees
- Productivity powerhouses
Top Companies

- Pandora’s Box, HR Officer, Kristen Robinson
- IBM, HR Officer, Diane Gherson
- Airbnb, HR Officer, Mark Levy
- AT&T, HR and Diversity Officer, Cynthia Marshall
# Evolution of ERG

## ERG Evolution: Affinity Groups to BRGs

<table>
<thead>
<tr>
<th>PURPOSE</th>
<th>RECOGNIZE</th>
<th>PROMOTE</th>
<th>LEVERAGE</th>
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<tbody>
<tr>
<td><strong>PURPOSE</strong></td>
<td>Create community for under-represented groups</td>
<td>Expand membership of populations/create formal governance</td>
<td>Integrate business focus</td>
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<tr>
<td><strong>OUTCOME</strong></td>
<td>Affinity Groups</td>
<td>ERGs (Employee Resource Groups)</td>
<td>BRGs (Business Resource Groups)</td>
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<td><strong>FEEL WELCOMED</strong></td>
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<td><strong>SOCIAL CONNECTIONS</strong></td>
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<td><strong>BUILD A NETWORK</strong></td>
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<td><strong>NEW VALUE PROPOSITIONS</strong></td>
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<td><strong>HARNESS INNOVATION</strong></td>
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<td><strong>OUT OF SILOS/BUILD COMMON GROUND</strong></td>
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**Promote Linkages**
- Intersectionality
- Alignment: Global Workplace & Marketplace

**Integrate Business Focus**
- Add value to the business
- Promote revenue generation

**Promote**
- Build employer loyalty
- Attract best talent

**Recognize**
- Establish connections with members and allies
- Build employer loyalty
- Attract best talent
Disadvantage ERG:

- Trevor Wilson, President leading firm in field of human equity and diversity
- Internal Diversity Conference
- Straight White Able Bodied Males (SWABM)
- “until you are finished dealing with the unfairness in my group, you should not start dealing with the inequity facing any other group.” (Wilson, 2012, para.6)
Service Industry

- Service Industry
- Interview General Manager, State & Main, Jamie Ferland
- Interview Employee, State & Main, Jan Walicki
- Interview HR Generalist, Edmonton Rec Room, Sarah Russel
Recommendations

- Let employees choose an ERG
- Implement an ERG for feedback options
- Implement an ERG for volunteer events
- Implement a manager resource group (MRG) for HR training
References:


Derven, M., (2016, January) What’s next for employee resource groups? Association for Talent and Development. (para.4)

Ferland, J., (2018) Interview, General Manager, State & Main

Gonzalo, P. (2016, November) Pandora’s Box of Employee Experience. HR Innovation.(para. 2,3)


Muller-Heyndyk, R., (2017, December) Retail and hospitality staff the least engaged. HR

Russel, S., (2018) Interview, HR generalist, Edmonton Rec Room

Walicki, J., (2018) Interview, employee, State & Main
