

A company is only as **vibrant**
as the people who work there.



Creating a Network: Structuring Decentralized ERGs to Connect

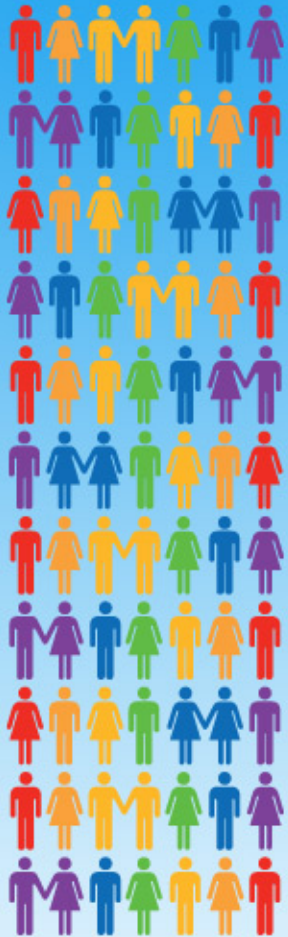
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Strategy Leader



Topics

- Basics for getting started
- Starting grassroots or from the top
- Bringing together the network
- Examples
- Q&A





Basics for Getting Started

- Prepare personally to be patient, pragmatic, and persistent
- Determine your purpose – articulate what you want to become
- Leverage external resources – learn from others
 - Out & Equal, HRC, NGLCC, Other ERGs in your industry
- Find a way to fit LGBTQA into your company's strategy
- Identify a strong executive sponsor
- Build awareness and educate: LGBTQA terminology, put a face on people, what do you want/need from others in your organization
- Include and engage allies from the start
- Get ERG participants involved
- Partner with others and build alliances: Recruiting, Marketing, Benefits, Supplier Diversity, Corporate Social Responsibility, other affinity groups
- Celebrate your successes and their benefits



Benefits: Local Groups & Centralized Effort

Local Group

- More personal touch and involvement – know the people in the group
- Focuses on the interests and needs of individuals in the group
- Participation in local activities and events – internally & externally
- Usually deals with the laws, attitudes and environments of one location

Centralized Effort

- Provides a mix of strategy and facilitation
- Secures buy-in with top leadership which can be leveraged for local leadership
- Provides initial and consistent resources – e.g. people & money
- Builds company-wide & external partnerships to be leveraged by local groups
- Responsible for incorporating needs of different locations, roles, ranks
- Supports leveraging of best practices and information

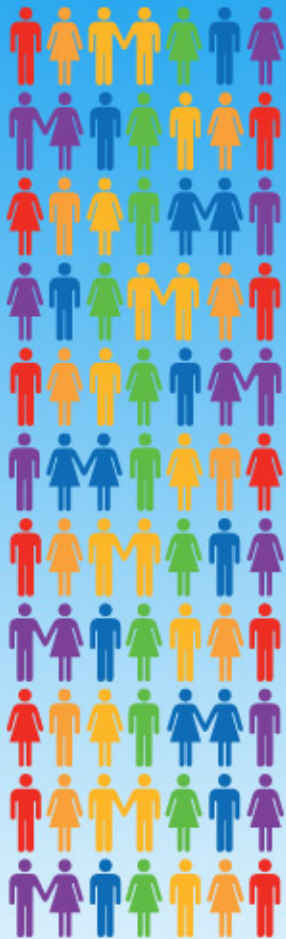




Bringing Together the Network

CENTRALIZED COMPONENTS

- Facilitate representative leadership
- Align with or mirror other company Diversity & Inclusiveness efforts
- Connect local participants with national efforts
 - Conference calls, focused efforts/problem-solving
 - O&E Summit or annual meeting
 - NGLCC partnership
 - Internal and cross-company ERG activities
- Brand, Communicate, and Market
- Bundle it – really bring it all together

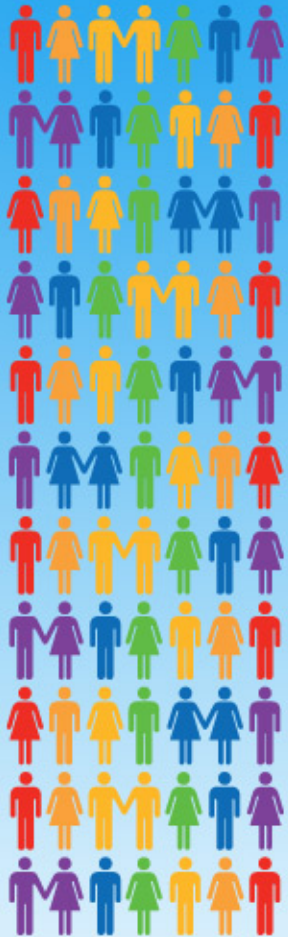




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Communications, marketing, branding . .

- Driving consistency with varied mediums
 - Internally and externally
 - Locally, nationally and globally
- Telling our stories
 - Videos, newsletters, fishbowls, panels, examples in trainings
- Connecting people
 - Conference calls, social networking, speakers, website, directory





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Examples & Celebrations

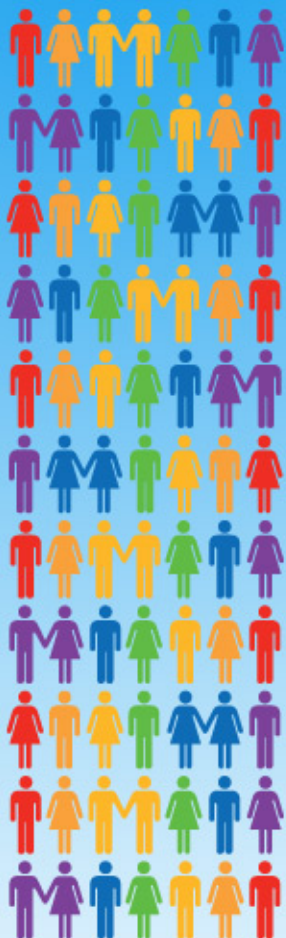
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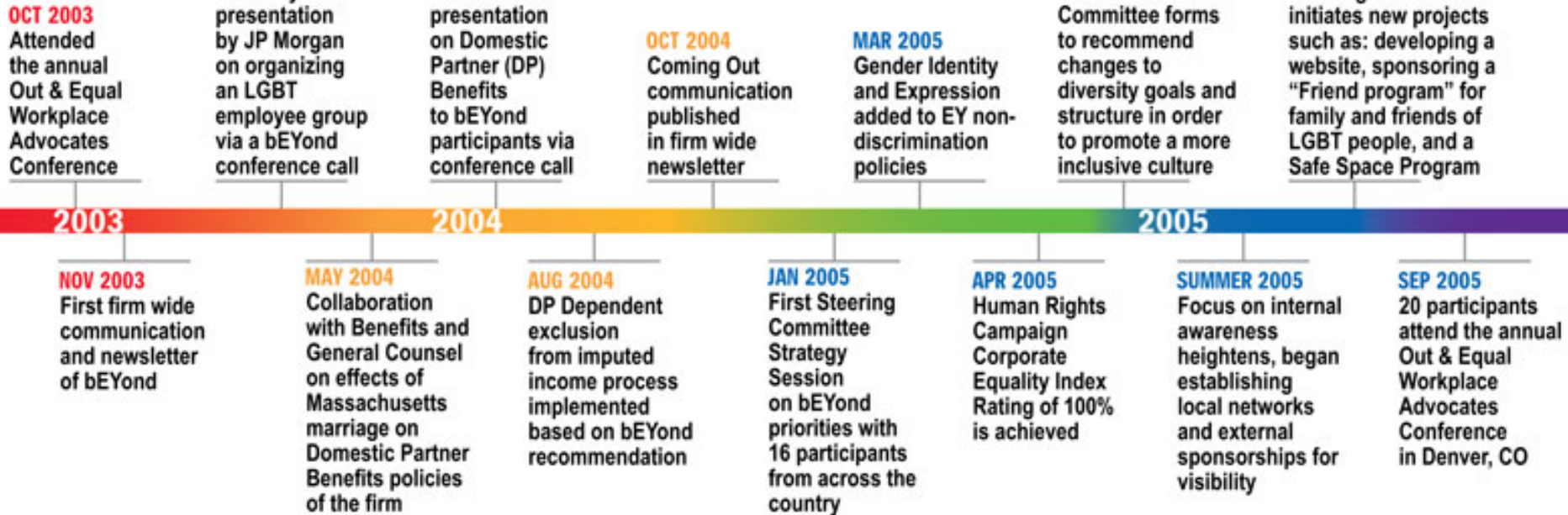
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Q&A

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We're proud to team with Out & Equal Workplace Advocates.