

# Business Resource Groups

Things to consider when starting a BRG in your organization



Supporting diversity isn't just the right thing to do, it's a business imperative. A Business Resource Group (BRG) is a voluntary, employee-led group that fosters a diverse and inclusive workplace. Typically organized around a shared background, interest, or issue, BRGs help drive business value through greater innovation, better team productivity and higher financial performance. With this tip sheet, you could be well on your way to establishing a company BRG of your own.

## Benefits of a BRG

As an HR Leader, you are constantly seeking new avenues to ensure business continuity and employee engagement. Here's just some of the benefits a BRG brings to an organization:

BRG Benefits



▶ Helps define company goals and objectives



▶ Affirms a sense of solidarity between coworkers



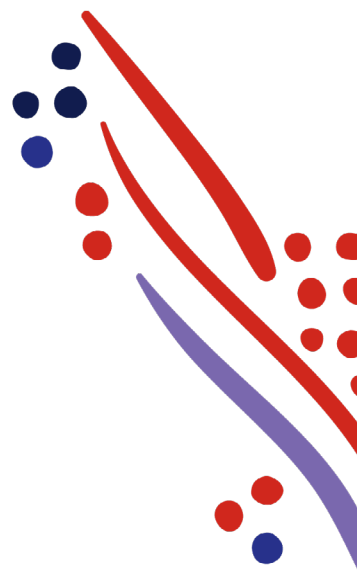
▶ Improves productivity and supports innovation

▶ Attracts top talent

▶ Increases company loyalty and employee retention

▶ Helps build and establish a strong company culture

▶ Improves brand perception for potential customers



## Required Traits for a BRG Leadership Team

### An effective BRG should:

- Have a leadership team comprising of a President, Secretary & Treasurer
- Be able to manage budgets
- Have project management and procurement experience to support the planning & delivery of events
- Communicate effectively their purpose and how employees can get involved



There are several ways to create a successful BRG. The first is to choose the right team, with the right skill sets. The second is to ensure you have the Senior Leadership team's support, or a dedicated SLT Sponsor.

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## The Employee Perspective: Why Participate in a BRG?

A BRG provides the perfect opportunity for the employee who wants to grow their skill set outside of their current role. New duties and responsibilities helps expand their knowledge and exposes them to new skill sets, showing one's leadership team they might be ready to take on new challenges in the workplace.

Participating in a BRG helps the employee:

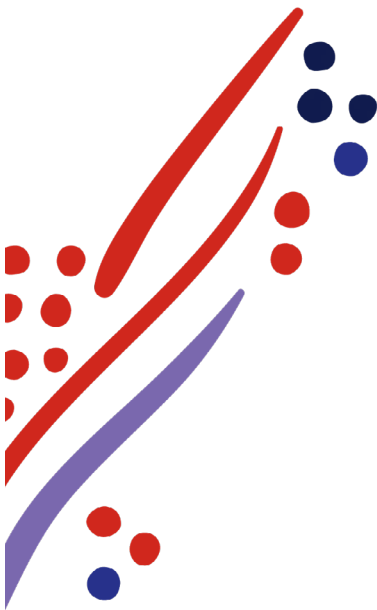
- ▶ Build new skills to list on their resume
- ▶ Improve their confidence when it comes to communicating with others
- ▶ Establish a leadership role amongst fellow staff
- ▶ Enjoy a team experience that they may be missing in their daily work tasks
- ▶ Possibly gain an advantage when they're considered for future promotion opportunities
- ▶ Improve their relationships with coworkers and management

## The Employer Perspective: Stay top-of-mind within the organization

It's important to ensure a BRG is staying top-of-mind with the organization.

Make sure the BRG:

- ▶ Has senior executive leadership support
- ▶ Is linked with the business strategy
- ▶ Is integrated with human resources
- ▶ Provides organization learning and success
- ▶ Has sustainable measurements



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