

Three Reasons to Invest in Employee Resource Groups

The recent mass layoffs at Twitter and Facebook sent shockwaves throughout the tech industry over the last few weeks. Emerging as an equally upsetting story is the swift dissolution of Twitter's employee resource groups (ERGs), which shines a light on the value of ERGs as both talent attraction and employee retention tools. Many former Twitter employees [rushed to LinkedIn](#) to support one another and discuss the dissolution of their best-in-class ERGs: "Blackbirds" and "Twitter Women." Many even stated that the supportive, diverse culture further bolstered by these ERGs was their reason for seeking employment at Twitter in the first place. As the legal industry continues to both fight for talent and address its diversity issues, firms should take note of the impact and value of a well-developed ERG network.



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What are ERGs and why are they worth investing in?

ERGs are voluntary, employee-led groups that promote diversity and inclusion in the workplace. While ERGs are not a new concept, their importance has become incredibly clear in recent years as the legal industry has struggled with a lack of diversity.

Why should your firm invest in ERGs?

1. ERGs can help attract and retain top talent.

In today's job market, top talent is in high demand and can be difficult to [attract and retain](#). Employees who feel like they belong to a supportive community are more likely to stay with a company for the long haul. By investing in ERGs, employers signal to potential and current talent that they are committed to fostering a diverse and inclusive workplace. This commitment can go a long way in attracting and retaining the best and brightest minds in the legal industry.

2. ERGs can boost morale and enhance communication.

A [recent article by the Harvard Business Review](#) found that employees who feel like they have a good work-life balance are less stressed, more productive, and are less likely to leave their jobs than those who do not feel that they have a good work-life balance. Furthermore, employees who feel like they can openly communicate with their managers about work-life balance concerns are even more likely to be productive and engaged at work. ERGs can also help boost morale by providing employees with an outlet to openly discuss work-life balance concerns and find solutions together. Additionally, ERGs can enhance communication by serving as sounding boards for new ideas or potential solutions to problems that may arise in the workplace.

3. ERGs can facilitate professional development opportunities.

Career growth is important to employees, especially young lawyers just starting out. One

of the best ways to ensure that your employees feel supported in their career development is **to invest in professional development opportunities** such as mentorship programs, educational resources or sponsorship opportunities. By participating in an ERG, employees have access to all of these things and more. Not only will your employees be more prepared for advancement at your company, but they will also **develop a strong network of individuals** who can provide support and advice both inside and outside of the workplace.

ERGs offer many benefits to both employers and employees alike. From attracting top talent to enhancing communication and facilitating professional development opportunities, investing in an ERG is a worthwhile endeavor for any firm committed to attracting and retaining top talent, as well as **fostering diversity and inclusion in the workplace**.

For more information about how to establish or enhance your firm's ERGs, contact Kristen Dallman at kdallman@jaffepr.com.