

# The Employee Experience

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# Consumerization of HR & The Employee Experience

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- ❖ 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

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

# Top Companies

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- ❖ 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

	RECOGNIZE	PROMOTE	LEVERAGE	
PURPOSE	Create community for under-represented groups	Expand membership of populations/ create formal governance	Integrate business focus	
OUTCOME	<ul style="list-style-type: none"> <li>• Affinity Groups</li> <li>• Feel welcomed</li> <li>• Social connections</li> <li>• Build a network</li> </ul>	<ul style="list-style-type: none"> <li>• ERGs (Employee Resource Groups)</li> <li>• Establish connections with members and allies</li> <li>• Build employer loyalty</li> <li>• Attract best talent</li> </ul>	<ul style="list-style-type: none"> <li>• BRGs (Business Resource Groups)</li> <li>• Add value to the business</li> <li>• Promote revenue generation</li> </ul>	<ul style="list-style-type: none"> <li>• Promote linkages</li> <li>• Intersectionality</li> <li>• Alignment: Global Workplace &amp; Marketplace</li> <li>• New value propositions</li> <li>• Harness innovation</li> <li>• Out of silos/Build common ground</li> </ul>

# Disadvantage ERG:

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- ❖ 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

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

# Recommendations

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- ❖ 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



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