

Achieving Business Success through InterFaith ERG

Presented by
Team 16

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OUR TEAM



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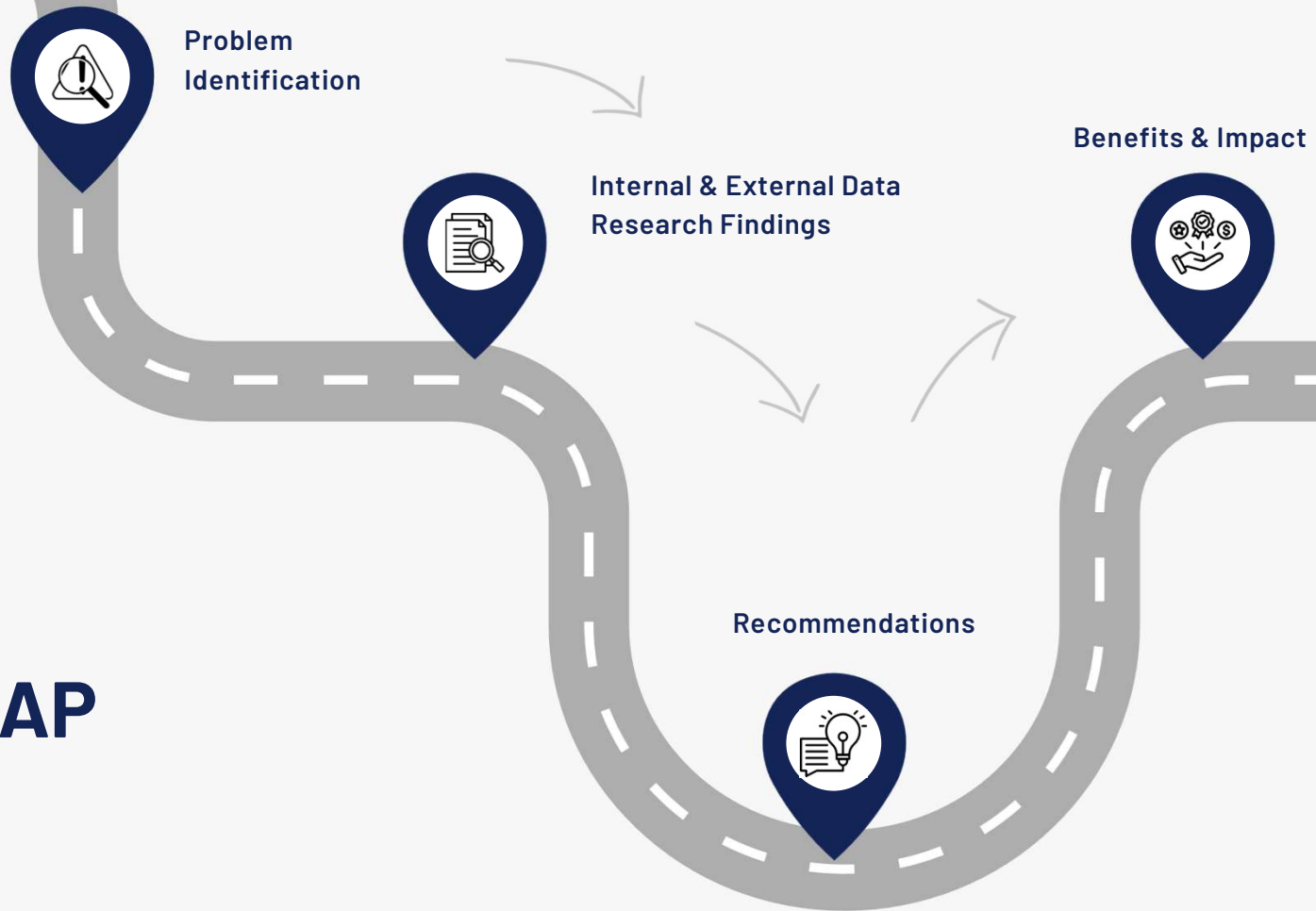


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ROADMAP



FireCraft Pizzaworks, an innovator in kitchen and outdoor appliances, faces financial strain, and Interfaith ERG-Related Issues.



Founded
2015



Cause



Annual Revenue
\$300M

- Lack of Quantifiable Metrics for InterFaith ERG outcome.
- ERG Incongruence with HR and business strategy.
- Internal conflict among leadership



Employee
s
700



Effect

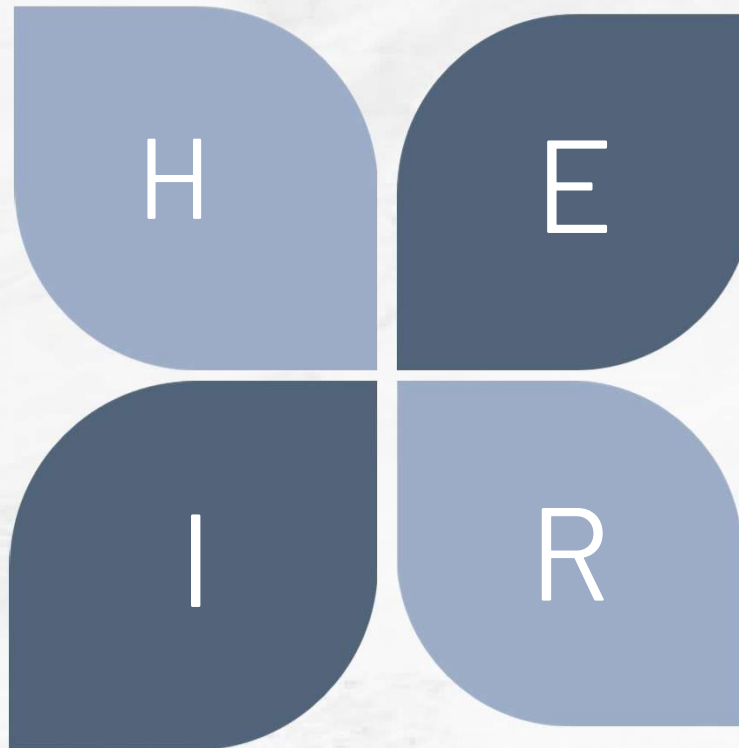


Growth
stage
Mid-Size

FireCraft's internal data analysis provides valuable insights into workforce dynamics and business outcomes

Hiring Challenges

- Q1 had the longest hiring time (77 days) with open roles staying vacant for over two months.
- The number of applicants per role fluctuates, lower applicant interest in Q2 (71 applicants) suggests challenges in talent attraction.



Employee Satisfaction

- Happiness scores were highest in Q1 and Q4, correlating with stronger hiring performance and possibly higher workforce stability.

Interfaith Attendance

- High participation from Support (21%) and Executive Leadership (19%) suggests that the ERG is valued at multiple company levels.
- No participation from Finance (0%) may be account for funding resistance
- Low participation from HR suggest incoherent DEI & ERG structure

Revenue Trends & Turnover

- October has the highest turnover (1.7%) and the lowest revenue (\$90M), suggesting that high attrition correlates with revenue declines.

Global research reinforces the connection between employee satisfaction, retention, and business success.

80%

Of the employer's salary is the cost that incurs when replacing a professional or frontline employee.

41%

of employees leave a company behind due to issues with engagement and culture.

69%

Job seekers prefer diverse & inclusive workplaces

17%

Productivity increase observed in the ERG engages employees

We are making recommendations that align quantifiable interfaith metrics, with HR & Business Outcomes

01

Create Interfaith ERG Framework

- Align framework with mission, DEI, business strategy
- Define organisational culture & values
- Outline clear procedures for ERG initiatives
- Integrated religious literacy program
- Create communication toolkit
- Engage with stakeholders at all levels

02

Develop ERG Impact Measurement Framework

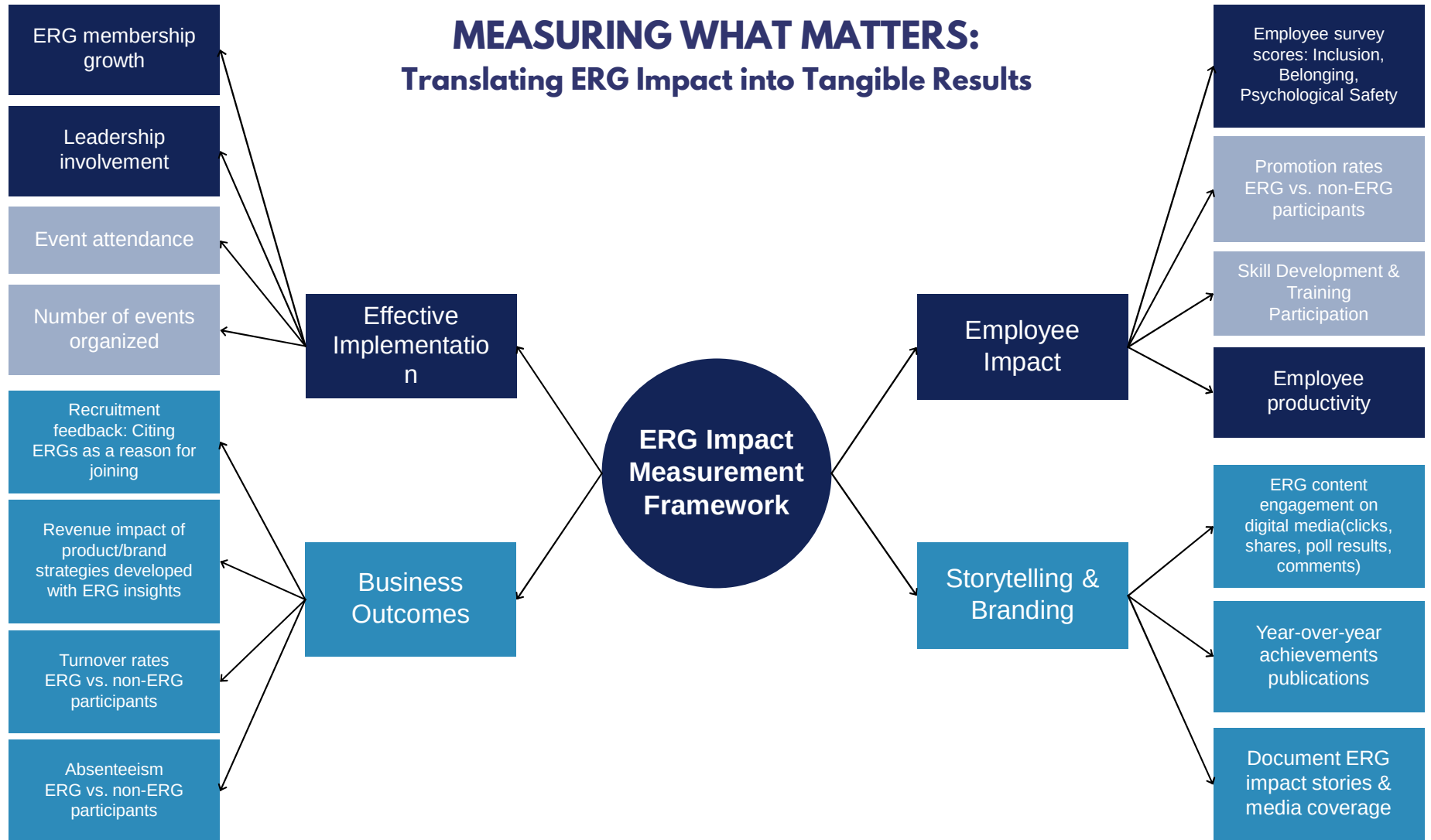
- Translate ERG Impact into Tangible Results
Internal & External Data
- Define KPIs for Employee Impact
- Create metrics for Business outcomes
- Develop employer branding metrics
- Deploy effective implementation strategy

03

Position ERGs as a Hiring & Retention tool

- Integrate Talent Acquisition strategy into DEI Initiatives
- Develop employer branding strategies
- Design a feedback program

MEASURING WHAT MATTERS: Translating ERG Impact into Tangible Results



RECOMMENDATIONS

Empowering Employees: The Immediate and Lasting Benefits of ERGs

Short Term



Sense of Belonging
Creates a safe & inclusive space



Psychological Safety
Employees feel secure and comfortable expressing their thoughts, ideas and concerns



Professional Growth
Providing a channel to engage with company leadership & acquire mentorship

Long Term



Stronger Interpersonal Networks
Builds cross-functional relationships across the organization.



Career Acceleration
ERGs enhance internal mobility through advice and support of senior leadership



Mental and Emotional well-being
fostering a supportive community, reducing stress and improving job satisfaction

Organizational Wins: ERGs as Catalysts for Productivity, Growth & Reputation

Short Term



Reduces turnover
Meets the needs of employees with diverse beliefs, thereby increasing job satisfaction and retention



Boosts productivity
Employees who feel included contribute better ideas and collaborate more effectively



Reduces Workplace conflicts
Help navigate differences in beliefs in a non-confrontational manner, fostering a culture of mutual respect

Long Term



Cost Savings
Reduce attrition and save on hiring and training costs



Business Growth & Innovation
Develop products, refine marketing campaign and train based on faith-based consumer behaviours.



Enhances brand reputation & recruitment appeal
Attract diverse talent pool and strengthen organisation reputation

Highlighting the Overlooked: ERGs as a Driver of Business Value

\$127,000

Saved with just a **5%** reduction in turnover; through efficient ERG systems

\$354,000

Potential productivity gain achieved by reducing hiring time to **40** days with efficient ERG systems

\$15,000,000

Additional **\$15M** can be generated from **5%** increase in employee engagement



ERG Re-branding & Implementation Timeline

Month 1-3

Establish structure & governance and initial buy-in

- Form an ERG Leadership Team
- Develop ERG Charter & Governance
- Align ERG with Business Strategy
- Meet with Finance, HR, Operations to secure leadership buy-in
- Launch Internal ERG Communication Plan

Month 4-5

Define measurable ERG KPIs

- Develop KPIs for ERG Impact & Outcomes
- Launch ERG Member Feedback Surveys; Track Engagement
- Train Managers on ERG Participation Benefits

Month 5-6

Launch Key ERG Activities

- Launch kick off; Host company-wide session introducing ERG, its goals
- Develop Religious Literacy Program
- Establish Quarterly ERG Meetings

Month 6-8

Expand ERG: Integrate it into hiring & retention strategy

- Include ERG participation in retention & hiring KPIs
- Highlight ERG in recruitment materials & career site

Thank You!!



Exhibit 1

Annual Turnover Rate = Sum of all monthly attrition
= 6.8%

Total Employees Replaced = Total Employees x TurnOver
Ratio/100

$$\begin{aligned} &= 700 \times 6.8/100 \\ &= 47.6 \Rightarrow 48 \end{aligned}$$

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Exhibit 2

Average Cost of Employee = \$107,000

Replacement Cost of Employee = Average Salary * 0.5
= \$53,500

Total Replacement Costs = \$47.6 * 53,500
= \$2,546,000

If we reduce turnover ratio by even 5%, cost saving is equal to \$127,000 which goes
till \$254,000 if turnover ratio is decreased by 10%

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