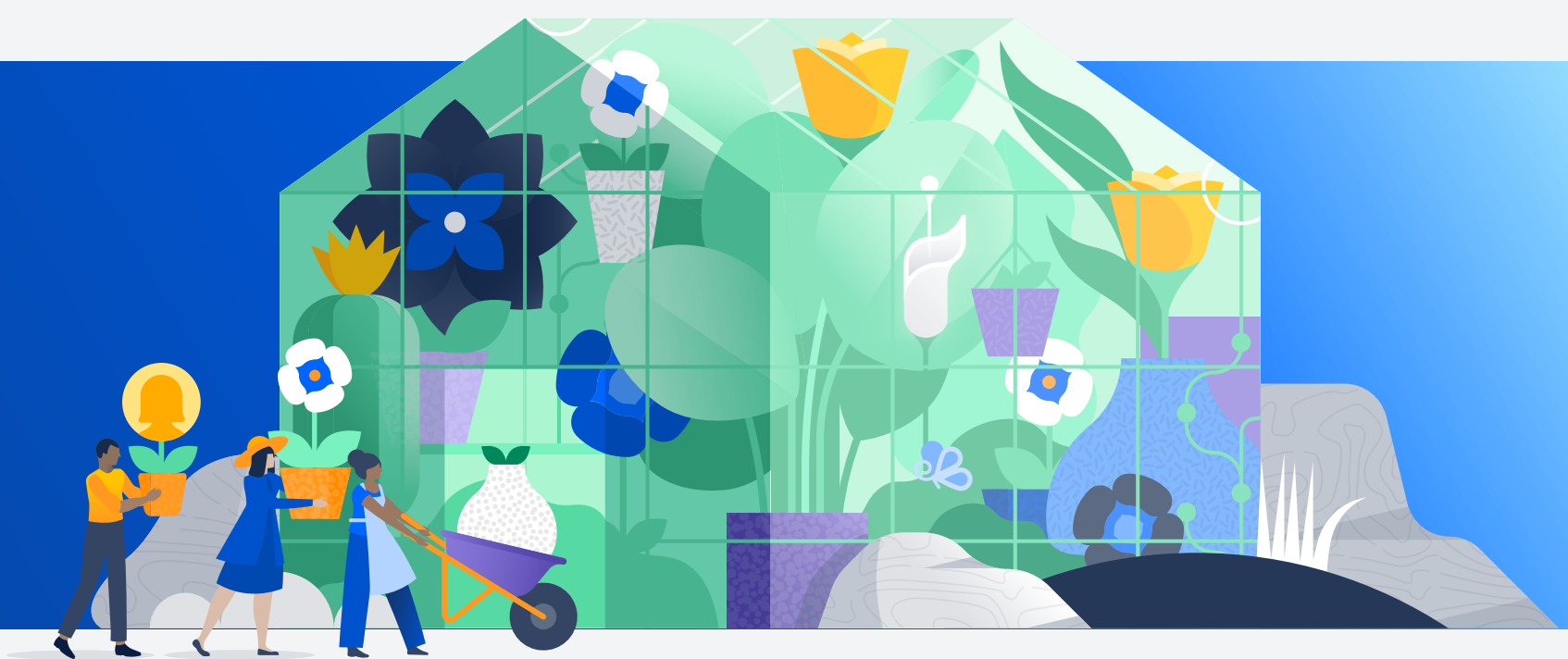# So, you want to launch company ERGs?

There are benefits to either senior leadership or employees driving ERGs, but it can be difficult to strike the right balance.

Here are some considerations to keep in mind:

- Leaders can support in tangible ways—create safe spaces, engage, advocate, and maybe even compensate.

- Leaders need to be aware of the dark side of how their power can impact programming. They should look for ways to cede power, allow the group to set the agenda, decide how to spend their budget, and work intentionally to interrupt the power dynamics.

- What they think is best for the group might not actually resonate with the employees themselves, so letting employees have a say in programming is key. Strive to overcompensate for personal bias.

- Businesses today need to authentically engage their employees in their DEI work. Performativity just doesn't cut it anymore.