



Our Webinar Will Begin Shortly

Today's Topic:

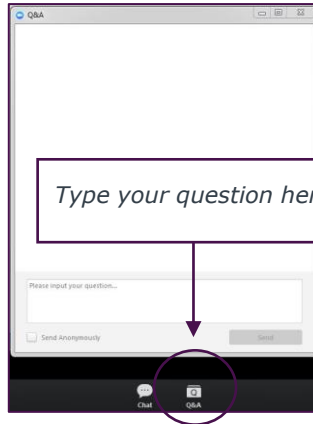
**Driving BRG Change and Engagement:
American Family Insurance's Journey to a
Centralized BRG Model**

Engaging in Chat



Utilize the **Chat button** to make comments throughout the session.

Asking a Question



Brief Exit Survey



We'd appreciate your **feedback** on today's presentation.

Meet Your Presenters



Kamina Young

*Director,
Advisory,
Seramount*



Tim Sorensen

*Senior Strategist,
American Family Insurance*

Connect with Seramount



@seramount



@seramount



@seramount

**Driving BRG Change and
Engagement:
American Family Insurance's
Journey to a Centralized BRG
Model**

Redefining Their BRG Strategy After a Period of Acquisition and Growth



Private mutual company
headquartered in Madison, WI
Over 12,000 employees across U.S.

Challenge

Over the last five years, American Family Insurance acquired several companies, **each with its own unique BRG strategy, programs, and budgets.**

Solution

Using **Diversity Best Practices** membership, American Family Insurance **developed a strong, centralized BRG model** that merged 24 BRGs across five operating companies.

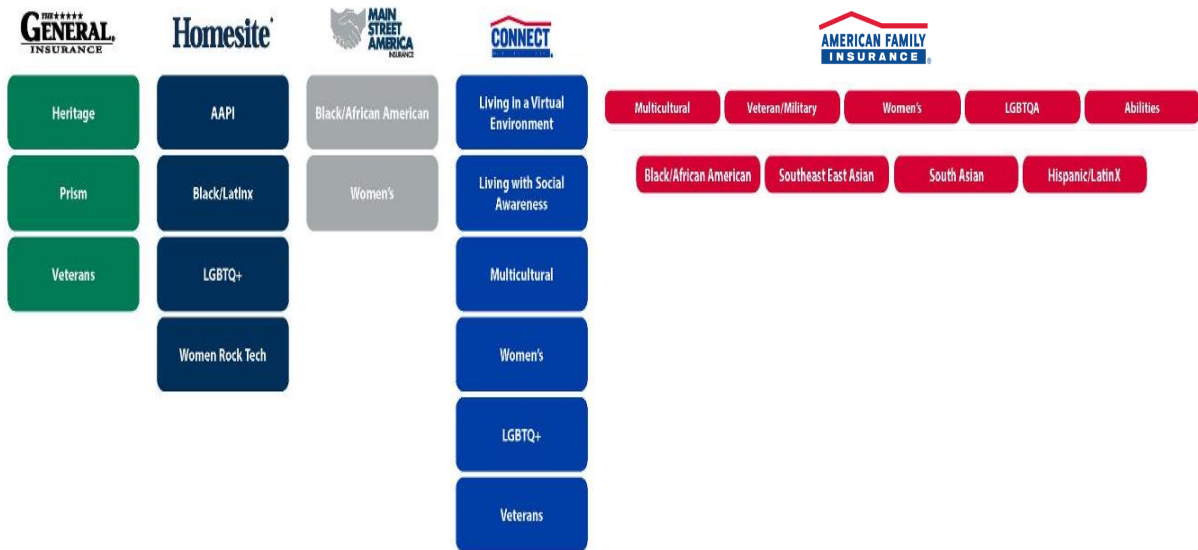
Impact

American Family Insurance created 10 BRGs that employees can access through a centralized platform. Their strategic communication plan led to **10% of employees registering within the first week of launch.**



The Journey to AmFam Group BRGs

American Family Insurance's BRGs Prior to 2023



AmFam's New BRGs



What Does it Mean to Be a BRG Member?



BRGs Promote:

- Improved Workplace Culture
- Greater Employee Retention
- Well-Informed Decisions
- Personal Growth & Development
- Allyship
- Inclusive Culture
- Empathy

While aiming to offer programming in four key areas:

- Culture
- Career
- Community
- Commerce



A Successful Journey to BRG Alignment



9



Moving Through 2023 With an Improved BRG Strategy

- 10 intentionally created, centralized BRGs with geographic chapters
- Transparency and consistency across BRGs
- Newly developed technology system that allows BRG sign-up organization-wide

Live Q&A with Seramount and American Family Insurance

Type Your Questions Into the Q&A Box!



Kamina Young

*Director,
Advisory,
Seramount*



Tim Sorensen

*Senior Strategist,
American Family Insurance*

Trusted Thought Partner for Strategy Development



Seramount Support Ensures High Engagement and Early Wins

BRG Structure Brainstorming

Provided best practice guidance around how chapters could be organized, BRG roles and responsibilities, etc.



Presentation Workshopping

Offered constructive feedback on presentations for stakeholders, BRG leaders and members

Communications Strategy

Advised on messaging for various stakeholders, cadence of communications, and involvement of a steering committee

Beacon of Support

Provided consistent support to DEI team, bolstering their confidence and empowering them to succeed

Your Preeminent Partner to Create an Inclusive Workplace

Resources and Events to Support Your DEI and Talent Needs

Proven Practices and Implementation Tools



- Best practice studies and insight reports
- DEI strategy guides, tools and templates
- Insight sharing opportunities available between partner organizations

Access to Expert Advisors and Custom Research



- Access to DBP expert advisors
- On-demand custom research requests
- Annual insights of key metrics from our Seramount Inclusion Index

Resources and Support for the Larger Organization



- Access to online DEI resource hub
- Monthly awareness-building webinars for internal audiences
- Diversity holidays and heritage month resources

Networking, Conferences and Education Sessions



- Quarterly partner-only conferences
- DBP member circles
- Virtual or on-site Partner Intensives

How Else Can We Help?

Take Our Poll

I'm interested in...

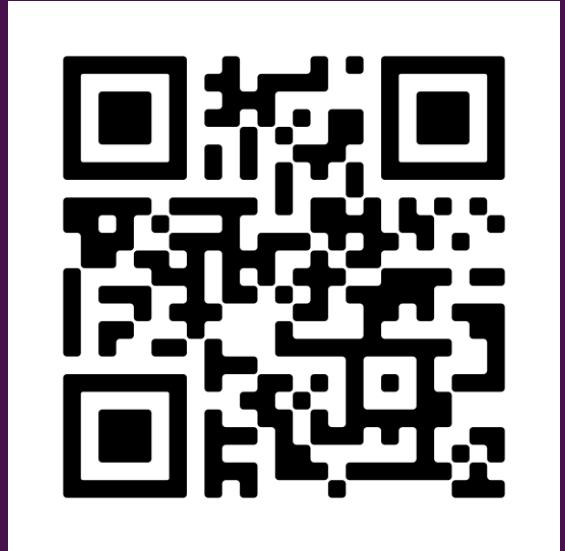
- 1 Learning about how Seramount advisors can help advance my ERG strategy through the DEI Research Partnership
- 2 Downloading the case study, *American Family Insurance Leverages DBP Membership to Redefine Their BRG Strategy After a Period of Acquisition and Growth*
- 3 Signing up for the next webinar on July 11, *Beyond the Buzzword: Understanding and Creating Effective DEI Councils*
- 4 Something else? Choose this option and we will follow up with you

A Quick Ask

We value your feedback.

Please scan the QR code and take a few minutes to **complete the short survey** that pops up at the close of this webinar.

Thank you!





202-747-1000 seramount.com