



THE SPOTLIGHT

An action guide for ERGs that
want to make great work seen
across the organization.



Send your questions to pro@fortefoundation.org

People don't stall out because they stop performing. They stall out because their work stops being seen.

In most organizations, opportunity doesn't move only through performance systems. It moves through reputation systems. Through who is known, who is remembered, and whose work travels beyond their immediate team. When people's contributions are only visible to their direct manager, strong work stays local and careers plateau.

That's where ERGs can make a real difference.

By acting as intentional spotlights, ERGs help strong work travel. They create spaces where talent becomes visible across teams, levels, and networks. And when visibility expands, opportunity follows.

The Framing Insight

Strong work that no one sees cannot become momentum.

HOW TO ACTIVATE THIS ROLE

ERG Program Ideas

01. Run "Who's Doing Great Work" Spotlights

Use ERG newsletters, Slack, or intranet pages to Highlight members' names and projects across ERG channels so strong work travels.

02. Feed the Spotlight with Manager Nominations

Invite managers to submit examples of strong work by ERG members to be featured in ERG spotlights and showcases so that good work that leaders already value doesn't stay stuck inside one team.

03. Create Cross-Team Talent Moments

Host short sessions where members showcase a project or problem they solved.

04. Host ERG-Led Leader Office Hours

Offer informal drop-ins where members can meet senior leaders and build familiarity.

05. Give Every Touchpoint a Visibility Lens

For every ERG event, ask who should see it and how it can reach beyond the room.

HR Partnership Opportunities



Align ERG Spotlights with Talent Forums

Share ERG spotlights and showcases with leaders who participate in talent reviews, succession planning, and workforce planning.



Protect Psychological Safety

Ensure participation is voluntary and not used for performance evaluation. The goal is visibility, not surveillance.



Invite Leaders to ERG Talent Moments

Use ERG showcases and office hours as informal exposure channels for rising talent.

Metrics That Matter

Category	Measure	Why It Matters
Visibility	# of ERG spotlights shared	Shows whether work is being seen
Reach	Leaders engaging with ERG content	Indicates exposure beyond peers and direct managers
Opportunity	ERG members in stretch roles or projects	Tracks whether visibility turns into movement
Retention	ERG members retention rates vs. org	Links visibility to staying
Trust	"My work is seen here" pulse score	Measures whether people feel visible

Quick-Start Checklist

Action	Owner	Status
Launch ERG work spotlights	ERG Comms Lead	
Ask managers for work nominations	ERG Leads	
Set up leaders office hours	ERG Chair	
Share highlights with HR & sponsors	ERG + HR	
Review who is getting visibility	ERG co-Leads	

Reflection Prompts

Whose work is strong but not widely known right now?



Where does good work get stuck instead of traveling?

What is one way we could make someone more visible to a wider audience this quarter?

