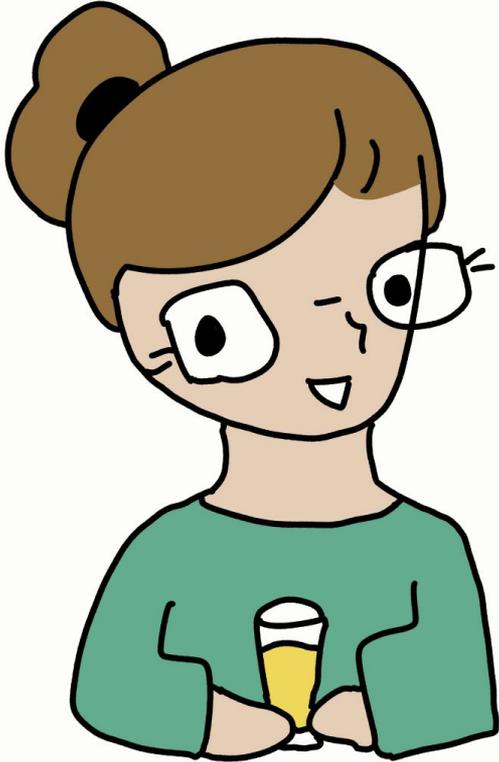


# ***How training and engagement helps brewery workers thrive and know their worth: an illustrated guide***



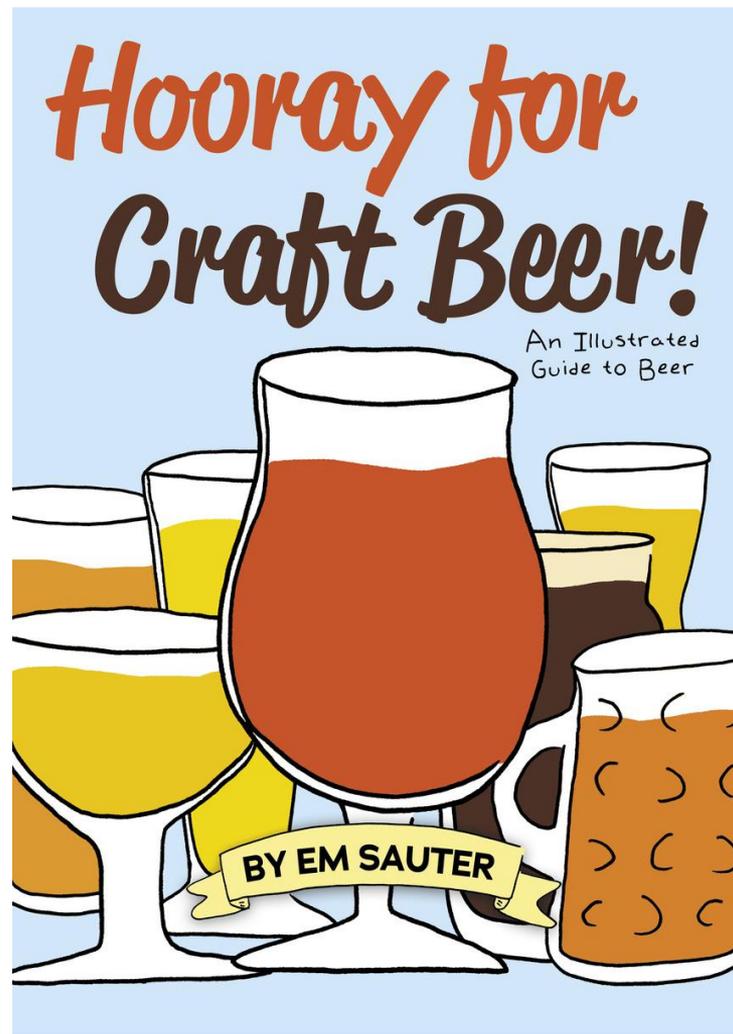
## ***A bit about me, Em Sauter***

- ***Advanced Cicerone***
- ***Author***
- ***Public Speaker***
- ***Intl Beer Judge***
- ***Founder of  
Pints and Panels***



LESSON 2 Work Ethic.

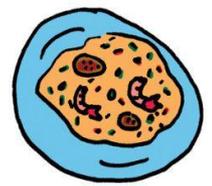




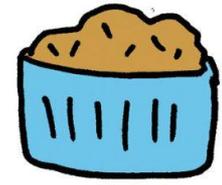
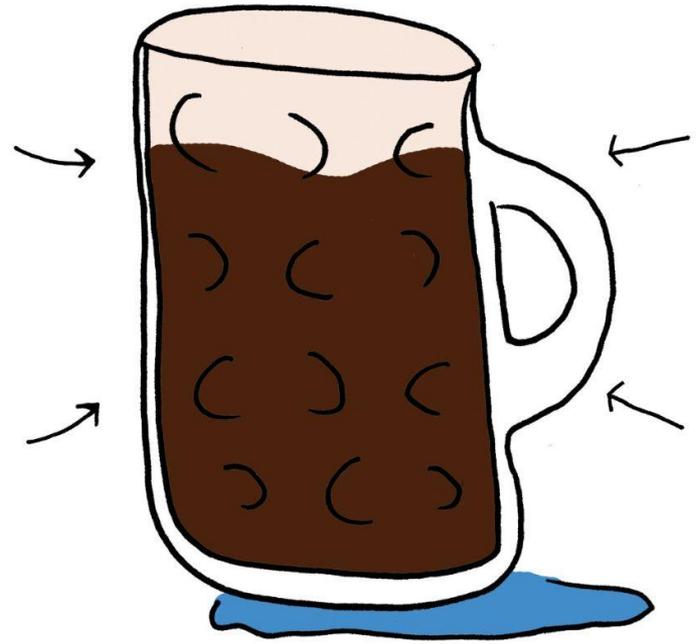
# Munich Dunkel



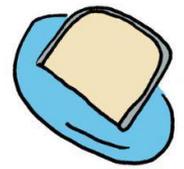
Pork Loin



Jambalaya

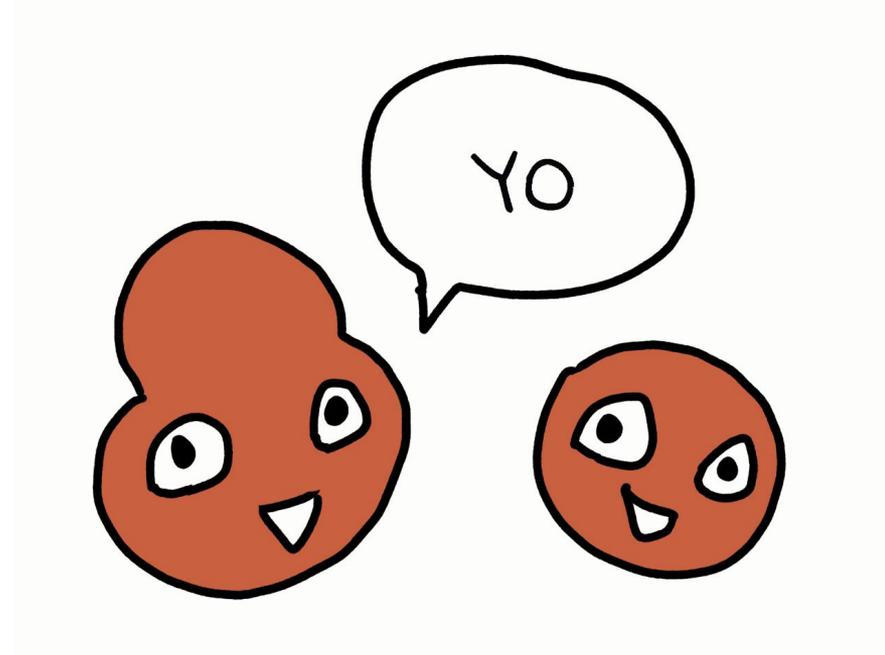


Bread Pudding



Gruyere

***I want to talk about yeast really quickly and how you treat them. You treat them very well because they are intricate to the success of your brewery. You feed them. You nurture them. You do everything you can for them to thrive.***



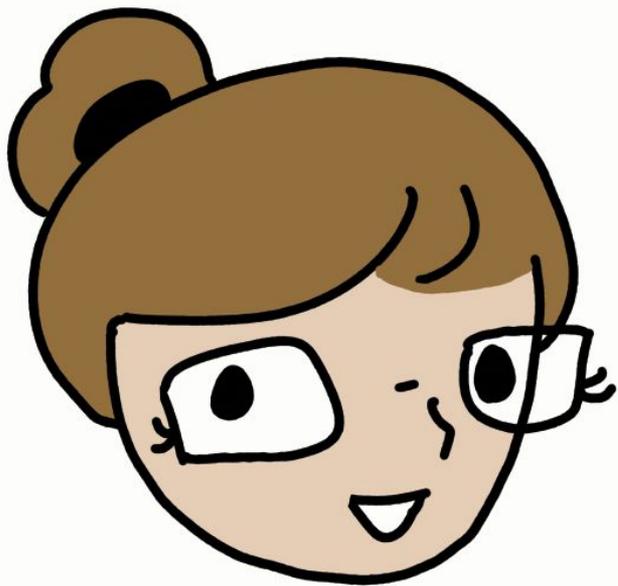
***Have you thought about your staff like that?***



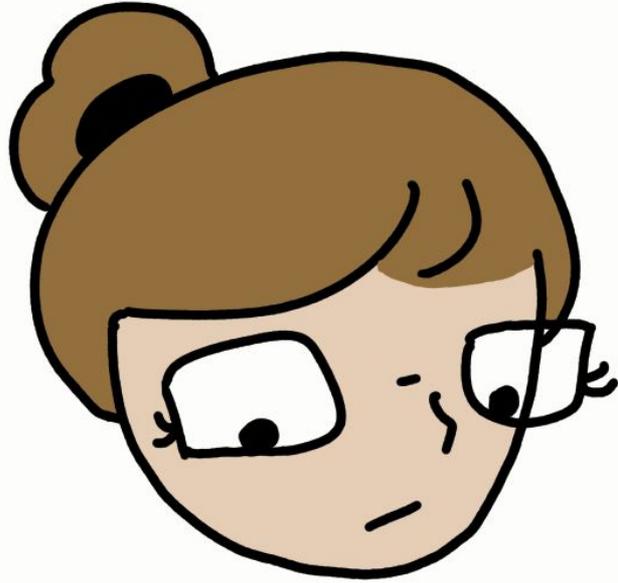
***They deserve the same treatment, if not better!***

***How do you do that?***

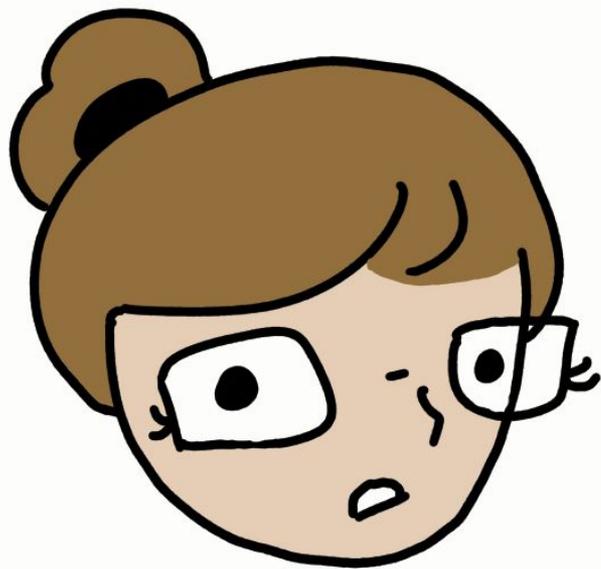
- ***Training***
- ***Good Working Environment***
  - ***Engagement***



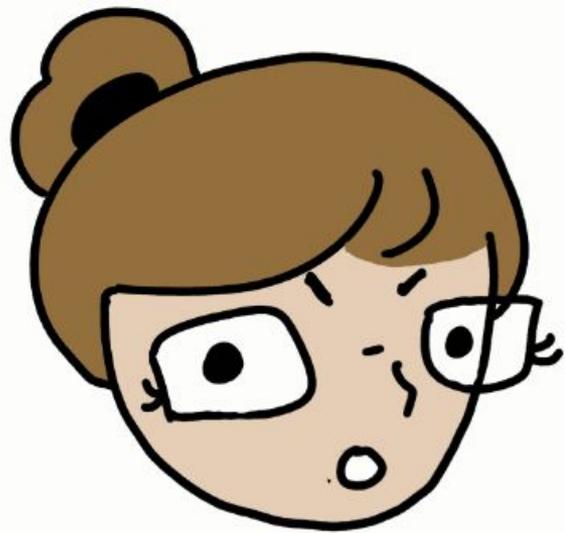
So why am I, a cartoonist talking about this? I'm not an HR professional.



Because I've  
been undervalued,  
underappreciated,  
been talked down  
to. We all have.



Think about a time in your life when you didn't feel valued. How did that make you feel?



IT  
SUCKS!



***Training***

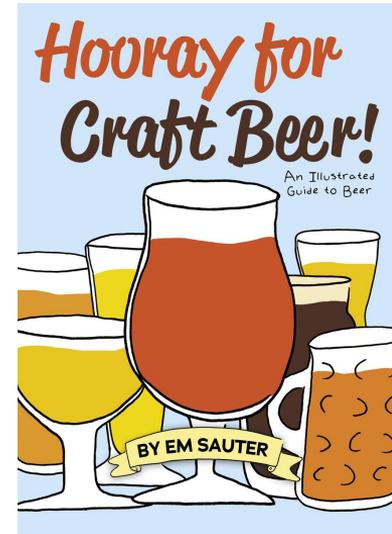
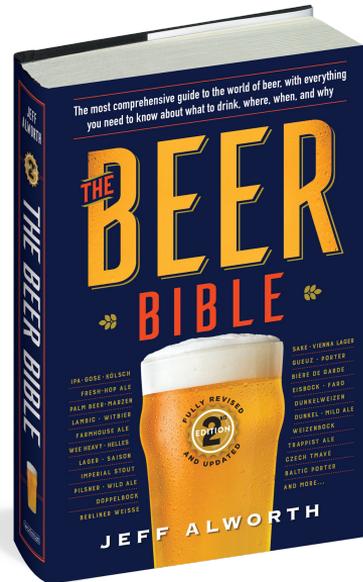
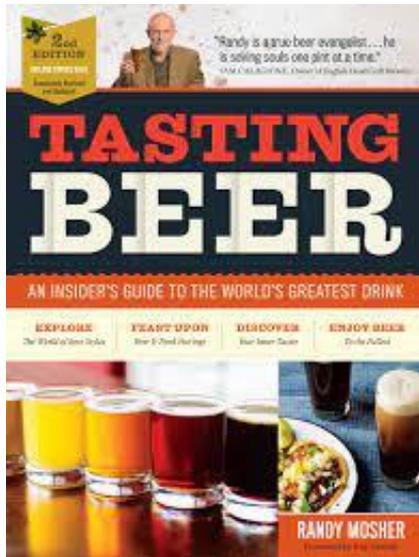
# **Cross Training**

**I'm not talking about making someone work more (obviously)- but if everyone understand everyone's roles at the brewery. It makes understanding more accessible. Passionate brewers will teach passionate sales people and vice versa!**



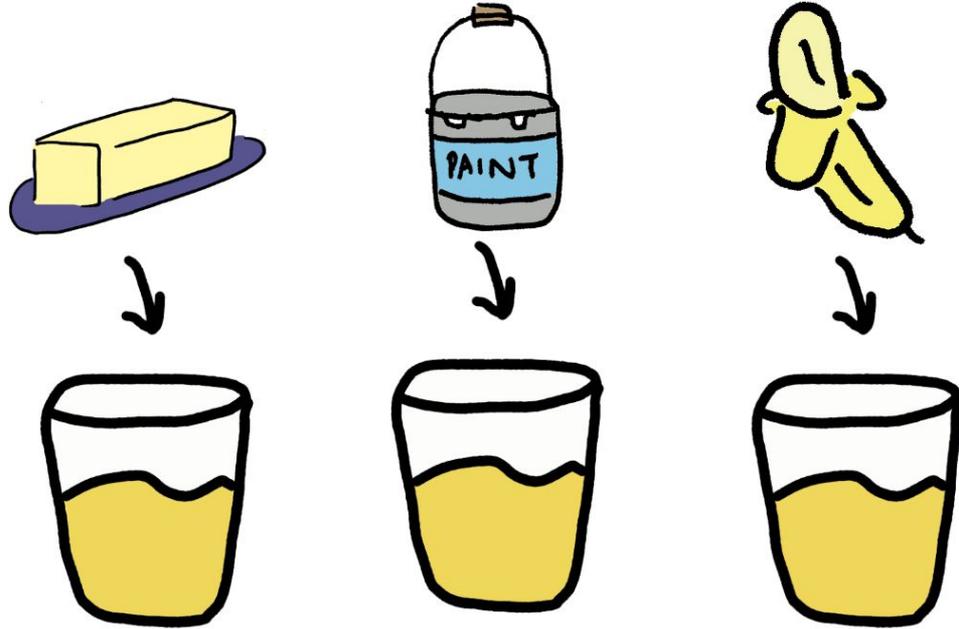
***Cultivate and teach! Books, classes, off flavor training, having everyone on different tasks other than their regular roles (sensory team, etc) & using people's strengths can help lift. These can be usually low cost things that are fun and educational.***

# Books I recommend

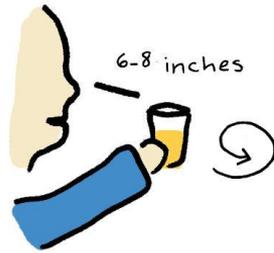


# **DRINKING IS A FORM OF TRAINING!**

## ***Sensory Fun***



### 1. Distant Sniff



Swirl beer while holding beer 6 to 8 inches away from nose & take one to two short sniffs

### 2. Drive By Sniff



Swirl beer; slowly pass glass across face underneath your nose; take a few short sniffs as the beer passes by

### 3. Short Sniff



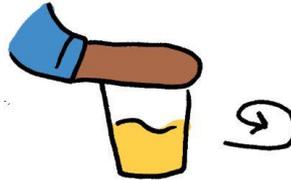
Swirl beer; bring glass to nose and take one to two short sniffs

### 4. Long Sniff



Swirl beer; bring glass to nose and take one long sniff

### 5. Covered Sniff



Cover glass with hand; swirl beer for 3 to 5 seconds; bring glass to nose, remove hand, and sniff

### Notes:

Use a consistent background to assess the color and clarity of the beer



Beer should touch all parts of tongue

Flavor perception continues after swallowing



**Programs like BJCP and Cicerone can help employees know the ins and outs of beer and are very rewarding and help make your beer better!**

***Good work environment  
- some no brainers!***

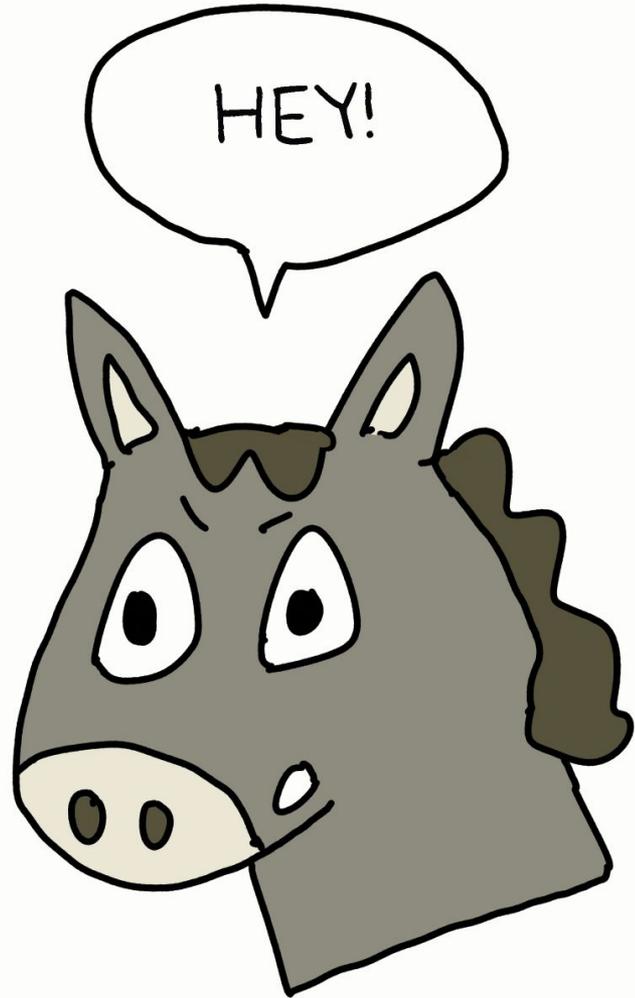
***Yes, work is a “family”***





***But everyone also has a life outside of the brewery- prioritize work/life balance. A brewery should be a fun place to work but not command all their time.***

***Don't be  
an ass***



**Don't undervalue  
your staff. I know  
things are  
expensive but  
losing staff and a  
lot of turnover can  
also be very  
expensive.  
Pay well!**



**Breweries are passion places. It doesn't mean you can pay poorly or not pay them at all. Living wages help retain people and show their worth. If you are having a hard time keeping talent- examine why that is.**



**Examine the practices of others. This is a guild- you all know each other. Don't make it taboo to ask questions.**



**People want to be taken care of. The brewing industry should be an example of this. Look at Allagash's career page for an example of a brewery that gets it right. A lot of it is easy things any brewery can do like time off to volunteer, education reimbursements, etc.**



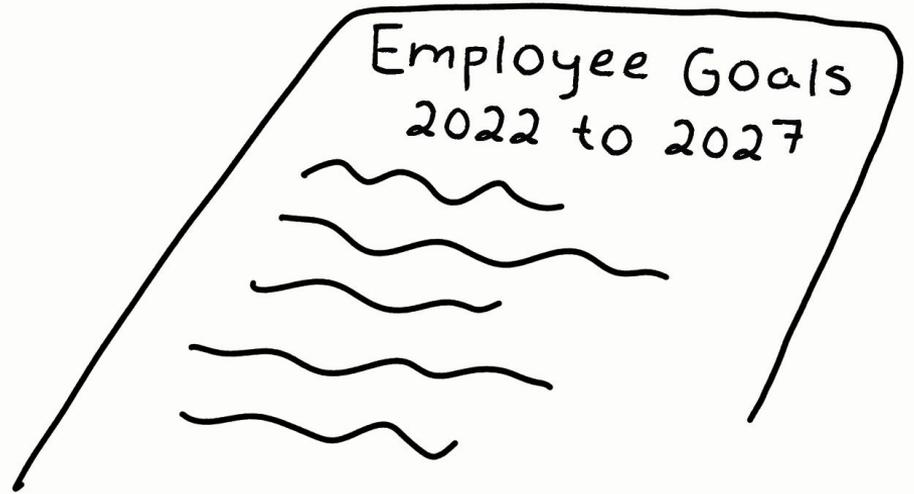
**Be  
understanding!!  
Work can be  
stressful and  
things will go  
wrong.  
Keep a cool  
head.  
Talk it out.  
Listen. Don't  
badmouth.**



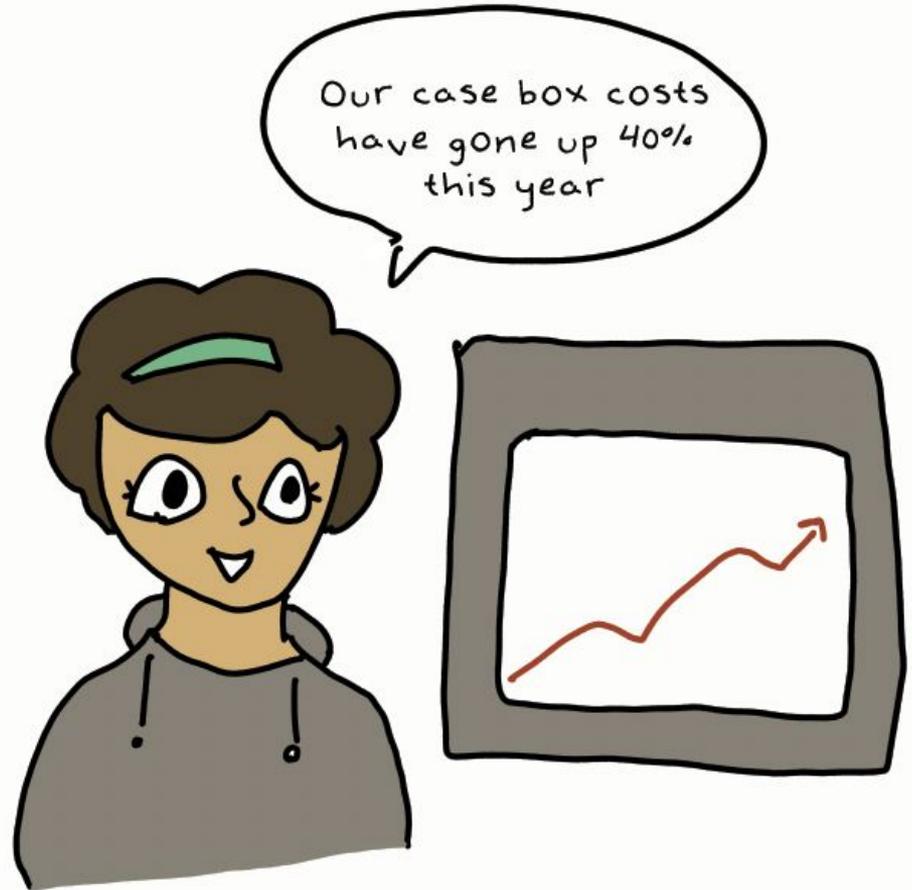
**Don't be a  
Homer Simpson  
- but that  
should be  
obvious haha**



**Examine every  
employee's  
ability to grow  
with you. Set  
goals for years  
in the future so  
people will feel  
valued**



**While we are talking money, be transparent. Show your staff the cost of running a business from raw material costs to wage transparency.**



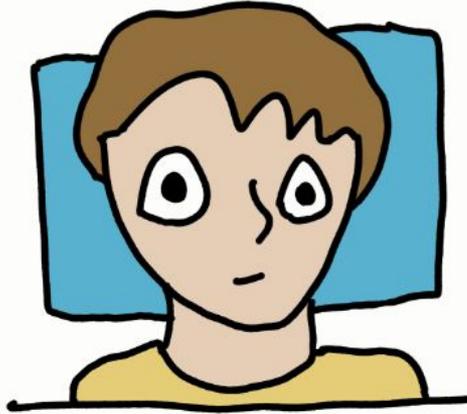
***Engagement***

# Recognize signs of burnout

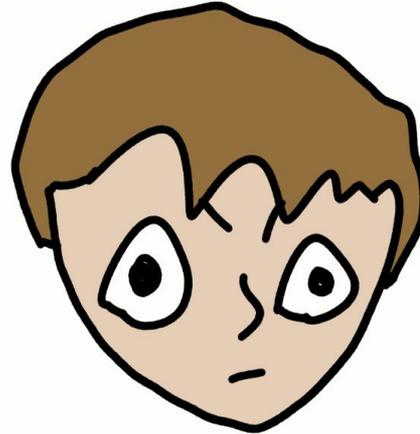
YAWN



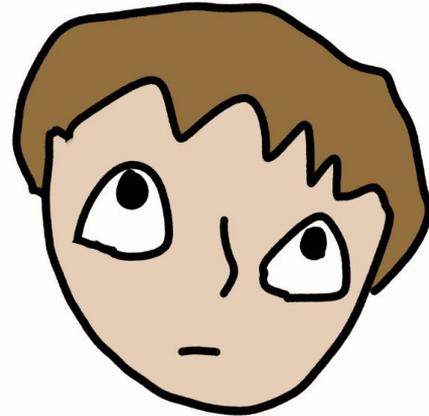
Fatigue



Trouble Sleeping

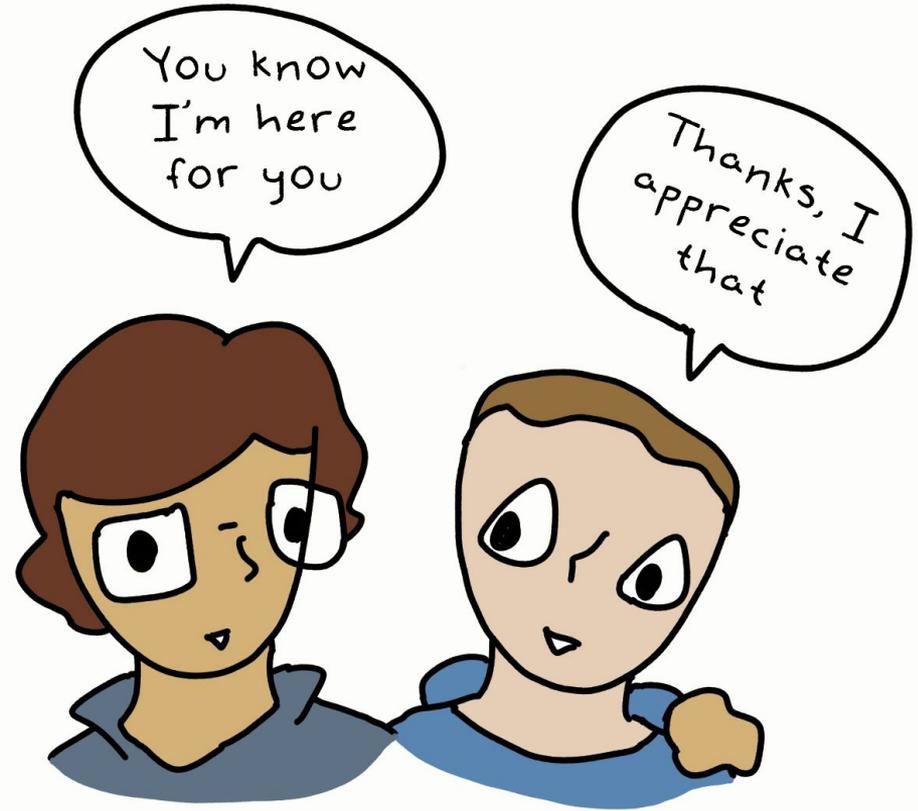


Anger

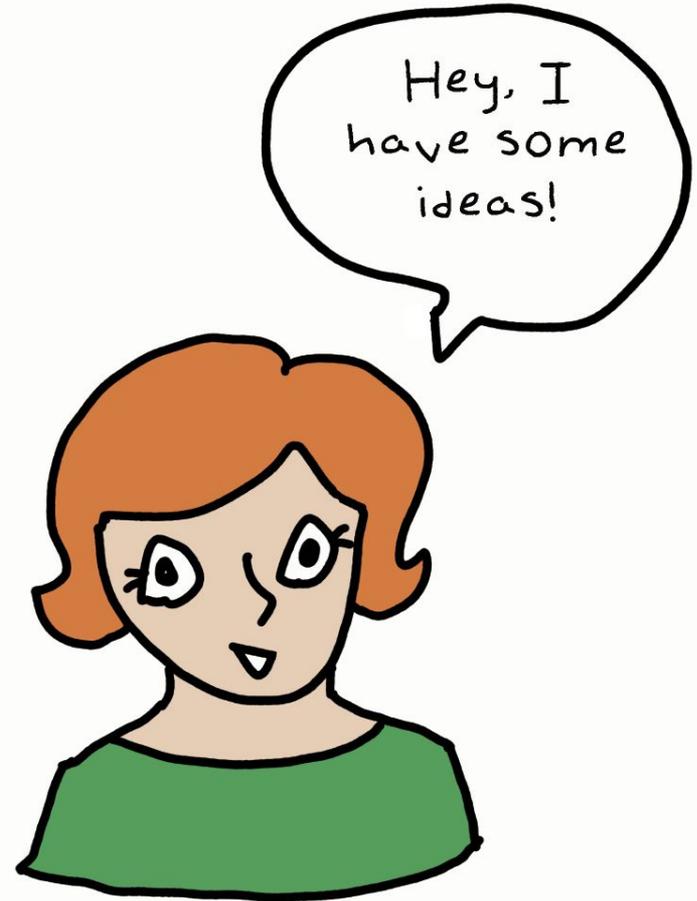


Depression

**Talk it out- seek solutions and be supportive. You don't know what people are going through outside of the brewery. Support each other!**



**Regular meetings establish trust. Make yourself available to listen and take criticisms (when it is constructive and warranted- not everyone is perfect)**



**Even small breweries need HR. Hire outside help and have anonymous reporting! HR consultants are a good way to go for small breweries. The Brewers Association has a resource hub for this.**





**Owners/managers  
- know the pulse  
of the brewery. If  
workers are upset  
and you think  
everything is fine-  
then you are  
missing a HUGE  
part of your  
business.**

**Seek opinions  
from everyone.  
Learn  
everyone's  
strengths!**



**Train your  
customers too!  
Teaching them  
about beer shows  
you care about  
what you are  
making.  
Everyone learns  
and everyone  
wins!**





**To sum up-  
everyone  
that works  
at a brewery  
wants to be  
there  
because  
they love  
beer!**

**Everyone should be rewarded for their passion. By striving to be good listeners, lifelong learners and lovers of beer, it's how beer stays fun and leads to better beer.**



***Questions?***



**Social Media - @pintsandpanels**