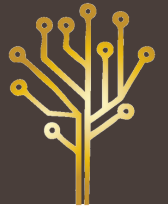


ESM CASE STUDY: BREWERY

Brewery focuses on empowering employees with stress management strategies during the pandemic



CLIENT PROFILE

- They are an award-winning brewery with unique, handcrafted premium beer and spirits
- Ranked part of Canada's 10 Most Admired Corporate Cultures, first Living Wage certified brewery in Canada, and Great Place to Work certified



THE SITUATION

This brewery was focused on gaining a deeper understanding of stress and sentiment in the workplace during the pandemic, and mitigating potential risks of negative stress while navigating the changing environment during this disruptive period.

THE SOLUTION

We worked alongside the People team to collect data about stress and sentiment from employees and managers across all departments. Using this data, we developed tailored webinars to tackle common stressors experienced collectively, and delivered group training to maintain a cohesive, supportive environment and workplace culture for people while working at the brewery or from home.

THE ACHIEVEMENTS

Stress Pulses

We conducted bi-monthly Stress Pulses to identify key sources of stress, risk of burnout, and departmental or role-specific stressors. Major sources of stress included work demands (32%), work/life balance (22%), and health concerns (24%).

Stress Clinics

We developed tailored content based on the data collected from the Stress Pulses and provided bi-monthly training webinars that would fit both brewery and work from home employees, and delivered at times best suited to worker needs. Topics included: managing change in a post-pandemic world, improving mental fitness with neuroscience, and overcoming workplace stress on the frontlines.

Complementing Existing Programs

This brewery had diverse employee wellness strategies in place already. We worked with their team to complement and grow on existing programs, like Fitbit Health Solutions.