

# ESM CASE STUDY: MANUFACTURING

Manufacturing company focuses on empowering employees with performance 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 performance in the workplace and mitigating potential risks to performance while navigating the changing environment during this disruptive period.

## OUR APPROACH

### 1. Performance Pulses to Identify Key Challenges

Bi-monthly Performance Pulses identified workforce stressors, enabling leadership to make informed decisions on employee support and development.

### 2. Tailored Training for Support Employee Resilience

Targeted training equipped employees with stress management, mental fitness, and performance strategies, reducing burnout and improving engagement.

### 3. Integrating with Existing Wellness Programs

Aligned training with existing Fitbit Health at Work initiatives, ensuring employees had complementary resources for overall well-being.

### 4. Flexible, Employee-Centered Approach

Optimized training schedules for brewery and remote workers, fostering engagement without disrupting operations.

## THE RESULTS

- **Enhanced Workplace Resilience:** Employees gained practical tools to manage stress, balance workloads, and maintain performance under pressure, whether in the brewery or in the office.
- **Stronger Employee Engagement:** Custom training aligned with employee needs resulted in higher participation and engagement across teams.
- **Enhanced Corporate Culture:** The brewery reinforced its commitment to employee well-being, strengthening its reputation as a top employer and Great Place to Work.
- **Lower Burnout & Health-Related Risks:** Addressing key stressors helped reduce absenteeism and improve overall workforce well-being and performance.