

A Brewery for All:

Tactics for Being Inclusive and Building Diversity



We All Want to Diversify Craft Beer...

So Why is Doing This So Hard?



Fans

**Guests &
Consumers**



Hands

**Employees &
Staff**



Brand

**Packaging &
Marketing**



Problem One

MEANS AND ENDS



Metaphor One



Habits of Mind and Body



Attitude and Action

Define Your Diversity

Give it context and specificity
Connect it to organizational goals
Create a responsibility structure



Measurable does not mean **Quota**

What will things
look/sound/feel/be like
when you achieve your
diversity?

Problem Two

BARRIERS AND BAIT



Metaphor Two



Cultural Barriers



Resource Barriers



Social Barriers



Geographic Barriers



Locate & Remediate

Stick to Established Goals

Focus on Removal of Identified Barriers

Lean on your Responsibility Structure



Problem Three

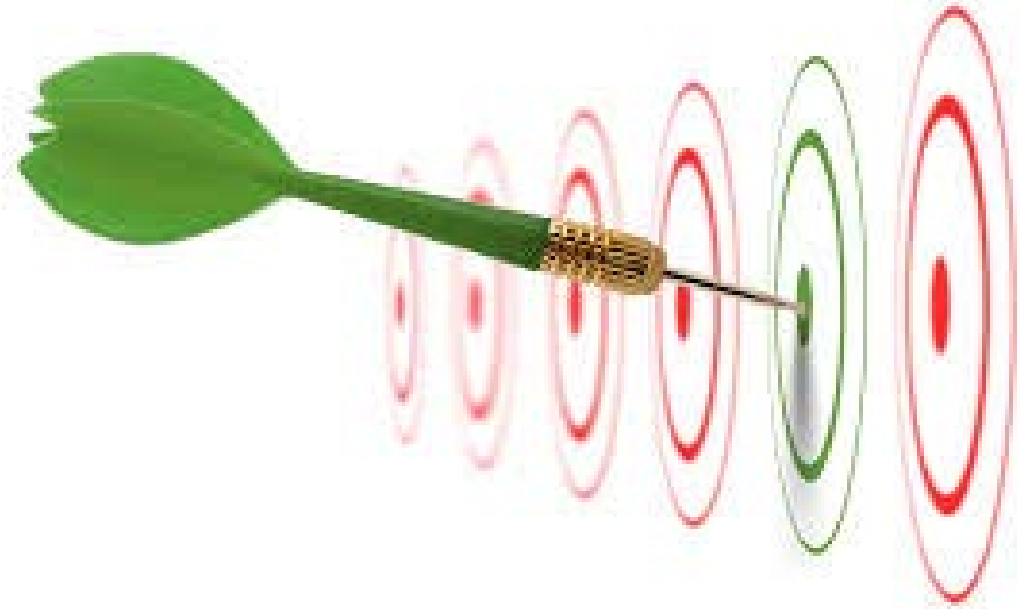
ONE AND DONE



Metaphor Three



Remember
those
goals?



Assessment Strategies



Different goals require different types of assessment.

- Fans
- Hands
- Brand



Black Belt



Ants



New Recipe



The Funny Thing About Diversity...



What Do You Need To Know?

Consumer and Industry Research



Questions?

Thank you!

