

**CRAFT  
BREWERS  
CONFERENCE**  
& BrewExpo America®



#CraftBrewersCon

# **SUCCEEDING AT SAFETY**

***WE DID IT AND YOU CAN TOO!***

**A PANEL DISCUSSION OF BREWERS  
AND SAFETY SPECIALISTS**

11:00AM – 12:30PM

MAY 3, 2022

MINNEAPOLIS, MN

# HOUSEKEEPING



## SUCCEEDING AT SAFETY

***WE DID IT AND YOU CAN TOO!***

- **90 MIN. PRESENTATION**
  - 70 min. discussion
  - 20 min. Q&A
- **SLIDO**
  - Ask Questions, Upvote ↑
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## **MATT STINCHFIELD**

Safety Ambassador

BREWERS ASSOCIATION



## **ABBY FERRI**

Senior Risk Control Consultant

GALLAGHER



## **RACHEL BELL**

Safety Specialist

CANARCHY



## **BRIAN CONFER**

Head Brewer & Co-Owner

STORMCLOUD BREWING CO.



## **JIMMY VALM**

Brewmaster

THOMPSON ISLAND BREWING CO.



## **JEFF MASON**

Plant Manager and HR Manager

SKA BREWING CO.



# **PART 1**

## **WHAT DID SAFETY LOOK LIKE?**



# PART 1

## SAFETY PROGRAM?



## THE EARLY DAYS

Why be concerned for safety?

What was the state of safety?

What was missing?

What did you see as your biggest obstacle to getting started?

How sketchy was it? Examples?



# WHAT DID SAFETY LOOK LIKE?

## What Motivated Safety?

- Compliance Duty
- Cost Control
- Organizational Strength
- Wellness
- Other?

## What was the State of Safety?

- Non-existent
- Safety was a Joke
- Parts Existed
- Parts Participated
- It Waivered good/bad
- Good Intent. Poor Implementation

## What was Missing? Biggest Obstacles?

- Management Direction
- Budget
- Company Policy
- Participation
- Measurability
- Communication
- Compliance with Regs
- Safety Skills

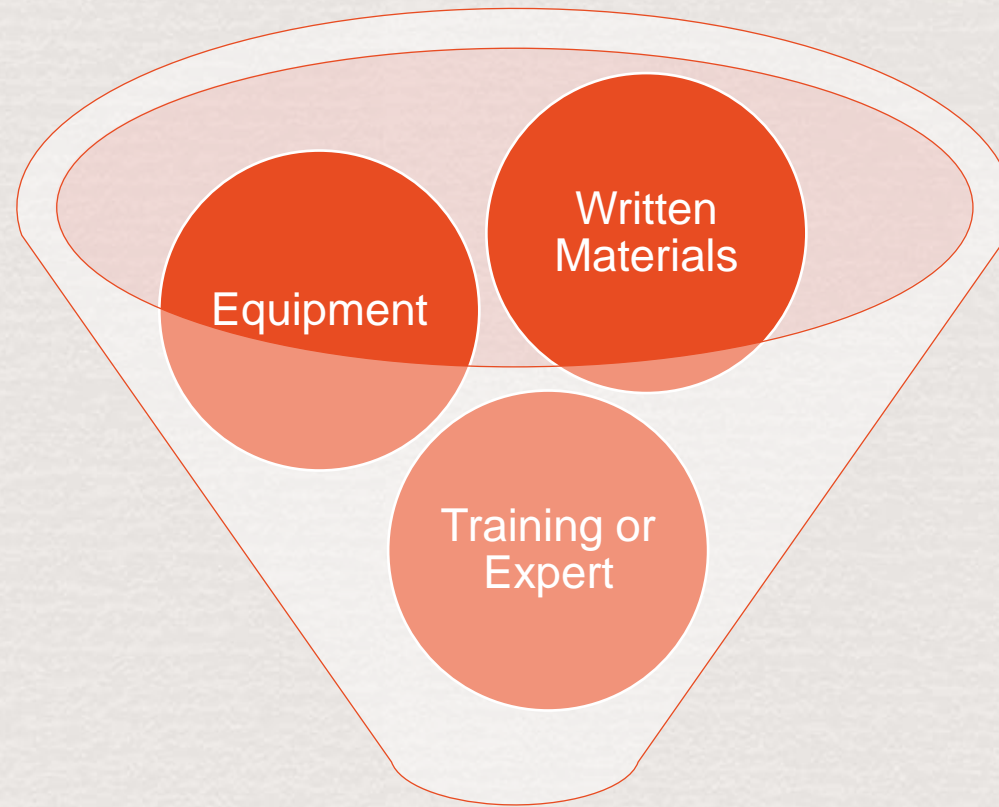


# PART 1

## TYPICAL SAFETY PROGRAM MODEL



## A TYPICAL EARLY VIEW



“Safety” i.e.

Safe Behaviors / Outcomes

### Materials

- Company policy
- Compliance docs

### Equipment

- PPE
- Other

### Expertise

- Lead person
- Safety team
- Training



## Examples: Good and Needing Improvement

- Management Direction
- Company Policy
- Participation
- Measurability
- Communication
- Compliance with Regs
- Safety Skills





## PART 2

# CULTURE AS THE “CRUCIBLE OF CHANGE”\*



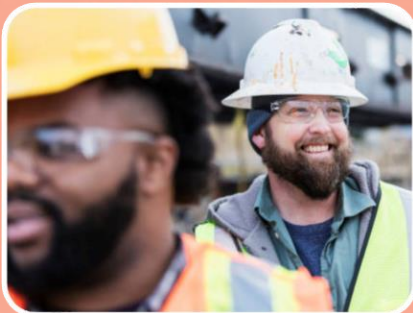
\* *The Alchemy Of Leadership: Transforming Leaden Thinking into the Gold of Wisdom*, Linda Naiman



## **SAFE BEHAVIOR** *OUTCOMES*



## **BELIEFS, VALUES & PERCEPTIONS** *CULTURE*



## **EXPERIENCE & SOCIALIZATION** *CULTURAL PRECURSORS*



# WHAT DID CHANGE LOOK LIKE?

## Was Change Publicized or Insidious?

- Top Down?
- Ground Up?

## Did You “Brand” Your Program?

## How Did You Communicate?

- Mgmt/ownership directives
- Inter-department
- Crew meetings, shift meetings, toolbox talks
- Informal written or electronic
- Formal training, cross-training

## What Were the Difficulties

- Entrenchment, Pushback
- Lack of Direction
- Continued Incidents

## What was the Tipping Point?



## **SETBACKS**

**WHAT DOESN'T DESTROY  
US...**

**OSHA CITATION,  
SERIOUS INJURY,  
PROBLEM EMPLOYEE(S),  
MORE?**



# CULTURAL PRECURSORS



**Management**



**Communication**



**Accountability**



**Inclusivity**



**Competence**

**Principal Culture Drivers – These Exemplify *Experience* and *Socialization***



# YOU CAN DO IT!

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