

**CRAFT
BREWERS
CONFERENCE**
& BrewExpo America®

The Burden of Burnout

Where to Start to Combat and Prevent It



#CraftBrewersCon



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Overview

- What burnout is and why it is important
- Craft beer pulse survey results
- How to recognize burnout
- How burnout impacts an individual's body
- How to prevent, recognize, and combat burnout as a leader
- Ways to combat burnout as an individual
- Questions



What is burnout?

A state of mental and physical exhaustion due to extreme chronic stress.



What is burnout?

Burnout is a syndrome conceptualized as resulting from chronic workplace stress that has not been successfully managed. It is characterized by three dimensions:

- feelings of energy depletion or exhaustion
- increased mental distance from one's job, or feelings of negativism or cynicism related to one's job
- reduced professional efficacy

Why is understanding burnout important?

- As an employer, you are charged with the wellbeing of your teams
- Not addressing burnout affects the mental and physical health of your employees, and hurts morale
- Not addressing burnout hurts your bottom line
 - Burnout leads to turnover, which costs \$\$\$
 - Burnout leads to lower productivity, which costs \$\$\$
 - Burnout leads to increases in absenteeism, which costs \$\$\$
 - Burnout increases accident risk

Craft Beer Burnout Survey

March 2022

- Infinite Ingredient conducted a 100% anonymous survey to get a pulse on burnout in the craft beer industry
- 388 Participants from 42 states across the U.S.

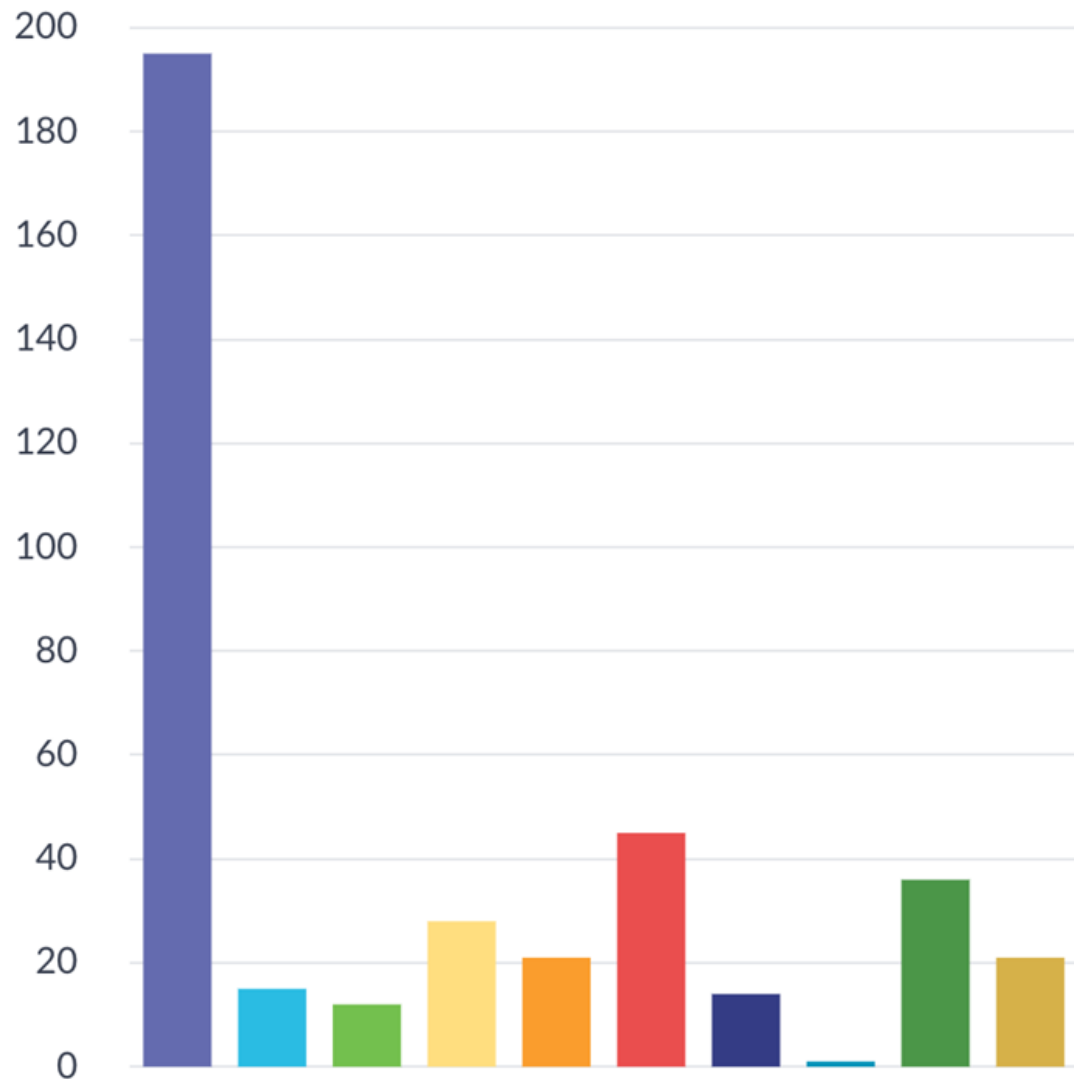
Craft Beer Burnout Survey Methodology

- Maslach Burnout Inventory
- Consists of 22 questions across 3 categories
 - Occupational Exhaustion
 - Depersonalization/Loss of Empathy
 - Personal Accomplishment

Survey Demographics

- 60% Male
- 30% Female
- 5% Non-binary, Transgender, Prefer to self-describe
- 74% Straight/Heterosexual
- 23% LGBTQIA+
- 84% White
- 9% Black, Indigenous, Person of Color

Role



Choice	Total
Brewer/Cellarperson	195
Sales Team	45
Owner	36
Taproom Staff	28
Administrative	21
Taproom Manager	21
Packaging	15
Marketing Team	14
Lab	12
Brand Ambassador	1



Craft Beer Burnout Survey Results

Occupational Exhaustion (EE)

33.9

EE < 17	EE 18-29	EE > 30
Low	Moderate	High

Depersonalization/ Loss of Empathy (DP)

13.2

DP < 5	DP 6-11	DP > 12
Low	Moderate	High

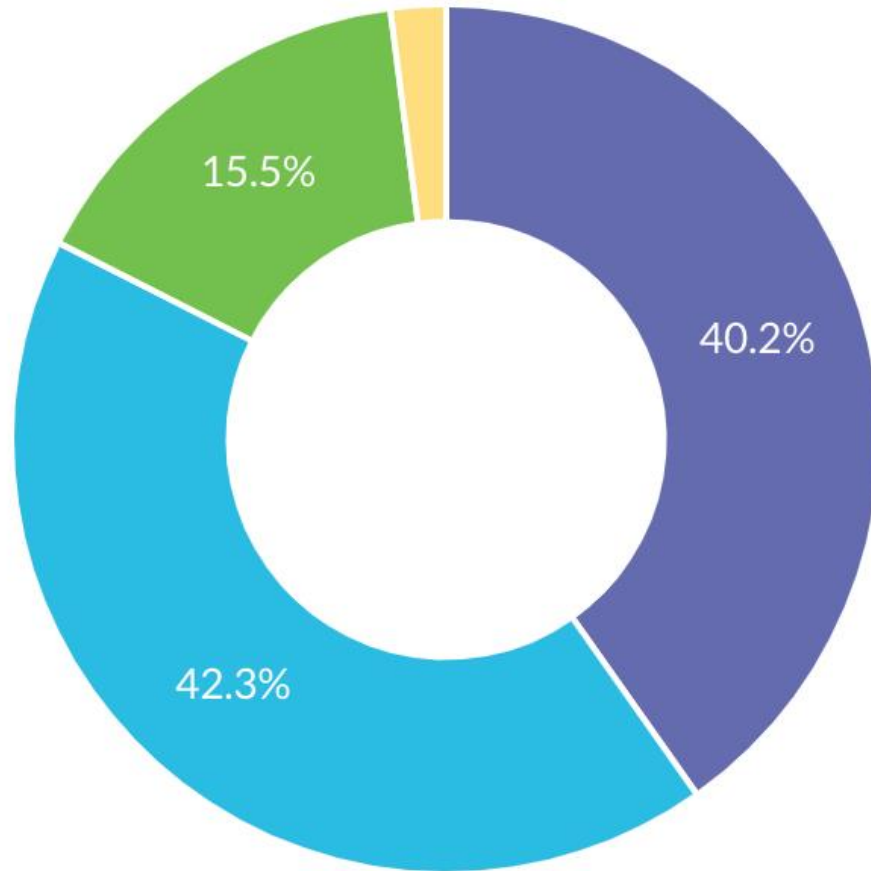
Personal Accomplishment (PA)

26.4

PA < 33	PA 34-39	PA > 40
Low	Moderate	High

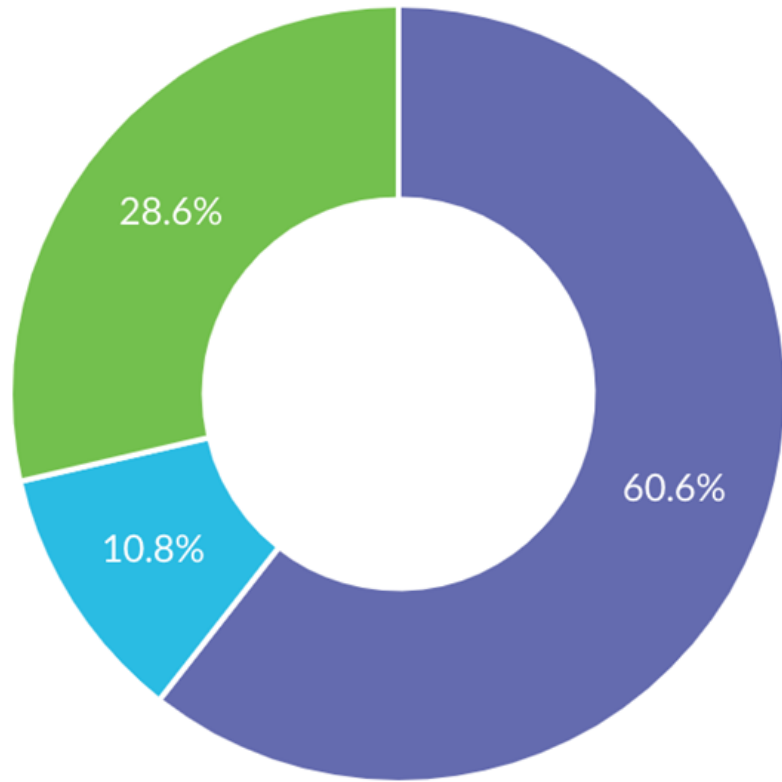
Average across all 388 responses = severe degree of burnout across all 3 categories

I feel burned out.



Choice	Total
● Completely	156
● Sometimes	164
● Every once in a while	60
● Never	8

If I had access to mental health resources that were available at no cost to me, such as counseling and work/life coaching, I would use them.



Choice	Total
● Yes	235
● No	42
● Maybe	111

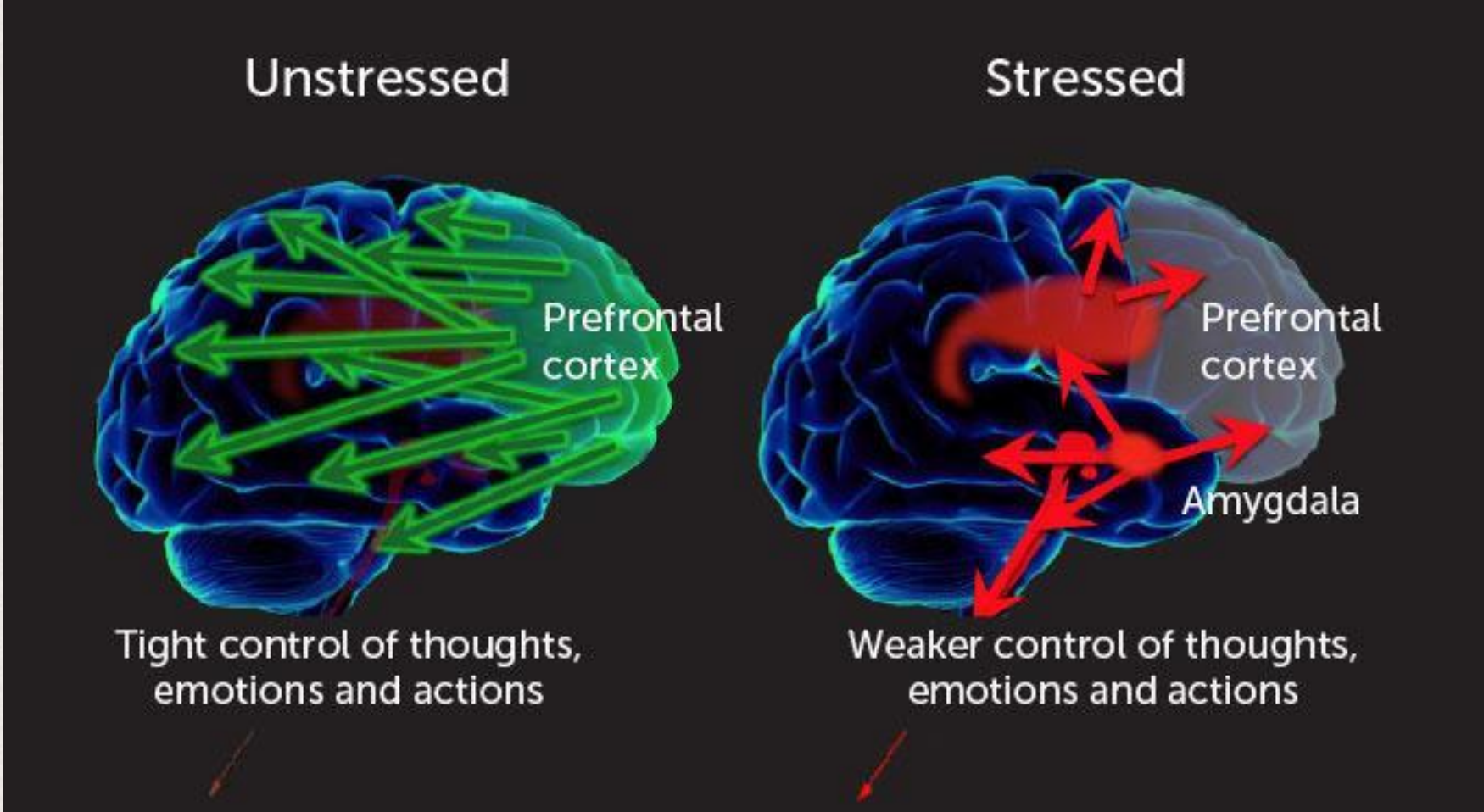
How to recognize burnout: common signs (individual)

- Anxiety, worsening of anxiety
- Headaches
- Lack of sleep
- Fatigue
- Increased risk of depression, worsening of depression
- Loss of purpose
- An increasingly cynical outlook on life
- Isolation
- Chemical/substance use concerns

How to recognize burnout: common signs (at work)

- Reduced performance and productivity
- Absenteeism
- An increasingly cynical outlook on work
- Quickness to anger
- Emotional numbness
- Apathy

How stress impacts your brain



How burnout impacts the body

- Chronic fatigue
- Lowered immunity, frequent illness
- Forgetfulness/impaired concentration & attention
- Loss of appetite/overeating
- Shortness of breath
- Gastrointestinal issues
- Dizziness/fainting
- Anxiety
- Anxiety attacks & panic attacks
- Depression
- Insomnia

How burnout impacts the body

Left unchecked burnout increases risk of:

- Heart disease
- High blood pressure
- Stroke
- Heart attack
- Type-II Diabetes
- Severe depression
- Hospitalization due to mental and cardiovascular disorders
- Alcohol or substance misuse



How to combat burnout

First and foremost: recognize it, and name it!



Who is responsible for burnout?

- Burnout is exclusively an occupational phenomenon, which means that employers have control over whether or not the workplace environment is producing burnout
- According to the American Medical Association, “...burnout is related to stressors within the environment rather than weakness on the part of susceptible individuals.”



How to combat burnout as a leader - recognize

- Be on the lookout for:
 - absenteeism/increased absenteeism
 - decline in quality of work
 - decline in productivity
 - an increasingly cynical outlook on work
 - quickness to anger
 - emotional numbness
 - apathy
- Check in on employee stress levels, what is driving it?

How to combat burnout as a leader - prevent

- Clear designation of roles and responsibilities
- Accountability across the organization
- Clear time off policy (beware of the unlimited PTO trap)
- Develop job resources including training, clear pathways for learning and professional development
- Provide a safe work environment (both physical and psychological)

How to combat burnout as a leader - be proactive

- Know your strengths and weaknesses
- Take accountability for burnout among your teams and across your organization
- Evaluate workloads—are they realistic? Sustainable?
- Have staffing plans—at what point do you need to hire additional people?
- Create clear working hours and stick to them to avoid the ‘always-on’ expectation – lead by example

How to combat burnout as an individual

Physical

- Sleep
- Exercise
- Hydration
- Mindfulness

Psychological & Emotional

- Make the most of off time
- Maintain strong social connections inside & outside of work
- Get support from a mental health professional or coach

Professional

- Speak up!
- Ask for support
- Check in about what resources the company has available to you

Be kind to yourself!

We all have a lot of work to do as we work through how difficult the past two years have been with the pandemic.



THANK YOU!

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