



Developing a Diverse Employment Pipeline

WHAT GOES IN, COMES OUT



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THE BUSINESS CASE FOR DIVERSITY

WHAT THE RESEARCH TELLS US

If You're Not Leading, You're Lagging

Companies in the bottom quartile for both gender and ethnic/cultural diversity are 29% less likely to achieve above-average profitability than other companies.

Source: McKinsey & Company



PIPELINE DEVELOPMENT

FOUR STRATEGIES FOR SUCCESS

INCLUSIVE JOB ANNOUNCEMENTS

- RETHINK YOUR HIRING **GOALS**
- COMMUNICATE YOUR **CULTURE**
- AVOID BIASING **LANGUAGE**
- ANTICIPATE **BARRIERS**

A Sample from Crafted For All

DESIRED QUALIFICATIONS

A successful candidate will be a strong written communicator with an eye for detail and a knack for catching typos (as I am prone to making them). The work will be engaging for a fearless multitasker who greets unfamiliar challenges with an “I’ll figure it out” attitude. A demonstrated commitment to and passion for social justice is a must.

YES! YOU SHOULD STILL APPLY IF...

- you don’t have a lot of formal education. The right skills and the desire to learn are more important.
- you don’t have prior experience in the craft beverage industry. It would be my pleasure to introduce you to this vibrant space.
- if you have been formerly incarcerated. Your past circumstances don’t dictate your future potential.
- you require flexible working hours. I can accommodate your needs.
- you think you are “sort of” qualified but not 100% qualified. Don’t sell yourself short!

DEVELOP AN EMPLOYER BRAND

Job seekers, more than ever, expect to be able to find information about what it's like to work for your information online.

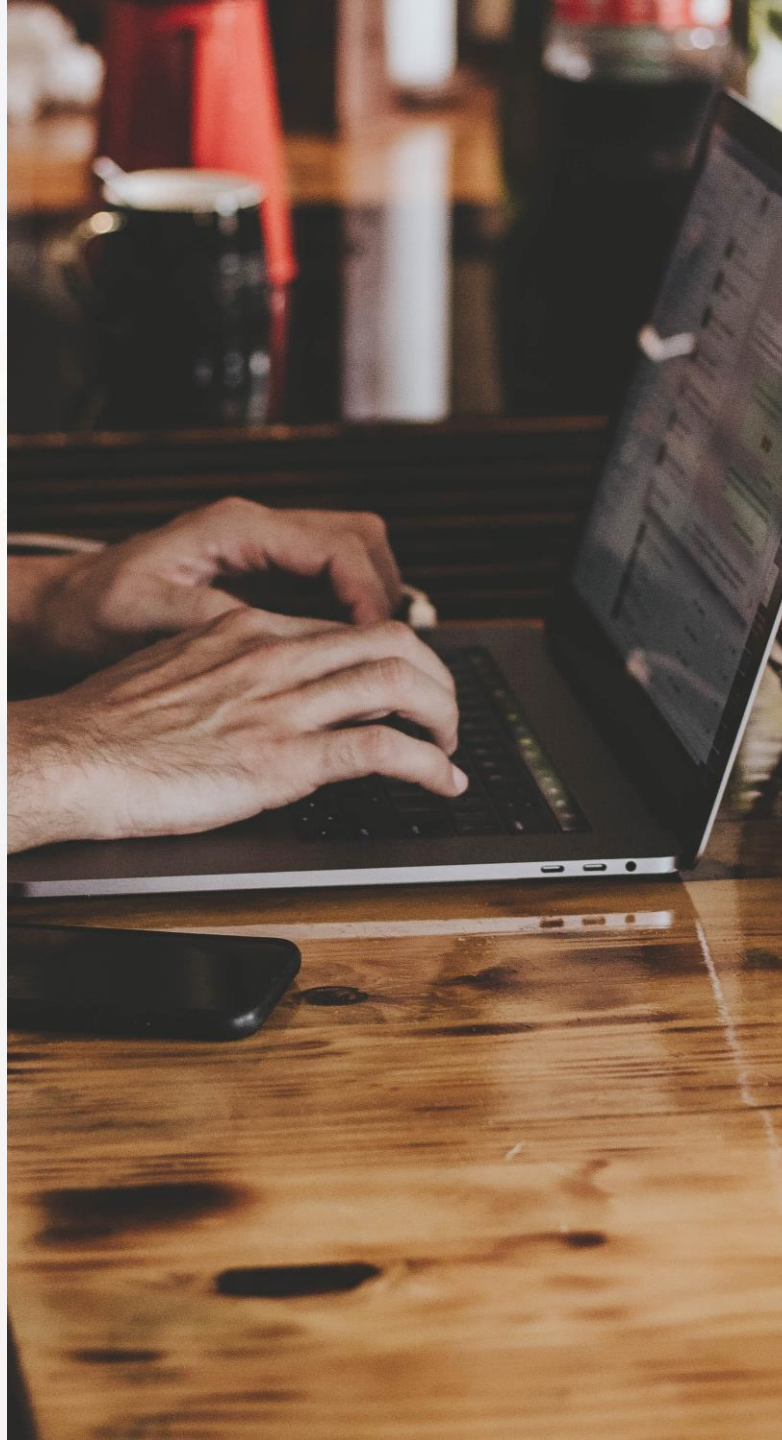


Strategies to Test

- Provide Evergreen Information (not just when you are hiring)
- Use your Social Media Platforms
- Involve Current Employees

STRATEGIC ANNOUNCEMENT PLACEMENT

Get more eyes
on your job
announcements!



Strategies to Test

- Social Media Communities & Influencers
- Neighborhood & Community Listservs
- Educational Programs (not just brewing!)
- Events & Appearances

PRODUCTIVE PARTNERSHIP



- WORKFORCE DEVELOPMENT AGENCIES
- COMMUNITY NONPROFITS
- TRAINING & EDUCATIONAL INSTITUTIONS
- VALUES ALIGNED FEEDERS

Ditch the **Deficit Mindset**, Use Asset-Based Thinking



Hire for **Culture Growth**, Not Culture Fit



Be Prepared to **Do the Work**. The ROI is Worth It!





THANKS!

Questions?