





Mental Health In The Brewery: Crafting A Culture That Cares

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Session Goals

- Recognize common signs of **stress, burnout, and mental health challenges** in brewery settings.
- Learn a **practical framework for checking in** with a coworker.
- Understand how leaders and coworkers can create a culture where people feel comfortable **asking for help**.
- Identify **available supports and when to encourage professional resources**.



We All Are Bringing Something Today

Raise Your Hand!

Which of the following *contributes most to stress* at your brewery?

Staffing shortages	Long shifts/physical demands	High production demands	Customer expectations	Work-life balance	Team dynamics or workplace relationships	Something else not listed



A voice from the field

What are some unique stressors you see in brewery operations that people outside the industry may not realize?





Why does mental health matter to the team?

- Mental health challenges rarely stay isolated to **just one person**.
- Impacts can include:
  - Increased mistakes
  - Safety concerns
  - Communication breakdowns
  - Absenteeism
  - Team conflict
  - Lower morale

Self-Reflection



- **Think of the best team or crew you've ever worked with. What made it feel so supportive?**
- Take a few seconds and share your answer with a neighbor.



A voice from the field

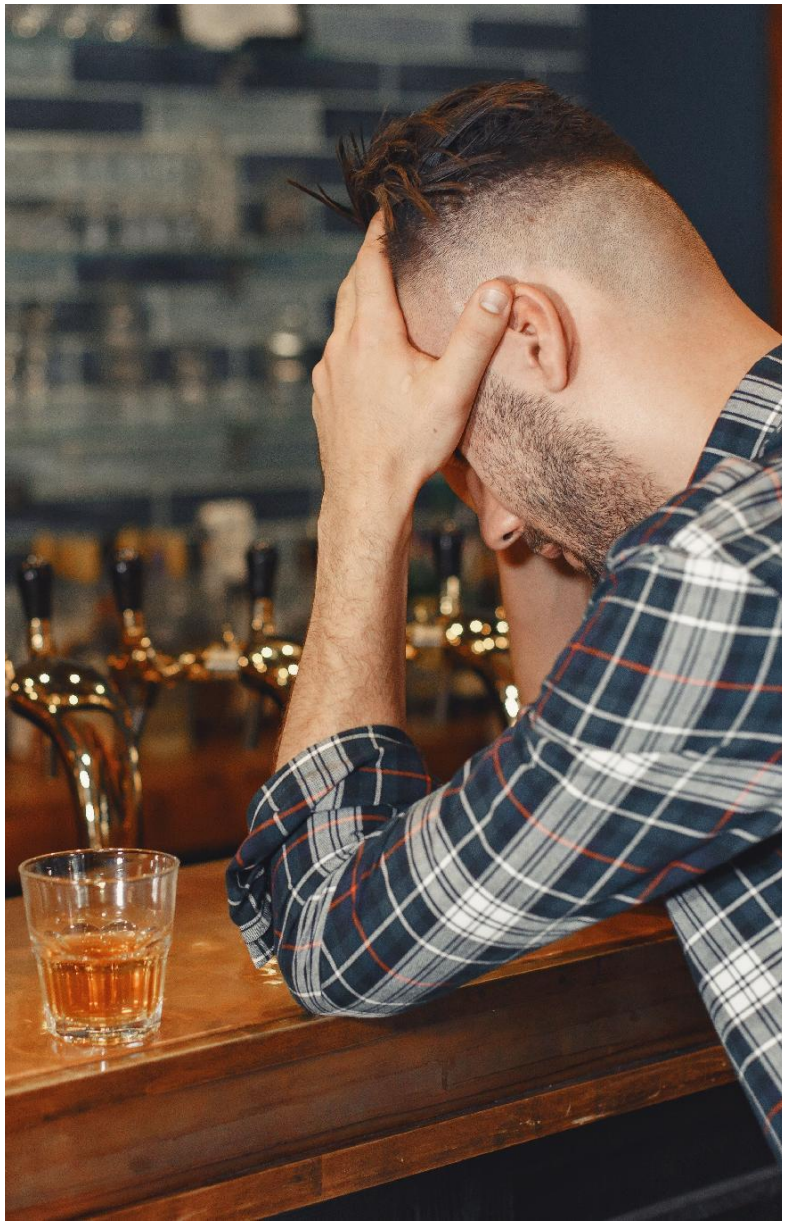
How does mental wellbeing impact quality, safety, and teamwork in brewing operations?

How To Know When Someone Is Struggling

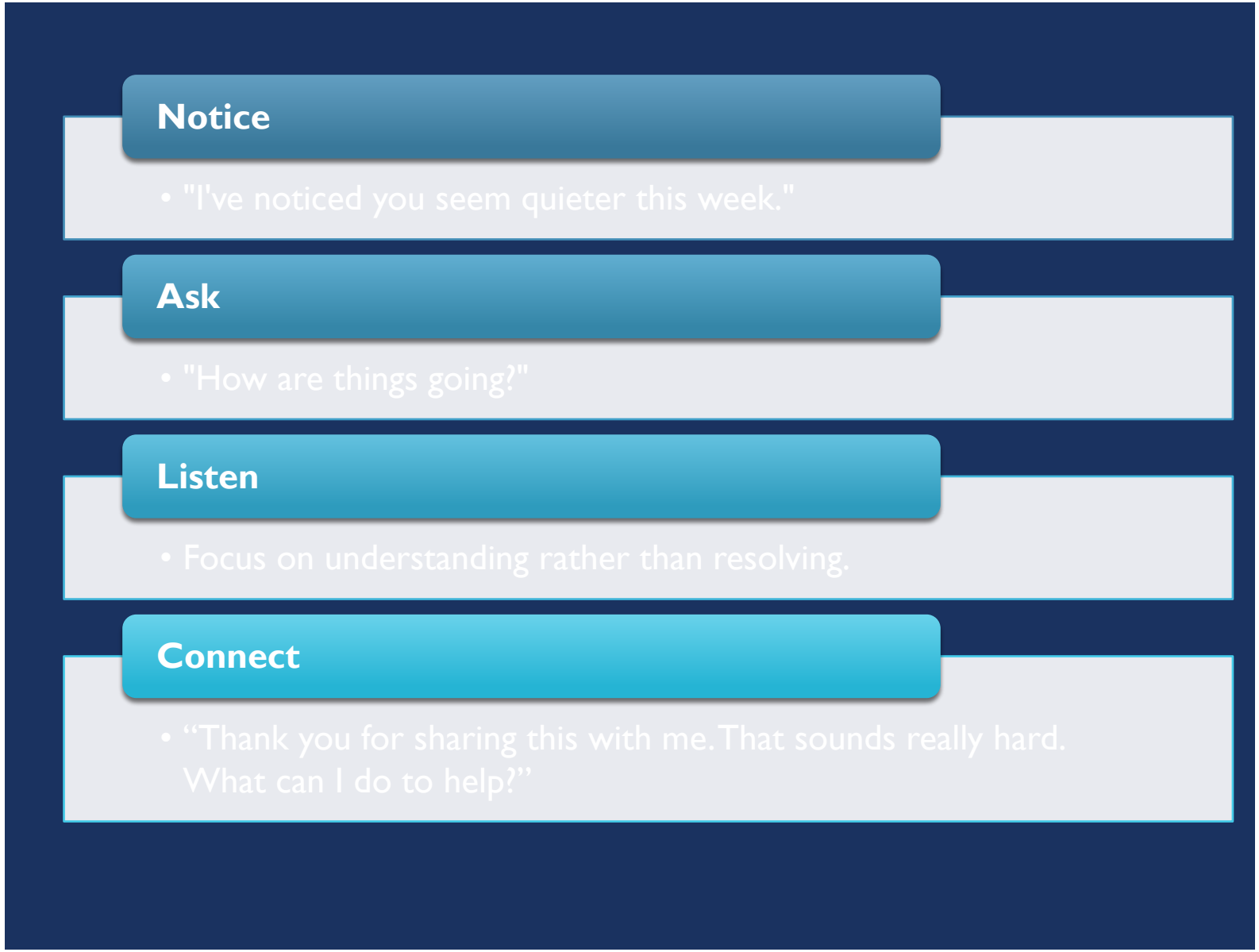
Increased irritability	Isolation or withdrawal	More mistakes than usual	Fatigue
Missed deadlines	Increased conflict	Changes in attendance	"Not seeming like themselves"

What keeps someone from speaking up when they are struggling?

- Don't want to be judged
- Don't want to burden coworkers
- Think they should handle it themselves
- Don’t think it’s a big deal
- Fear job consequences
- Not sure where to get help
- Something else?



The Connection Framework



Which response is more helpful?

"You'll be fine. Everyone's stressed."

"That sounds really difficult. Want to talk more about it?"

Which response is more helpful?

"How do you not know how to do___ by now?"

"Let's walk through it together. Everyone learns this at their own pace."

Which response is more helpful?

"It's our busy season. Just push through!"

"I hear you. Work feels like a lot right now."

A voice from the field

Can you tell us about a time when a simple check in helped someone on your team?

What felt natural to say or ask? What lessons did you learn?



What helps create a workplace where asking for help feels normal and safe?

Turn To A Partner & Share

What is one thing that makes it **harder** for people to speak up?

What is one thing that makes it **easier**?





For Brewery Leaders

- Talk openly about stress
- Normalize asking for help
- Check in regularly (individually and as a team)
- Model healthy boundaries





For Colleagues

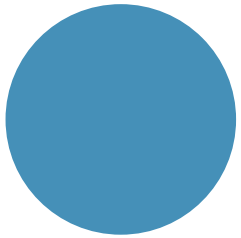
- Notice changes in others
- Reach out early and often
- Avoid workplace gossip
- Follow up with your colleague



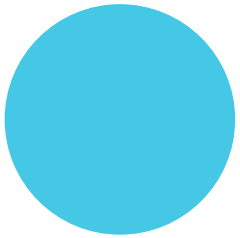
A voice from the field

What are realistic ways brewery leaders can model that it's okay to ask for help?

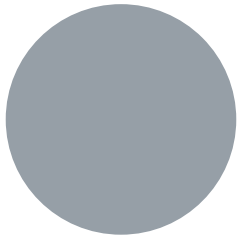
Knowing When Someone Might Need More Support



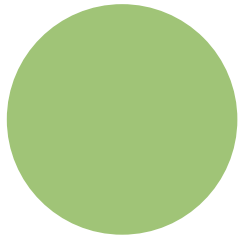
STRESS IS LASTING FOR WEEKS



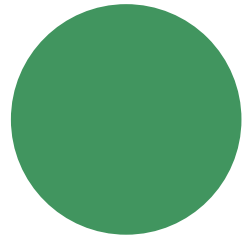
PERFORMANCE OR SAFETY IS AFFECTED



SOMEONE FEELS CONSTANTLY OVERWHELMED



SUBSTANCE USE CONCERNS ARISE



EXPRESSIONS OF HOPELESSNESS OR SIGNIFICANT DISTRESS









How An EAP Can Help Your Workforce

An Employee Assistance Program (EAP) can help provide:

- Counseling
- Crisis resources
- Management/supervisor support & guidance
- Financial wellness support
- Legal referrals
- Community resource referrals
- Support navigating complicated personal issues

Small Conversations Matter

You don't need to have the perfect words.

In most cases, people want to be noticed and cared about.

Sometimes all it takes is a simple check-in.

Listening to understand versus to respond can make an impact.

One Small Shift

- When things get hard, what do you want to remember about today?
- **What's one small action you can take in the next week to help create a culture where people look out for one another?**



Terry's Final Thoughts

If everyone in this room did one thing differently after today, what would make the biggest impact?



Next Steps & Questions

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