



2021 WINTER MEMBERS CONFERENCE

What is Employee Retention and How to Implement Best Practices at Your Brewery

Friday, December 3



ETP Program

ETP Program Link:

<https://etp.ca.gov/program-overview/>



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CONFERENCE DECEMBER 1-3**

Key Takeaways: Retention Best Practices

- **Start retaining employees before you hire them**
 - Recruiting, onboarding
- **Gather employee ideas and insights** on a regular basis
 - “stay interviews” vs. an exit interview
 - Get to know your employees, learn what interest they have outside the brewery.
- **Provide plenty of employee recognition**
 - We have a program at RRBC called “Cheers” – it is a peer-recognition program
- **Update your compensation plan** regularly to make sure you are competitive



Key Takeaways: Retention Best Practices

- **Provide career and employee development programs**
 - Have a plan for each employee
- **Review employee benefits and perks regularly**
 - Examples:
 - Provide an educational fund, access to health apps, host health and wellness activities like yoga, check in with employees
 - Celebrate birthdays and/or work anniversaries with low-cost gifts.
 - Plan an off-site outing for staff
 - Happy hour once a month
 - Company wide homebrew contests

