

# Want to Improve Organizational Culture?

Tell Better Stories

With An Effective Communication Strategy



# “DR. J” JACKSON-BECKHAM

Equity & Inclusion Partner

**BREWERS ASSOCIATION**

Founder & Principal

**CRAFTED FOR ALL, LLC**

Founder & Executive Director

**CRAFT x EDU**

Board Work

**SAFE BARS | MICHAEL JAMES JACKSON  
FOUNDATION FOR BREWING AND  
DISTILLING**





# Pedagogy

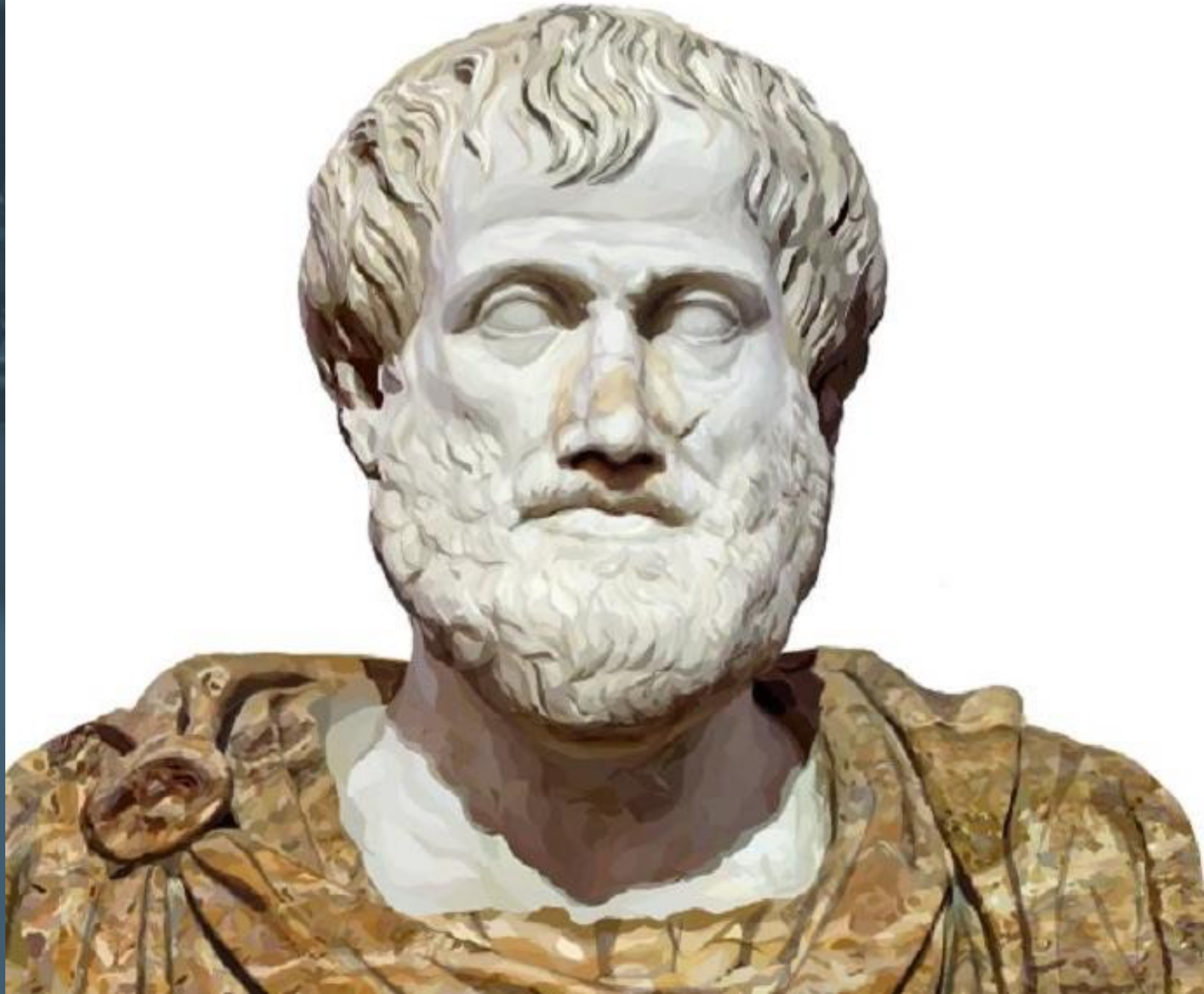
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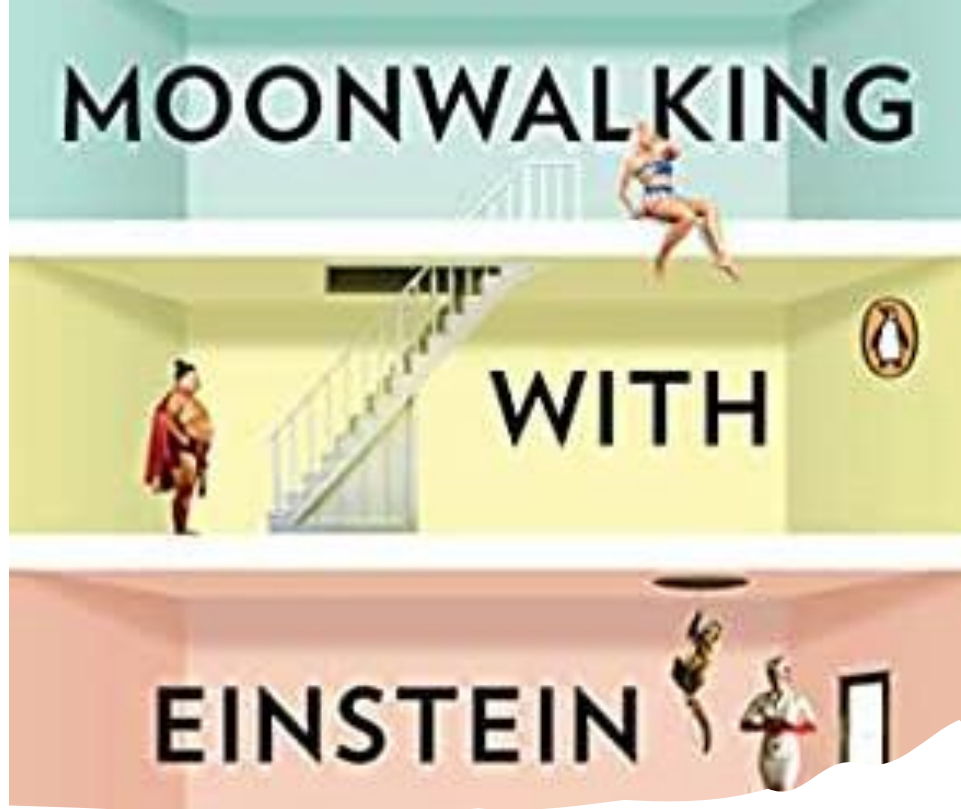
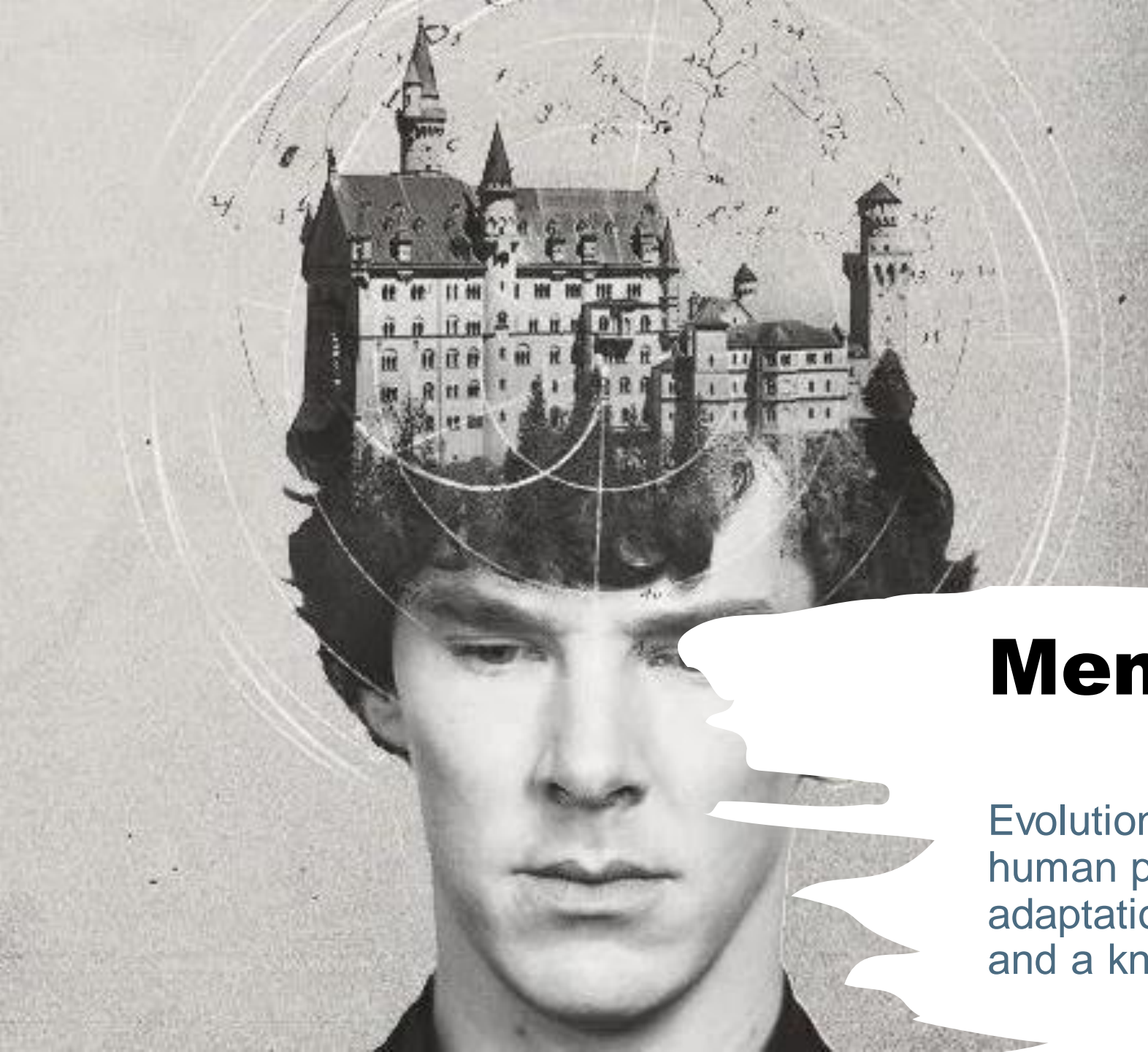
The Theory and Practice of  
Learning



# Human Being are Rational Creatures

The Basis of  
Western Thought  
from the Greeks to  
The Enlightenment





## Memory Palace

Evolutionary psychologists suggest that human perception is a function of adaptation. Excellent spatial awareness and a knack for sequence made us "fit."

# An "Irrational" List

Let's visit your home.





**Human Beings Are Not Fundamentally Rational Creatures.  
Human Beings are Fundamentally **Storytelling** Creatures.**

# What is a Story?

A narrative including a sequence of events (time) that occurs in one or more settings (space) to which we attach **meaning**.

*“And then...”*

- Neil Gaiman





# Organizational Culture

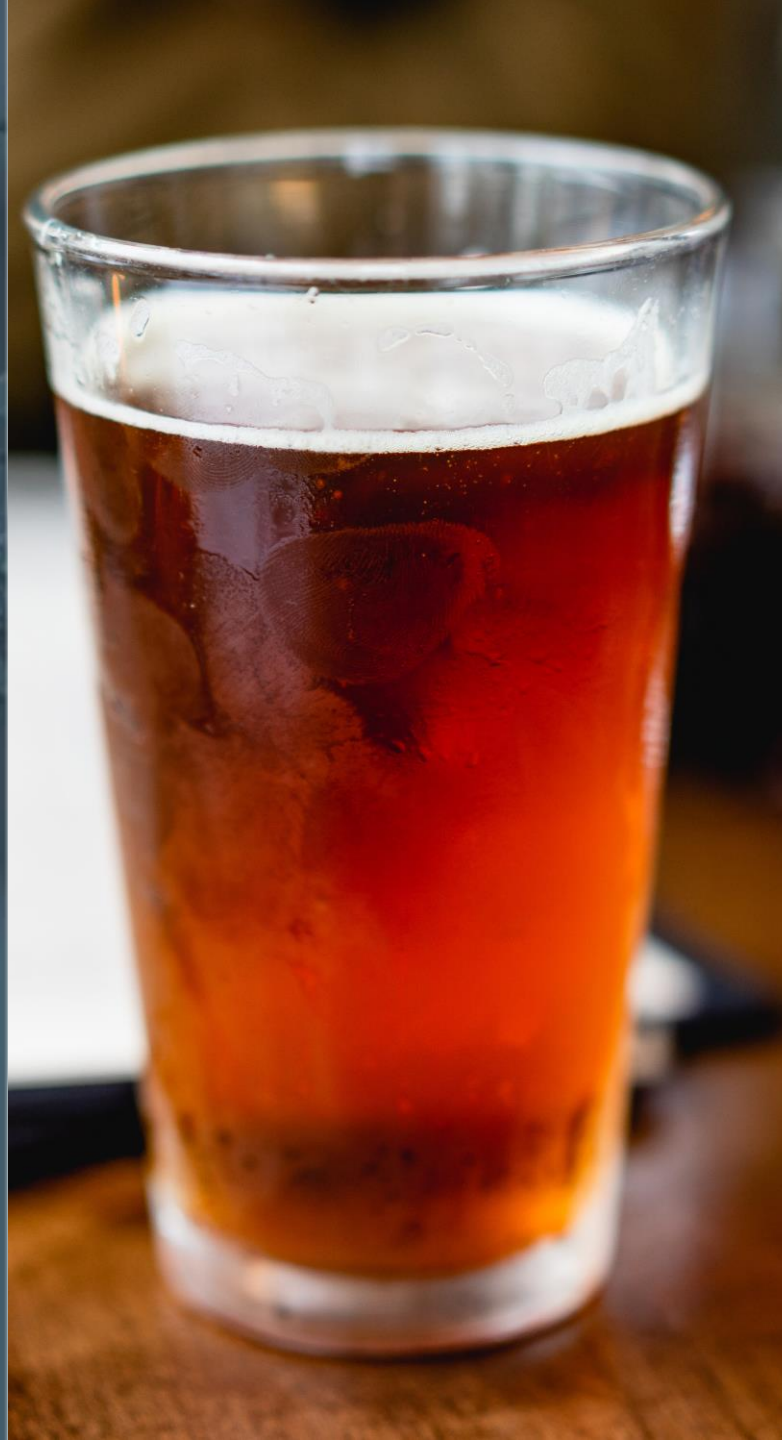
“On average, millennials would be willing to give up \$7,600 in salary every year to work at a job that provided a better environment for them.”

*Forbes, 2020*



## Rational Approach to Organizational Culture

- Policies
- Statements
- Professional Development



## Storytelling Approach to Organizational Culture

- Audience Awareness
- Great storytellers
- Diverse delivery
- Expectation Management
- Controlled Crisis



# Audience Awareness

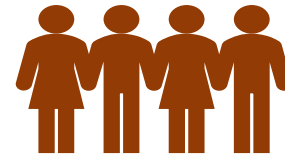


## Internal Communications

Team Members

Investors

Other stakeholders



## External Communications

Customers

Suppliers and Partners

Community Members

I am from America.

That is good because I am not from there.

Egypt, from the American tribe!

You are courageous for coming forward.

Tell us all here, are you strong?

Yes, I am!

And confident too?

(Nods)

What makes you strong, young one?

My love for others.

**LOVE FOR OTHERS!**

That is a great answer. You bring such honor to your tribe. Wakanda Forever!

**WAKANDA FOREVER!**



# Strategies: Reaching Audiences



Don't wait!



Something is better than nothing.



Engage in **internal** and **external** storytelling and align the messages.



Put audiences in the story.

Relatable perspectives and voices  
Relatable places and scenarios  
Relatable stakes



Give audiences agency.



**The Storyteller MATTERS!**

# The Three Cs of Effective Storytellers



## Confidence

Exposure and repetition



## Competence

Knowledge and skill



## Credibility

Are you worthy?



**The Storytelling MATTERS!**



# Storytelling About Organizational Culture

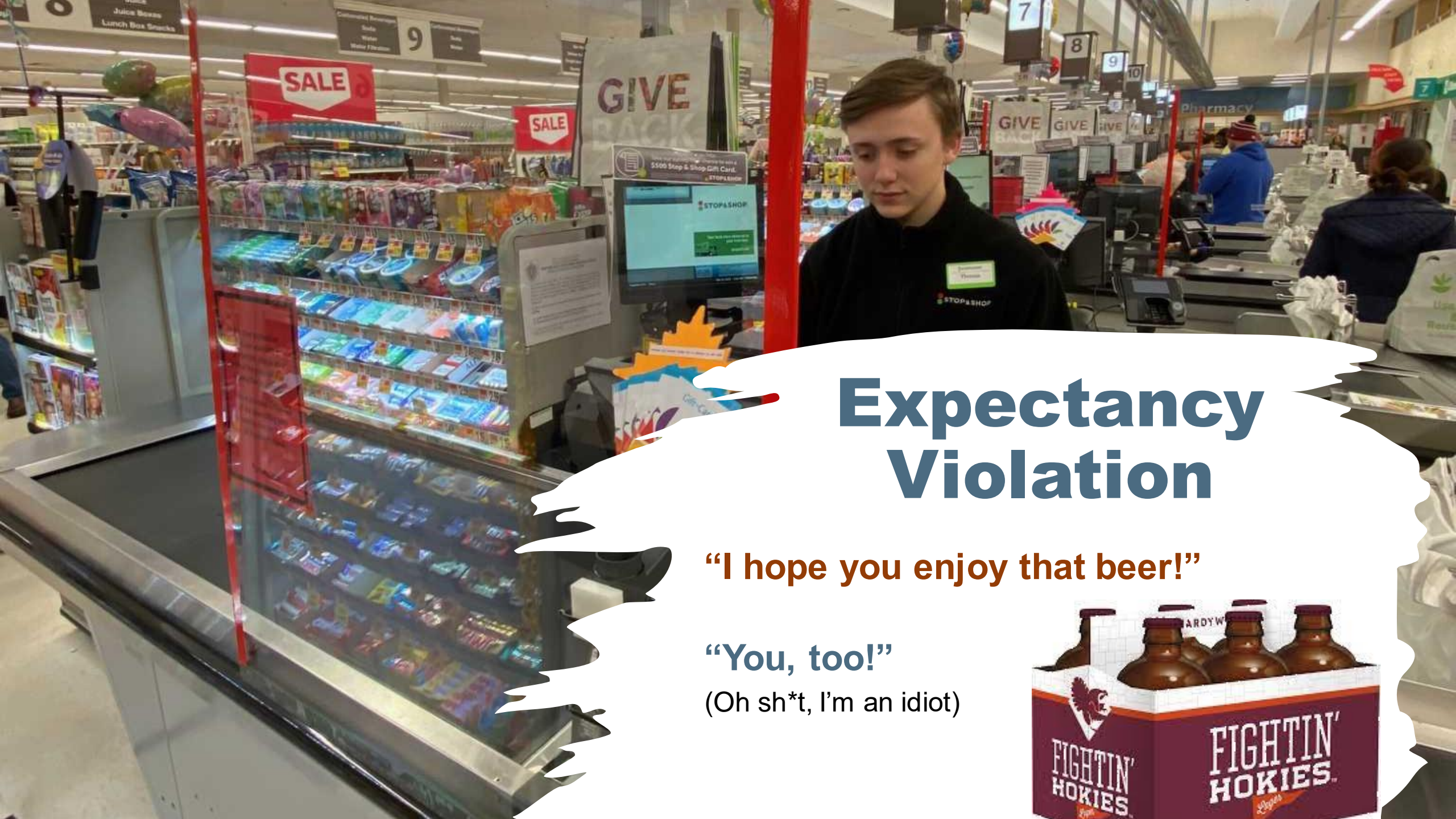
- **Curate:** Thoughtfully select and distribute stories of interest that are related to your culture. Curation often entails making the connections between seemingly disparate stories for your audiences.
- **Educate:** Educate your audiences about a topic, policy, or concept related to you culture. Education often entails taking a leadership role and communicating your commitment.
- **Amplify:** Amplify the voices of underrepresented or marginalized individuals in your community or on your team. Amplification is about stepping aside and allowing those with unique perspectives to speak in their own words.
- **Challenge:** Encourage your audiences to confront assumptions and preconceived notions. Challenging often pushes your audiences to think, grow, or change in attainable ways.
- **Celebrate:** Individuals, communities, ideas, accomplishments, cultural observances, and more!.
- **Donate:** Donate content to a platform or publication. Donation allows you to leverage your resources to expand relationships inside and outside of the organization.



# Organizational Storytelling Strategy

	Confidence	Competence	Credibility
Curate			
Educate			
Amplify			
Challenge			
Celebrate			
Donate			





# Expectancy Violation

“I hope you enjoy that beer!”

“You, too!”  
(Oh sh\*t, I’m an idiot)





**In the absence  
of good stories,  
people will tell  
their own.**

Fact: We are all our own (s)heroes

# Stages of crisis management

## PRE-CRISIS

Develop and practice ways to respond to various crisis scenarios

Identify risks and plan for ways to minimize those risks

Establish monitoring or early warning systems

Develop crisis response plan

Identify someone to act as a crisis manager

## CRISIS RESPONSE

Execute the organization's crisis response plan

Convene crisis management team

Crisis manager communicates with employees and the public



## POST-CRISIS

Review, adjust and update response plan for the future

Crisis manager continues to meet with crisis management team

Revisit crisis response plan to evaluate and revise if needed

# Let's Build Inclusive, Equitable, and Just Workplaces

ADDITIONAL RESOURCES FROM THE BA



**CRAFT  
BREWERS  
CONFERENCE<sup>®</sup>**

**& BrewExpo America<sup>®</sup>**

**MAY 2-5, 2022**

**MINNEAPOLIS**

**REGISTRATION IS**

**OPEN**





THRIVE

CONFERENCE

# THRIVE at CBC

Your roadmap to a CBC experience that fosters safe, inclusive, and equitable cultures where everyone in the craft brewing community can thrive.



# The Resource Hub

Find a Brewery Find a Supplier Forum News Who We Are Join the BA Account

**BA** BREWERS ASSOCIATION For Small & Independent Craft Brewers

Membership Stats and Data Education Programs Government Affairs The New Brewer RESOURCE HUB

## RESOURCE HUB

### Diversity

Cultivating diversity isn't merely a feel-good effort; it is an increasingly important key to success in the craft beer community. The diversity best practices resources found below provide expert guidance to those businesses who wish to invest in diversity and inclusion, but may not know where to start.

Forum > Ambassador > Committee >

**FILTER RESULTS**

All  Presentations  Educational Publications  Articles  The New Brewer Refine Results

Displaying results 1-10 of 36 1 2 3 4 Next >

**Educational Publications**

#### 'We Welcome Everyone' Poster

Help build an inclusive and diverse craft beer community by posting these free "Welcome All" signs in your window and throughout your business. [Read More >](#)

**Playlists**

#### Diversity Best Practices

January 9, 2019

The diversity best practices resources provide expert guidance to those who want to invest in diversity and inclusion, but may not know where to start. [Read More >](#)

Find a Brewery Find a Supplier Forum News Who We Are Join the BA Account

Membership Stats and Data Education Programs Government Affairs The New Brewer RESOURCE HUB

### Industry Updates

#### How To Have More Inclusive and Effective Meetings

March 8, 2022

"This meeting could have been an email." You've probably seen this meme if you spend time on social media. It references a fact that has only become more apparent since more and more of us are engaging in remote work. Meetings ... [Read More >](#)

**2022 CRAFT BREWING GROWTH TRENDS** [LEARN MORE](#) **Arryved**

### Seminar

#### Economics of Equity: Why Evolving Your Consumer Base Makes Sense and Cents

**Member Exclusive**

Craft Brewers Conference 2021 - Denver, Colorado  
**Speaker(s):** Denise Ford Sawadogo, Trance Watts

Increasing diversity and fostering inclusion with the craft beer community is essential today. As one brewery owner said, "a business model that relies solely on meeting the needs of the 'status quo' consumer is bound to fail." This presentation will ... [Read More >](#)

### Seminar

#### Exploring Untapped Sources for Future Employees, Ambassadors, and Collaborators

**Member Exclusive**

Craft Brewers Conference 2021 - Denver, Colorado  
**Speaker(s):** Sarah Perez, Ashlie Randolph

Your brewery has made a commitment to diversifying its talent pool, but you aren't sure where to find potential hires with a different background than our own. Not to mention, the thought of posting yet another ad on a recruitment ... [Read More >](#)

### Seminar

#### The Unthinkable Has Happened: Finding Your Way After Harassment, Discrimination, or Abuse Has Changed Everything



# DEI Best Practices



DIVERSITY AND INCLUSION FOR  
SMALL AND INDEPENDENT BREWERS



## Laying the Groundwork

The first resource in a five-part series



DIVERSITY AND INCLUSION FOR  
SMALL AND INDEPENDENT BREWERIES



## Best Practices for Implementing Diversity and Inclusion: Diversifying Your Fans

The second resource in a five-part series

DIVERSITY AND INCLUSION FOR  
SMALL AND INDEPENDENT BREWERIES



## Assessing Your Efforts

The fifth resource in a five-part series



# Conversation on BA Forum

[BA FORUM HOME](#) > [DIVERSITY, EQUITY AND INCLUSION](#)

BOARDS:

[Allied Trade](#) // [Brewery in Planning](#) // [Brewery Operations](#) // [Brewpub](#) // [CBC Online](#) // [Diversity, Equity and Inclusion](#) // [Engineering](#) // [Equipment For Sale/Needed](#) // [Guilds](#) // [Industry News & Events](#) // [Ingredients](#) // [Jobs](#) // [Recent News](#) // [Safety](#) // [Sustainability](#) // [Taproom](#) // [Technical Brewing](#)

Sponsored By:






## DIVERSITY, EQUITY AND INCLUSION

[Subscribe](#)

[Start A Topic](#)



TOPIC	ACTIVITY	LATEST POST
 <b>Diversity and Inclusion Events Grants</b> started by: <a href="#">J. Nikol Jackson-Beckham</a> , Fri, Jan 29 at 10:46 am 	Replies: 4 Participants: 3	3 days, 19 hours ago
 <b>Scholarship, Internship, and Mentorship Programs</b> started by: <a href="#">J. Nikol Jackson-Beckham</a> , Fri, Jan 29 at 10:36 am	Replies: 2 Participants: 3	2 weeks, 3 days ago
 <b>Call For Mentors: Brewers Association Mentorship Program</b> started by: <a href="#">J. Nikol Jackson-Beckham</a> , Fri, Jan 29 at 10:40 am	Replies: 0 Participants: 1	3 weeks, 2 days ago





# The AHA for Employees

- 1,300 recipes
- Zymurgy Magazine
- Member-Only Savings
- BrewGuru app
- Expert Advice and education
- Beer 101 Course
- Exclusive Member Events
- Advocacy/government affairs

**JOIN**

[HomebrewersAssociation.org](https://HomebrewersAssociation.org)



# DEI Mini-Grants Program



## 2020 BREWERS ASSOCIATION FUNDED DIVERSITY AND INCLUSION EVENT GRANTS



### FEMALE BREW FEST

**Organization:** FunAle Brew Fest  
**Event Location:** Fort Worth, TX  
**Event Dates:** March 21, 2020  
**Event Description:** This one-day craft beer festival celebrates and highlights women in the brewing industry. The festival incorporates not only craft beer but yoga, industry talks, and music with proceeds going to the Abandoned Pet Rescue.

### BEERSIVING: FAMILY AFTERNOONS OUT

**Organization:** BEERSIVING  
**Event Location:** Fort Worth, TX  
**Event Dates:** Monthly 2020  
**Event Description:** This national traveling event brings civilian and military families together by combining fun craft beer S.T.E.M. experiences with local brews and cold brews.

### SAMUEL D. OUTLAW BLACKSMITH SHOP MEMORIAL MUSEUM GRAND OPENING

**Organization:** Samuel D. Outlaw Blacksmith Shop Memorial Museum  
**Event Location:** Cranwood, VA  
**Event Dates:** May 30, 2020  
**Event Description:** This community event celebrates the history of Samuel D. Outlaw's Blacksmith Shop, a post-slavery era staple on the eastern shore of Virginia whose owner forged a way of life for the community in the face of racism, segregation, and Jim Crow. In honor of the event, the museum has partnered with the community's first brewery, Black Nassau Brewing Company, to brew a collaboration beer for the grand opening.

### BOLD WOMEN AT BEER FESTIVAL

**Organization:** Bold Women and Beer  
**Event Location:** Philadelphia, PA  
**Event Dates:** May 16, 2020  
**Event Description:** This event is Philadelphia's first women-centered beer festival partnered with Pink Boots Society Philadelphia Chapter to raise money for its scholarship fund. Many of the breweries involved will gear beer brewed by women specifically for this event. The event will also highlight women in beer and women run and owned businesses and vendors.

### BEERS WITHOUT BEARDS

**Organization:** Hip Culture  
**Event Location:** Brooklyn, NY & Oakland, CA  
**Event Dates:** June 20-23, 2020 (NY) & October 7-18, 2020 (CA)  
**Event Description:** A weeklong series of educational events aimed at empowering women in craft beer by facilitating conversations around gender disparity. The festival features over 30 of the top female led breweries in the country. Next year, Beers Without Beards will host a second event in Oakland, CA.

### HEART AND SOUL BREWFEST

**Organization:** Like the Fruit, LLC  
**Event Location:** Richmond, VA  
**Event Dates:** July 25, 2020  
**Event Description:** Local food and craft beer intertwine in this urban cultural arts festival. This event features music, poetry, live painting, and beer from over 40 Black-owned businesses around Richmond.

### OPEN HANDS 40 FILM FESTIVAL

**Organization:** Left Hand Brewing Foundation  
**Event Location:** Longmont, CO  
**Event Dates:** July 25, 2020  
**Event Description:** This event is the first major initiative for the Open Hands Committee, Left Hand Brewing's Diversity & Inclusion initiative. The event is a film festival that will feature short films that showcase what diversity, inclusion, and equity in craft beer means to them.



## 2020 BREWERS ASSOCIATION DIVERSITY & INCLUSION EVENT GRANT PROPOSAL GUIDELINES



The following information and guidelines will help you with your submission and will help Brewers Association (BA) staff and Diversity Committee members with their evaluation.

### BUDGET YEAR

The BA budget year runs from January 1 through December 31.

### DURATION OF FUNDING

Funding commitments are for one specific event, to be completed by end of budget year.

### FUNDING POLICIES

**Funding Request:** The requested funds should be not exceed 25% of event budget.  
**Brewers Association Acknowledgement of Funds:** Brewers Association financial support of any and all funded projects must be acknowledged in collateral and communications related to the project as agreed upon. The BA logo (available on request) should be used when appropriate. Repeat applicants can receive the grant award two years in a row but cannot reapply again until a full grant year has passed.

### FUNDING PROCESS

- December 31: Proposal deadline for 2020 event funding
- January 1-31: Proposals evaluated ([Sample Evaluation Rubric](#))
- February 20: Applicants notified (funding committed; funding not committed)
- February-December: 1-2 page follow up report due within 60 days of funded events

### POSSIBLE EVENT PROPOSALS:

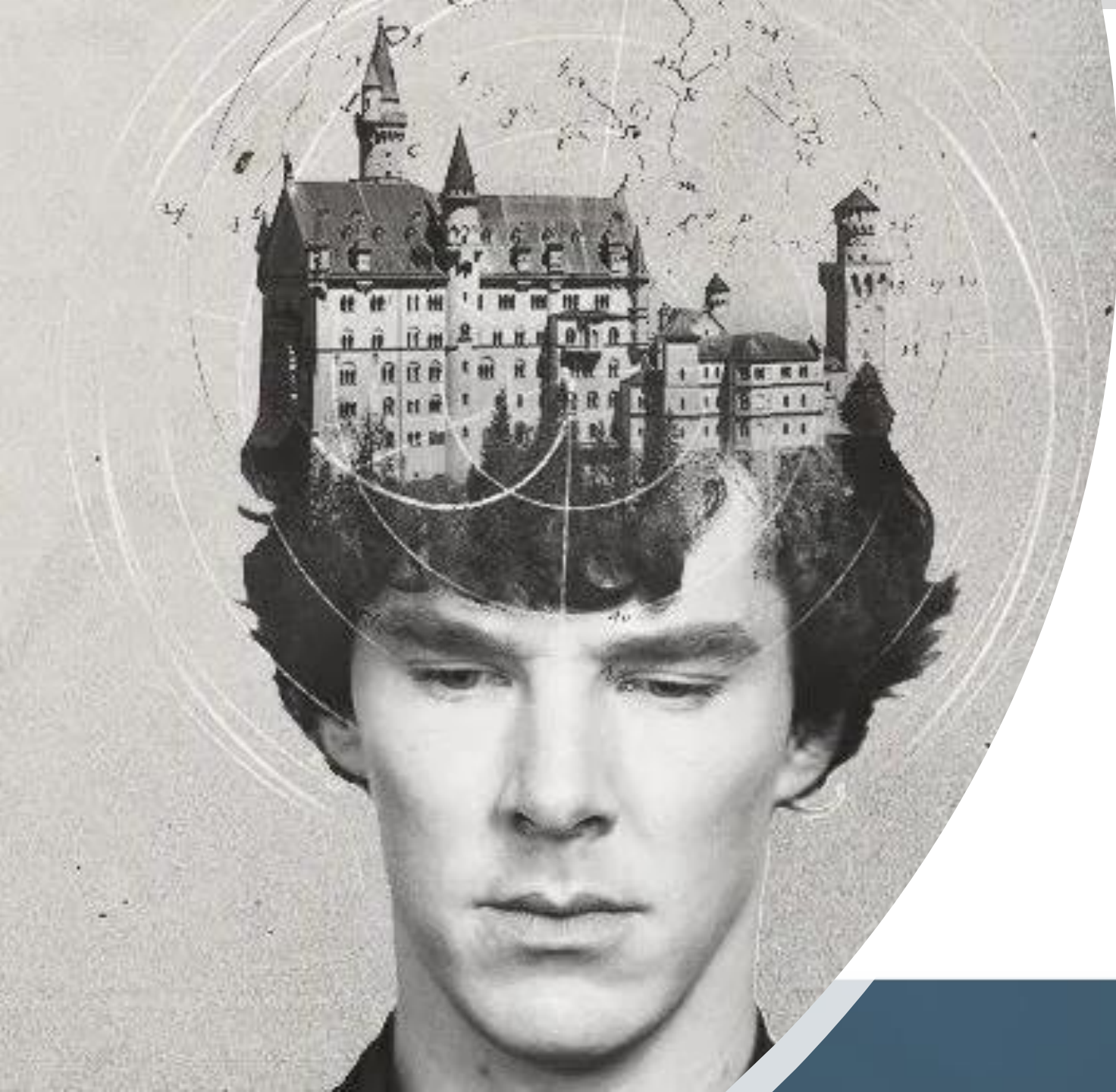
- Beer festivals
- Beer and food pairing events
- Agricultural fairs and celebrations
- Ethnic and cultural heritage festivals
- Neighborhood and community celebrations
- Entrepreneurship and innovation festivals



# MENTORSHIP PROGRAM

**Join us as a  
mentor or  
participant.**





- A jar of pickled garlic
- A rusted fishhook
- Suntan oil
- Stack of old newspapers
- A hungry chipmunk
- A photo of your brewery

A close-up photograph of human skin, showing fine hairs and texture. A white circular graphic with a thin black border is overlaid on the left side of the image. Inside the circle, the text "What Stories Will You Tell?" is written in a bold, black, sans-serif font, arranged in four lines.

**What  
Stories  
Will You  
Tell?**



# Questions?

DrJ@brewersassociation.org

“@craftedforall” on LinkedIn, Twitter, Instagram, and Facebook,

