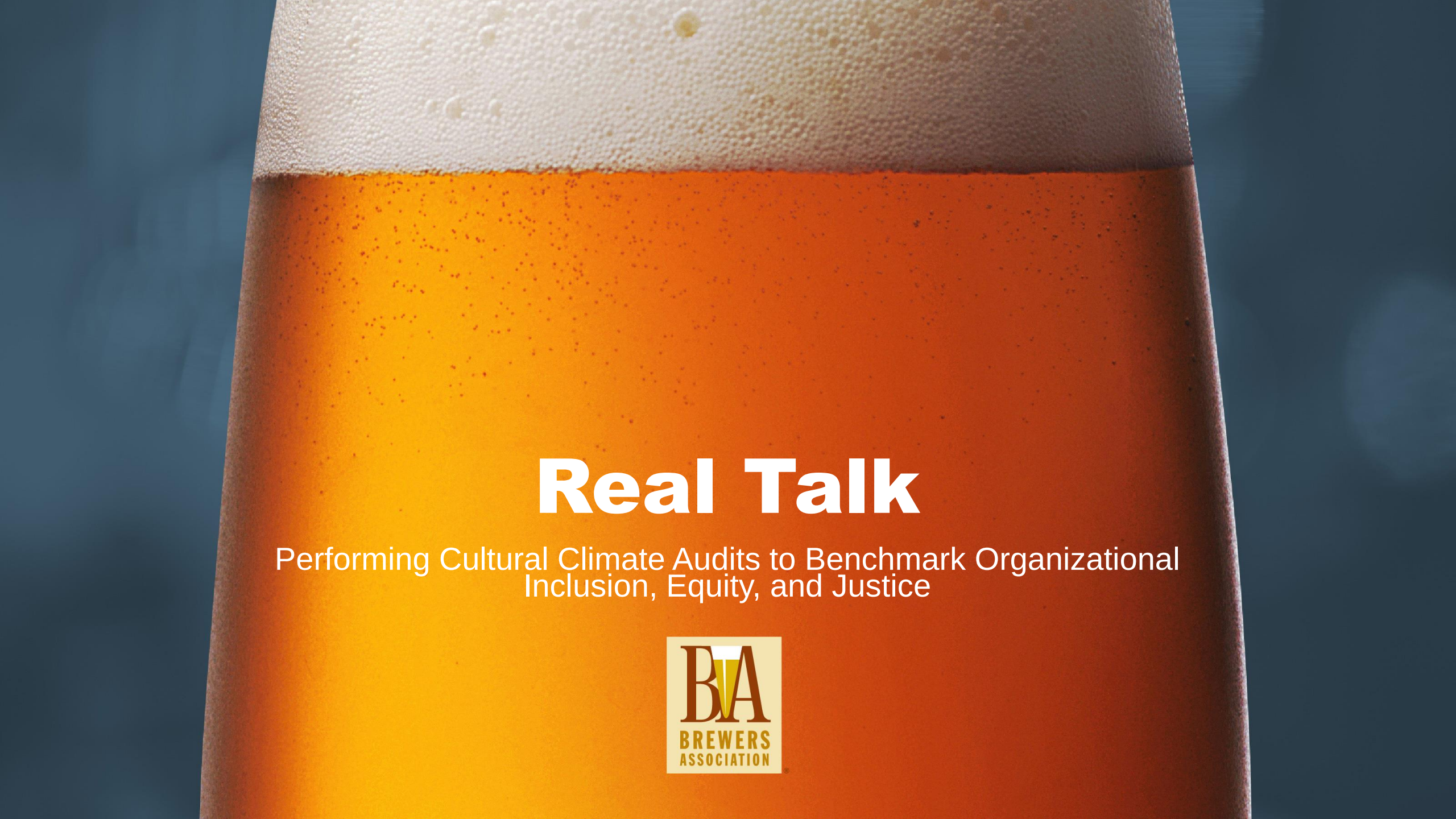


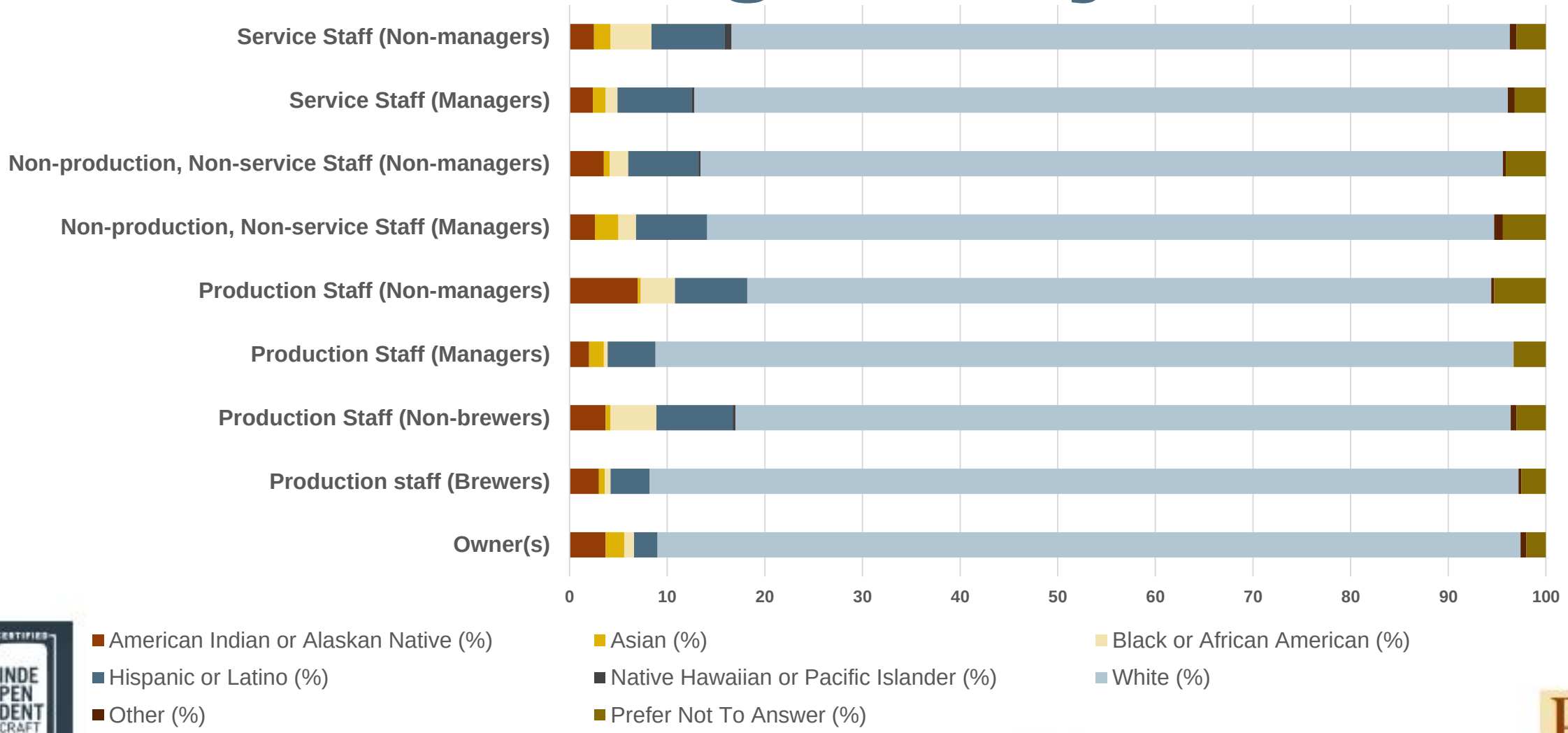
Real Talk

Performing Cultural Climate Audits to Benchmark Organizational Inclusion, Equity, and Justice

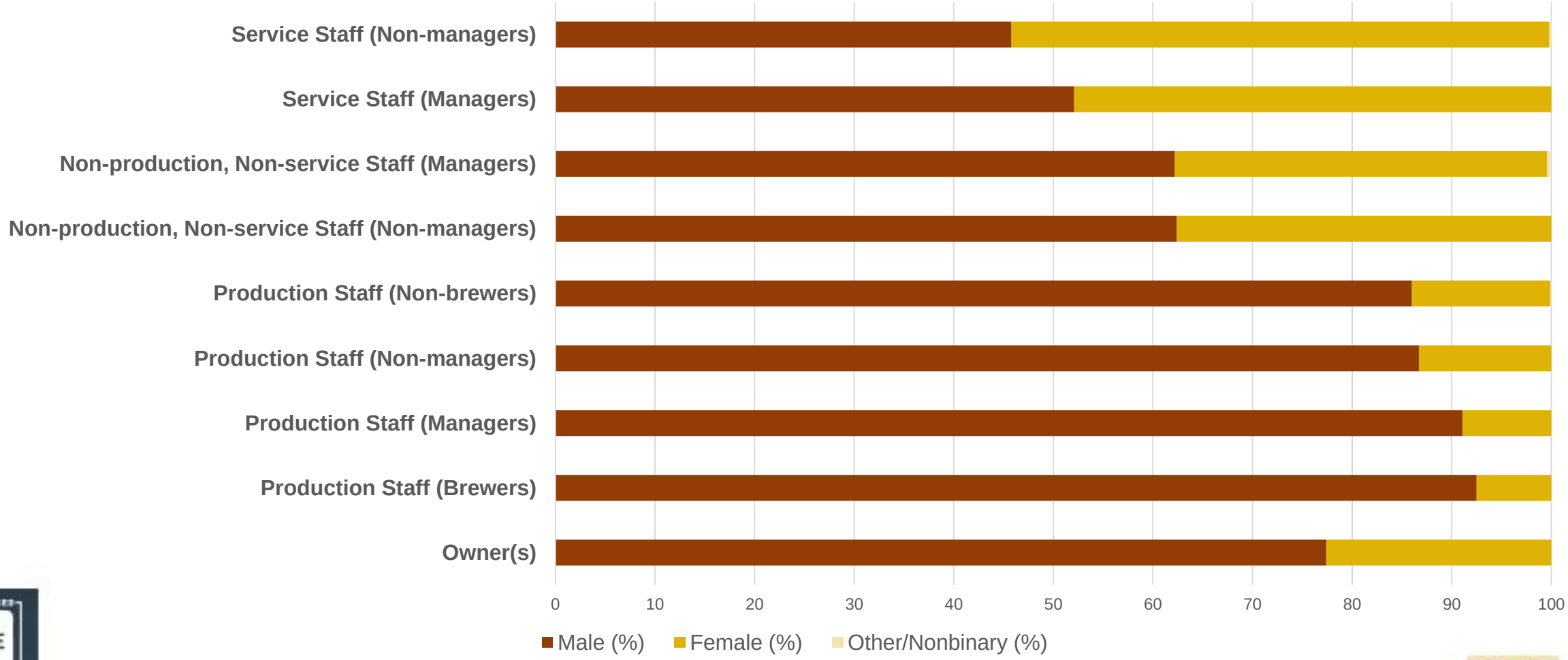
BREWERS ASSOCIATION

What the UGGs?

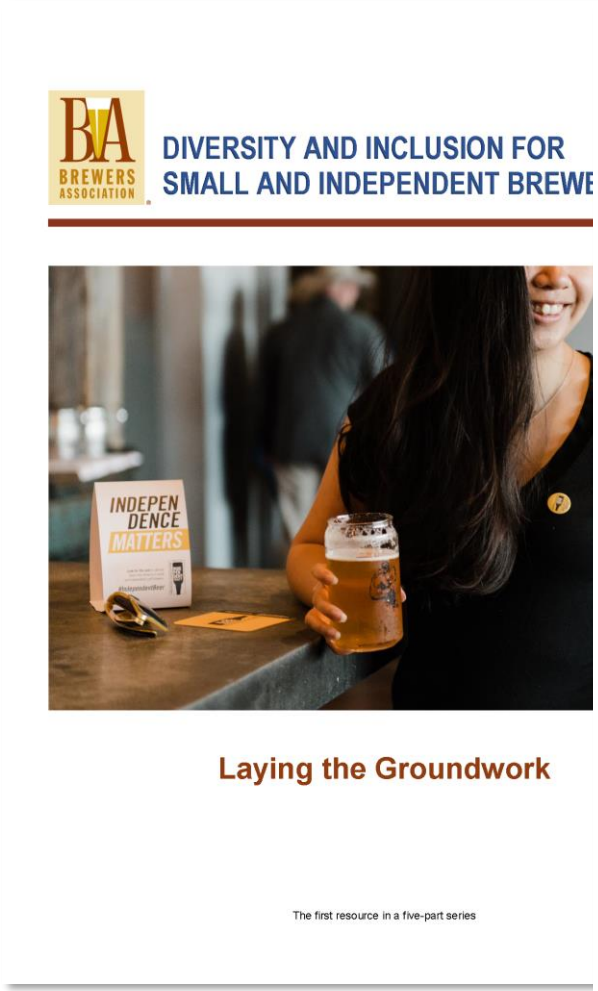
Benchmarking Survey Results



Benchmarking Survey Results



Resources from the BA



What is A Cultural Climate Audit?

Fans

Guests & Consumers

Hands

Employees & Staff

Brand

Packaging & Marketing

Goals of a Cultural Climate Audit

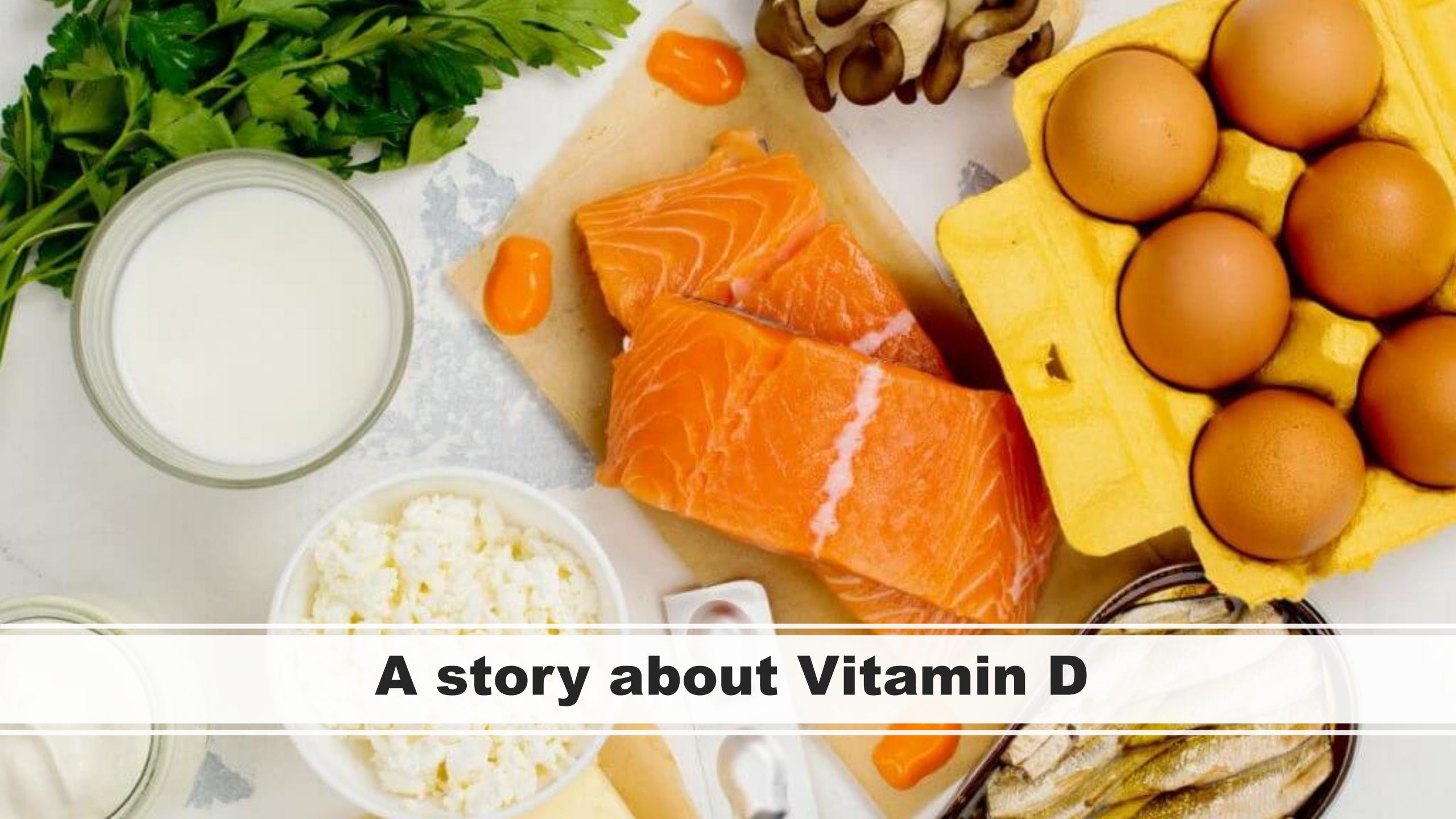
Internal benchmarking of company culture.

- Set goals
- Assess progress

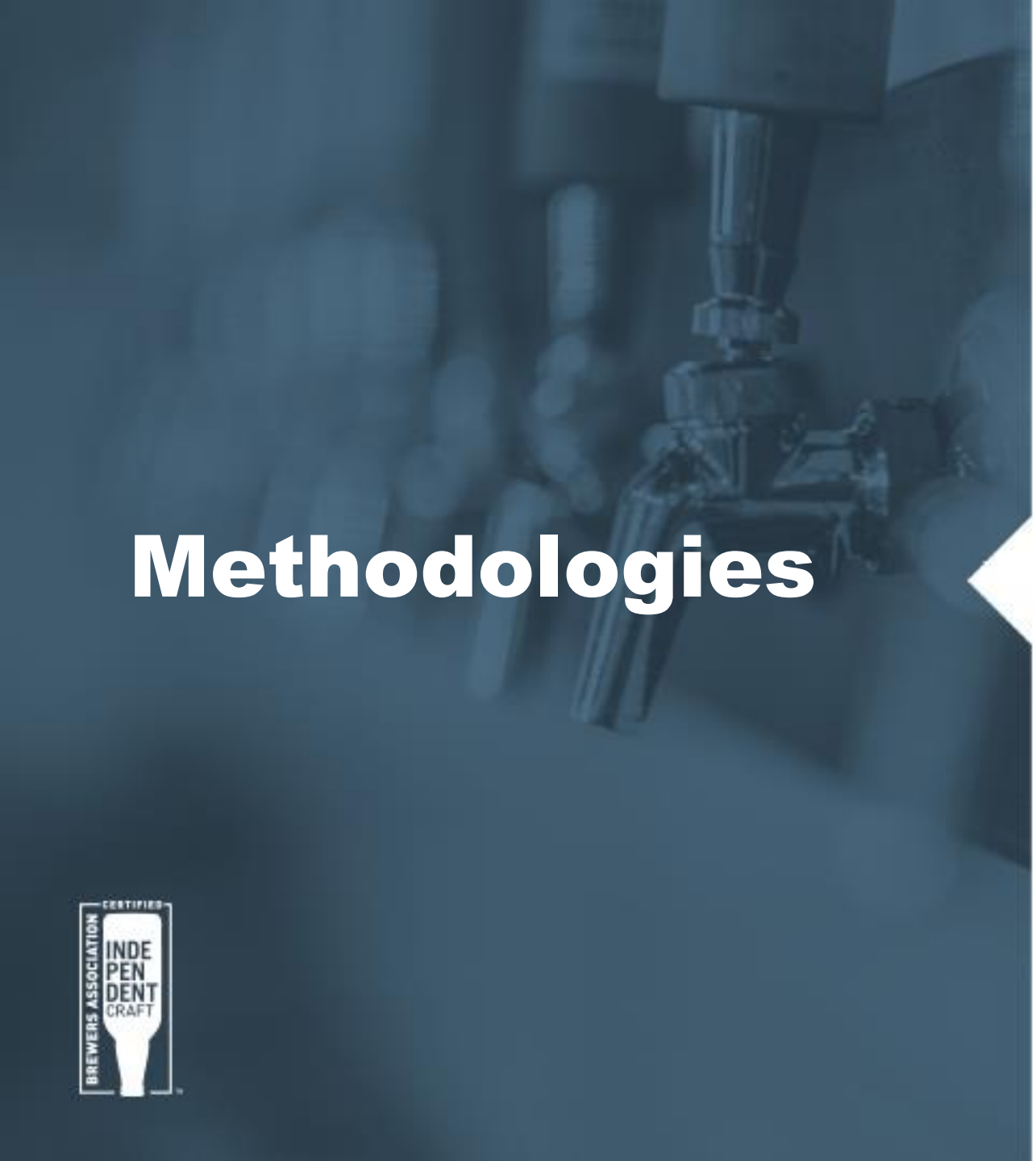
Discover disparities in employee experience.

Identify specific strategic goals that will drive success.

Triangulating Methods



A story about Vitamin D



Methodologies

Anonymous Survey

- Digitally deployed questionnaire given to as many employees as possible.

Short Interviews

- 20-30 minute face-to-face interviews with a strategically sampled group of employees.

Content Analysis

- Textual analysis of internal documents that materially shape employee experience.

Anonymous Survey

Digitally deployed questionnaire given to as many employees as possible.

Dependent Variables: What to Benchmark

Questions asked on a (agree/disagree) Likert scale might address:

- Communication and Conflict
- Respect
- Buy-in/visioning
- Belonging
- Empowerment
- Equity
- Change
- Diversity and Inclusion

Look to stated mission and values, SOPs, training processes, problem areas, and more to guide your survey content.

Examples

Possessing a physical, intellectual, and/or psychological disability is a barrier to progression at the Brewery.

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Communication between departments at the Brewery is very open.

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

People trust one another at the Brewery.

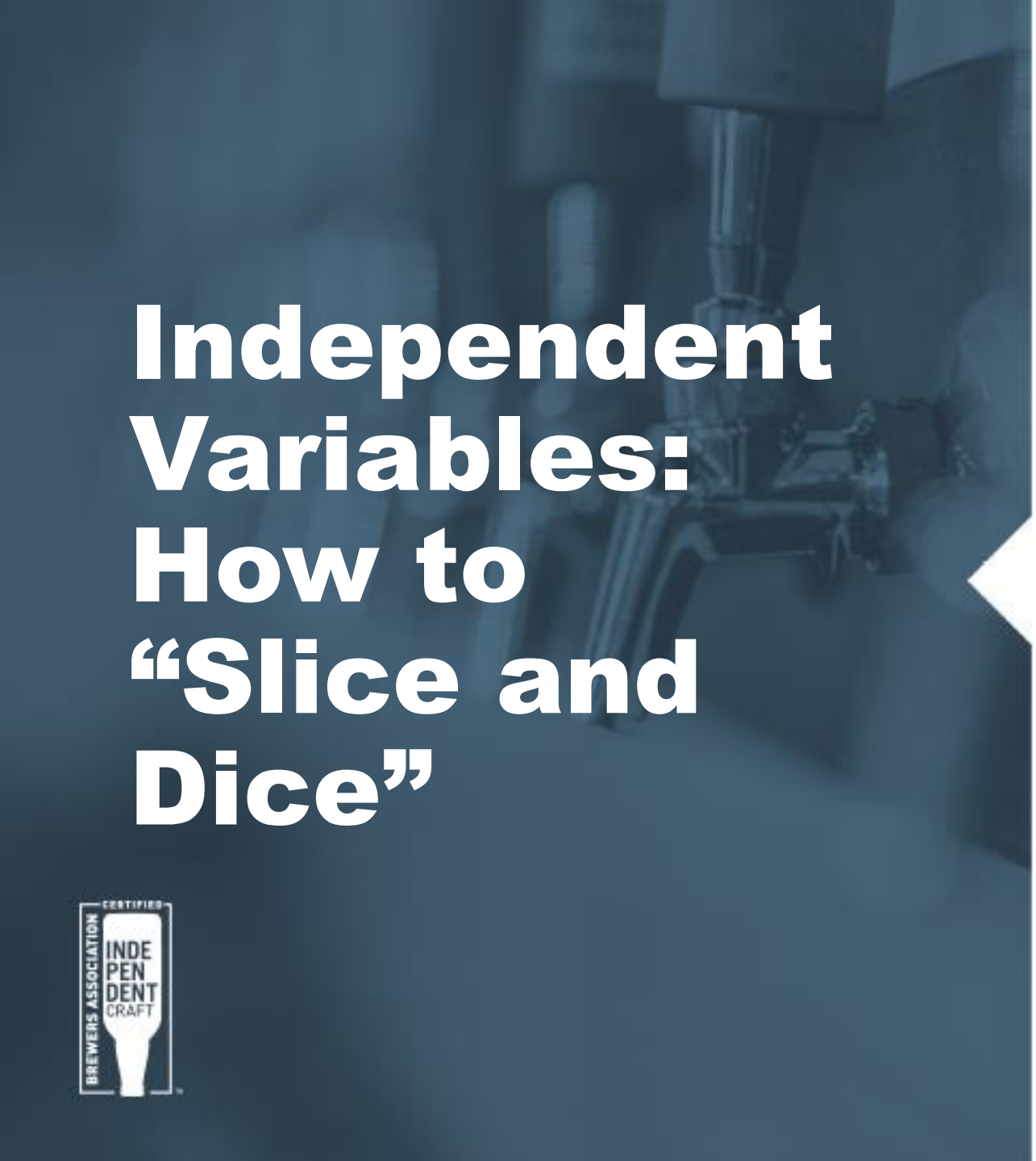
	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

My immediate supervisor encourages my suggestions for improvement.

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

I feel a sense of ownership about the work I do at the Brewery.

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree



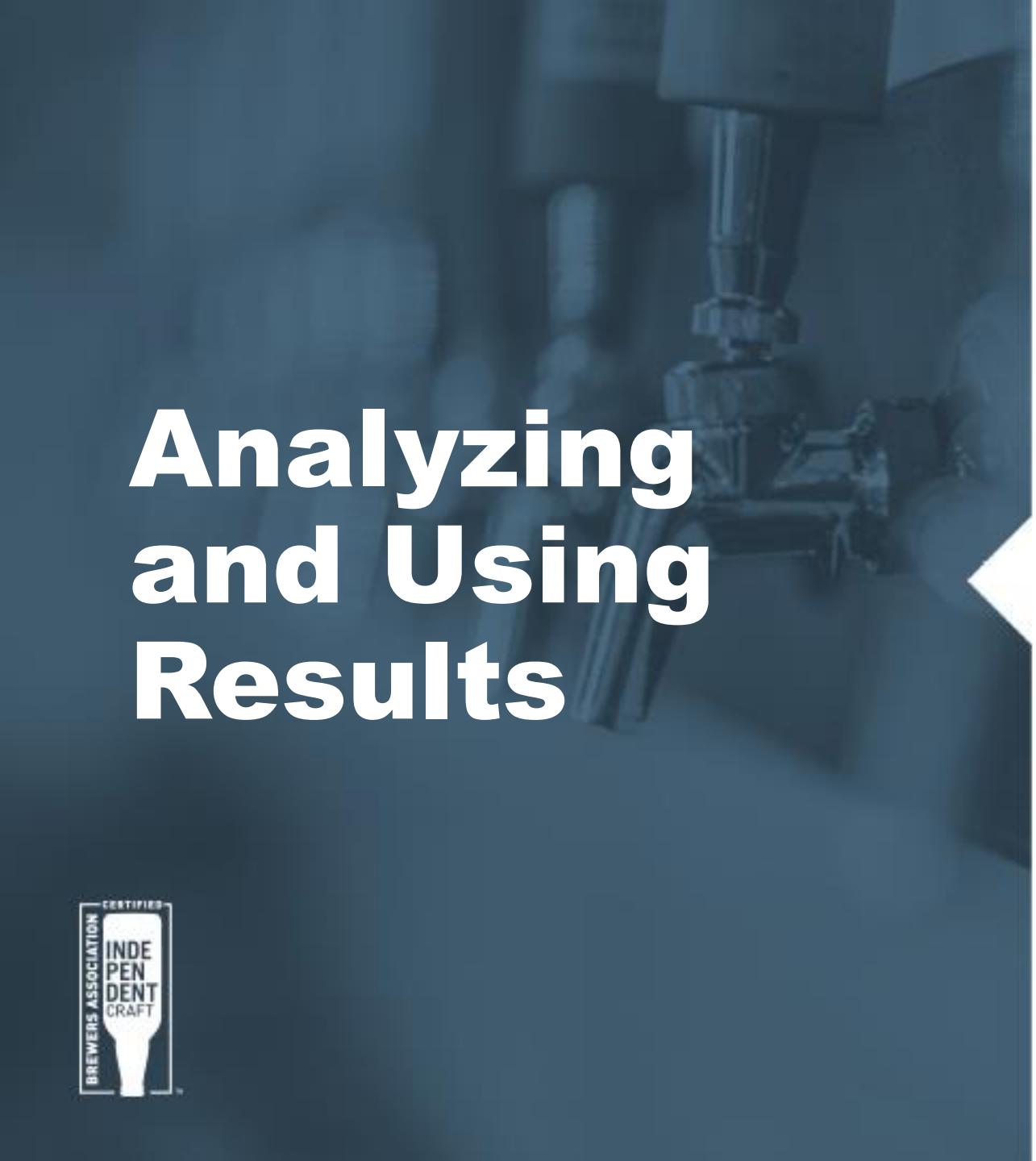
Independent Variables: How to “Slice and Dice”

Demographic and employment related questions.

- Age
- Gender
- Race/Ethnicity
- Sexual Orientation
- Disability Status

- Length of Tenure
- Job Function / Department

Consider way that you want to be able to assess similarity or difference.



Analyzing and Using Results

Establish Targets

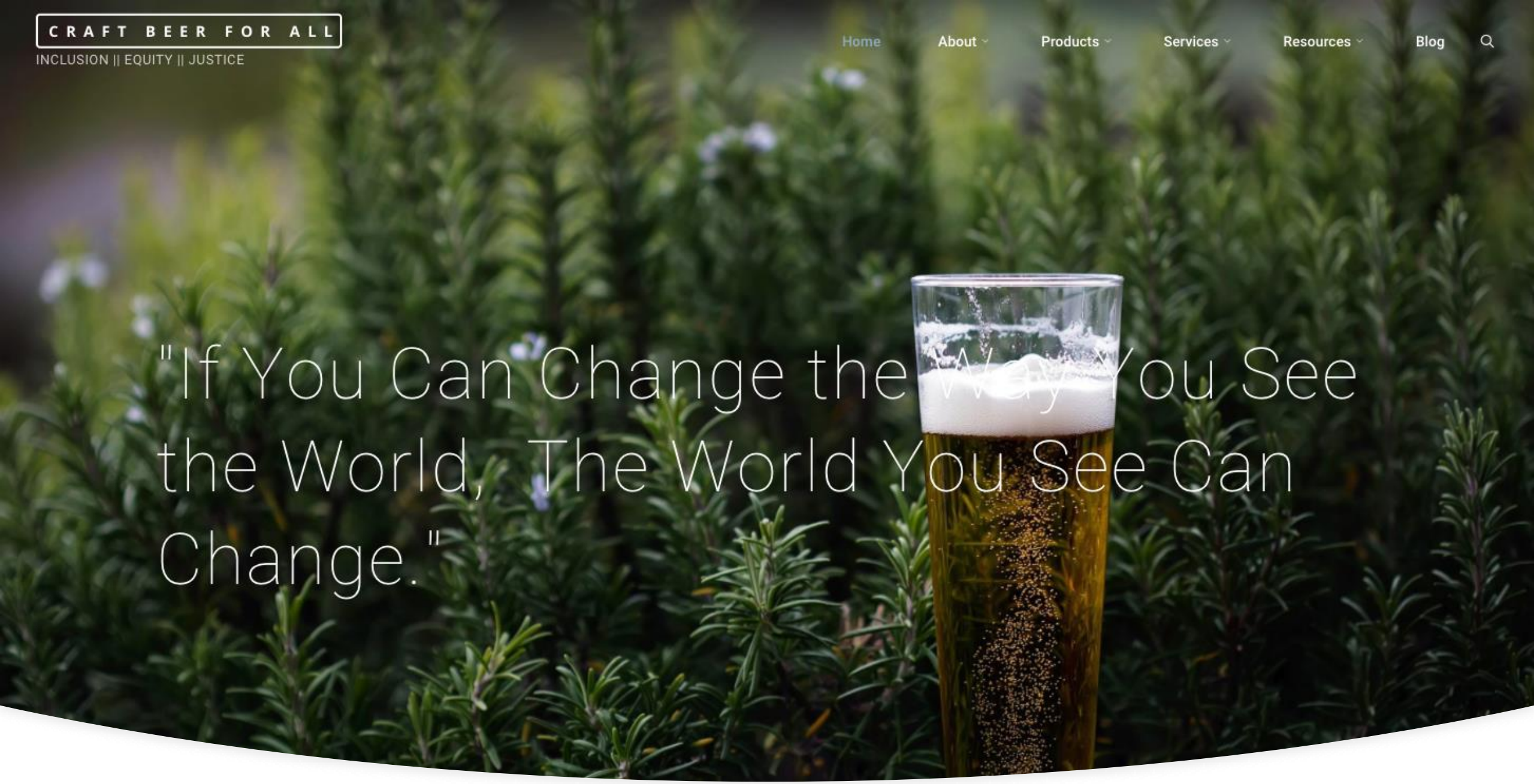
- The overall assessed measure that represents “success.”

Determine Overall Performance

- Make note where targets are missed and by how much.

Determine Disparities among Responses

- Discover if there are significant differences between groups of respondents.



Head to craftbeerforall.com to request a survey question starter pack!

Short Interviews

20-30 minute face-to-face interviews with a strategically sampled group of employees.

How to Choose Interviewees

Goals for Interviews

Qualitative Context

- Look for the stories that numbers can’t tell.

Themes and Stories

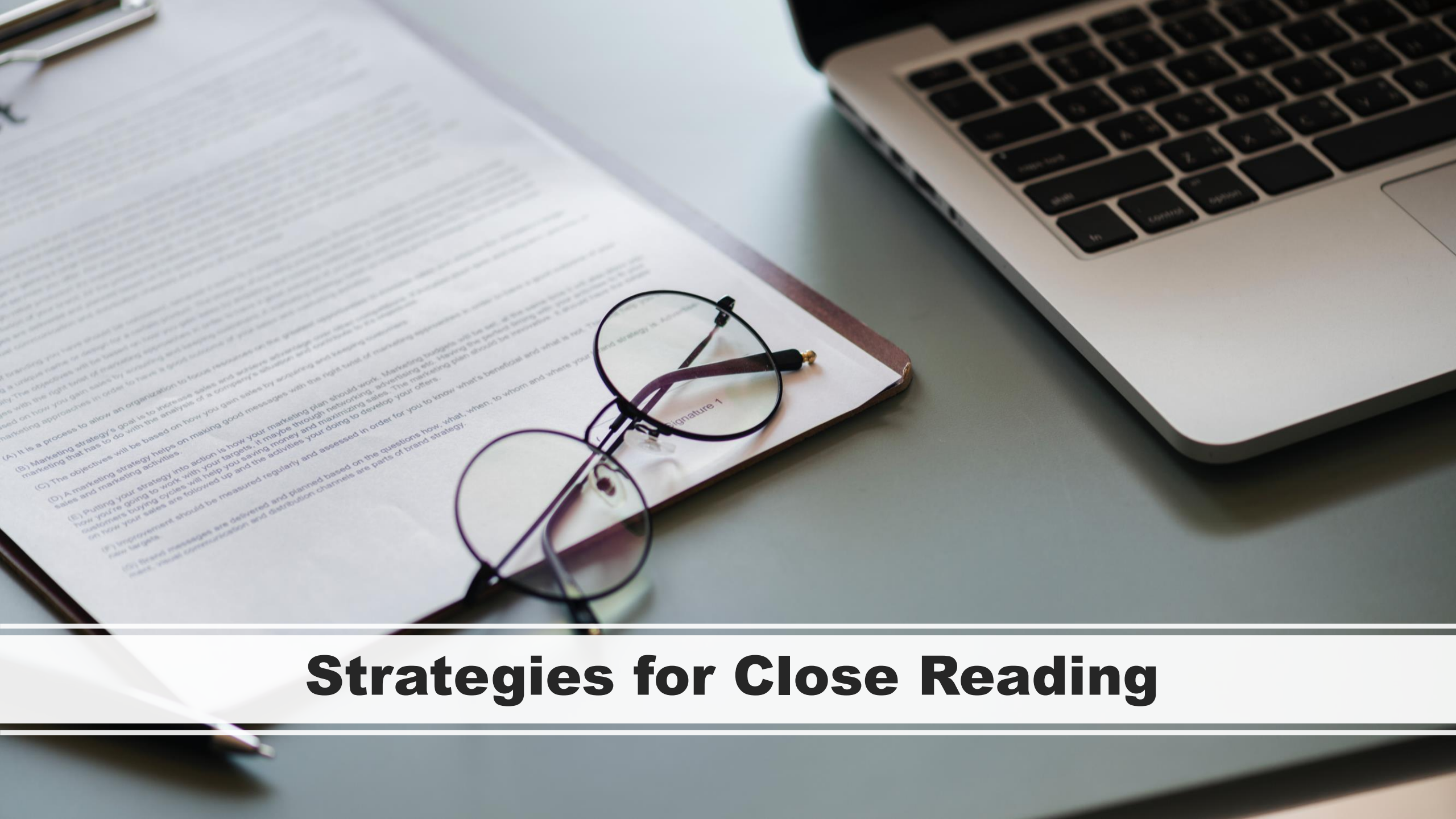
- Narrative is tremendously important. Look for “story markers.”

Patterns and Disparities

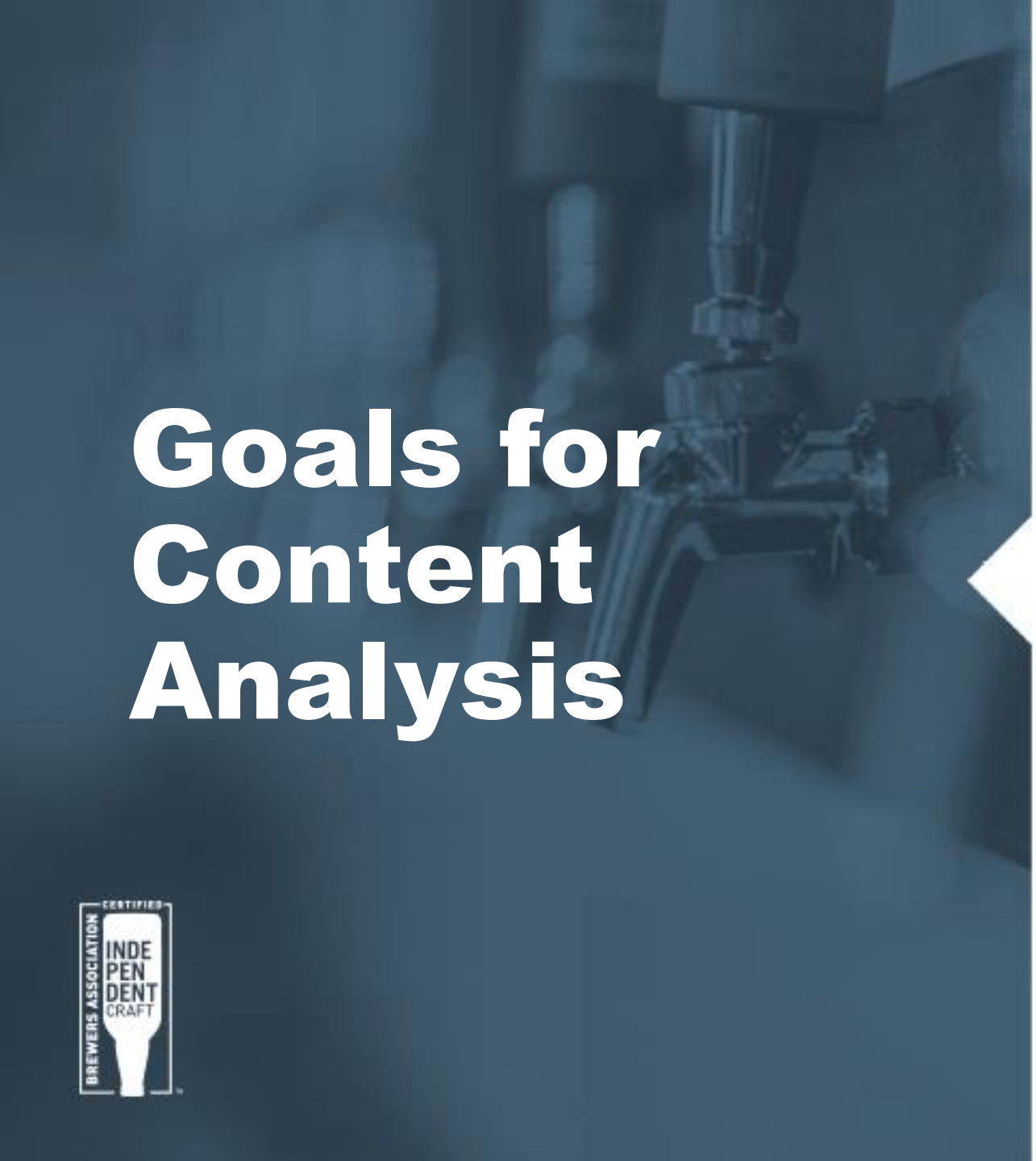
- Discover if there are significant similarities or differences between groups of respondents.

Content Analysis

Textual analysis of internal documents that materially shape employee experience.



Strategies for Close Reading



Goals for Content Analysis

Policy

- Do your documents clearly define policies and procedures? Are there gaps?

Values

- Do your documents clearly reflect the values of the organization?

Barriers and Omissions

- Do your documents have blind spots or pain points for anyone any groups of people?

Questions?

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