



CASE STUDY:

Moosehead Breweries Ltd.

The oldest independent brewery in Canada reaches out to WES for help to train 70% of its packaging workers

Impact of Change

In early 2012, Moosehead's packaging employees were faced with major changes in their workplace environment with the largest investment and change management program that Moosehead has ever made at one time.

A new bottling line was implemented which resulted in more than 70% of the packaging operators substantially changing their role and responsibilities.

The operators were impacted by the addition of new equipment, automation and information technologies as well as the redesign of how their team-based crew worked together.

New responsibilities and preventative maintenance functions significantly added to the complexities and demands of each operator's job compared to their previous responsibilities.

Training

Faced with these changes, Moosehead approached Workplace Essential Skills (WES). Promoting the program and attracting employees to participate was done through a collaborative partnership. The on-site skills training focused on

these Essential Skills - document use, thinking, working with others and digital literacy.

This was a paid learning experience, but the employees' commitment was beyond their normal work hours. Thirteen employees graduated from the program with ten of them participating at the fullest level. The number of participants exceeded all expectations. During the program, the Moosehead leadership team supported the employees and the WES trainers were the primary contact and motivator for staff.



Lifelong Learning

Moosehead has introduced a foundational learning program for its employees focused on developing the Essential Skills to perform their job in a technology-based manufacturing environment. Through this program, Moosehead is fulfilling its commitment to develop employees and employees are taking responsibility to develop their skills within a lifelong learning environment. Lifelong learning is a significant departure from past practice where an operator would see limited change in their job potentially for decades.

"I believe the learner's goal is to take on the next learning challenge provided to them and to be able to competently perform their job with the new expanded expectations. Moosehead's goal is to build upon the dialogue of lifelong learning and deliver more programs developing the essential workplace skills."

*Moosehead Breweries:
"...a lifelong learning
environment."*