

# healthy pour accreditations & certifications

creating a new standard for workplace  
well-being in the hospitality industry



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# you're invited INTRODUCTION

YOU'RE INVITED TO JOIN US IN CRAFTING A NEW KIND OF WORKPLACE IN THE HOSPITALITY, FOOD, & DRINKS SECTOR.

the workplace is changing, and this industry is no exception, so we're setting a new standard for the workplace and **want to help you reach it.**

in our work, we've found that organizations are already doing so much well and want to improve, but don't know how or where to begin.

in response to this, we've developed a framework for hospitality, food & drinks organizations to use as a guide to strive for and work towards in order to improve the workspace and move confidently into the future.

our organizational accreditations not only set a new industry standard, but they communicate the quality of workplace you offer helping you retain and attract like-minded talent.

we know that organizations that focus on employee well-being more profitable, have less turnover, are more innovative, and attract and retain a higher caliber of talent but **it's also simply the right thing to do.**

*programs are available in 6 or 12 month packages starting at \$3.2k USD for organization with less than 30 people.*

# A MESSAGE FROM HEALTHY POUR

through pursuing a healthier workplace, we're entering uncharted territory. we hope you'll join us in forging a path and setting a new standard for the rest of the industry to follow.

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we recognize that no two organizations are the same, which makes it challenging to put together a singular program that works for everyone. in the pages that follow, we've outlined what we imagine to be the most comprehensive approach.

but. we can still customize a program specifically for your organization that aligns with your vision, needs, and budget. we can add services, remove them, start with just a few people or departments, add more people later - the possibilities are plentiful.

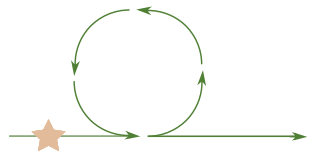
this is a pilot program, which means we will be checking in and working with you every step of the way. we want your feedback: what's working and what isn't, so you can get the most out of this endeavor and transformation.



change has to start  
somewhere.  
what if it started with your  
organization? your team?  
with you?

what could we create?

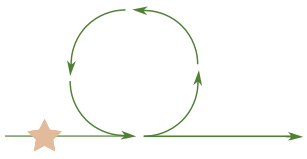
-Laura Louise Cyreen, LPC



A COMMON CONCERN WE HEAR IS COST. WHILE THIS IS CERTAINLY AN INVESTMENT, THE COST OF DOING NOTHING IS FAR GREATER.

these are some key figures to consider when evaluating what and how to invest in your team:

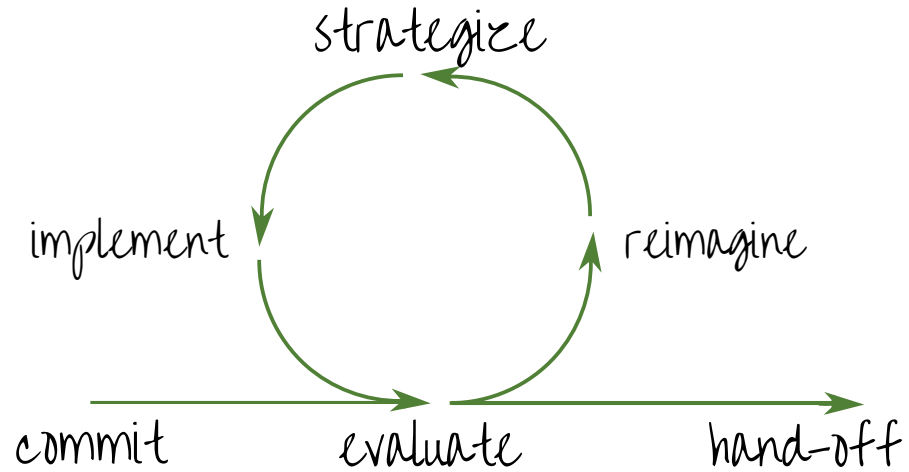
- individuals working in the hospitality industry are highly vulnerable and susceptible to mental health challenges that are often exacerbated by the workplace and hospitality culture
- turnover in hospitality is currently averaging around 100% (and can average as high as 149% )
- researchers at the School of Hospitality at Cornell University found that the average cost of turnover for a hospitality employee averages \$5,864 in 2006. it's even higher now.
- the more complex and specialized the role, the more turnover costs (as high as 213%)
- managers and impact players within an organization are the most expensive, and can cost as much as 2x their annual salary to replace them
- providing career development within an organization has shown to increase organizational identification, which increases individuals' intent to stay
- employees who work for organizations which engage in programs rooted in social justice and responsibility have improved well-being, resulting in an increased value of \$3k each
- an organization with 50 employees with a relatively low turnover rate (75%) can expect to lose around \$220k in turnover costs (direct & indirect) annually
- typically, the cost of this training can be paid for (and then some) in the retention of just 3-5 individuals.



# a look into OUR PROCESS

## WE USE A DIAGNOSTIC ORGANIZATIONAL DEVELOPMENT MODEL.

this is a widely utilized model to structure and manage organizational change.



### commit

the first step is genuine & active commitment from the organization's leadership and key stakeholders. change is tough, and actual buy-in is essential.

### evaluate

but understanding what's going on is also essential. we use a combination of evidence-based qualitative & quantitative methods to determine where we need improvement, but also what strengths we can build from.

### reimagine

this is the fun part: you get to decide what you want the future to look like. values development, goals, ideal outcomes and futures. the sky is the limit.

### strategize

we use what we've found in our evaluation to identify gaps between where you are and where you want to be, and we offer options and interventions to help you get there.

### implement

and then we get to work! training, coaching, systems & program development...healthy pour offers some of this and might outsource other stuff. depends, you know?

### \*repeat\*

then we evaluate again and the cycle repeats until you're in a place where we can hand this all off to you. there is some trial and error, but we learn something new each time.



accreditation

# THE AUDIT

# IT STARTS WITH AN AUDIT OF SYSTEMS

with this pursuit, we're looking for intentional implementation, development, communication, and structure of both basic operating systems and those that are known to improve employee well-being. building a healthier workplace happens in our systems. how clear are your SOPs? are there career development pathways? onboarding structures? employee evaluations?

we start with this audit to because we know that most interventions are within these 5 areas. if something is missing, we can easily address it and build out an appropriate and bespoke system for your organization.

01

## organizational systems

includes values, how those values are integrated into organizational structures, job descriptions, onboarding & off-boarding, etc.

02

## manager training & implementation

thoughtful leadership is essential when committing to well-being, so we look for training in human centered communication, DEI, are trauma-informed.

03

## employee relations

we're hoping to see that all employees have consistent opportunities for career development, continuing education, and professional growth.

04

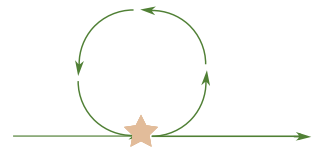
## compensation & justice

we're looking for fair compensation with practical benefits that minimizes financial stress and pay gaps while allowing employees to amass wealth

05

## spacial design & accommodations

the physical labor of this work can take its toll, so we're looking for systems that lessen the physical impact housed within spaces designed to thoughtfully accommodate all bodies.



accreditation

SURVEY  
THE

# THEN WE SURVEY YOUR TEAM TO EVALUATE WELL- BEING WITHIN THE WORKPLACE

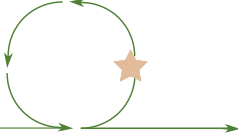
once the audit is fulfilled & complete, we use validated survey instruments to assess the employee experience. this survey is provided through healthy pour, is anonymous, and collected over the span of two weeks.

this step is essential to determine whether or not the well-being initiatives and organizational systems are impacting your culture and overall well-being for your teams.

## we're measuring:

- perceived organizational support
- well-being
- psychological safety
- belonging
- workplace toxicity
- perception of wage & workload





accreditation

STANDARDS

# WE'VE CREATED 3 ORGANIZATIONAL ACCREDITATION STANDARDS

## healthy pour primer

primer organizations are those that intentionally create thriving workplace cultures. these organizations might be smaller, have limited resources, or are just starting their change journey, but they are clearly moving in the right direction.

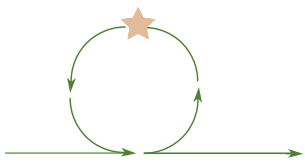
## healthy pour leader

leader organizations are not only creating great environments, they're actively and continuously investing in their workforce. these organizations are those who provide ample resources for growth for personnel within and outside of the organization.

## healthy pour innovator

innovator organizations are those that are changing the game. not only are their workspaces healthy with ample opportunity for their teams to thrive, they're creating their own programs and interventions while expanding their reach to their local communities.

*\*\*for a full, detailed list of accreditation standards, , please see the attached rubric.*



# healthy pour INSTITUTE

TO HELP ORGANIZATIONS NAVIGATE THE PROCESS, WE'VE DEVELOPED PROGRAMS WITHIN THE **HEALTHY POUR INSTITUTE**

the **healthy pour institute** is a social learning network: an educational platform integrated with social networking capabilities all in one place. it is free for anyone to access with the option to purchase or subscribe to more intensive educational content.

within the institute, individuals and teams can take courses, get certified, participated in consultation groups, coaching, and have access to **the healthy pour symposium**.

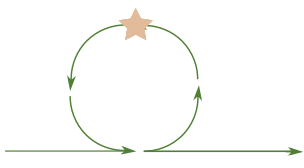
the institute is where our learning and training interventions take place. continue reading to learn about our certification subscriptions.

## community learning



the community learning space is full of educational opportunities and resources including:

- community seminar series
- micro-trainings
- worksheets & one-sheeters
- further reading & listening
- local & global resources



# institute certification SUBSCRIPTIONS

## FOR ONGOING LEARNING & DEVELOPMENT

our monthly and annual subscriptions provide ongoing access to robust training and other career development opportunities.

### primed

includes everything in **community learning** plus

- the **healthy pour primed certification**
- additional self-led lectures about mental health, well-being, and the workplace

### leadership

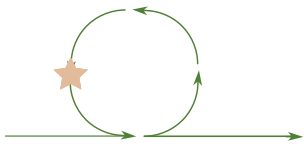
includes everything in **primed** plus:

- the **leadership skills certification**
- ongoing leadership specific lectures
- weekly group consultation
- additional courses like **navigating work overwhelm** and **trauma informed leadership**

### organizational leadership

includes everything in **leadership** plus:

- **organizational leader certification**
- weekly org leader specific group consultation
- ongoing org leader specific lectures
- quarterly coaching



# WE'VE BUILT PACKAGES FOR YOU TO UTILIZE WHEN MAKING CHANGES.

# PACKAGES

these packages are significantly discounted (about 40%) since this is a new and rapidly evolving program. organizations who work with us at this stage are highly regarded as **partners** in this endeavor, and we will be working closely with organizational leaders throughout the entirety of the program.

## All In

- Healthy Pour Primed Certification Subscriptions for all personnel
- Leadership Skills Subscription for all impact players
- Organizational Leader Training for key leadership
  - includes 4 coaching sessions
- Accreditation pre-Audit & Survey
- Full pre-results report with key focus areas and strengths
- Real Accreditation at the end of the program
  - with one second survey attempt if needed

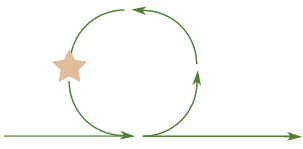
*\*starting at \$4k for 6 months, \$7.5k for 12 months\**

## Leadership Focused

- Leadership Skills Subscription for all managers & emerging leaders
- Organizational Leader Training for key leadership
  - includes 4 coaching sessions
- Accreditation pre-Audit & Survey
- Full pre-results report with key focus areas and strengths
- Real Accreditation at the end of the program
  - with one second survey attempt if needed

*\*starting at \$3.25k for 6 months, \$4.5k for 12 months\**

*\*starting prices ar for organizations of 30ppl or less\**



## what's the difference between the 6mo and 12mo programs?

while the content is the same, the 6mo program creates an accelerated timeline. this is ideal for those who have just started or are starting a new venture, highly motivated and nimble organizations, and those who are interested in the program but aren't ready for an annual commitment. the 12 month program is ideal for organizations who want to implement change slowly and steadily, or those who are larger and cannot be as nimble.

## are there payment plans or discounts?

yes! we offer monthly and quarterly payment plans. while pricing is already discounted about 40% of what it will be in 2024, we also provide pricing for organizations owned by individuals who belong to marginalized populations.

## what happens after accreditation?

healthy pour accreditations are valid for one year - this is due to high turnover and movement in this industry. after your initial accreditation, you are more than welcome and encouraged to continue with your subscription package. this benefits any new hires, but the institute is growing and evolving rapidly with additional learning opportunities available all the time - you won't be without new courses and content to take in.

## does healthy pour provide additional support?

yes we do! much of the healthy pour institute is self-led and accompanied by virtual consult groups, but we also offer coaching and consulting. this can happen by the hour, day, or we can visit you onsite. we also offer all these certifications in workshop form - which includes access to the self-led courses in the institute - so we could also plan a hybrid educational approach to help jumpstart your initiative.

## are accreditations determined by group or by outlet?

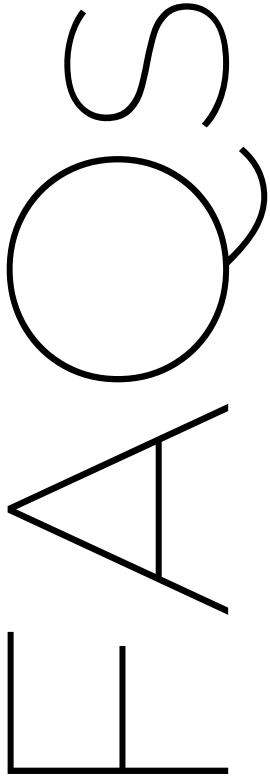
this depends on the type of organization, but we generally evaluate by each individual address. for example, a restaurant group can subscribe everyone, but each outlet will be evaluated separately. on the other hand, organizations that are mostly remote could be evaluated as one.

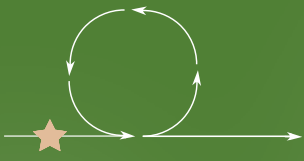
## what if my team doesn't engage? can i get a refund?

we're certainly open to feedback around engagement and interest, but this program is reliant on organizational leaders and management implementing what they learn - which includes encouraging and motivating their teams to engage with training. in this self-led hybrid program, you truly get out what you put in. we are giving you the tools, and your job is to utilize them. we can help you figure out ways to engage your team, though we are not ultimately responsible for ensuring they participate.

## what is the difference between a certification & subscription?

the certifications are one-off courses with short quizzes at the end. after completion, individuals can share that they are certified in that level of training. our subscriptions **include** the certifications courses, but also give the student access to additional training opportunities and resources for the life of their subscription.





REACH OUT WITH THE SIZE AND  
NUMBER OF OUTLETS IN YOUR  
ORGANIZATION AND WE'LL  
PROVIDE YOU WITH A QUOTE A  
FREE 30 MINUTE CONSULTATION.

WE CAN WAIT TO MEET YOU.

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## CONTACT

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