

PayParity® Case Study

Boston Beer Company

How Boston Beer taps into greater inclusivity

Ever since it rolled out its first barrel of Samuel Adams Boston Lager, The Boston Beer Company has brewed something bolder than complex recipes: a focus on an innovative culture of inclusion and representation.

In the mid-1980s, the demographics of the beer industry were homogeneous—much like the beer itself. But when he founded Boston Beer that year, Jim Koch made it a priority to hire a workforce that reflected a forward-looking approach to building a company culture. Today, Boston Beer continues to prioritize its workforce’s well-being and emotional safety as a tenet of collaboration.

“At any time, any of our coworkers can bring something up to each other, or to someone above them,” says Carissa Sweigart, Boston Beer’s Leader for Diversity, Equity, and Inclusion (DEI).

“We have a rule here: ‘Discuss the undiscussable.’” In the beer sector, as in many sectors, DEI sometimes goes undiscussed. But Boston Beer’s leadership sees that growth calls for leading with empathy by purposefully shifting a strategy of inclusivity from the periphery of its business to the core.

Highlights

Carissa Sweigart

Leader for Diversity, Equity, and Inclusion (DEI)

Quick Facts:

Company: Boston Beer Company

Headquarters: Boston, MA

Industry: Distillers, Brewers & Wineries

Employees: 2,540

“...Trusaic, hands-down, provided the best balance of both expertise and strategic point of view when it comes to pay equity.”

- Carissa Sweigart

About Trusaic:

At Trusaic, we believe the workplace should work for everyone. We are a workplace equity technology company committed to advancing social good by helping organizations achieve pay equity, foster a more diverse and inclusive workforce, assist economically disadvantaged individuals with finding work, and ensure employee access to affordable healthcare. With data-driven, people-centered solutions designed to solve HR’s most complex workforce challenges, our mission is to create a better working world.

[Learn more about Trusaic.](#)



“This is not just a business case—this is a humanity case,” Sweigart says. “We decided we should do more than just talk about our goals, and get to understand the hard work it will take to accomplish significant and sustainable change.”

Early in the discovery phase, Boston Beer is learning which competencies it has internally and which external tools and expertise it needs to bring in to help build a DEI-oriented culture that will be true to its values of allyship, listening, and learning.

Trusaic, a regulatory compliance company, offers a comprehensive, always-on analytics suite that helps users measure diversity, inclusion, pay equity, hiring, performance, promotion, and retention—all in real time—so companies can take a proactive approach and keep up with compliance laws.

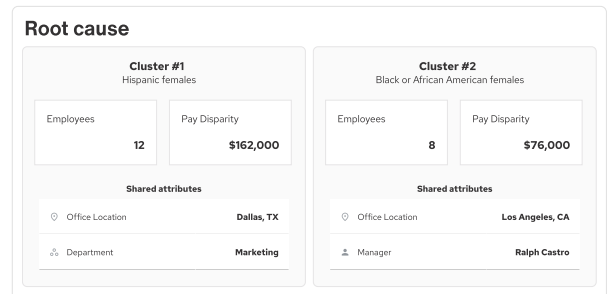
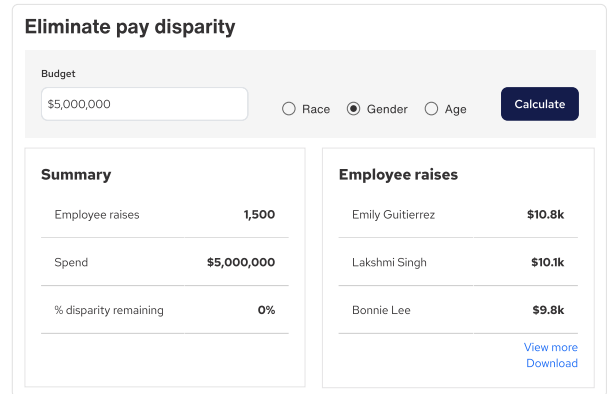
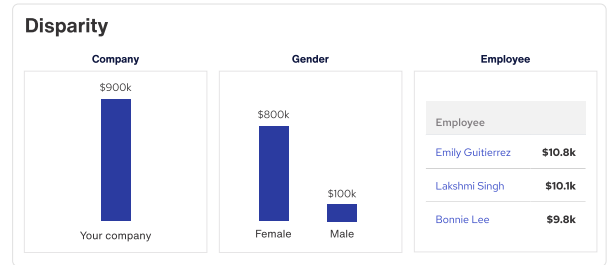
“We wanted to have a partner that supported ongoing monitoring of what we’re trying to do here,” Sweigart says. “And Trusaic, hands-down, provided the best balance of both expertise and strategic point of view when it comes to pay equity.”

While still in the initial analysis phase, Trusaic has simplified Boston Beer’s employment data—an extremely complex data set, due to the company’s many unique roles—while also applying Trusaic’s expertise to interpret the data and identify a pragmatic approach to close any workforce gaps over time.

Trusaic’s dashboards will help Boston Beer interpret and share clear data among company leaders to strengthen pay equity, strategize how to elevate a range of backgrounds and viewpoints, and reflect its audience by tapping talent and ideas from outside the beer business.

Building a DEI strategy is a monumental undertaking that demands serious introspection and tough decisions. For Boston Beer, teaming up with Trusaic was the easy part. “Coupled with the tools and even the timing, it was really a no-brainer for us,” Sweigart says. “We’re still early on with DEI.

And we have a partner that can shift with us as we continually reevaluate our process and support.”



To see how PayParity can help your organization achieve pay equity, click below to schedule a meeting with one of our experts.