

Neumarkter Lammsbräu

CASE STUDY



Neumarkter Lammsbräu's CRM Human Resources Management

LOCATION

Germany



Module 2 - 3 CSR Human Resource Management for SME Sustainability



Organic Brewery



<https://www.lammsbraeu.de/>



ONBOARDING AND RECRUITMENT PROCESS

(e.g., Non-Discrimination, Internship, Work to Employ, Apprenticeship)

"Participate and belong right from the start" - whether through one of the two apprenticeships, a working student job, or an internship: at the organic brewery Neumarkter Lammsbräu, practice-oriented learning is combined with a family environment and all employees are directly involved. Open and transparent interaction is an integral part of this: for example, regular feedback meetings are held with the trainee managers as part of the training, as are annual trainee excursions and a joint lunch on the first day of training to get to know the company in an informal setting. The self-efficacy of the newcomers is also promoted through special apprentice projects. And trainees who cannot be taken on at the end of the training period are actively supported in the further application process. The company applies the principle of equal opportunities in the recruitment process and in the allocation of jobs - regardless of age, ethnic origin, religion, sexual identity, or gender. Employees who wish to re-enter the company after parental leave, for example, are contacted by the responsible manager at an early stage so that any job adjustments can be made in good time. In the event of health impairments, employees can turn to the company integration management. In this way, individual job adjustments can be made or, if necessary, an internal job change can be organized.





"Employees are co-creators with us".



EMPLOYEE WORK LIFE BALANCE PRACTICES

(e.g., Job Sharing, Flexibility, Shift Swapping)

The company sees itself as a flexible partner for its employees and offers a variety of [working models](#) to take into account the individual life situation of the employees. For example, in addition to flexi-time models, there is also the option of mobile working, but also flexible working hours, where employees are free to decide when they work the contractually agreed weekly working hours.

The compatibility of work and family is a priority here - so it is possible for both mothers and fathers to combine both areas through [a part-time option](#) if they wish. This also applies to management positions, which strengthens female staffing. In general, it is possible for all employees to increase their flexibility in terms of time and place through agreements on mobile work. This leads to increased employee satisfaction; especially employees with longer commutes can benefit from this offer. In addition, the organic-certified brewery offers its employees special social benefits, such as a 13th month's salary, holiday pay, supplementary company health insurance, the company pension scheme, a subsidy for child and holiday care, and much more.



HEALTH AND WELLBEING APPROACHES

(e.g., Work/Life Balance, Mental, Physical, Standing Desks, Fitness Membership etc.)

As part of the company's [health management](#), free health checks such as cholesterol and blood sugar measurements are offered. In addition, employees are motivated to lead healthier lives through a bonus program. A company doctor carries out a quarterly [workplace check](#) and checks, among other things, the ergonomics of the workplace. The occupational safety specialist is responsible for identifying potential sources of health hazards and informing employees about occupational safety measures. The mental stress of employees is also kept in view by regularly carrying out a mental risk assessment: Causes are identified and counteracted through measures such as process adjustments, task restructuring or staff recruitment.





EMPLOYEE PERSONAL AND PROFESSIONAL DEVELOPMENT TRAINING

In a direct exchange with the managers in the context of regular orientation and development talks, the employees can bring in their individual wishes for further education and training. Furthermore, in addition to the traditional training courses, extra-occupational courses of study are also supported. Internal training courses are organized in a training plan at the beginning of each year and include, for example, first-aid training, safety-related instruction, and advanced training courses for safety officers.

Employees who are motivated and want to take on more responsibility can be trained to become waste, hazardous materials, fire protection, and safety officers.

Currently in the planning stage is an even stronger focus on the [personal development interests](#) and ideas of employees through the digital recording of individual information.





"We attach great importance to our employees actively shaping the operational processes. This corresponds to our image of harmonious and sustainably effective cooperation, which is characterised by humanity, honesty, fairness, trust and self-fulfillment."



NATIONAL HR SUPPORTS, ORGANISATIONS AND NETWORKS

You can find useful information on the topic of sustainability in human resource management [here](#).

Books

- [Teamlead – Führung 4.0: So führen Sie Teams synergetisch zu Höchstleistungen - Mit Tipps & Checklisten für die Praxis.](#) Lowiec, D., Rascher, S., Graf, N., Schmutte, A. M. (2020). Deutschland: Springer Fachmedien Wiesbaden.
- [Praxiswissen Führung: Grundlagen – Reflexion – Haltung.](#) Berger, P. (2017). Deutschland: Springer Berlin Heidelberg.

Podcasts

- [EPIC WORK, Folge 14: Mitarbeiterentwicklung](#)
- [Mitarbeiter führen](#) mit Kai Boyd

Magazines and networks

- [Human Capital Care - Online-Magazin für Betriebliches Gesundheitsmanagement](#)
- [health@work - Das Magazin rund um gesundes Leben und Arbeiten](#)
- [Human Capital Club e.V. - Humankapital steigern, Unternehmen Personalmanagement, Personalberatung](#)

