**2022 Q1 Retail Culture and Connect Conference**

**Jackie Halleen and Dan Kellett Scripts: Welcome/Opening Comments [3-4 minutes]**

**[ANTON INTRODUCES JACKIE]**

**[JACKIE TO PODIUM]**

Good morning, Team Goodwill, and welcome to the 1st Quarter **Culture and Connect** Conference!

I am so happy to be here with you all today to kick off this amazing event, and to thank you all for joining us.

Today’s conference is all about you. It’s about bringing people together to connect in ways that support our commitment to investing in the growth and development of our people and leaders—which is a large part of our culture. That’s what this conference is all about.

We have an amazing lineup of learning, special guest speakers, and activities designed to help all of us come together to learn and grow and connect with our Mission.

This is a time for you to have fun, to learn, to meet other leaders in our organization, and to give yourself the opportunity to step away from the store or warehouse and to focus on you, the organization and our mission—and your role in supporting these important pieces.

You are here today because you are a leader; if you’ve been with us for a while, you have already demonstrated your ability to lead with courage during circumstances that no one could have predicted.

For all of you who were part of team Goodwill in 2020 (and 2021), I want to thank you for your extraordinary dedication, hard work and leadership during the COVID pandemic. You showed up every day to lead your teams, support your co-workers, and serve the community who depends on us. You held this organization together these past couple of years, and the year we are having now—and the bright future we are facing—would not be possible without you. Please give yourselves a round of applause.

**[PAUSE FOR APPLAUSE]**

The hard work, and the lessons we have learned in the past, have brought us to a point now where we are ready to go boldly into a future that we will create as one team. We are poised for extraordinary growth, and it will take next-level leadership for us to get there. Here in Arizona, the population is expected to go from 7 million to 10 million by 2030.

Our organization is likely to double in that time, which will mean massive growth in Arizona, Maryland, additional mergers, and the expansion of our Mission services so that we can do even more to advance our Mission of Empowering Individuals, Strengthening Families and Building Stronger Communities. With this level of growth expected over the next few years, there are going to be opportunities and roles for many of you here today that haven’t even been imagined or created yet.

That’s why events like this conference are so important. This is a time for all of you in this room to be thinking about what kind of leader you want to be, and how you’re going to get there with the support and teamwork of all of us here today.

We hope you’ll take this opportunity to have fun, and think beyond what you already know, to discover more about yourself—and the kind of future you want to create. As the author and speaker Brene Brown said, “connection is the energy that is created between people when they feel seen, heard, and valued—when they can give and receive without judgement”.

Today’s conference is all about that. It’s your time to connect with yourself and one another. You deserve this experience, and we are so happy to have you here.

Enjoy yourselves, get to know as many people as you can, and join me in welcoming our Senior Vice President & Chief Operating Officer Dan Kellett to the stage!

**[APPLAUSE, DAN TO STAGE; 2-3 minutes of speaking]**

Good morning, Goodwill!

It is so great to see everyone here together.

**[ASK]** Quick show of hands: who was here when we had the retail manager meetings back around 2015?

For those of you who weren’t with us yet, these events were held twice a year, down the street from our Beryl office, and they were primarily focused on training and sharing company updates. These new Culture and Connect events of 2022 are in some ways, a return to the familiar. But in many ways we will be taking learning to the next level, which is what I want to say a little more about.

As leaders at Goodwill, you are part of a team that is making real, important change in our community—and your impact is only going to continue to grow as our organization evolves.

Today, we are on track to provide 275,000 services this year alone, something that wouldn’t have been possible just a few years ago. Because of you, we are able to develop new programs and services that help people not only get jobs, but give them the skills they need to earn higher wages and build long-term careers.

Thanks to all of your hard work, and the new opportunities that will come over the next few years, we will opening our first Excel Center so that adults here in Arizona can earn a high school diploma, and access support services like free child care, free transportation and life & job coaching.

And we will continue to invest in our own team members. With your support, we’re going to continue to find new ways to train and upskill our Goodwill employees through the My Career Matters program so that they can grow with our organization, or get a job outside of Goodwill if that’s what they choose.

We want to empower our team members by giving them the skills, and strong foundations they need to advance their careers and earn higher wages, with us or with another employer.

**[DAN: insert your own story of career growth in Goodwill]**

As you all know, leading a retail team requires a unique blend of expert knowledge, practical “know-how”, and hard work. You need to be able to balance two seemingly competing ideas:

On one hand, there’s the need to lead with the big picture in mind. And on the other hand, you need to lead by example, which often puts you in the position of working along-side your team.

These competing needs can be challenging, but they are part of what leadership is all about. Beyond leading the business there is another important aspect of our job as a leader, and that is leading people.

Leading people is a privilege, as much as it is a responsibility. People are trusting in you to have their backs, to help them to be successful and to support their growth and development.

Today’s event, and future events, are designed with these needs in mind. At each event you can expect to take part in experiences that will equip you with the tools and knowledge you need to successfully lead the business and lead people.

You are here today because we are invested in YOU. And it is so important that you apply the lessons you learn during this conference to your own team, so that we can continue to grow stronger from within, and make sure that every team member feels empowered and inspired to achieve more.

Thank you all so much for being here, and for your continued leadership as we create new and exciting futures for our Goodwill, our team members, and the individuals and families we serve. I hope you will use this conference to meet new people, keep an open mind, and participate fully in all of the activities and experiences we have to offer. You have earned this time together, and we hope you enjoy it!

**[APPLAUSE. ANTON & ALYSA TO PODIUM]**