



A WEEK IN *Learning*

SPOTLIGHT

Individuals and teams leading a culture of learning!

THE POWER OF A LEARNING CULTURE: INSPIRING STORIES FROM OUR RETAIL LEADERS

Tim Warden, Manager, Retail and ROC Learning

Goodwill's mission goes beyond simply providing job opportunities. We have a commitment to education and skill-building that goes further than standard training programs. Our goal is to inspire and empower our team members to reach their full potential and achieve their career dreams. Our Retail department at GCNA has embraced this learning culture and development, prioritizing ongoing learning for all our team members.

Different Leaders, Different Paths

I recently spent some time with three key members of our retail leadership team: **Junior Silva**, **Samuel Robles**, and **Tito Pereda**. Junior is the Store Manager at Lake Pleasant #191; Samuel manages the Ocotillo Store #047; and Tito oversees the Lake Havasu #833 location. These three demonstrate the values of Goodwill, showing a strong commitment to growth and nurturing their teams.

When I met with these three leaders, we discussed their Goodwill development journeys. Our organization provides a variety of opportunities for individuals to develop and grow in their careers. These three have each taken different paths to success.

- Junior started as a Customer Service Supervisor, but he always dreamed of becoming a Store Manager. Over the years, his leaders provided him with opportunities and challenged him to achieve his goals. Not only has Junior grown through the ranks in his career, but he has also helped his own team develop. Today, Junior is the proud Manager of our Lake Pleasant store.
- Samuel began his journey at Goodwill as a donation attendant during the pandemic. Initially, he was simply looking for a job to get back on his feet, but Goodwill challenged him to give his best every day. When Samuel shared his aspiration to become a store manager with his district manager, they recognized his motivation and willingness to be a team player. After spending time as an Assistant Store Manager, Samuel took on a new challenge at a different store to show he was ready for the next level. He met that challenge head-on, and he is now the Manager of the Ocotillo store.
- Tito began his journey at Goodwill as a volunteer at the Yuma store in 2017. Starting as a part-time donation attendant, Tito worked in various positions within the store over the first year and a half. After becoming a Customer Service Manager, Tito applied for an Assistant Store Manager position and held it for two years. To further his career, Tito left Yuma and moved to the Lake Havasu store to take on his new role as Store Manager. He says, "Sometimes you have to take a leap of faith and go where you've never been before to achieve your dreams."

Valuable Advice

Junior, Samuel, and Tito each shared some advice for other team members.

- Junior emphasizes hard work, perseverance, and creative problem-solving skills. He notes, “Goodwill values your development and wants to see you succeed! Work hard and overcome challenges; Goodwill will provide you with opportunities - don’t be afraid to think outside the box.”



Author: Tim Warden

- Samuel advises team members to be diligent and to learn as much as they can. He shared, “Work hard on yourself and be prepared for opportunities to come your way. As Abraham Lincoln said, ‘Give me six hours to chop down a tree, and I will spend the first four sharpening the axe.’”
- Tito encourages team members to seek mentors, learn from the best, and take advantage of every opportunity. His advice? “If you want to accomplish your goals, don’t be afraid to step out of your comfort zone, don’t be afraid to try, and ask for help. Most importantly, have a passion for what you want to do! Goodwill has many opportunities to grow and wants to support you, but you must ask and go after what you want.”

Goodwill’s Learning Culture

The stories of Junior, Samuel, and Tito showcase the incredible potential for growth and development that exists within Goodwill. Common themes that ran through all their stories included:

- **Having a vision for your career.**
- **Pursuing opportunities when they arise.**
- **Investing in your team the same way the organization invests in you.**

They began at entry level positions and worked their way up, showing that with determination and support, success is possible! Their achievements underscore the importance of developing talent internally and empowering the next generation of leaders.

Goodwill is committed to providing its team members with the resources they need to succeed, and these success stories show that this investment pays off. As Goodwill continues to grow, the talent and dedication of our team members will drive the organization forward.

Thank you for leading a culture of learning!

Junior Silva, Store Manager, Lake Pleasant #191
Samuel Robles, Store Manager, Ocotillo Store #047
Tito Pereda, Store Manager, Lake Havasu #833

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