



A WEEK IN *Learning*

SPOTLIGHT

Individuals and teams leading a culture of learning!

UNVEILING THE HIDDEN MAGIC: A BEHIND-THE-SCENES TOUR OF GCNA'S RETAIL OPERATIONS

Jason Edelman, Supervisor, Instructional Design, Learning & Development

Beneath the surface of any bustling retail store lies a symphony of humming operations. Goodwill's Retail Team has created a behind-the-scenes tour offering team members an exclusive chance to witness the choreography that accompanies the journey of donated items as they become fuel for our mission. This Retail Operations Tour bridges front-end interactions and back-end logistics and exemplifies Goodwill's commitment to transparency, teamwork, and innovation, spotlighting the heroes who conjure the enchantment and value for our shoppers and community.



Retail Operations Tour 2.0

I sat down with Crystal Silvernale, who recently served as Retail's Executive Assistant, to better understand the Retail Operations Tour and how it got started. Crystal informed me that there had been a tour for some time, but it wasn't structured to allow more than a couple of team members to participate. Additionally, it proved difficult to get retail leaders the time they needed to conduct the tour. Crystal stepped in to streamline the process and create structure around the tour. She created a process around scheduling and coordinating; for participants who will attend, for Store Managers hosting, and for Regional Directors guiding the tour.

Now there is a structure around the tours that accommodate Retail's schedule and allows everyone to get more out of the experience. Tour participants also receive an agenda, a map, and lunch. These small touches go a long way to make the tour more impactful.

Leaving Lasting Impressions

In talking with Crystal, it is clear that Retail intends to create an experience for team members that provides a deeper understanding of the contributions that stores and their team members provide to our organization. She hopes this tour gives team members a better understanding of how stores work – of the flow, the process, & the layout. "It takes a lot to work in a store, being on your feet for eight hours, and it might not be something that every team member is aware of", says Crystal.



Author: Jason Edelman

Crystal encourages leaders to have new team members, or those who never attended, to go on a tour to see what a store is really like behind the scenes. “They do so much more than I had originally thought; the experience was truly humbling.” She found deeper respect for our Retail team members and wants everyone to share that feeling. The response from team members has been unanimously positive – all sharing Crystal’s impressions. “It’s nice to know that they are enjoying the new Retail Operations Tour!” She also sees this as a great opportunity to create a learning experience for other parts of the organization.

Crystal has been with Goodwill for over two years and is curious to have the same understanding of other departments. She believes that creating a tour or similar experience would spread awareness and appreciation for other team members’ roles in fulfilling our larger mission.

A Culture of Learning

The Retail Team’s contributions to the Retail Operations Tour reflect Goodwill’s dedication to fostering a culture of learning. This tour, masterminded by our Retail leaders, demystifies our operations and captures our mission’s essence. By showcasing the hard work of our Retail Team, this experience goes beyond our stores, helping us better understand the commitment needed to achieve our goals. The success of the Retail Operations Tour not only enriches participants’ views but also opens the door for similar initiatives across our organization. This achievement highlights the Retail Department’s crucial role in promoting awareness, unity, and a strong connection to Goodwill’s shared purpose.

The Retail Operations Tours are on a six-week rotation held on Fridays and are available by request. A team member’s leader should reach to Isela Abundiz (Executive Assistant for Retail Operations) to be added to the next tour.

Schedule a Tour Today!

Isela Abundiz: Rosa.Abundiz@goodwillaz.org

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