

2020 Healthiest Employers: Innovative sessions help move the needle at Goodwill Industries

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Editor's Note: This story is part of our [2020 Healthiest Employers Awards](#), touting the winning companies' best practices. We will be publishing expanded profiles like this one each week. Later this year, we will also host a Healthiest Employers roundtable discussion led by Editor-in-Chief Mel Meléndez.

Goodwill Industries of South Florida is a nonprofit organization that creates opportunity for people with disabilities and other barriers to employment by offering them training and job placement services.

And with 2,300 employees, the Miami-based operation also offers opportunities for its own people through a companywide wellness program that offers “something for everyone.”

“Our corporate wellness program touches every level of our organization and provides continued support for our associates to ensure their success by helping them stay motivated and on track,” the company says. “The consistent support has significantly contributed to bettering the program, increasing the participation rate in all the activities and events, and improving employee morale.”

With group initiatives including a weight-loss challenge, yoga classes, participation in the Mercedes-Benz Corporate Run, and meditation and mindfulness sessions, the organization offers programs across multiple pillars of well-being.

Goodwill Industries has implemented some new initiatives, to which the employees responded exceptionally well, the company says.

For example, it offered bi-weekly auricular puncture sessions. The goal behind using this therapy is to relieve pain, calm the mind and help address chronic diseases.

“We used these sessions strategically to show that medication wasn't the only way to address certain conditions, and that holistic approaches can help, as well,” the company says. “We introduced some other screenings and demonstrations to show how these can change one's life for the better. Employees have taken these seriously and started to implement them in their personal lives, sharing [their experiences] with other employees and spreading awareness. The word-of-mouth has positively affected the workforce, and the participation in the events has been incredible.”

The company says it owes this success to “wellness champions” who consistently show up and promote its initiatives. Employees attend wellness activities, talk about their personal achievements and continuously encourage one another.

“I continue to be proud of our associates' efforts to maintain a healthy workforce,” President and CEO [David Landsberg](#) says. “The program is evolving year over year, and the associates become more aware of their health conditions and things they can do, at work and at home, to lead a healthier lifestyle.”



GOODWILL INDUSTRIES OF SOUTH FLORIDA

Goodwill Industries employees participate in company-sponsored wellness activities.

Healthy Fact

Financial information is provided at wellness events, and stress relief days are offered for employees.

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