

Analysis of Goodwill Communication and Image

Janelle C. Adams

Alliance University

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Dr. Naran Jallim

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### **Introduction**

Internal and external communication are both integral parts in the success and growth of organizations. Internal communication is the transmission of thoughts and ideas within the organization while external communication is the transmission of information that occurs outside of the organization (Walters, 2019). Large corporations have a unique way of communicating and promoting their image. Goodwill is an independent nonprofit organization that has been serving the community for more than 90 years. This organization is a charity program that works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need to exceed their full potential through learning and the power of work (Cardoni, 2009).

### **Communication**

Goodwill has a good sense of internal communication. Their internal website MyGoodwill is used to gain important information that increases their effectiveness at work and their organizations' ability to give job training programs and career services to people in their communities. It is also used by staff at every level of the Goodwill agency to access different resources and communicate with peers in their employment areas (Cardoni, 2011). This program has received a National Excellence in New Communication Award and it was honored in the Internal Communications Category in SNCR's Nonprofit Division during the 6th Annual SNCR Symposium and Awards Gala. Having this type of internal communication allows Goodwill professionals to stay current on trends and sharpen their skills. The technological advancements in the website have also allowed there to be job training services provided to more than 2.4 million people in 2010 (Cardoni, 2011). Overall, MyGoodwill has proven to be an excellent

source of internal communication for the organization, and it has allowed for improvements in many aspects of the community, including employment opportunities and providing support to themselves and their families.

### **Image**

An important part of a company's success in communication is their image. Goodwill has a strong mission, vision, and values. Their mission is to improve the quality of life in families and help people achieve their full ability through the power of work. Goodwill is known for funding programs that help people find jobs. By selling quality items at an affordable price, the retail stores fund programs that assist thousands of people each year obtain a job and become financially secure. At these stores, 89 cents goes towards this mission for every dollar spent (Butner, 2021). The vision behind Goodwill is that every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life. Having this type of image and reputation allows for people to trust them, recommend them, or return for service. It also helps when customers at their stores understand how they are contributing to help out individuals looking to be the lives of themselves and their families. Goodwill's values include respect, stewardship, ethics, learning, and innovation. They work to honor their heritage by being socially, financially, and environmentally responsible. Looking at their website, it is easy to understand why they have had as much success as they do.

### **Conclusion**

Goodwill is a successful nonprofit charitable organization that has proven to have a reputable image, internal and external communication. They have built a company that serves people and puts their values and mission above all else. The success of their internal communication and development of their employees is proven through their site MyGoodwill.

Externally, Goodwill promotes themselves across several countries and they stay up to date with technology and social media. With a proper image and networking tools, any company can obtain success.

## References

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