



TwincraftSkincare

COVID-19 Fatigue & Opportunities for Continuous Improvement to People and Culture

- Twincraft's Reality
- Purpose and Compassion
- Meaningful Wellbeing Initiatives
- Healthy Mindset

Twincraft's Reality

- Essential Business
- Hired 80 new positions since last March
- Growing at a rate of 25% per year
- New, 3rd facility
- Opportunities for OT
- Profit Sharing
- Opportunities for professional growth

Purpose and Compassion

- Soap Creates Hope
- Pandemic bonus
- Flexible work schedule when possible
- Supportive People Center that works with individuals
- Celebrating and connecting differently

Meaningful Wellbeing Initiatives

- Health and Wellness Center
 - 3 Steps to Wellness
 - \$50 cash to go to the doctor
 - COVID-19 testing
 - On-site flu shots
- Babies to Work
- Dedicated time and money to Vermont's childcare crisis
- Paid for fishing licenses
- Take time off work for COVID-19 vaccines

Healthy Mindset

- 6 free mental health visits
- Working Bridges from the United Way
- Helping people to reframe the narrative of the pandemic
 - Flexibility
 - When something is soft and pliable, it bends and bounces back
 - When stiff and rigid, it breaks in two