

## TITLE OF THE CASE STUDY: GOA ORGANICS. “The value of green products”

Name of the organisation: GOA ORGANICS



Country and sector of the organisation

Spain, hairdressing and hair care

Type of organisation: BUSINESS COMPANY

- Business company X
- Public organization
- Private organization
- NGO
- Other:

Size of the organisation: SMALL

- Small X
- medium
- large

Brief description of the organisation: GOA

GOA is Small company

Goa organics is a young company that offers products for individuals and professional hairdressers.

Its philosophy is to sell organic and natural products

Goa is the effort and synergy of two entrepreneurs who 4 years ago detected the need to create quality hair products with a high added value consisting of care and respect for health and the environment.

<https://goaorganics.es/>

<https://www.facebook.com/goaorganics>

### Short description of the case study (500 characters)

The added value of this practice within the context of our project is that of a young creative company in which all the partners are committed to the environment and the synergy that must be generated by work committed to respecting it.

Among its employees, the knowledge that they are acting positively on the impact of the planet and in turn on the health of the planet is promoted as an emotional salary.

At the same time, management provides workers with:

- ✓ **flexible working hours.**
- ✓ **Autonomy**
- ✓ **Participation in the strategic guidelines**
- ✓ **Economic incentives for reaching a company objective, rather than personal incentives.**

The partners and owners of the company have constant feedback with the workers, ensuring that they never feel alone and making GOA a small family.

In this sense, they try to interact with their workers by holding small meetings and company meals and giving them gifts so that they feel that the company takes care of them.

During the pandemic period, they have worked from home, teleworking with complete autonomy.

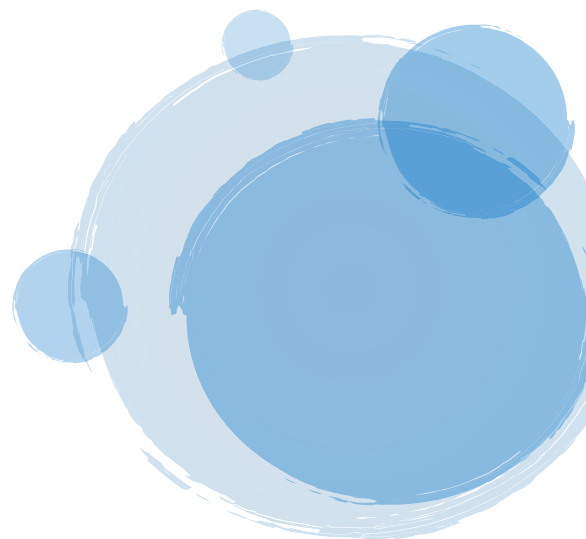
In summary, in this case study we will see how motivation at work is very important and this motivation can come from an intrinsic form; that is with the value of our work and the impact it generates and extrinsic, with the achievement of economic objectives.

In GOA they are aware that the intrinsic motivation of workers exists when they believe in what they do and the extrinsic motivation is shown by the motivation of the company in the form of bonuses and gifts.

At GOA they believe that "The success of any job is to love what you do, to know that what you do satisfies people".

### Key words:

**Emotional salary, Extrinsic and Intrinsic Motivation**



## BEST PRACTICE PROFILE

### DETAILED DESCRIPTION

In the case of Goa organics, the birth of Goa was the result of market research and the realisation by the founders **Alejandro Guiote** and **Mar Giron** that there was no similar product on the market, all existing products for keratin treatments had environmentally harmful compounds and did not respect the concept of ecology in terms of environmental respect.

The growth of the company has been made in the sense that the sale of the product is made to hairdressers who understand the sense of dealing with a natural and organic product.

In this sense we are working with an intangible, the prestige that gives the use of organic and natural components with customers.

We understand that within the TIWA project our focus is on knowing that the work done is environmentally friendly and is a form of emotional salary.

Knowing that the work performed favours the environment is a form of emotional salary.

Our employees and our network of clients are aware of this and this makes being an ambassador of our brand more important from the point of view of the prestige it gives to the hairdresser, than from the economic point of view.

Our objective and mission is to make hairdressers see that the health of their clients is in their hands and to promote the health of their clients in that sense, providing not only an aesthetic improvement but a general improvement in the health of the person.

The steps and the birth of this way of working are consubstantial with the vision of the founders.

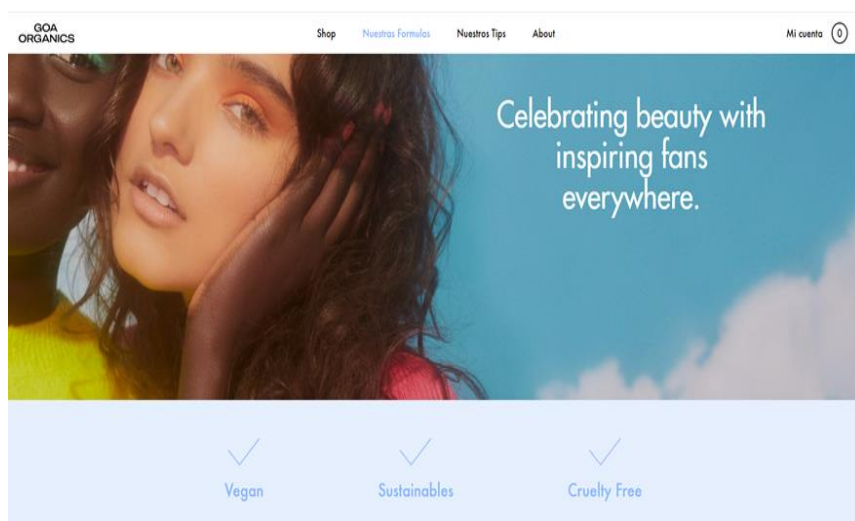
There are many products but very few that have an impact on the health of the hair, as most of them use chemical components.

The concept of organic hairdressing has a positive effect on the health of the hair and the person by means of natural products.

This is the focus of our project which started as an idea more than two years ago.

In this sense the whole company understands the sense of what is done and why it is done and the fundamental steps have been the training of all the hairdressers (brand ambassadors) so that they understand the difference of our product with respect to the rest.

It is very important for us to create an Organic community, in which respect for the land is an added value, a form of emotional salary for our ambassadors within the "GOA" sense of life.



## RATIONALE

We understand as we have pointed out above that our fundamental objective is to offer a different and innovative product that has a positive impact on the health of hair and the health of people.

One of the challenges we have encountered in this growth process has been to train and explain to our ambassadors why we must be aware of the products they work with in their salons and the positive impact it generates.

In this sense our contribution *is in the form of an intangible, it is an emotional salary that the worker perceives when they understand that they are doing things in a way that is beneficial for the health of others and for the health of the planet.*

### Goa products are free of:

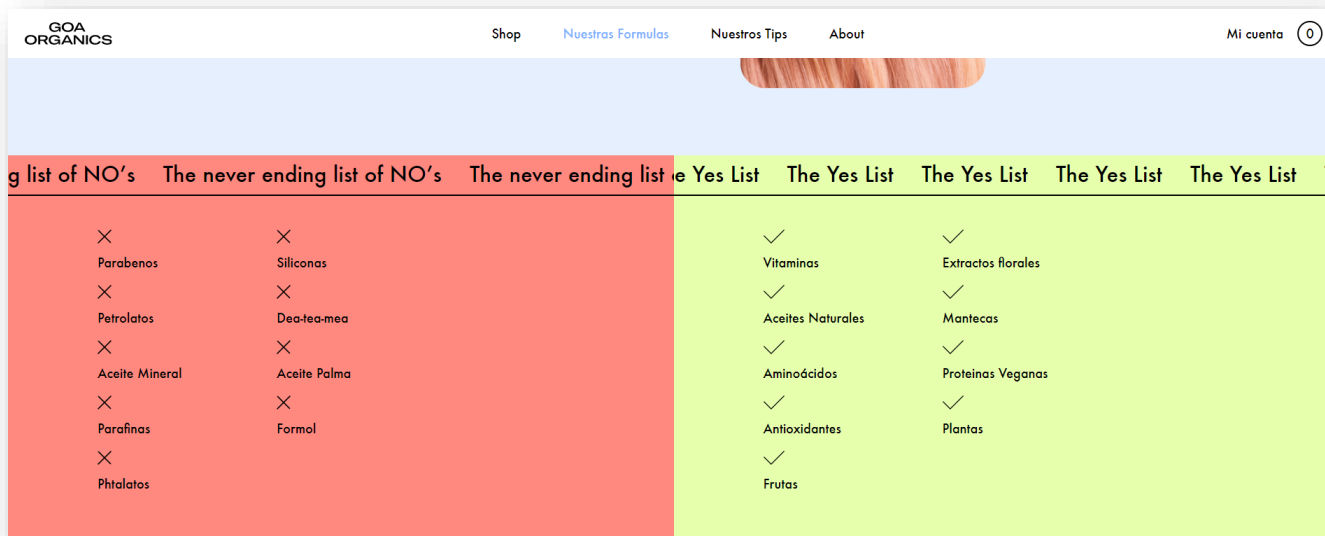


Parabens	Parafine	Dead-tea-mea
Petrolatum	phthalates	Palm-Oil
Mineral Oils	silicones	Formol

### Goa products are composed of:



Vitamins	Antioxidants	Butters
Natural oils	Fruits	Vegan proteins
Amino acids	Flower extracts	Plants



The screenshot shows the GOA ORGANICS website with a navigation bar (Shop, Nuestras Formulas, Nuestros Tips, About, Mi cuenta) and a main content area divided into two columns: 'No's List' (red background) and 'Yes List' (green background).

No's List		Yes List	
Parabenos	Siliconas	Vitaminas	Extractos florales
Petrolatos	Dea-tea-mea	Aceites Naturales	Mantecas
Aceite Mineral	Aceite Palma	Aminoácidos	Proteinas Veganas
Parafinas	Formol	Antioxidantes	Plantas
Phthalatos		Frutas	

## GOALS

At the business level we find it important within our objectives:

### Free of lies

**Honesty** is one of our fundamental pillars. We do not use a long list of ingredients, not because of their toxicity, but because we consider that they only beautify the hair without repairing it, only one product in our range contains **silicones** for an essential need: Free of make up!

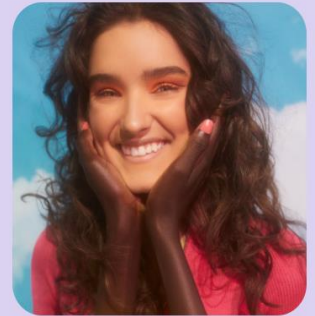
Vegan

Sustainables

Cruelty Free

## Free of lies

La honestidad es otro de nuestros pilares fundamentales. Nuestro claim jamás será libre de tóxicos, ya que ningún producto cosmético comercializado en la UE lleva tóxicos. Absolutamente todos los cosméticos en una parte incorporan ingredientes sintéticos, que no son lo mismo que tóxicos. Nosotros no usamos un largo listado de ingredientes no por su toxicidad, si no porque consideramos que únicamente embellecen el cabello sin repararlo, sólo un producto de nuestra gama contiene siliconas por una esencial necesidad. ¡Free of make-up! Porque creemos que obsesionarse no es bueno.



### Loving Animals



## Loving Animals

No testamos en animales, no utilizamos ingredientes de origen animal, y rechazamos materias primas que hayan sido testadas en animales. Nuestros productos son veganos. Así podrás lavarte el pelo, sin mancharte las manos.

We do not test on animals, **we do not use ingredients of animal origin**, and we reject raw materials that have been tested on animals. Our products are vegan.

On an internal level and leaving aside the business objectives and the value we give to environmental care, we have that according to TIWA's objectives we work on:

### Internal communication within the company:

Communication is the key to success in any relationship, a communication that must flow in several directions. Building channels to collect suggestions for improvement, such as satisfaction surveys, and trying to put them into practice will strengthen ties. Strengthening bonds through listening is practising happiness.

### Workplace

You can contribute to the amount of happiness in the company simply by favouring workplaces that make the most of sunlight, that integrate ergonomic decoration and furniture, plants, up-to-date software, equipment that ensures good performance and offer our workers team meals.

GOA is located in the centre of Barcelona, because it is important that workers feel good in the workplace!

### Right to disconnect

Respecting rest times without interference from work in personal life are aspects whose limits are increasingly blurred and, therefore, more and more efforts must be made so that they do not influence, we understand that the aforementioned autonomy also requires respect for the worker's time.

### Sense of belonging and emotional attachment

Employees need to be connected to a larger project and to give their work meaning and meaning. In this sense, discussing the future, the problems or the strategy to be followed is very useful.

At Goa we believe it is important to focus in the following areas:

**1. Partnership:** think of the other, the details make the difference and where you don't reach, the other reaches. This is the philosophy of the agency so they often organise surprise anniversary dinners, bring some food after a trip or reorganise the work to free up those teams that need it.

**2. Trust in the team:** this is perhaps the most important point; trust is the core of our partnership. They trust that each person in the team manages their time as best suits them and does their best to meet the objectives. At GOA, for example, no one asks for explanations for coming in at 10am or for proof if you have said you are going to the doctor.

**3. People come first:** they understand that without a team there is no company. People are E's DNA and it is they who give life to the brand. That is why they think it is so important to look after their happiness: if the team is happy, feels fulfilled and works in what they like, the rest will follow suit.

## IMPACT

At "Goa organics" We try to make the worker feel part of the team. In this sense, Victor, one of our workers, tells us that the trust and **delegation of responsibilities** towards him has been great, making him feel part of the project.

In addition, Goa organics counts on all its workers to consult them about marketing strategies and allows them to respect their working hours.

GOA hopes that the measures implemented will help our company to grow and that our employees will continue to work as they have done in the past.

It is very important to us that the growth of our company is based on trust and **mutual respect**.

Among the negative characteristics, we would like to point out that giving the employee independence and self-management requires a good recruitment procedure.

Without a good selection process, trust in the employee can turn into a lack of responsibility as he/she feels that nobody is controlling him/her.

GOA believes that the road to success is based on trust and they will not change their approach to employees.

Mar Girol comments: "The workers are autonomous in their work and know what they have to do, so it doesn't matter if one day they don't arrive on time for their working hours, as on other days they make up for it with more hours".

At the same time, as an extra-institutional motivation practice, **GOA organics provides BONUS for reaching the objectives that have been set as a company.** These bonuses do not depend on the work of a single employee but on the work of the whole company and the aim is to encourage cohesion and good teamwork.

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## LESSONS LEARNED

We consider emotional pay and intrinsic motivation, internal motivation for personal fulfilment and not only for work, to be more important in GOA.

We consider intrinsic or internal motivation to be more important than purely economic extrinsic motivation.

Therefore, we consider intrinsic motivation to be a driving force at work.

Moreover, in this case study we can observe that the worker considers it is right to promote his happiness through:


- **Autonomy:** We seek to be the directors of our own life.
- **Good relationships:** We seek to relate, to be connected and to care for others.

Therefore, to motivate others to do their best, rather than trying to motivate them directly, we need to create the right environment for them to fulfil these natural needs.

- **Work flexibility:** At Goa we realise that time is only a means to an end. According to reports such as 2010 Workplace Flexibility in the U.S., flexible work - allowing employees to work when, how and where they choose - increases employee engagement. In fact, 60% of those with high access to these measures are very satisfied with their work,

## MATERIAL

GOA ORGANICS Shop Nuestras Formulas Nuestros Tips About Mi cuenta 0



Say hello to the haircare brand you'll love

Our Philosophy Our Philosophy Our Philosophy Our Philosophy Our Philosophy Our Philosophy Our Philosophy Our Philosophy Our Philosophy


**LESS IS ALWAYS MORE**  
Todo lo que añadimos a nuestras fórmulas es tan importante como todo lo que excluimos.

**BACK TO BASICS**  
Volvemos a lo básico, a la esencia real. Los productos que usas a diario son los héroes anónimos de tu rutina.

**VEGAN FUTURE**  
Creamos productos veganos para hacer de este mundo un lugar más pacífico.

### Our Philosophy

GOA ORGANICS Shop Nuestras Formulas Nuestros Tips About Mi cuenta 0



Una marca para pelos sucios y conciencias limpias.  
Sí. A todo el mundo se le ensucia el pelo. Hay personas a las que se le encrespa, a otras se le quiebra... a nosotros también nos pasaba. Por eso sabemos lo que todo el mundo necesita, pero sobre todo, sabemos lo que no. Porque todo gran cambio empieza en tu cabeza.

GOA ORGANICS, por ejemplo, empezó en la nuestra. Una cabeza que tenía un pelo rizado sin definición, encrespado, frágil y quebradizo. Digamos que manteníamos una relación paliaguda. Probablemente sepas de lo que hablamos. Pero también teníamos una idea clara: crear productos que no dañasen nuestro pelo ni tampoco nuestro planeta. Parecía imposible, pero ¿qué cambio no lo parece?

Después de 15 años dedicados a la cosmética capilar, trabajando con los mejores químicos, probando y estudiando, no habíamos encontrado ningún producto que se adaptara a nuestro cabello. ¡Ni mucho menos a nuestros ideales! Por eso decidimos crear nuestros propios productos. Para ayudar a otras personas a sentirse cómodas con su cabello. A sentirse seguras.

GOA ORGANICS Shop Nuestras Formulas Nuestros Tips About Mi cuenta 0

GOA ORGANICS es una marca respetuosa con el cabello, con los animales y con el planeta. La marca que nosotros mismos necesitábamos: para tener un pelo sano y una conciencia tranquila.

**SIN PELOS EN LA LENGUA**  
Para que nuestros productos sean honestos, primero tenemos que serlo nosotros. Por eso somos transparentes y trabajamos con productos efectivos, contándote todo lo que pasa por nuestras cabezas porque, más tarde, pasará por la tuya.

**MENOS ES MÁS**  
Todo lo que añadimos a nuestras fórmulas es tan importante como todo lo que excluimos. Por eso nuestros productos están creados libres de sulfatos, parabenos, siliconas, petrolatos, parafinas, aceite de palma, aceite mineral, aluminio, formaldehído y derivados, dea, tea, mea...

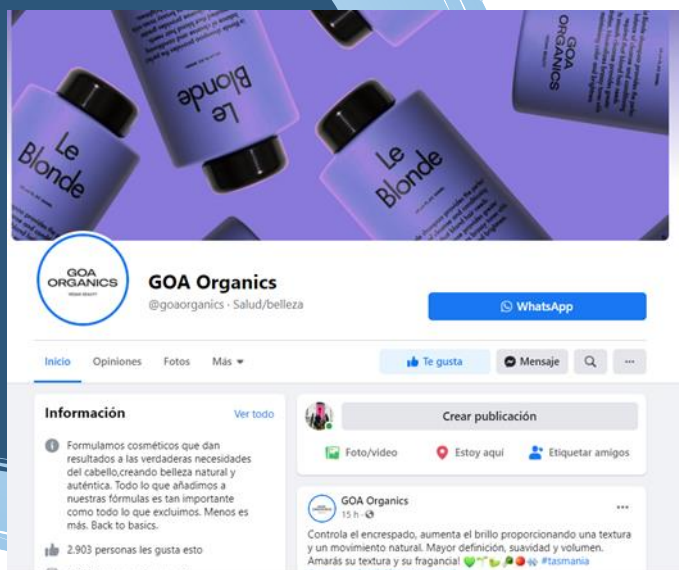
Sólo un producto de nuestra gama contiene siliconas por una esencial necesidad.

**CUIDA DE TU CABELLO SIN DAÑAR EL DE OTROS**  
Nuestros productos son veganos. Eso significa que no han sido testados con animales y, además, ninguno de sus componentes proviene de ellos. Y así podrás lavarte el pelo, sin mancharte las manos.

**DESMELÉNATE, PERO CON CUIDADO**  
Nos gusta divertirnos pero somos responsables. Es por eso que cada uno de nuestros envases proviene del maíz. De esta forma evitamos utilizar plásticos convencionales para que nuestros productos puedan ser reciclados y tener una segunda vida.



## Our Facebook



## REFERENCES

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