

# THE REASON

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UNTIL THERE'S A CURE... CLEANING FOR A REASON®  
www.cleaningforareason.org

YOU DON'T HIRE FOR SKILLS. YOU HIRE FOR ATTITUDE. YOU CAN ALWAYS TEACH SKILLS.

## HIRING BLUES

WHERE ARE ALL THE GOOD CLEANING TECHNICIANS?

### THE PERFECT EMPLOYEE

- ☒ HARD WORKER
- ☒ TEAM PLAYER
- ☒ SKILLED
- ☒ HONEST
- ☒ LOYAL

I've been hearing a lot of cleaning business owners singing the blues lately, and it's all because they can't seem to find good cleaning technicians. And just when they think they've found some good people, they either don't show up for work or they quit after a month or two.

The unfortunate result of this scenario is that there are a lot of frustrated owners out there who are no longer willing to put in the effort to thoroughly train employees for fear that it's all just a big waste of time. And thus begins that vicious cycle we've seen in our industry for years—high turnover.

The danger for business owners is the shift that happens when their frustration becomes apparent to the people around them. Frustration leads to bad attitudes, and bad attitudes will change the entire culture of your

business. Even your most productive and most engaged employees are susceptible to that negative culture and may seek employment elsewhere if they have to put up with all the negativity.

### HOW DO YOU FIND CLEANING TECHNICIANS THAT STICK AROUND?

Unfortunately, there is no silver bullet to this problem. With increasing minimum wages, competition for employees, thin profit margins, and restrictive labor laws, it's becoming increasingly harder to find good help.

Even the companies that are succeeding have to actively recruit employees regularly in order to keep the pipeline full. But it's more than just having a steady stream of prospects to choose from. That phrase, "slow and steady wins the race," applies here. And it starts with you, the owner, and the culture you create for your business.

It's not easy to create a positive culture in an industry that is typically perceived as low-end and low-paying. But it is possible to attract and retain good cleaning technicians. I've seen companies that are making it work. In fact, here is a quote from one of our LinkedIn group members about how he is able to steal away employees from his competition:

"Trust me, if you separate yourself from the competition in terms of how you treat your employees, they will tell others who work for competitors and they will come knocking. This has been happening frequently with us for years now."

Another example of a company that literally wrote the book on creating a culture in the cleaning industry that helps its employees thrive is Jancoa. The book *The Dream Manager* is based on what Mary and Tony Miller did to turn their company around.

The reality is that for most people, their cleaning job is a stepping stone to what they really want; so if you can get three to five years out of a cleaning technician, you're doing great. Jancoa is helping their employees reach their dreams, so they are retaining most employees participating in the program for at least three to five years.

### MARKET YOUR BUSINESS TO PROSPECTIVE CLEANING TECHNICIANS

People don't usually think about marketing when hiring employees, but that's exactly what you need to do. Marketing is all about attracting prospects to what you have to offer. It's no different when seeking employees. If you want to find good employees, you must attract them.

*Continued on pg. 2*

## PARTNER SPOTLIGHT: TOM HEVERON OF BEACHLAND CLEANING SERVICE GOES ABOVE AND BEYOND



"As soon as I learned about Cleaning For A Reason in 2007," said owner Tom Heveron, "I knew it would be a perfect partnership for my cleaning company Beachland Cleaning Service of Vero Beach, FL. My passion to help those in need is very strong and I love what Cleaning For A Reason offers cancer patients."

Heveron is no stranger to cancer. "My mother passed away from cancer and my wife is a survivor of cancer," Heveron said. "I have first-hand experience on just how hard cancer is on the patient and the caregiver. Cleaning For A Reason not only impacts the patients, but also gives the family a sense of relief. It is a very difficult and trying time in their lives."

When a woman with cancer residing anywhere in the United States and Canada applies for free house cleaning, Cleaning For A Reason contacts one of their 1,200 affiliate volunteer cleaning companies to take care of the patient's home. Beachland Cleaning Service, through nine years of partnership with the foundation, has given away more than 400 free home cleanings to patients in need. The company cleans four homes per month for four consecutive months at no charge.

"The impact that my company has on the community and each of the patients we help gives me the most rewarding experience and feeling," Heveron said. "Patients have told me that there is nothing like the feeling of a clean home, especially when you are sick. I encourage everyone to be a blessing to a patient."



In addition to his company donating cleanings, this business owner feels called to do more. "While my staff performs the cleanings, I see myself as a fundraiser for Cleaning For A Reason," said Heveron. "I am committed to help raise both awareness and funds to serve the cause. I'm constantly looking for different ways to do this. I actively apply for grant money to help benefit the foundation and I hope to do my part in creating awareness of the cause for other cleaning services that would consider joining."

In honor of Cleaning For A Reason's 10th anniversary in 2016, Beachland Cleaning Service is running a few different fundraising programs throughout the year. Heveron just recently matched \$2 for every like to his company's Facebook page during the month of

April 2016. "With great pleasure," stated Heveron, "I made a \$2,010 donation to the foundation in honor of all 1,005 people who liked our company Facebook page. Every like helps a woman today. No following ads. I just wanted to help hundreds of women with this simple fundraiser."

Heveron also knows that a good song can remind us of the importance of giving, even if it's just "a little bit." "I've had the pleasure of working with singer Roger Hodgson," said Heveron, "to secure the rights for Cleaning For A Reason to use the song 'Give a Little Bit'. In Hodgson's own words, 'It's just one of those songs that has a profound yet beautiful and simple message—give a little bit and show you care.'"

On behalf of the women we serve, we thank Tom Heveron and Beachland Cleaning Service for the extraordinary lengths that they go to support the cause of free house cleaning for women battling cancer. A little bit here and there sure does add up to a whole lot of caring!



## WELCOME NEW PARTNERS

**Bay Cleaning** Chestertown, MD

**Bee There Cleaning Service** Wall Township, NJ

**Charleston's Best Cleaning Service** Mount Pleasant, SC

**Chorebusters, LLC** East Prospect, PA

**Clean Break Cleaning Company** Purcellville, VA

**Clean Your Castle** Gaithersburg, MD

**Home Buddy Cleaning, LLC** Redding, CA

**Life Maid Simple Residential & Commercial Cleaning** Boston Lake, NY

**Maid to Shine of MT** Billings, MT

**Maids of Tulsa, LLC** Broken Arrow, OK

**Marta's Cleaning Service** Monahans, TX

**Rozalado & Co. Commercial Cleaning Professionals** Chicago, IL

**Running Things Cleaning Services** Silver Spring, MD

**Sweep & Mop, LLC** Danielson, CT

**Tarylen Cleaning Services** Longmont, CO

**The Domestic Engineer, LLC** Addison, MI

**The Maids of Fort Wayne** Fort Wayne, IN

**Tidy Keepers Express, LLC** Columbia, MO

**Two Maids & A Mop of Murfreesboro** Murfreesboro, TN

**White Glove Professional Cleaning** Chandler, AZ

## CLEANING FOR A REASON CORE VALUES



### FREE

*House Cleaning*

FOR WOMEN UNDERGOING TREATMENT FOR CANCER

DELIVER OUR PROMISES WITH COMPASSION to our customers and partners

Provide TRANSPARENCY in all we do  
Be HONEST AND ETHICAL in our actions and words

Hold a PASSIONATE COMMITMENT to our vision

Be RESPONSIBLE in the management of our resources

INSPIRE others

## Sponsors



# FROM THE FOUNDER’S DESK

## Happy, Satisfied Employees Make a Business Successful

“Customers will never love a company until the employees love it first.”  
~Simon Sinek

Happy and satisfied employees are critical in making your cleaning company succeed and grow. Showing your employees how much the company appreciates, respects, and values them on a personal level is crucial. Many studies have shown that employees with high job satisfaction are generally more productive, engaged, and loyal to their companies.

Here are some tips to keep your staff smiling and producing:

- **Take pride in what your company does** – Your company makes a difference in your community, one home at a time. Believe in the difference that a clean home can make for each of your clients, especially if you’re cleaning for someone in need. I love talking to my cleaning techs about Cleaning For A Reason patients and the impact that cleaning for a cancer patient has made on them. Providing the gift of a clean home to a cancer patient can cultivate a sense of purpose and happiness for your employees. People want to feel as if their

work matters and that their contributions help to achieve something really important.

- **Build ownership among your staff** – Get employees to feel that they own the place, not just work there. Make it your goal to strengthen the feeling among your staff that they are an important part of the organization. Make sure that your employees feel responsible and take personal pride in what the client is buying. Having open communication and employee involvement is critical. At Buckets & Bows Maid Service, we have quarterly meetings with the entire staff to inform them of any new or helpful information. We also allow time for the staff to be heard and address any issues or share any ideas with management. I also routinely meet with each of my employees, face to face, to discuss things on a more personal level.
- **Know what perks motivate each of your staff** – Salary and benefits do play a part in employee retention and so does a feeling of being cared for and having fun. In working with my employees, I have discovered that it’s trial and error to see what motivates everyone. Common perks may include pizza Friday, movie tickets, restaurant gift certificates, days off, etc. At Buckets & Bows, we



like to have contests to help motivate and recognize staff. During the summer, we have “perfect attendance” contests, where the employees can win cash or prizes. Some of the staff is motivated by cash incentives, while others enjoy winning prizes. So the challenge is to make sure that all of my staff is motivated by what matters most to them.

When employees are happy and satisfied, they are generally more self-motivated and self-directed and are more apt to having better relations with coworkers and clients. The more satisfied clients are, the greater chance of increased business. Happy, satisfied workers fix problems instead of complain about them. Ultimately, happy, satisfied employees do not want to leave their jobs.



### CHARTER PARTNERS

- American Maid Cleaning, LLC
- Buckets & Bows Maid Service, Inc.
- Clean & Simple Cleaning
- Dial A Maid, LLC
- Domestic Aide of Tulsa
- Domestic Service Resource, Inc.
- Guarantee Girls
- Imperial Cleaning Company
- Johnny Sparkles Cleaning
- Life Maid Easy
- Lilly’s Cleaning Service, Inc.
- More Time for You
- Never Clean Again
- Pearl’s Home Cleaning Angels
- The Cleaning Pros, Inc.
- The Cleaning Solution

## HIRING BLUES

Continued from pg. 1

Think about it this way. Many of us rely on word of mouth to grow our business. When your customers have a great experience with your business, they are more likely to tell others about you. The same holds true for employees. If you have engaged employees that enjoy working for your company, they’re more likely to recommend you as an employer. And the good news about that is, they’re going to tell their circle of friends, who typically share the same attitudes and values. And if your best employees are recommending your business, it’s very likely these will be the kind of people you want to hire. So encourage your best employees to promote your job openings to their circle of friends.

You’ll also need a strategy for marketing your job openings in order to get even more candidates in the door. But instead of the traditional employment ad where you list the position, full-time or part-time, and the hours they’ll be working, focus on the benefits and experience they’ll enjoy when working for your company.

In 2014, Towers Watson conducted a Global Talent study, in which 41 percent of employees say job security is a key reason to join an organization. So talk about that in your employment ad. Ask your best employees why they love working for you and use that to attract more candidates. Other things that are important to candidates are career advancement opportunities, learning opportunities, and your organization’s reputation as a good employer.

Being a Cleaning For A Reason partner gives you an extra advantage when recruiting employees. You already know that employees participating in the program are deeply touched by the cancer patients they serve. Leverage that in your hiring ads as one of the top reasons employees love working for your company.

**HIRE FOR ATTITUDE, TRAIN FOR SKILL**  
If you don’t want problems right off the bat, be sure to hire for attitude. As the saying goes, this job is not rocket science, and although not everyone is cut out for cleaning, most people can learn to do the job if they get the right training. It’s better to hire a dependable, hardworking employee with a cheerful attitude than it is to hire an “experienced” cleaner with a negative attitude. The point to remember is to hire people who will work well with the team and within your culture.

If you don’t believe me when I say to hire for attitude, train for skill, then take a look at companies like Southwest Airlines. Southwest has followed this philosophy for 30

years and is known for its customer service. And the jobs available at Southwest are much more complex than a cleaning technician job.

One more point about hiring decisions is to look for people that are coachable. Being coachable means “the ability to accept and implement feedback from bosses, colleagues, customers and others.” So ask questions that will help to uncover their coachability, such as, “If I call your last supervisor, what will he/she tell me are your weaknesses?” If they can’t come up with any weaknesses, they’re probably not very coachable.

If you’d like more information on how to hire for attitude and how to determine if people are coachable, check out the book *Hiring for Attitude* by Mark Murphy. Based on his research, Murphy contends that choosing high performers with fantastic attitudes can reap significant results.

Remember that none of this happens overnight (slow and steady wins the race, remember?). Be patient through the process as you work on improving your hiring and training process as well as your marketing strategy for attracting better candidates. And keep in mind that your competitors are likely struggling too. So if you can improve your culture, chances are you’ll be able to steal away some of your competitors best cleaning technicians.



Jean Hanson is co-founder of MyHouseCleaningBiz.com and TheJanitorialStore.com, online business portals for cleaning business owners. Hanson also serves on the Cleaning For A Reason Board of Directors.

#### Hanson's Recommended Reading:



### SAVE THE DATE

 **Mark your calendars for our upcoming Teleseminars (4PM CDT)**

**July 20** – Pinktober – How To Raise Awareness

**August 17** – Employee Training – What’s Effective?

Links to past teleseminars are available on the Maid Service Resources Page.

**Monday, July 4, 2016**

The office of Cleaning For A Reason will be closed in honor of Independence Day.

**Treat employees like they make a difference and they will.**

~Jim Goodnight



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