Training: How Much For How Long?
By Debbie Sardone

Training is the most important thing you will do, especially if you hope to scale your business successfully. Get it right and you'll be able to grow steadily, get it wrong and it will cost you thousands of dollars and hours of frustration, as well as hurt your brand and reputation.

There are five critical elements to a good training program. The duration of training will be influenced by the effectiveness of your hiring process, as well as the training steps followed once a good candidate has been identified. The weaker your training program, the longer it will take to get the best results and the higher your costs will be. Implementing proven steps to a successful training program can save you thousands of dollars each year and produce better results in the long run. There are no short cuts to success, and training is no exception.

Five Critical Elements To A Successful Training Program

1. Hiring / Screening Process
   a. Hire slow, fire fast. Stop hiring when you’re desperate
   b. Interview lots of candidates for one job opening (between 6-10!)
   c. Don’t be fooled – looks are deceiving. Investigate your candidate: run criminal background checks, call the references, sniff out the bogus references. Verify!
   d. Hire two people for one opening. Only 50% of the people you hire will work out
   e. If you realize you’ve made a mistake cut your losses and hire again

2. Use Proven Methods & Tools
   a. Stop “winging it” – effective training starts with tangible, step by step written procedures, not verbal tips and suggestions from a favored Cleaning Tech.
   b. Provide a copy for the Trainer and the Trainee to keep, review, and to be held accountable for
   c. Use a proven method that emphasizes the THREE most important aspects of training: Quality, Consistency, Speed.
   d. Create a consistent environment for Trainers to succeed (routines, predictability)
   e. Establish standards (deep clean vs. maintenance cleaning)
   f. Use money-saving tools to facilitate quality, consistency, speed (don’t focus on cost, focus on savings, effectiveness, results!)

3. Identify The Right People To Train
   a. How to identify who will make your best trainers
   b. Use “Training Supervisors” - Stop “winging it” by assigning “good cleaners” the newest employee to train. Launch an official “Training Supervisors” program, identify the best “trainers” and only use them to train the new staff.
   c. Provide financial incentives to train. Offer perks, status. Make it worth it!
   d. Provide ongoing training for the trainers, feedback meetings
4. Train The Trainers
   a. Trainers have to be trained!
   b. Use tangible tools of measurement for daily progress, 90 day progress
   c. Isolate the problems, identify proper solutions
   d. Use the trainers to follow up and do house checks
   e. Evaluate the Trainer, only use the best consistently
   f. Hold regular Trainer’s Meetings, workshops, feedback sessions
   g. Become pro-active, less re-active

5. Tactical Implementation
   a. 40, 80, 120, 160 hours?
   b. Hands on, OTJ training
   c. The “Classroom” time
   d. The Probation Period
   e. Monitoring, accountability

Resources:
   • Speed Cleaning by Jeff Campbell
   • Perfect Maintenance Cleaning by Jeff Campbell with Debbie Sardone
   • Speed Cleaning demonstration DVD by Jeff Campbell
   • Speed Cleaning For The Pros 10 disc DVD training course by Debbie Sardone and Jeff Campbell
   • The Training Manager’s Bootcamp by Debbie Sardone

Available at: SpeedCleaning.com (must register for a “Pro-Cleaner Account” to view professional industry tools, training products, and discounts)