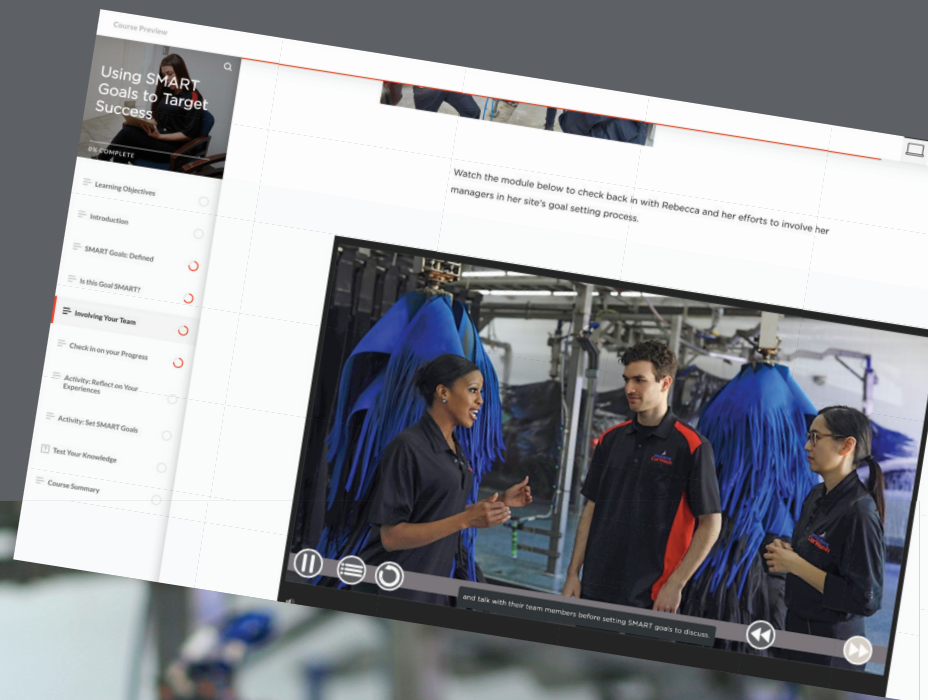


Car Wash Training for Car Wash Managers



LEAD is the ground-breaking new manager training program from International Carwash Association®. Validated and tested with some of the world's leading car wash organizations, **LEAD** provides consistent, high-quality and car wash-specific training, within a flexible learning system, that helps car wash managers, teams and organizations succeed.

Presented by
International Carwash
Association®





LEAD helps you build your team in four specific ways:

1

Content that is validated by car wash managers as critical to their and their store's success.

2

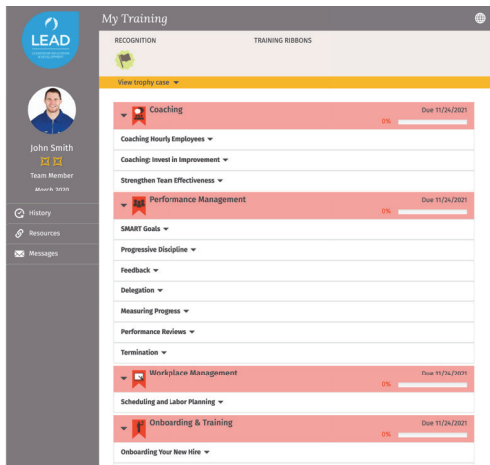
An easy-to-use and mobile-friendly interface that allows learners to participate anywhere and anytime.

3

The ability to track employee progress, as well as receive an ICA industry credential for successful completion.

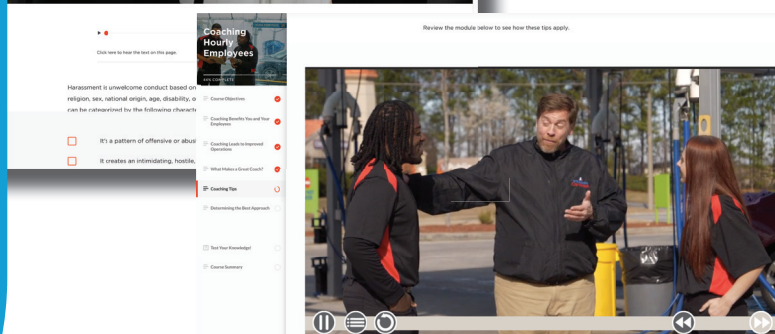
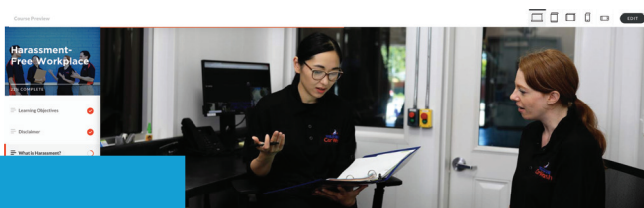
4

A customizable and proven learning platform that allows operators to add their own content and training paths.



Purchase an annual **LEAD** content subscription for an unlimited number of employees per car wash location.

- No cost for adding employees
- Allows all employees to consume content if desired
- Includes testing and supervisor monitoring
- Includes ICA credential upon successful completion



LEAD can complement and integrate with your existing training content. Let us show you how we can create a branded, customized learning platform for your company.

Visit www.carwash.org/LEAD to learn more and request a customized quote for your company.

Questions? Reach us at lead@carwash.org





TALENT MANAGEMENT COURSE CATALOG

RECRUITING AND HIRING PRACTICES

Fair Hiring Practices

This course addresses legal and illegal hiring practices and how to conduct interview questions to reduce liability at your car wash.

Hiring Well Through Excellent Interviewing

Increase the strength of your team by preparing managers for the critical skill of interviewing and selecting top candidates. Managers will learn the importance of properly preparing for interviews, as well as how to ask the right kinds of questions and assess candidates to determine if they are the right fit for the job and the organization.

Building Bench Strength through Continuous Recruiting

This course will demonstrate why continuous recruiting is crucial to maintaining a high performing team and train managers to identify potential gaps and positions that may need to be filled in your wash. Managers will learn how to develop a plan for building the talent pipeline.

ONBOARDING AND TRAINING

Onboarding Your New Hire

This course discusses the importance of onboarding and outlines best practices for a successful onboarding program in your car wash.

Creating Your On-boarding and Training Plan

This course is designed to provide you with information and resources to help you develop your onboarding and training plan for new hires.

How to Become an Effective Trainer

This learning program addresses the key competencies required for an employee to become an effective trainer. It will coach managers on how to gauge trainee needs, validate comprehension, coach trainees, evaluate performance, and report training progress.

Cross Training: Increase Your Total Talent

Improve the stability and flexibility of your team by cross training your top performers. This course will show managers how to prioritize training needs and select the best candidates for development.

COACHING

Coaching Hourly Employees

Good coaching skills are key to helping employees develop into high performers, realize more success, and thus, help drive the success of your

location. This course focuses on the benefits of timely coaching, the characteristics of great coaches, common needs that motivate employees, what managers can do to create a positive coaching environment, and tips for improving coaching skills.

Coaching: Invest in Improvement

Boost the performance of your team by teaching your aspiring site managers the fundamentals of effective manager coaching. This course helps facilitate the shift in mindset that is needed for new site managers to transition from coaching team members to coaching managers.

Strengthen Team Effectiveness

This course is designed to provide you with training about strengthening team effectiveness through motivation and training. This learning program will cover the stages of team development, why (and what to do when) teams become demotivated, and how to measure and reward good team performance.

Team Dynamics and Cohesiveness

This course is designed to provide you with training about team dynamics, including generational differences, conflict resolution, and understanding how to create team cohesiveness.

PERFORMANCE MANAGEMENT

Using SMART Goals to Target Success

This learning program outlines the SMART Goals approach for establishing individual and organizational goals to develop a culture of goal setting and achievement in your car wash.

How to Set Effective Goals

This learning program demonstrates how to set effective goals that will improve your managerial career, leadership abilities, team members, and car wash at large. Managers will also learn to identify and plan for potential obstacles to success.

Progressive Discipline

Reduce turnover and promote employee development by applying progressive discipline coaching practices. This course shows managers how to retain a high performing team by identifying the root cause of performance issues and then either coaching improved performance or supporting termination with appropriate documentation when the obstacles cannot be overcome.

Improving Performance through Feedback

This course is all about knowing you are not perfect, that every challenge results in learning whether you made a good or bad decision. You

will become a better manager because you review your actions, enlist feedback from peers and staff, and network with other managers for advice in order to improve your personal performance.

Delegation: Groom Your Next Superstar

A car wash manager has to successfully juggle many different responsibilities every day. Effective delegation is one of the best ways to free up managers' time in order to handle the big things and expand the abilities of other employees to handle the small things. This course focuses on the components of successful delegation, the level of detail managers need to give employees based on the employee's level of experience, and tips for coaching employees to succeed in the delegated tasks.

Measuring Team Member Progress

This course provides training on how to develop goals and measure team member progression and/or advancement. It will discuss how to assess your team to identify top performers, recognize strengths and skills gaps, take corrective action when necessary, and recognize excellent progress.

The Power of Performance Reviews

Do your employees know how they're doing in terms of performance? This course will guide managers on how to provide effective feedback and performance reviews to reduce turnover, promote employee development, and increase profits.

Effective Termination

This course is designed to provide managers and assistant managers training on how to properly execute employee discipline while minimizing disruption to the team and operations.

WORKPLACE MANAGEMENT

The Balancing Act in Creating a Schedule

This course is designed to provide best practices for scheduling labor to balance business needs, employee needs, and team chemistry. It will also outline how to budget for labor at your wash.

Understanding Policies and Resolving Issues

This course helps you implement company resources, policies and procedures consistently among your work environment, while strengthening your team's cohesion.

Harassment-Free Workplace

This learning program addresses best practices for promoting a respectful work environment and reducing liability at your car wash.



COMMUNICATION & SERVICE DOMAIN COURSE CATALOG

COMMUNICATION SKILLS

Communicating Professionally

Good communication begins with acting professionally in all aspects of your job. This course will outline standards of professionalism and review basic communication principles for interacting with coworkers and customers.

Consistent and Effective Communication

You are a representation of your wash's brand, and how you communicate, both internally and externally, is part of that brand. This course will teach you how to monitor and respond appropriately to communications, exhibit good judgment when responding to customer and company inquiries, and use best practices to deliver your messages clearly and concisely.

Communicating Up and Down

In this course, you will learn about effectively communicating both up and down the chain of command. As a manager, you are responsible for communicating not only with the team that you manage, but also keeping your supervisor(s) and executives abreast of any issues, concerns, and successes.

Managing Effective Team Meetings

This course will review how to effectively lead a team meeting, ensuring inclusion and participation from all team members involved. This course will also outline the different meetings that should take place at your wash, and how to prepare for and follow up after each. Best practices for team communication will be outlined.

CUSTOMER SERVICE

Basic Customer Service Principles

In this course you will learn basic customer service principles to ensure your customers have an amazing experience at your wash. You will also learn methods for training your team members to embody these principles and rewarding their good customer service habits.

Creating a WOW Experience for Your Customers

What's the difference between good service and great service? This course you will learn what it means to provide excellent customer service and understand customer expectations to ensure your customers leave happy and loyal.

COMMUNICATING THROUGH CONFLICT

Challenging Situations

This course will guide you through the fundamentals of handling a challenging situation. Customer complaints are part of doing business, but your job is to keep the negativity to a minimum by handling these complaints quickly and effectively before they escalate. This course will help you identify when customer behavior crosses the line and how to appropriately diffuse the situation.

Effectively Handling Damage Claims

Learn how to exhibit professionalism when dealing with angry customers. This course will outline appropriate techniques for documenting and addressing damage claims accurately, efficiently, and empathetically to increase the likelihood of a positive outcome and return business.