



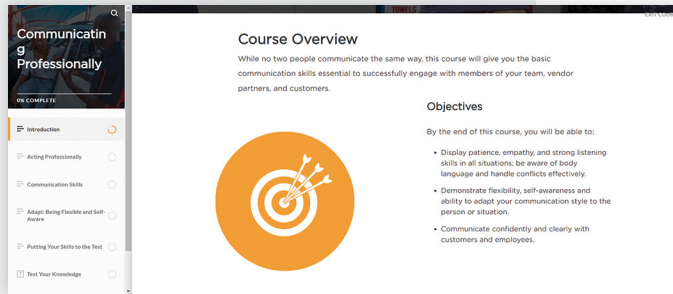
THE MOST COMPREHENSIVE AND EFFECTIVE TRAINING PROGRAM FOR CAR WASH MANAGERS

Brought to you by
International Carwash Association®.



TAKE THE LEAD IN ENSURING THE SUCCESS OF YOUR CAR WASH TEAM

LEAD is an engaging, user-friendly and self-paced training program for car wash managers. Validated and tested with some of the world's leading car wash organizations, LEAD provides consistent, high-quality and car wash-specific training that helps car wash managers, teams and organizations succeed. With LEAD, you will:



Support management growth

Increase engagement from your car wash teams

Grow your car wash business

LEAD can introduce a new way of training for your organization, or complement and integrate with your existing content. LEAD can also be a branded, customized learning platform for your company.

LEAD PROGRAM

The LEAD program is a comprehensive, effective training platform to provide the management tools needed for your car wash to be a success. From Talent Management to Leadership, you can gain individual management credentials as you complete each of the LEAD content areas.



TALENT MANAGEMENT

Will be able to effectively hire, onboard, coach and achieve outstanding performance from their employee team.



FINANCE & OPERATIONS

Will be able to follow and develop SOPs and better understand business operations and financial processes.



COMMUNICATION & SERVICE

Will be able to deliver consistently excellent service and effectively communicate to customers, staff and vendors.



SALES & MARKETING

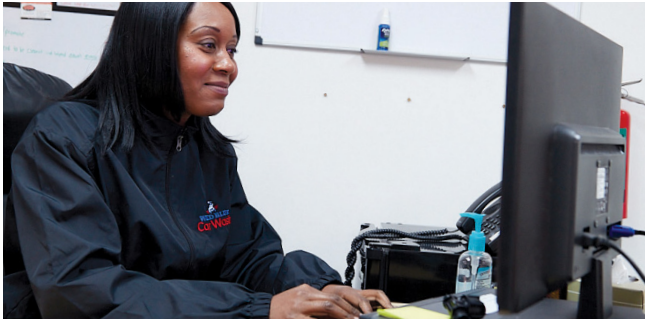
Will be able to identify strategies to effectively market their site and be a community steward.



LEADERSHIP

Will be able to exhibit self-awareness and emotional intelligence to effectively lead their site and team.

OWNERS, MANAGERS AND TEAM MEMBERS LOVE LEAD



Site Benefits

Increase retention and reduce turnover costs

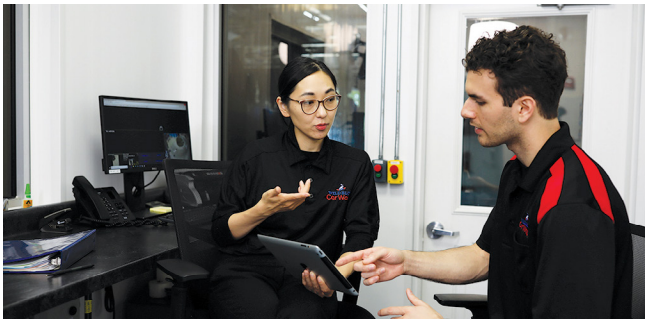
Improve employee engagement and performance

Attract top performers to the team

Easily track employee progress

Add your own content and training paths*

Build a stronger business culture



Team Member Benefits

Gain new knowledge and skills

Earn professional industry credentials for completion

Learn anywhere at any time: can be accessed on any computer or mobile device

User-friendly interface

WHAT USERS ARE SAYING

“This course made me look deeper into our company goals and projections for this year and it helped me set better goals for my team and my site.”

Nicholas Lopez

Owner, Bubble Bath Car Wash

“There’s just nothing else out there that’s as comprehensive as this. And this nails every aspect of the operation.”

Tony Milen

Owner, Jax Car Wash

“LEAD has empowered my managers to handle situations with confidence. The program has shown them they can have difficult conversations with employees and customers.”

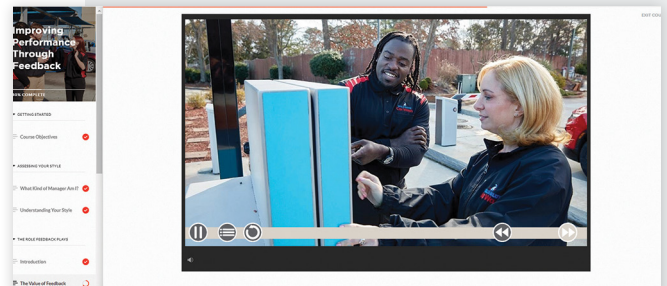
Jason Anthony

Owner, 7 Flags Car Wash

“LEAD has greatly helped team morale, especially with our new-to-industry hires. They feel like they know so much more after going through the courses.”

Seth White

Director of Sales and Business Development, Clean Sweep Car Wash



*Optional items for enterprise customers



**INTERNATIONAL
CARWASH
ASSOCIATION®**
GROWING. SMARTER. TOGETHER.

BROUGHT TO YOU BY INTERNATIONAL CARWASH ASSOCIATION®

As the non-profit trade group representing the car wash industry, we are dedicated to using our resources and 60 years of industry experience to help connect, empower and grow the car wash industry and its leaders through the highest quality professional development.

To build the LEAD training program, we selected a proven learning management system that has been successful at more than 20,000 retail stores. We incorporated an industry-first credential and certification component, enhancing learner value and recognition through the ICA brand. Finally, ICA built an on-staff educational competency and dedicated the resources necessary to sustain and improve LEAD for the long term. There is no other product in the car wash industry that features all of these advantages.

Visit lead.carwash.org to learn more and request a customized quote for your company.



For questions or to book a demo, reach us at lead@carwash.org

COURSE CATALOG

TALENT MANAGEMENT



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 right 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 car 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 Onboarding 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, and 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 improve your personal performance.

Delegation—Groom Your Next Superstar:

A car wash manager must successfully juggle many different responsibilities every day. Effective delegation is one of the best ways to free up managers' time 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 car 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.

COURSE CATALOG COMMUNICATION & SERVICE DOMAIN



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 car 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 car 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 car 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? In 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.

CHOOSE THE LEAD PROGRAM THAT'S RIGHT FOR YOUR CAR WASH BUSINESS.

	Individual	Company	Enterprise
30 online courses in Talent Management and Communication & Service	✓	✓	✓
Single user access	✓	✗	✗
Unlimited users	✗	✓	✓
Track employee progress with advanced reporting features	✗	✗	✓
Renew, upgrade or cancel after one year	6 month access	✓	✓
Earn credentials	✓	✓	✓
Integrate existing training programs into one single system	✗	✗	✓
Customized and branded platform for your business	✗	✗	✓
Optional performance review and talent development tracking	✗	✗	✓
Easy to use content creation and authoring tools	✗	✗	✓
	\$750/User	Starts at \$1,500/Location*	Contact Us for Custom Quote

*Volume discounts apply

Visit lead.carwash.org to learn more and request a customized quote for your company.



For questions or to book a demo, reach us at lead@carwash.org