



# A contract cleaner's guide to increasing staff engagement



**K**eeping hold of good staff is hard to do in any industry, including in the cleaning industry. Managers and owners of cleaning companies need to work hard to retain their current staff members, as well as recruiting new ones.

**We've come up with some simple steps to help you retain your best cleaning staff**

- #1** Maintain a high level of management
- #2** Offer training & development opportunities
- #3** Encourage opinions and feedback
- #4** Work out key talent areas and use them
- #5** Reward staff with something new



# Step #1

## Maintain a high level of management

One of the biggest reasons that staff members stay in a job is because they get along with, or **feel valued by their manager**. This means that it is incredibly important for you to make sure that your managers keep up that high standard.

By having good management, your staff will feel valued and therefore they are likely to want to stay with your company.

### TOP TIP



Encourage a positive work environment that has honest conversations, and learns and adapts when mistakes are made

**Give people a reason to get up and come to work, by giving their job and the organisation purpose.**

Creating a job which has meaning and in which they have a feeling of self-worth will help improve loyalty and engagement plus reduce absenteeism. An employee who enjoys coming to work is a worth investment. By giving individuals tasks that they are equipped to do and have autonomy over helps to give people extra purpose in their jobs.



## Step #2

CAUTION  
WET FLOOR



### Offer training & development opportunities

One of the key things to focus on in your business is training and development. Offer your staff chances for them to increase and develop their skills. Especially those that can help them to do their job better as well as develop their career in the long term too.

If there are areas that your cleaning staff are still not confident in, then arrange training for them so that they can increase their knowledge and feel confident.

**Not only does training boost productivity, it also helps self-esteem and your profit levels!**

#### DID YOU KNOW?



The National Center on the Educational Quality of the Workforce surveyed over 3,000 US workplaces and found that just a 10 percent increase in workforce education led to an 8.6 percent gain in productivity.

### Work smarter not harder!

**Provide employees with the tools and skills development to help them do their jobs better, and let them know you're prepared to invest in them**

Find out what would make the biggest difference to improving the quality and efficiency of their work



# Step #3

## Encourage Opinions & Feedback

A key thing for any employee is the feeling that they are valued, that their opinion matters. This means that it is worthwhile making sure that your employees feel that they can offer opinions and feedback on your business to you. Not only does this ensure that they feel valued, but it could also give you some great ideas on how you can grow and develop your business in the long-term too.

### Communication is key in successful teams.

Give your cleaning teams an opportunity to tell you what they find challenging or what problems they might have. This gives them an opportunity to be heard and for you to listen. Sometimes, just the smallest change can have a big impact on your team motivation. If someone is struggling to fulfil all their cleaning commitments because an office is too busy, perhaps you need to allocate additional members of staff to that job.

#### TOP TIP



Some of the best ideas come from our front line employees, so be sure to listen to all of them!



## Step #4

### Work out key talent areas and use them

We all have things that we are good at, talents that we have. As managers and business owners it is vital that we **recognise these talents and utilise them, especially in our staff members**. Not only does this have the benefit that you are going to find people who can do things to a high standard for your business, but it benefits them too.

They are going to feel that they are useful, that their talents have been recognised and there is also a **much greater chance that they are going to enjoy what they are doing**, and want to stay with you as long as possible.



#### TOP TIP

Won a new client, or renewed a contract?  
Received great feedback on your service? Let everyone know and recognise the contribution that everyone has made. Celebrating wins as a company is a great way to highlight talent within your team, so that it can be utilised again, to generate more wins!

**Celebrate success as a company.  
Recognise talent in your team.**

# Step #5

## Reward them with something new

Rewarding your teams doesn't have to be in the form of obvious things like pay rises or bonuses. Give your cleaning teams a new product or piece of equipment to use. **Sometimes just a simple change can add some positivity into otherwise routine jobs and make them feel appreciated.**

### 15 simple & cost-effective ways to reward cleaning staff:

- 1 Recognition from the Owner
- 2 A Company Wide Email
- 3 A Free Snack (i.e cupcakes!)
- 4 Write a LinkedIn Recommendation
- 5 Employee of the Month Award
- 6 New Cleaning Equipment
- 7 Free Lunch or a car wash
- 8 A Personalised Thank You Video
- 9 A Hand Written Note or Card
- 10 Create A Wall of Fame
- 11 Website or Newsletter Feature
- 12 Reimburse their Transport Costs for a day
- 13 Double Break Time for A Day
- 14 Kudos Awards
- 15 Make Them Feel Even More Trusted

**Celebrating personal milestones i.e. work anniversaries is a great way to show staff your appreciation**



# In Conclusion

**K**eeping hold of staff can be tricky, but make sure that you try these ideas and those staff members who are so valuable to you, will be there for as long as possible, proving to be a long-term, valuable asset to your company and its success.



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