



**SUCCESS**

**HARD WORK  
PERSISTENCE  
LATE NIGHTS  
REJECTIONS  
SACRIFICES  
DISCIPLINE  
CRITICISM  
FAILURE**

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# CREATING A HEALTHY COMPANY CULTURE

From hiring and onboarding to business  
operations

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**Fred Hodge Jr.**

President/Founder

Clearview Washing, LLC

Certified Conquer Coach

**Christine Hodge**

CEO

Clearview Washing, LLC

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# WHY?









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# THIS IS US



- ~26 Employees
- 8 Trucks
- 520 Google Reviews
- Hit Our First \$300k month June 2022



# CLEARVIEW WASHING'S ACTUAL GROWTH CHART



Average of 23% growth per year





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## YOUR WINTER ACTION ITEMS

- A **STRONG** job posting and interview process
- **TRAINING** program
- A production **BONUS** structure
- Annual kick-off, mid-year, and EOY company **MEETING** agendas
- Appreciation **EVENTS**
- **SAFETY**
- End of year **SURVEY**

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# HIRE ALL STARS

Are you alive?  
You're in!

Stand out job  
posting

Offer a **career** –  
Not a **job**

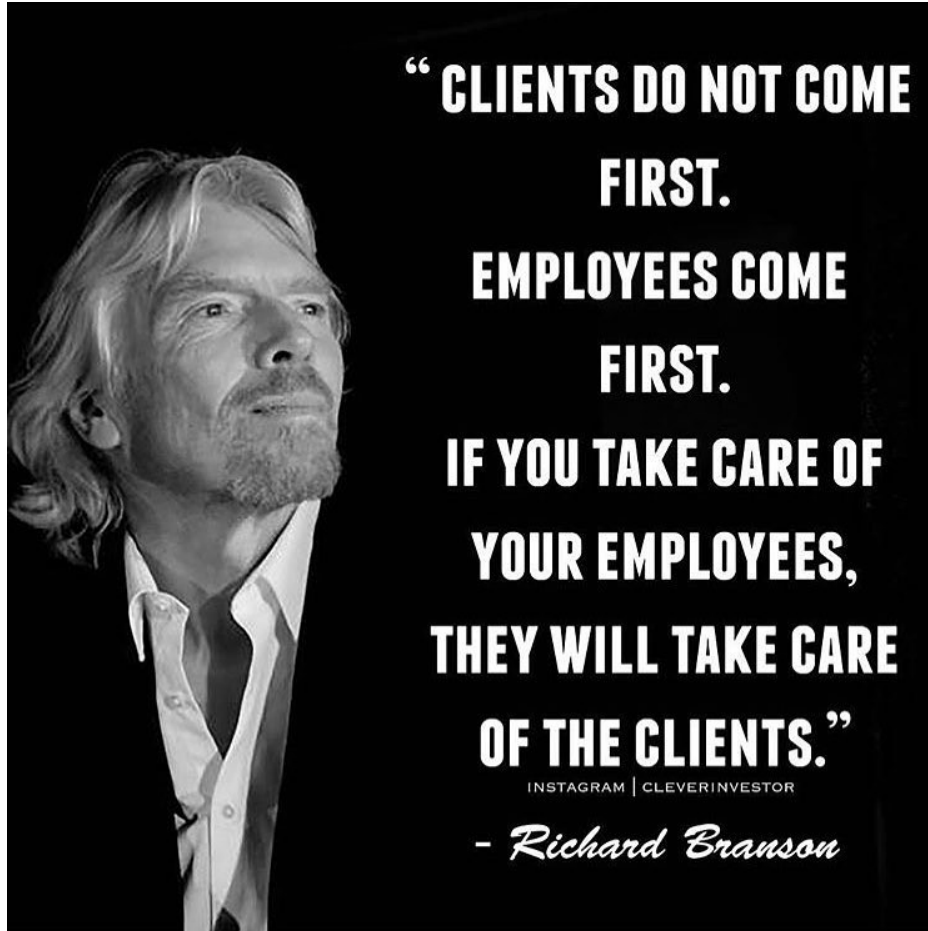
Multi-step  
process using the  
“**Ball in their  
Court**” method

Do they see your  
vision?

What are your  
top 3 qualities  
when hiring?

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**“ CLIENTS DO NOT COME  
FIRST.  
EMPLOYEES COME  
FIRST.  
IF YOU TAKE CARE OF  
YOUR EMPLOYEES,  
THEY WILL TAKE CARE  
OF THE CLIENTS.”**

INSTAGRAM | CLEVERINVESTOR

*- Richard Branson*

# TRAINING PROGRAM

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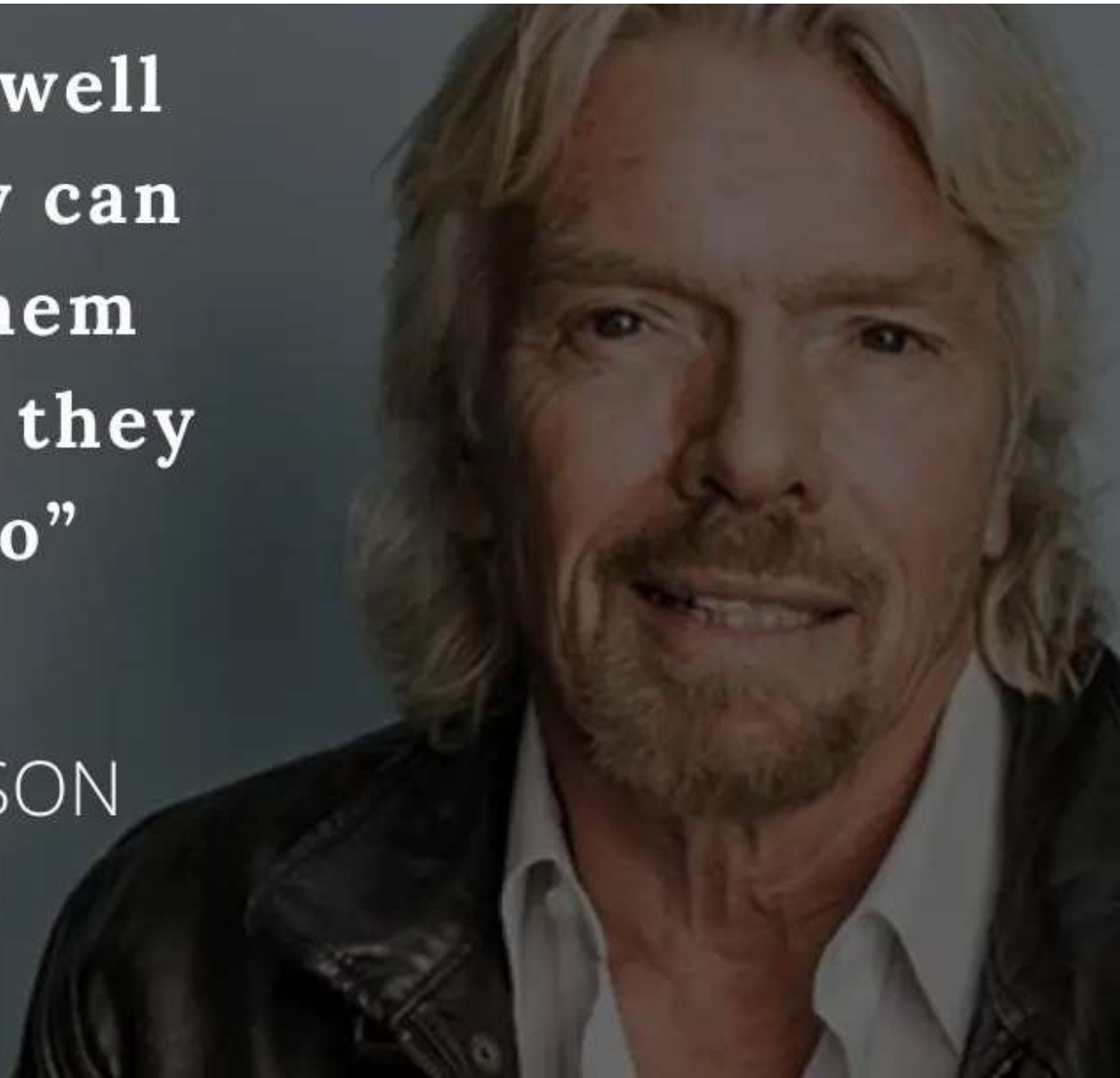
**HIRE SLOW.  
FIRE FAST.**

- Document it – make a checklist!
- Promote a current employee to Lead Trainer
- 2-week training period
- Are they in?



**“Train people well  
enough so they can  
leave, treat them  
well enough so they  
don’t want to”**

**RICHARD BRANSON**



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# CREATE A PRODUCTIVITY BONUS STRUCTURE

- Start small – and then let it grow with you
- Be transparent – give your crews a healthy competition
- Include all key performance indicators into it
  - Reviews + \$\$\$
  - Production rate +\$\$\$
  - Lates - \$\$\$
  - Call-backs -\$\$\$





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# COMPANY MEETINGS

- Be transparent
- Announce wins
- Announce learning experiences
- Talk about what you do as an owner
- Talk about marketing
- Discuss challenges
- **ASK FOR FEEDBACK**



# APPRECIATION EVENTS



F  
A  
M  
I  
L  
Y



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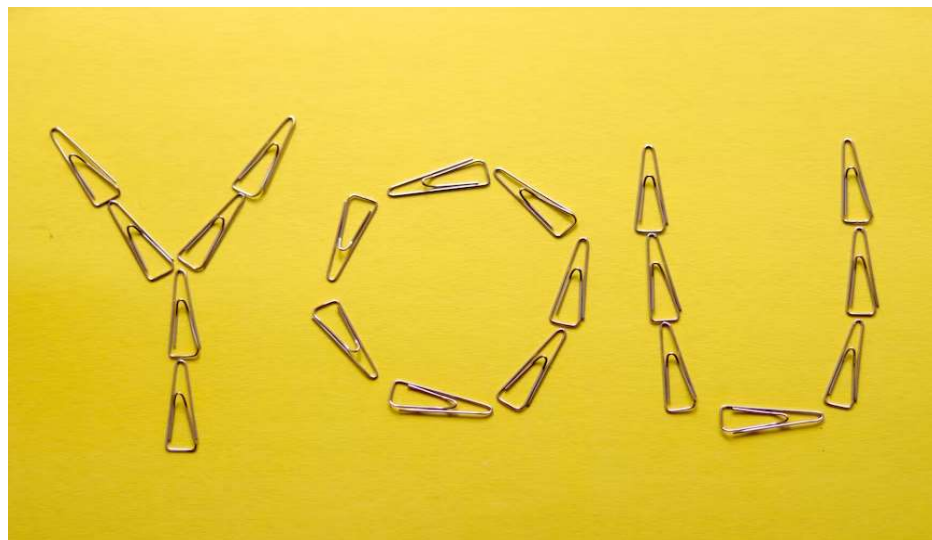
# SAFETY





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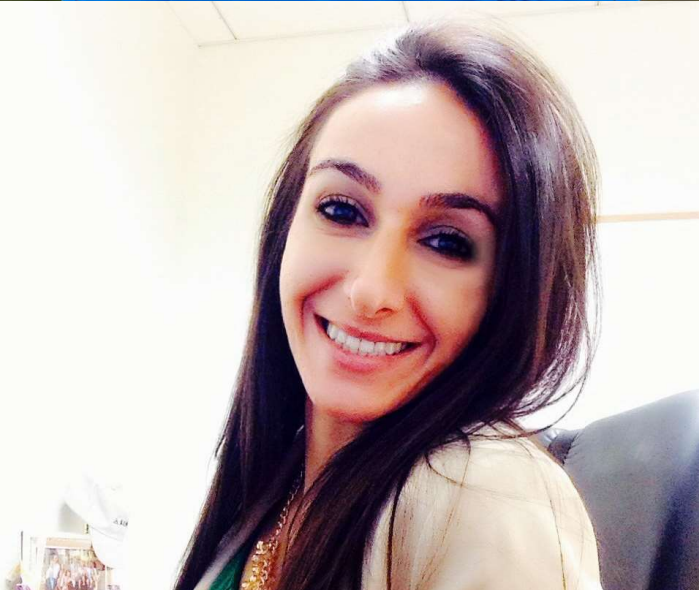
# SURVEY



*Thank you!*

QUESTIONS





@FRED HODGE JR

@CHRISTINE HODGE

@CLEARVIEW WASHING, LLC



@FREDDIE HODGE

@CHRISTINE HODGE

@CLEARVIEW WASHING, LLC



Instagram

@CHRISTINESHODGE

@CLEARVIEW WASHING, LLC

@THEPROCESSCEO

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