



CERTIFICATION CASE STUDY



ORGANIZATION:

Lake Michigan Cleaning Service LLC

CMI PROFESSIONAL:

Robert J. Williams, C.P.T.

CERTIFICATION:

ISSA CMI Train the Trainer,
Certified Professional Trainer



SCIENTIA POTENTIA EST

Scientia potentia est is the Latin aphorism meaning, “knowledge is power,” declaring that knowledge is mightier than physical strength, and it empowers people to achieve great results. The more knowledge a person gains, the more powerful he/she becomes.

It is the mission of ISSA Cleaning Management Institute (CMI) to empower professionals in the cleaning industry who have a desire to improve themselves and advance their careers. This education arm of ISSA, the worldwide cleaning industry association, reaches out to members and nonmembers regularly, inviting them to participate in a range of seminars, webinars, workshops, and certification courses to elevate themselves professionally.



Robert J. Williams, C.P.T.

One day in 2017, Robert J. Williams, C.P.T., founder and president of Lake Michigan Cleaning Service, decided to give himself a professional booster shot through CMI. He had come far in his career and sought a new challenge. He has been in the janitor industry since 2013.

The School of Life

“Back then I was applying for work on Craigslist,” recounted Williams. “I had submitted a lot of resumes and got a call from Zeal Credit Union. Shortly after that, I started there as a janitor. Funny thing is, I didn’t know it was for a cleaning position till I got there.”

Williams had never worked in janitor prior to this position, but he accepted the job offer and started on a path that would change his life.

He had previously considered investing in a franchise business at a multinational commercial cleaning organization. Even with a friend willing to invest with him, Williams crunched the numbers and found that the profit margins would likely be below their expectations. So, he abandoned the idea...for a time.

Less than one year into his employment with Zeal, Williams decided to supplement his income with a second job, also as a janitor. It was while he was simultaneously working in two professional cleaning positions that he discovered an appreciation and a growing passion for the industry.

“Train the Trainer made me discover the importance of our industry and how, in my opinion, we save lives every day.”
—Robert J. Williams, C.P.T.



For more information, visit www.issa.com/cmi or call 800-225-4772.

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Dare to Dream

A plan began to form in his mind. “After a while, I began to search on YouTube and other sources on how to start a cleaning business,” Williams said. “I really began taking a career in the cleaning industry very seriously.”

He worked hard and took pride in his work ethic as he learned all he could about the industry. Williams remembered, “Zeal Credit Union was firm in their cleaning expectations, which was good for me!”



In 2015, Williams—along with help from family and friends—struck out on his own, opening Lake Michigan Cleaning Service LLC. “My dreams of becoming a cleaning business owner had become a reality,” declared Williams.

The business started out on stable footing, serving nearly 10 accounts in the first year of business. Williams laughed, “I remember acquiring and learning how to operate my first scrubbing machine, which is something I never thought I would be using!” His real pride came when growth in the business mandated that he hire his first additional employees.

Always Striving

“Since I started in this industry, I realized the importance of a clean room when it comes to health,” said Williams. “We’re invested in our clients’ success, and providing a healthy, clean indoor space is important to us.”

With this awareness came the desire to learn more, and to impart that knowledge onto his staff. He turned to the ISSA CMI curriculum. “My reason for taking the Train the Trainer course is that I take our industry seriously, and I planned on being the best,” he declared. He enrolled in CMI Train the Trainer, with master trainer Joel Craddock.

Williams completed the CMI Train the Trainer course in December 2017. He reported that a number of changes have been implemented at LMCS because of the experience, which has made him better at recognizing positive traits in potential employees, more efficient in training his staff, and has improved his leadership skills. To sum up, he said, “Overall, I am a better cleaning-business owner and leader than before.”

In keeping with his mission of striving for excellence, Williams screens all potential staff members through a two- to three-part interview process before being hired. Once on the job, the new employees undergo CMI training under Williams, which he enjoys: “I love training my staff on technique and teaching them why their position is important. I want them to understand, like I understand, that their work serves a valuable purpose.”

RESULTS AND BEYOND

Williams found his experience with Train the Trainer rewarding beyond being able to train his staff efficiently; he also found it personally empowering. “My conversations are more educated, and I speak more about the value of clean than just your typical cleaning sales pitch. Our value as a company has increased tremendously, and it comes across in my confidence and communication skills.”

Furthermore, he said, “The speaking engagements were helpful and have given me the confidence to speak in front of large crowds. I can’t thank the CMI enough!”

Naturally, quantitative results are important to any business owner. “We have seen a reduction in damaged equipment—vacuums to be exact,” said Williams. “The difference was in training our staff in the importance of changing vacuum bags, and why strong vacuum suction makes their jobs easier and more effective.”



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ABOUT LAKE MICHIGAN CLEANING SERVICE

Founded in 2015, Lake Michigan Cleaning Service LLC (LMCS) serves the commercial cleaning needs of the greater Detroit area, offering a satisfaction guarantee.

Staff members undergo ISSA Cleaning Management Institute (CMI) training to ensure the most efficient cleaning of client facilities.

The latest computer technology, including a smart phone-based time tracking system and software such as Swept, Advanced CRM, and Quality Inspection Software, allows LMCS and its customers to be “in the know.”

Customers take the hassle out of keeping their facilities clean and restrooms stocked with LMCS’s all-inclusive Supply Replenishment Program.

For more information, contact Robert J. Williams at 248-508-6678 or operations@lakemics.com.

Further, LMCS has noted more profit on the books due to efficient use of consumables. According to Williams, “We are definitely saving a large amount of cash flow because we emphasize that our porters utilize the cleaning techniques we’ve trained them to apply when entering a job site.”

Business owners and any people involved with sales know that it is easier on the bottom line to retain customers than to continually replace them. CMI training is proven to help improve staff performance and reduce client turnover, and Williams confirms it. “Our client retention has been successful due to our trained staff and effective communication with each client we provide services for.”

Before you enroll in CMI Train the Trainer, Williams advises you to be serious and only send serious candidates. The instructors are congenial, but they are also deeply passionate and take our industry seriously. They take pride in ensuring that students gain the maximum benefit from the course.

Williams affirms, “If you’re seeking to grow your cleaning business and train your staff on the value of proper cleaning techniques, it’s a no brainer to sign up for the CMI Train the Trainer course. I am grateful for CMI and ISSA, and I will be a lifelong member.”

ABOUT CMI

The Cleaning Management Institute (CMI), the education arm of ISSA, the worldwide cleaning industry association, is focused on certification, training, education, and career improvement for professionals within the commercial and residential cleaning/facility maintenance industry. A broad curriculum is available to industry professionals at all levels, including frontline workers, managers, supervisors, and executives.

CMI provides professionals in all aspects of the cleaning industry with the knowledge they need to improve their skills and advance their careers. This, in turn, raises the quality and service levels that their companies provide to customers and building occupants. Achieving CMI certifications provides the opportunity for a professional to prove his/her legitimacy to potential employers and clients.

About ISSA, The Worldwide Cleaning Industry Association

With more than 9,200 members—including distributors, manufacturers, manufacturer representatives, building service contractors, in-house service providers, residential cleaners, and associated service members—ISSA is the world’s leading trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment, and an improved bottom line. Headquartered in Northbrook, IL, USA, the association has regional offices in Mainz, Germany; Botany, Australia; and Shanghai, China.

Visit www.issa.com, call 800-225-4772 (North America) or 847-982-0800, join the discussion with ISSA’s LinkedIn group, and follow ISSA on our Facebook page and Twitter account.



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