

FOR IMMEDIATE RELEASE

Become a Cleaning Culture Changemaker

[Whitby, ON – July 18, 2019] – ISSA Canada, a Division of ISSA, the worldwide cleaning industry association, is inviting Canadian members to attend a special webinar on Friday, August 9, 1 to 2 p.m. (EST), designed to help cleaning firms achieve their goals by standardizing their cleaning programs.

“If you’re frustrated by high turnover, find yourself being more reactive than proactive, and are tired of spinning your wheels and being held accountable for poor results, the Cleaning Change Solutions™ webinar can help you craft a new culture of clean,” said ISSA Canada Executive Director, Mike Nosko. “Participants will be able to take what they learn in the classroom and deliver it to the front lines to affect lasting change in their organizations.”

Based on an education session presented at the ISSA Show Canada, held June 11-13, 2019 at the Metro Toronto Convention Centre, Tim Poskin, president of Cleaning Management Concepts, and Jenean Merkel Perelstein, workplace culture expert, will outline the ISSA Cleaning Management Institute’s (CMI) Cleaning Change Solutions™ program, and provide solutions that will lead to true change and ultimate success.

Cleaning Change Solutions™ is a program that consists of the integration of seven different guiding principles that dovetail into a strategic plan to drive an organization to create positive outcomes. By changing culture through changing behaviour, Cleaning Change Solutions™ can help a firm achieve a stable and engaged workforce, increased efficiency and productivity, employee ownership and empowerment, quality output, consistency and accountability, and much more.

The Cleaning Change Solutions™ webinar will analyse common sources of stress to an organization; discuss typical complaints made by customers, students, staff and faculty; provide information on implementing an integrated systems approach to customer satisfaction; and analyse the components of an effective cleaning service.

“Become a maker of change and plan to attend,” Nosko said. “By getting started with the ISSA CMI Cleaning Change Solutions™ program, you can set up your business for success by infusing a renewed workplace culture and integrated systems approach to customer satisfaction.”

Reach your business goals by standardizing your cleaning program, [register now](#) for this free webinar.

ABOUT ISSA CANADA

ISSA Canada is the body resulting from the merger of ISSA with the Canadian Sanitary Supply Association (CSSA) in May 2017. With over 9300 members, including distributors, manufacturer representatives, building service contractors, in-house service providers and associated service members, ISSA is the leading trade association for the cleaning industry worldwide. The association is committed to helping its members change the way the world views cleaning by providing members with the business tools they need to promote cleaning as an investment in human health, the environment and an improved bottom line. For more information, visit www.issa-canada.com or call (905) 665-8001 or toll free 1-866-684-8273.