

Improve Customer Retention Through Effective Communication w...

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SPEAKERS

Corinne Zudonyi, Halie Morris

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- H** Halie Morris 00:10
Hello everyone and welcome to the Business of Cleaning. My name is Halie Morris, your podcast coordinator and host today I have with me Corinne Zudonyi, and I'm gonna go ahead and like Corinne Introduce yourself.
- C** Corinne Zudonyi 00:22
Thanks so much, Halie. Yeah, I'm Corinne Zudonyi. I am the editor in chief of a group of publications websites, specifically sanitary maintenance magazine, contracting profits magazine, facility cleaning decisions magazine, and then of course, clean link calm. And yeah, so that's that's me. Thanks for having me today.
- H** Halie Morris 00:48
Thank you for coming on. I am super excited because one of my favorite resources for the industry is clean link. It's super easy to get on there, see what's going on? What's happening. It's usually my starting point before I do anything else. And it's a cool resource too, for like, what what we should be posting on social media and again, keeping up with what's going on. So when you came up as a guest for our show, and I was able to get in touch with you, I was ecstatic.



Corinne Zudonyi 01:19

Oh, that's nice here. Yeah, we do. We put a lot of work into the content. Obviously, everything from the magazines goes on clean link, but we do daily posts on there all the time. And try to try to make sure that we're tapping into the audience, giving them everything they need, in terms of news, and what's going on movers and shakers, and new regulations, all kinds of stuff. So we we work really hard. So it's always nice to hear that. And that you share it on social media, too. We share it on social media, and it gets pretty good traction. So yeah, we're we're everywhere where you can avoid us. So but yeah, it's nice to hear that Thank you.



Halie Morris 02:00

Of course, no problem. For those of our listeners who might be newer to the industry or might not have discovered you guys for some reason yet. Would you mind telling us a little bit about each magazine and then the site?



Corinne Zudonyi 02:11

Oh, sure, no problem. Um, well, the oldest of all of our brands is sanitary maintenance. And that publication is 78 years old. I think it's his specifically goes out to Janssen distributors, so the distributor partners that work with manufacturers that middleman between manufacturers, and end users. So that's a very, very popular magazine been around for for eons. Then contracting profits is a publication that's specifically targeting the building service contractor. These are individuals who own or operate their contracting cleaning business. So we also are the official publication of bsci which the which is the building service Contractors Association International. They are fantastic partners, and we're honored to be working with them so as their official publication, facility cleaning decisions magazine await contracting profits. How long has that been around? I'm not totally sure. 25 ish years. Man, you're really testing my my history now. Um, yeah, it's 20 3030 years, something like that. It's been a while. facility cleaning decisions is a magazine that targets the in house facility cleaning executive. So these are people who oversee large custodial departments in K through 12, schools, colleges, universities, hospitals, hospitality, commercial, government, retail, all kinds of different facilities. And that publication is our youngest publication, and that is to 20 years old, that'll be 20 years old. So and that, like I said, that's our newest publication claim is the clean link is the website portal for all of those brands. And so it's really industry wide. We touch on everything in the industry for all three readerships. But then also, a lot of visitors to the site are consultants, industry experts, manufacturers. It's really kind of nice, single source for all industry information, which is really, really nice. So we're able to tap into a lot of different aspects of the industry and share that information. I have no idea when that started. It's probably been

about 25 ish years. And well, no, maybe 2020 years, it's younger, it's probably closer to facility cleaning decisions age. But yeah, so that that has really, really grown, especially in the last 17 years, which is how long I've been with the group. It seems like forever. But, you know, once the everybody knows, once you get into this industry, you never leave, because the people are amazing. And the topic is, is so interesting. And I learned something new all the time. So I just love it. But I've been in the industry, like I said, For for 17 years, and worked on all the the publication in some respect, and now I oversee all of them along with the team of people. And we, we work really hard to make sure that we continue to educate and yeah, so that's a little bit about the brands. me I've been, I, you know, I didn't have training and cleaning prior to this. So it was mostly just, you know, I got, I got this great job. And I said, Okay, what, you know, I thought, I know how to clean my house, I should be able to do this. And then it was my first assignment, I was like, wow, this is much, much different than just cleaning my house. So um, I you know, but the people are just amazing. So it was easy to stick around. And certainly, like I said, you learn something new every day. And really diving deep into some of these topics is really, really interesting. So that's a little bit about our brands and me.

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Halie Morris 06:54

But because I've also had not come from in this industry, and I'm much newer to it, so I'm still in a very early stage of learning, but I feel like I can always keep learning, there's always something something going on, like you said, it's not like cleaning your house at all.

C

Corinne Zudonyi 07:12

No, I thought I knew what it meant to, you know, wash your hands and, and what hand sanitizer was or, you know, I definitely full disclosure did not understand the difference between a cleaner, a sanitizer and a disinfectant. I did it, you know, and now it's just we, yeah, we definitely know that. But you know, or I was even talking to someone yesterday, and he, he's didn't know anything about the industry. And he was like, you know, cleaning. Okay, you know, like, not kind of thought that that's not very exciting. And I pointed out that the things that he sees and his normal life every single day, but just looks past it, you know, the I said, Have you ever gone into a restroom and seen that there was no towels? Like, no, no dryer, no towel? Or there was no toilet paper? You know? And he's like, Oh, yes. And I'm like, well, that's kind of this industry. You know, like, that's all part of this industry. Have you ever walked down? You know, in any, any commercial facility and seen a floor machine being used? And he's like, well, I guess I never really paid much attention to it. Or, you know, when you're in a hotel, have you ever walked past a housekeeping cart? And never looked at? What's on that housekeeping card? Or have you ever talked to that person who's cleaning, you know, and he started to realize that these are things he sees in

his everyday life and just never, never paid much attention to it? So we were talking about the industry and, and how important some of those particular products or equipment or the people most definitely the people how important they are. And, you know, it's always really interesting to talk to someone who's new, and hasn't given it much thought because you kind of see that wonder in their eyes like they're a small child, you know, they just learned something new. It's really, it's, it's fun. It's exciting. So, yeah,

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Halie Morris 09:18

I really agree. It's the the cleaner versus disinfectant versus sanitizer. I remember when I started and the first time somebody mentioned that, and I was like, they're different. Yeah. Oh, we're googling that later.

C

Corinne Zudonyi 09:37

Yeah, it's, uh, you don't realize it, but actually, that's one of the questions we get more often than not is, what is the difference between those three things and, you know, is it really important that, you know, the sanitizers and disinfectants have the kill claim of like kills 99.99 or 9.999, or point nine 999 you know, and oh, how important is that? I mean, once it's passed this decimal point, how important is that? It's pretty important when you're talking about 1000s of, you know, microbes or chemicals or not chemicals, germs on the surface. And, yeah, it's a big deal when you're trying to kill something, especially in current times, you know, with the Delta variants being so easily spread and, and whatnot. So, yeah, it's a it's not something people think about very often.

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Halie Morris 10:32

Yeah, it leads into that. And then things like hand washing, and some things I've picked up from being in the chemistry and biology labs and in classes, and just in labs in general, like, there's a whole different way you operate in a lab than you do everywhere else. that it'll let you know, you should never let me work in your lab, I will find a way to bring food into it. I'll make note I never got in trouble for high school through college like you think college? Well, I'm they were a lot stricter about, I was always that person that just managed it anyway. But I learned I knew what I was supposed to be doing. You have to know what the rules are before you break them. Anyways, I still got the grape. I learned some stuff in those. And then like, I always think like common knowledge. And it's the same thing with you talking like hand washing, and all these just these really basic everyday things. You think it's very common knowledge. But like, what is the rate of like people actually washing their hands? Again, it's not as low as, like, It's not what you think, or would hope it would be? And then it's one of those things like, how do you

communicate that or that basic knowledge? And I guess that's one thing, like, covering from everything I'm learning as I go and share it then with my family. And, you know, sometimes they don't believe me at first, and then I show them and they're like, okay,

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Corinne Zudonyi 12:05

yeah, it was a, you know, it's funny, you bring that up, because the hand washing thing is something that that's another thing that we get all the time, you know, hand washing, as everyone in this industry knows hand washing is one of the best ways to stop and prevent the spread of germs. You know, it's so easy to do. It's so simple soap and water and dry your hands. You know, like, it's so, so simple, you learn it as a two year old, you know, but it nobody really, and myself included, nobody really stresses how important that is to a two year old, like, they just tell you, you have to do it, you know, they tell you as a kid, Go wash your hands before dinner. Oh, you were just playing in the mud, Go wash your hands. You know, anyone who has been around a parent who has a parent who, you know, they've heard wash your hands, how many times but they don't necessarily understand why they need to wash their hands. And that's something that our readers and we try to work with our readers to provide them assistance and teaching people why they need to wash their hands. You know, we've written so many times what the proper steps are, you know, sing Happy Birthday twice. And that's how long you should be scrubbing your hands. Um, it was it a little bit baffling. Early on in the pandemic, when you'd see in the national media, they you know, they had famous singer on the, you know, on the nightly news or whatever. And they'd say, oh, did you know that her song lasts this long? And that's how long you should wash your hands. And I was like, screaming in my house, my husband? Like, what is happening? Like, this is maddening? How do you not know this? You know, because we talk about it so often. But it's really, it's a difficult thing to teach someone because it's something they've grown up doing or been told to do. And it seems so simple. They don't realize and or understand the why. And I've talked to readers about it. And we talked about, you know, having at a school should you have an assembly, you know, I mean, obviously, post pandemic, it's, you know, how do you hold an assembly but back in the day, we used to say, hold on assembly, you know, teach them, teach them what it means of how germs spread and teach them that this is a simple, simple step that you can do on your own. And it will help the cleaning departments you know, combat the spread of germs and viruses because you're doing your part let us do our part and you know, simple things or you You know, at colleges and universities, I talked to readers about having a booth set up, you know, they have, we always joked when I was in college, like going down to the quad, you know, that was a joke from a movie, but, you know, we're going to, we're gonna go down to the quad, and they all had they had all these booths set up. And it was, you know, sororities and fraternities and clubs and whatever, be as a department as a custodial team have a booth there, train people, you know, teach people what it means to

to stop the spread of germs and what your department is doing? Or if germs is your focus, you know, we've talked to them too, about Earth Day, for example, you know, what are you doing on on Earth Day, there's always, especially the college campus, they have tons of activities. So be a, you know, have a booth out there and talk about what are your sustainable initiatives? You know, what are you doing to help support that goal of being more green being more sustainable, you know, people too often look past custodial. You know, they just don't pay attention to it, it's something that happens that they don't always see. And they need to see it, they need to appreciate it. And in order to do that, you have to be a little proactive, and you have to be out there, and be willing to be in front of those people and share your story. So I kind of got off track there. Sorry,

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Halie Morris 16:36

oh, I completely understood that this is when you're in a place, especially within this industry, where you have the knowledge, there's a certain responsibility to share it so that you can better do your job and that you're in a safer, healthier environment, especially right now. Yeah, but anytime, like, I mean, my dad goes down with the flu, and he thinks he's dying. So obviously, like, there's still germs out there, without COVID. So he's very dramatic. And it's hard to tell if he's got pneumonia or the flu. And we found that out the hard way. Sounds like my husband. Yeah. But, you know, it's, it's just like when you go into speaking of the labs, where I'm a very poor example. But every single time we'd have a lab at the beginning of the semester, you watch a safety video is the same safety video for all of our chemistry labs. And it was horrible and dated, and very comical. And so like, when they cut their hands on class, it was clearly like, a glove filled with them. It was very common. I had somebody catches on fire, and it wasn't magic. The mannequin stopped, dropped, enrolled. And it was kind of funny because I only have three semesters of lab. And by the third one, it was like a running joke. But we remembered what was in the video, like it was so bad, that you remembered what you were watching. And, you know, these days, you can reach people on platforms like that. If you have a good social media following even simple things like that. You know, sharing it reels are fun. It's like a way in under 30 seconds to catch someone's attention and share a little bit of information in a fun and entertaining way. And I know people watch cleaning videos, I'm one of them. Yeah, yeah. Especially if you've got a power washer. Oh, I'm so in. For cleaners and you go into a really old four that's probably should have been claimed a lot more. Oh, one night,

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Corinne Zudonyi 18:38

or during after? Yeah. Look at this. People love gross. It's very odd. They love growth. And then they love to see it, like the transformation of it. Yeah. Yeah,

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Halie Morris 18:52

I've seen people multipurpose those videos. So we're, they're, they're talking about tips and things that you could be doing. So like, if you're talking about creating a clean environment and you're cleaning a space, you could be talking about how to wash your hands, you can show that in that video, watched a lawnmowing one because again, anything wildly satisfying. And he was talking about how to start a pod mowing business, right? Like, it has thing and I was like I'm absorbing so much knowledge for something I'm never gonna do. Because it's,

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Corinne Zudonyi 19:21

it's amazing what you know, the with social media and YouTube and all these things have allowed us a platform and, and not you know, not I hate to like say that there was anything positive from the pandemic but if there was anything positive from the pandemic, it was that it elevated this industry to a point that every, every person is so much more aware of cleaning of the importance of cleaning of germs and disinfecting and you know, even hand washing Like, it has been on the news for a year and a half, you know. So it's, it really has elevated this this industry. But early on, I tend to think one, this one, it was early, you know, maybe June last year, I was watching, I was watching the news, and they were talking to a chief of staff at a hospital. And they were talking about how they had to set up this outdoor hospital, you know, this outdoor space to facilitate the influx of patients coming in. And right next to the Chief of Staff for this hospital was the head of custodial operations, you know, the infection preventionists was there. And then the in health care, they call them environmental services, is the name of the department most hospitals. So she was there. And she was standing right next to the chief of staff and the Chief of Staff actually only spoke for maybe two minutes, and then handed it off to their environmental, you know, services professional, who should this woman oversaw all of the custodial operations of the hospital. And all she talked about was like, well, this is what we're doing, to make sure that it's a clean environment. It's, you know, I mean, obviously, things have progressed since that time, but she was talking about what they were doing, she was front and center on national stage, you know, this was not a local channel, I was watching this was national news. And this professional was, was being broadcast to the country, you know, a person who was always behind the scenes never seen never spoken to, you know, like, a common person didn't really pay attention to that. So that we now have this platform, and more and more facilities are offering a page on their website that, you know, is totally dedicated to custodial operations and infection prevention, or, you know, they, they talk about it on their social feeds, you know, they share stories there, we're getting more and more stories being shared of frontline workers, which is amazing. We love the frontline workers stories. Um, so it's just, it's really elevated this industry and the social aspect and YouTube videos have so many people's

and this is what our custodial closet looked like before. And this is what it looks like now. And it's like, you just you love seeing that, you know, they're getting more organized, they're, they're better funded. They're, you know, I mean, it's so, so nice. And it's, we finally have this great platform to really propel the industry forward, which I love to see. Because that's like, my goal in life now is to propel this industry and elevate these people and showcase them and shine, shine bright, bright, shiny lights on them. So yeah, the social platform, the videos are awesome. It's a great way to get the word out about the positive things that you're doing in your in your operations.

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Halie Morris 23:21

Yeah, we'd like this awareness that arose and with a different way to approach it on social media and just pulling them into the spotlight. And then you're seeing custodial team. So for example, we just had the University of Toledo on and their director of social services, and one of her managers came in and actually just recorded in our studio, and so went live this month. And one of the things that they have done is their scheduling is different. And that seems like a small thing. But now they're cleaning during the day when students are there. And as things happen, and one of the things they're excited for is they can interact, they can answer questions, they can talk about what they're doing, there's a lot more communication, on how things are being cleaned, when why those types of things and then their staff is right there in plain sight. And that's most of their staff is cleaning during the day. And there's this there was this idea before that is starting to seem like it's starting to kind of be eroded, that our cleaning staff needed head like that they were going to be like the magic elves and Harry Potter and just get things done behind the scenes. And the one thing that COVID did is it came in like Hermione Granger said Nana, it's really cool, because, you know, I was telling them, a custodial worker is the one who taught me to shoot a basketball when my gym teacher was too busy dealing with the kid that eventually ran into a wall and broke his arm. You know, and they've always been a friendly face. They really, really just genuinely like you said, this industry. Really, really cool. From the frontline workers to the people, managing the teams, I've always loved the people I interact with in this industry. And some of my fondest people at different workplaces are those workers. And so now, they don't have to hide, they get to be highlighted. People can appreciate what they're doing. And then if somebody is the budgets a little tight, you can open up that conversation. And people are open to having it and a lot more willing to, to take in their expertise and what they're saying. So that you can get where you need to go. And sometimes like the budgets tight for everybody. But like, as we start to move past and forward, and we start to get into a new sway for things, then we're going to be able to open up those things again, and open up those conversations and say, What do you really need to feed? What can we do to help you do your job versus just pointing out that something is claimed and helping me get to it?



Corinne Zudonyi 25:57

Yeah, it is, you know, you mentioned the people adopting more daytime cleaning. There was always talk of that over the years, it's a, it's a nice, you know, it always was paired with a green sustainable initiative, you know, because then you don't have lights on and energy happening at nighttime, you're doing it during the day. But now, because of the pandemic, some people have called that, you know, the cleaning theater. And I suppose there's, there's an element of that happening, because it's really an a move that's going to help ensure building occupants that cleaning is happening. It's happening, because you can see it. But you know, cleaning theater is something a little bit different. But because it's like, excessive, or do fake cleaning, I guess, in some respects, but really daytime cleaning is is really beneficial in terms of, like you said, giving awareness to these people, showcasing the importance of cleaning, but you're putting a face to the project. Now, you know, when there's nighttime cleaning happening, and your trash doesn't get emptied. And all of a sudden you come to work the next day and your trash is not emptied. How many times do cleaners hear about that? Like, oh, they must not have been here, they didn't do anything. It's like, nope, they're human being they missed your trash. Like you could throw your own trash away today, and they will get it tomorrow. You know, I mean, it's not things happen. Accidents happen. But now that these people are more present, they see Oh, Haley, you're coming in to grab my trash. Let me help you with that, you know, thank you so much for doing that. There's so much more appreciation. There's more respect. You know, it comes with some challenges, obviously, you have to make sure you're not you're using the proper equipment that's going to be low decibel, it's not going to interfere with with work or you know, chemicals with vo C's and things like that. There are certain things that you have to adjust in order to have a daytime cleaning program. But in terms of showcasing these workers and the importance of what they do, it's you know, by far one of the best things and like you said, it's you know, it's funny you you mentioned your janitor teaching you a basketball I my co workers at you know my team at the office tease me because I often refer to my janitor Jim and janitor Jim was is what we actually called him his name was Jim, but we were kids. And we instead of Mr. Jim or, you know, whatever we call them janitor Jim. And he was my my school janitor when I was a kid. And and then lucky for me, he got transferred from the elementary school to the high school at the same time that I was moving to high school. So I literally had genitive gym for all of my childhood in school. And he was amazing, you know, I got to be staying and he was the one that took me back to the trainer's office helped me get taken care of and they didn't know if I was allergic to bees was a big deal. But you know, they it's just these people are they make a big impact and and building occupants, whether you're a child or you're an adult. It's there, they're awesome, you know, and, but being in front of them being present, and being part of the the work community in that office or in that school, and, you know, it's very important. So, yeah, I love seeing it. I love that that's something that has happened as a result of the pandemic. And you know, it's so nice to

see and we like I said, because of it. We're seeing so much more recognition for these frontline workers. A lot of times BSE workers, you know, which is most of the time bc C's are operating at night, you know, in a facility and they might have a day Porter in the daytime. But those workers tend not to get the frontline workers to not take, see as much recognition. And at least from my perspective, they don't send them to me at least. So lately, though, they've been the customers are starting to highlight Oh, we have, you know, Haley comes into our office from ABC cleaning company. And she is amazing, and we love her. And it's, it's this facility person who's actually initiating that recognition. That's something new to us, we haven't been seen too much of that prior to the pandemic, which is amazing. And I believe that that has a lot to do with them working more during the day. So I love seeing it.

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Halie Morris 30:58

It says that personal touch, like I said, the one job I had, I believe, at like, five or so every day, I maybe a little later, but I was always one of the last of our HR interns to leave. And so there was this woman that would vacuum and clean up the floors. And it was a shared lobby area between within the middle of the building between businesses. So she cleaned the restrooms, when I went out, she was always like, either vacuum or clean the floor right in that space. And she'd always laugh because I danced around to make sure I didn't, yeah, stuff dirty. And I'd always check and see how she was doing. She's like, usually listen to music. And I remember one time one of the other interns stayed late and was getting ready to leave. And I was like, she's laying in the floors. Like, don't get them dirty.

C

Corinne Zudonyi 31:42

Get them dirty. Yeah. Yeah. I mean, it's, it makes a big difference. When you see the person doing the work, you know, or you tell them about it, a lot of a lot of organizations are starting to put up signage, I've seen also, um, you know, it's hotels have kind of been doing it for a good chunk of them have been doing it, this room is cleaned by, you know, little little sign saying who cleaned it. But it's, you know, in facilities, now I'm seeing, there's more signage, there's a lot of certifications you can qualify for there's, you know, people are, there are programs all over the place, manufacturers have programs, certifying bodies have programs, you know, I mean, it's this facility, it's basically to show that this facility has been cleaned to a certain level, in letting people know, as they come into that facility. And what they're doing, though, is there again, showcasing the importance of cleaning, and those signs help advocate for our industry, they help support that, you know, and they validate the work that we're doing. So if you're saying, if you put out a sign that says it's been, you know, disinfected, this is one that we, we've been hearing a lot because of the pandemic, but you know, hand sanitizers are available and in these

locations, and it's been disinfected X amount of times per day. You know, they, they don't always talk about that with like, vacuuming, we vacuum, that we're not going to tell you that. But you know, it, the signs help validate and support those cleaning efforts. So, you know, it, when a cleaning person comes back and says, Hey, we need, we need more, we need more budget for product, we need more staff, you know, to do what you want us to do, um, you know, we need supplies, we need a stand for that sanitizer, you know, or a wall at least to to put it on, you know, there's things that that they can use that to help support and elevate what they're doing in their, in their efforts. So, the signage is really interesting, and that's something that's kind of evolved to, um, along with the social media and, you know, all the floor signs, holy crap, the floor signs, you know, are like Manning that has, you know, the six feet apart and the blah, blah, blah, you know, and it just the, there's more signs on the floors, I've noticed also, you know, like, this has been cleaned by, you know, or whatever, and you're like, wow, okay, I mean, it's, I've never seen so many signs, to be honest. I went to a restaurant, and there was one of those, you know, I seen the trade shows, but it's one of those things that you pull up, you know, and you hook up and it's a big tall sign. It was it was probably, I mean, well, it was taller than my husband, so maybe like seven feet tall. He's six, four, so it's, you know, um, but it was all that they're being cleaned and it actually listed the products that they Were using which I was amazed by it because the normal person has no idea. You know, but I did. I was, you know, the I was with another my husband and I were with another couple and I was like, Oh, look at this. I was very excited. And they looked at me like I was a huge nerd.

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Halie Morris 35:18

But they learned something, though.

C

Corinne Zudonyi 35:20

Oh, and then yeah, because of course, then I started talking about, well, this one, just this and this, just this and, and my husband's like, stop talking. You're a nerd. He gets tired of hearing it, spend 17 years. So

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Halie Morris 35:36

it's like, he's like, I hear this nicely. At this point. I don't even know if it's real or not

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Corinne Zudonyi 35:42

about cleaning and disinfecting, the importance of vacuuming and how that helps protect your carpets and walk off madain. And this isn't enough walk off Manny and we should

have, we should stretch further you start outside? And he's like, I don't care. Stop talking to me about this. Yeah. So he also gets tired, because I often stop and talk to the frontline workers, especially in hotels, you know, because I see them more often. They're, well, when I would travel, but the we'd be walking to our room, and I would stop to talk to every housekeeper that is cleaning. And how are you today? Thank you for doing this. Well, you know, he's like, Come on, let's

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Halie Morris 36:25

go take a nap or something.

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Corinne Zudonyi 36:27

Like just go okay. Yeah, so it's nice there. Like, like I said, it's just I don't know, it's nice. I love this industry. So

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Halie Morris 36:36

yeah, um, well, and with like the signage, there's something that I we released several months ago called scan for clean, because we, we produce software, through Editorial Manager, that's the parent company for the podcast. And it goes right along with that, that communication of what's being done when the last time something was cleaned. It also is a place where the employees can check in and check their checklists and do stuff like that. But it's a QR code that goes up for a room and they can just scan it, and clients can scan it. And it's another level of easy communication that you can also rotate that sometimes a little more easily than you can giant signs. Because you know, some of those, your processes are going to change and things like that. So that's and that has gained so much popularity. In fact, if we saw nothing else of our product, we could set to sell that because people love it, they love it, they can not only find another way to communicate with their team members, but share and promote and validate everything that their team is doing. It is it's such a big thing. And there's so much pride, I love when I bring in somebody like Maggie from the University of Toledo. And Candace, her manager, when they came in, and they were talking, there was just so much pride that was out of them for their team members and all the work that they did, and the impact that they can have. And they were talking about the relationships that their their staff has built with the students, usually in like the dorms and things like that, you know, being on a university, I was there for five years, I was ready to be out by the end of five years, I was there for five years. So there is you know, when they can highlight that and share and kind of brag a little bit about their teams, they want to and I feel like so many of the leaders in the industry that I've talked to, it's the same thing that they know, they have most of them

have done that job at some point. And they know how hard it is. And they are so excited now that they're they can actually do what they want to and highlight what their team is doing and kind of give them that kudos. And

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Corinne Zudonyi 38:42

yeah, it's funny you say that, because, you know, our readers are the business owner, or the head of the department or, you know, on the distributor side there, a lot of the business owners are the top salespeople. So whenever we talk to them, we you know, if we want to do a profile, for example, we'll we'll reach out to someone because we've learned that that individual has done these excellent things. And, you know, they've, they've grown their business, or they've you know, single handedly achieved great results, you know, in business or in this industry. So we'll call them and we'll talk to them and say, you know, we're interested in talking to you more and hearing your story. I'm not kidding you. Nine out of 10 times, we will start talking to that individual and we will be talking with the intent of learning their story and telling their story. And nine out of 10 times they spin it to be about their staff or their team or the people that work for them. And it's like, Yes, Yes, they are. They're great. Let's, let's talk a little bit more about you and then they're like, yes, and then this guy on my team and Then this woman, and it's like, they, they love to promote their teams and the people that they work with, because like you said, they've done it, they've been there. And they know how hard it is, it's, um, it's funny, because, you know, I clean my house. And it's a lot of work, you know, I do it for a day it takes, like, if I spent all day and I'm going to do all these things, I'm going to do the woodwork, I'm going to do the floors, I'm going to, you know, I'm going to just everything, I'm going to clean everything and disinfect all of it, bathrooms, everything. And at the end of the day, I'm like, Oh, God, give me a drink, you know, like, I need to, I need to just relax, I just want to sit here and sleep and to air soak in a bath. And then you think about it. And these people do this every single day, every single day, they clean that bathroom every single day, they're vacuuming and doing the baseboards. And, you know, they're making sure your facility is clean every single day, that is not easy work. And, you know, they just they don't get the recognition that they deserve. And, and that's why when we talk to people, they share their the stories of their team. And you know, and that's why I'm, I get so excited when people move to a daytime cleaning program, and all of a sudden the building occupants start celebrating those individuals. And, you know, it's things like the QR code, you mentioned, as a great point, because I've been seeing a lot more of the QR codes, people are using that and they're seeing the great things that these people are doing these these frontline workers are doing and what programs you know, what they have in place, and in their program. And I had no idea that we used, you know, green certified products, I had no idea that we our facility is going to, you know, trying to achieve this certification, or that we have these sustainable efforts in place or that, you know, really the bathroom is is

cleaned multiple times a day, like, Oh, I didn't know that, you know, I joke to people, which I mean, it's pretty common in the industry, but we joke to people that I do, that their cell phones are so disgusting, and, you know, and it's, it's worse than the toilet seats. You know, which everyone in this industry, I think is heard that, that your cell phone is dirty, or then your than a toilet seat in

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Halie Morris 42:29
anything else.

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Corinne Zudonyi 42:31

Yeah. You know, I mean, that's because those cleaners are in there all the time. You know, that's why it's so clean, and people take advantage of it, because they don't realize it. Yeah, so yeah, it's funny you say that, that people love the pride that they have in their teams and their staffs. And because that's, we hear that all the time. And we have these, in both of our end user magazines, we have a section called faces of the frontline. And in each issue, we highlight one individual on the front lines, both in house and then in the building service contract industry. And we just the people, they send nominations for these individuals, and they just, they're, they're awesome to read, you know, because just the nomination for them is just amazing to read. We try to feature as many as we can, if we don't get them in print, we put them online. And then the just the pride that comes across in their submission is awesome. And and then it's always cute, because they'll ask us well is When is it going to run is going to run because we want to surprise this person. Like they didn't tell the person that they're even nominating them in there. They want to present it to them as you know, in a celebration. And then I'm like, Oh my gosh, we're gonna get it on because we gotta we gotta help do this, you know. So just giving that recognition to your team is so amazing. And, and we're happy to help help do it because we love those stories. So, but you're right, everybody, so much pride, so much pride in this industry. It's awesome. Yeah.

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Halie Morris 44:11

You know, I feel like any other situation you can go up and like you said, you can ask somebody about themselves, and they're going to rattle on I know, I know, I will. But I love to talk, they will rattle on about themselves very confidently. They'll tell you everything about their story. And I feel like this is one of those where you start a conversation fortunately, like I love to hear all sides of it, especially for the show, but you start a conversation you want to get to know about the leader and how they came up in the industry. And you usually just end up learning about their team very quickly into that

conversation. Like, without fail, their team gets brought up. And it's the coolest thing and now they're finding ways to share that like you thought through the nominations and other platforms to share and brag and get to highlight And being able to do that, you know, like we were saying that communication with the people who are going through these facilities and using them that appreciation rises. And then usually they'll ask questions, there'll be talking, you know, like, pull up paper runs out. I always feel bad when I have to be like the toilet paper ran out. I know, you're probably replacing it, but I figured I'd let you know, because there's like, not much of one roll left for three stalls. You know, like, you never want to be rude. But like you are the they'll also come up, they'll ask about different things that are going on. And then when that person starts explaining it to him those Listen. Yes, people are very across any any plane that you go. And I feel like it's it's a truth that people are very good at listening to react and not respond. And that we're, as a human race. Not very great at it. Yeah, as a whole, but they'll they'll listen and they'll engage. And they'll just be appreciative, that knowledge and then usually they go back and brag and be like, did you know so and so does this every single day? Yeah, maybe. And then sometimes they're like, we should clean our desks. So they don't have to do that. Or what are you know, yeah, that that's my favorite part is I'm always like, I always try to pick up when I go to restaurants really simple thing. I was in the industry for two years, and was a hostess I also waste just on occasion and got drinks and everything else. But my main job like was to greet people clean up tables, kept things running. And I go, I always stack my plates also at a fancy restaurant. So I know it's rude. But I always like stack my plates and clean things up. I'll even wipe down the table if it's super dirty. Like I walked into the restaurant I used to work in and there are small room. They say ours even though I don't work there anymore. The small room had just had a team come through and she'd pick up all the stuff but she hadn't worked on the tables yet. I wiped them all down. She came back in. And while I was finishing up, I was like, Hi, how you doing? I'd like it was I was glad it was somebody I knew. Because there's couple people that work there that I don't know. But like I ended up cleaning it up. And then I got her venues and I basically sat myself. And then I cleaned up after myself. And she was just laughing. I was like, Yeah, I was like, I think great at this point. But going anywhere else. And I always try to be conscious of like, not leaving a mess, whether it's in food, or it's just in my workspace, and things like that I like to pick up after myself, I don't like to leave my desk a mess. I don't like to leave things on the floor. If something looks like it needs vacuuming 200% gone to document I will find a vacuum in that building. I can't like I can't walk past that. Or I'll make sure it gets done. But again, there's that there's actual communication happening and understanding. And then like you said earlier, when something gets skipped or something doesn't happen, there's so much more understanding for the fact that it's a human being that's doing the job. And sometimes they've got other things going on, or it's a small goof. And that it's really not that big of an issue if they forget the trash one day,



Corinne Zudonyi 48:11

right? Oh, it's it's funny you do that I do that I do all those things I did. And, uh, I never worked at a restaurant. But I said plates. I can't tell you how many places that I've been mostly in our own office. But how many times I've changed the towel dispenser. We have rolled towels, and I just, I know where they're kept. I know where the key is. I just do it. And in fact, some people will come ask me like when we're out of town, like in the middle of the day, and I'll be like, I'll go get it. You know, the changing the toilet paper, we in our office, especially this one girl, she loves to vacuum. She vacuums, she'll just go in the closet and grab the vacuum and you know, we'll be working and we'll be like someone. It's not a low decibel vacuum. And we'll be like, Is someone vacuuming? Like, oh, it's probably Amanda, you know? It's, you'll, you'll smell things and you're like, Is someone cleaning you know, in the office, but we're all you know, we're engrossed in this industry. So we we do these things all the time at a hotel. I never, you know, I hate when they tell me. Well, any us towels just just put them in the tub. And I'm like, What? No, like that, then they have to bend over and pick up at least what and then the tub is wet and then they're just gonna get more wet and they're heavy. And that's not good. ergonomics. Like so I'm going to hang it nicely, you know, and then, but then I realized that may open up the potential to miss it, but really, shouldn't they clean them all out, you know, so I'm like, I just don't i don't like leaving a mess. I make my bed at the hotel. And I realize you're just going to tear it all off. But I feel like you shouldn't have to walk into a dirty mess, you know? So. Because again, as I entered and went to my room, I have met every housekeeper that was on the floor. So I, you know, it's like, oh, you know, Rosa, or Mary, or whoever is going to come in here, and I don't want them to see a mess. You know, also, selfishly a little bit, sometimes I'm like, Oh, God, I hope they don't recognize me. If they do, they think I'm going to be a big mess, especially if we're at an industry event. Because I get recognized a lot. So I'm like, Oh, no, I can't I definitely can't leave a mess here. Definitely can't. But, um, but yeah, you know, once you once you see these people, and that's why I always try to advocate for the readers to, to be present, be in front of these people have an assembly, you know, if you work at night, all of a sudden to work with your clients or with the facility people to say like, well, we're going to come in during the day, do you mind if we do a short presentation at lunchtime, or in the in a conference room, we're going to talk about really quickly what we're doing to keep the occupants safe, what we're doing to promote a healthy environment, what we're doing to help supplement your sustainable efforts here, and, you know, be be present and, and be assertive, you know, and kind of go Go for it. Because if they say no, they say no, but then you could say, well, we offer this, we'd be happy to come in, and talk to you about what we do. And, you know, and then bring some of those frontline staff, if you have somebody who comes, if you're a BSC, and you have, you know, Haley comes to that office every single day, you know, then bring Haley with you. And you know, or bring someone from your staff that you can show like, Okay, this is Haley, she cleans your office, and this is what she does to clean your office and keep you

safe and healthy. You know, all of a sudden, even if you don't have a day cleaning program, you know, you can still be present and show what you're doing and advocate for cleaning. And, you know, it's just going to help your cause down the road. Because when you do raise your prices, or ask for a budget increase, or, or say, you know, we need more staff, Haley cannot do all of this by herself, you know, or we're going to implement this new piece of equipment that's going to help Haley do this job, you know, then all of a sudden, they know Haley, they know what she does, they know, they know a little bit more, instead of just getting your invoice or, you know, being a spreadsheet in a budget. It's just you just have to be your own advocate. And we try to tell people that all the time. And, you know, I hope that it's resonating because it's, it's, I think it's going to be one of the best ways to help propel this industry. stress the importance and, and now's the time, because of everything we've gone through in the last year and a half. You know, cleaning is a big thing, and people are paying attention to it finally. So it's unfortunate that it takes a global pandemic to get there. But, um, but you know, it is what it is and, and hopefully that will help the industry move forward.

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Halie Morris 53:38

Well, I know one thing, and this is kind of, we had somebody who used to come clean our house once a month with deep planks, we have five people. And we're now we have two dogs, but one dog at a time. And so like a lot was happening. And we live in a big house to keep it like houses all comfortably. And so it's hard to keep clean, like the cleaning the bathroom things I'll be clean mine finish my bowl clean together, and I'll come out my dad's like, I cleaned three. And I was like, No, you did. There's no way. But we always do the girls that would come in, we usually have the same girl for a while we use them to different times. And, you know, I would, I would simply like being able to have face to face conversation when she came in or whatever the what you're able to bring that team member in front of them and let them have those conversations herself. Like it helps develop a relationship. But sometimes, like when it comes to investment in equipment, like for us, it was always like what stuff to it because she'd use our house supplies and stuff. And she'd bring some of our own, but she would also use ours and so it'd be like, Whoa, did you know we had this to me the same at an office? Do they know about all the stuff that you have in the office? Or is there something missing that you could be having in the office like that would make it easier for them to clean when they're here but also if a team member needs to clean up so the one example With her when she was talking about, they were looking at different things to clean up pet hair. And I was like, Oh, well, my friend has like, the freest cats ever. And this is what she uses. And it's reusable and you don't have like those tear strips or anything like that. It's and she got super excited, because then she was like, trying to figure out what she could request because I saw she had an idea, and then she, she'd be able to come and just mostly my hair, because I shed like a dog, I

swear. You know, you've got that beautiful, thick head of hair. So you know, like, I lose more hair than my dog. My dog does not shed and I do. So she I saw her with the tool at our house like couple of weeks later, or probably a month later, whatever, I think our schedules on the monthly one at that point, but you know, like, it's the same thing in the office, easy ways to clean up and stuff. One of I worked in an office where we had barely any equipment. And so like, if there was a spill, we also had nice that we couldn't like, we didn't know what to use, we didn't have like the thing that you would typically grab, versus, you know, if you have that communication going, it's easier to have stuff like that on hand.



Corinne Zudonyi 56:09

Yeah. Real quick, Pat here pumicestone. In our car, we we couldn't get our dog hair out of the car seat in a pumicestone was was the solution. So I recommend it. Um, but yeah, you're right. The, you know, again, having the staff create that relationship opens up a door to encourage communication. And, you know, this happens a lot, whether you're an in house staff, or a building service contractor, the executive, the manager, the owner, is not on, you know, they're not at that account. They're not in that building every single day, they're not going to be there to answer questions. The person who's there is the frontline worker. And if you create an introduction, or at least an awareness of this individual, there's their building occupants are more apt to say like Haley, right? Yeah, um, Haley, we had a spill yesterday, I didn't know how to clean it up, you know, in the future, like we did this, but in the future? Is there something I can do? And, you know, but if, if you're just walking around the building, and I don't know, especially if it's a crowded building, and I mean, in our office is relatively small, you were walking a building and be like, Hello, who are you? But, you know, if you're in a big building, and they don't know who you are, they're not going to go up to you and ask that question, they had a spill, and they would have left it, you know, because they don't know what to do. And they don't know, they open up the janitor closet, and they don't know what to use. So they left it and, but opening that door for communication back and forth, is, you know, can be very valuable, because you are the point person in that location. And, and all it took was a small, maybe even putting you you know, in the in a conference room and saying, like, you know, if the person who's running the account, or the manager that oversees the department is, is doing a little demo and saying, this is how we're, this is how we clean. And this is who does it, this is Haley, you know, then all of a sudden, even if it's a big room of people, they're gonna be like, oh, I've seen that girl, I you know, next time, I'm going to ask her when I see her how to do this, or what I should do about that. Because now they've, they've created that opportunity for an interaction and, and that too, is going to help elevate and validate what you do. And it's going to make for a more a cleaner environment, a warmer environment, a better environment for you, as you're walking around the facility. People

might be like, Oh, thanks, Haley, you know, like, thank you, and move on, you know, but, um, it just, it makes her a better, better team environment. And, and that's a win for everybody. So, yeah, yeah, that's really, I love. I mean, I wish I could go into like every facility and be like, this is what you should do, because I'm so not shy at all. And I'd be like, this is Haley. Like, isn't she great? You know, and I would be happy to be that one. But yeah, I can't do that, unfortunately.

H

Halie Morris 59:30

Well, we had, again, I did one where we I worked at that internship, we had a giant call center. It was a good size. I mean, I haven't been to too many call centers. Ours is smaller here. Customer Service roles, part time positions and shared desk. So people didn't have assigned spaces until they've been there for once a year or two. I can't remember but they'd have to be there for a little while. And then they could pick a desk and that would be their desk and they could reserve it for themselves. But other than that, they were all shared and everybody was working a part time role. And so one of the things that like, we realized we did employee feedback surveys, actually, and this is where the conversation started. And more than one person mentioned that, like the desk work clean. Well, it was assumed that the supervisors told their team to clean up when they came in. And after they were done. You know how well that works with people sometimes, though. And then we talked to, I won't quite I had gotten to talk to the woman who was cleaning, and I was asking her, you know, what they what areas they actually clean? Well, they don't touch the desktop, because it was assumed the employees were doing it. But then the individual employees were actually assuming that somebody else was coming in. And when they weren't there, which was, you know, they work, we were open till like midnight, or something like we were open late. So there wasn't a whole lot of time for somebody squeeze in there when they weren't looking. They assumed somebody else did it. And so like, we made a really simple step. And we said, and then we looked around, and we realized, after communicating with everybody, that even if the employees wanted to do it, they didn't have the tools, and they didn't know where to get the tools. And so we made clean patients on the posts throughout the office. And we supply just that we could pull from, because of course we have people feel it, you get a new canister of keyboard spray, and you're like it is gone. It's been an hour, and it's gone. But we talked about, we talked to the cleaning staff, and then we looked at what the actual needs were for each space. And we actually went through and we cleaned the entire call centers in terms of basis. So made a nice clean slate, we clean all the dust, we cleaned up all the wires, we organized everything nice and neat and gave a good setup for everything. And then we put out all the cleaning stuff when we kind of talked to people who were as they were coming in. And people started cleaning their own spaces. And then we note the cleaning staff that actually reached out and said, hey, it's really nice and clean, it's easier to clean the space

when we come in. And sometimes they got two more stuff like they were able to do more like in the break room and spaces like that. The community spaces which, you know, we'd clean up after we had events, and certain people will clean up after themselves. Second one. But miraculously, they had the tools, we had set the basis. And we had just asked people and all of a sudden, they were cleaning their own workspaces. And they'd come in and the person before them didn't, so they would clean it. And then, you know, because you had these, they shared desk and they liked that they came into a clean workspace that was the big thing is that we set the basis for what what they should look like. And then supervisors like that. And so if they saw somebody who wasn't doing it, they were actually reinforcing that. That was the expectation. So it was crazy. And there were so much positive things. And we didn't even have to bring the person in, but we just we talk about, you know, what they're cleaning, we had the conversation, we opened it up. And we talked about, they can't clean hundreds of call center booths that aren't very big and are full of corners and dust. And they can't do that. Once a month, let alone every single day, you have to clean up and maintain your own space. Yeah,



Corinne Zudonyi 1:03:19

and building occupants don't always realize that. So you know, similar examples at our facility, we have a small facility, it's cleaned by a building service contractor. And, you know, not everybody at our company focuses on cleaning, we have other categories of of publications and media products, and but those of us in the cleaning group, you know, we're we're super aware of what's going on and what's not. And, you know, I had a conversation with somebody who said that in their cube, it was super dusty. And they're like, it's so dusty. It never gets cleaned. And I was like, Well, of course not. It's probably not in this the specs for the cleaning contractor to clean your cube, like no fence, but that's not what they're focusing on. And they were like, What do you mean, they clean the whole facility? And I said, No, the way it works is someone comes in, you tell them well, we want you to do this, do that this many times a week, this many times a day, whatever the spec is, and and this is how much we'll pay you. You know, but if they say well, or if a contractor so this is how much it cost and the facility person is like Oh, I can't do that. Let's shave off this, this, this and this and bring the price down. Well, those things that were checked off or not getting cleaned and the building occupant doesn't know that. So they assume everything in the facility is cleaned. So it came With our facility, and I went to the person who oversaw our contract, and in you know, are the person in our office who oversees the contract? And I said, so what? what's exactly in the contract? You know, because I'm just curious. And as a result of that, I then suggested, well, we need kind of like what you did, we need to supply then these products so that people can clean their own workstations, and keep those clean, because if we, and she, you know, first, she was kind of hesitant, and I said, Well, if we can keep the dust down, in these areas, that will make cleaning on the on

the specs, so much easier, it'll make vacuuming easier, I don't like because we'll have reduced the dust because we're cleaning. You know, and, and then people became just more aware, they, you know, they, they actually, if they won't we one big thing is with our trash, we used to have a recycle than a regular trash, we still do. But people don't really use the regular trash anymore. They go to our lunch room, and put any, you know, Apple cores or banana peels are yogurt containers, you know, in there, so that there's not anything really in our personal trashes that are a big deal. It's mostly paper, you know, any recycled things like that. So, we've, because people more are more aware of it. But in a common office, they don't realize that, you know, and again, that's an opportunity for a cleaning team to say, Hey, you know, let me let me come in and talk to your building occupants, and let me tell them about what we do. And then we can supply these products for them to then clean, we can even tell them, this is what you use on your keyboard, this is what you would use here. You know, if you have a spill, use this. Things like that, it's again, you just have to have to be your own advocate. And in the end, it's, it's great. Customer Service, it's great. If you're a BSC, it's, you know, it's great awareness for your program. It's great. It really is, there's no downside to it. I mean, I guess other than the time, but there's really no downside to it. I we have one reader who he's awesome. And he shares the story of his custodial operations. He's an in house manager oversees a large university. And he takes every single opportunity he can to promote his program and his people, he does it in the facilities that they clean, he will spontaneously surprise them on a Wednesday morning, and just give them good, good recognition, one on one. But he also anytime they're featured anywhere, if there, you know, he helps promote, if someone gets, you know, gets a promotion, or if they are doing some, some awesome thing, awesome new process, he helps promote that. And then if I run it, he then takes it and goes to his superiors and says, Look, this is what our team is doing. And they're being recognized. And so then next thing, you know, he said, when he does these surprise visits for his team, all of a sudden of this, you know, his boss, well, then all of a sudden show up and be like, hey, I've been hearing good things, you know, like, keep it up. And it's that type of thing. You have to be your own advocate, you have to tell your own story. And people will spread it, you just have to start it. And I tell people that all the time, like, please tell me your stories, and we will help shine this big bright light on it. And we'll share it with the industry because that's what it deserves. And, but you have to start and you have to you know, little things start with your telling your building occupants start being that educator, to those people who don't understand that cleaning a facility professional cleaning is more than what it takes to clean your house. You know, you have to be that person to tell them that because they just don't know. I mean, we had celebrities singing their songs about how the hand wash and this was like, earth shattering to them. Like this was revolutionary. And it's like what you are. I mean, this I there was one, I forget who it was, but I remember saying to my husband, like, he's what 70 you know, like, and he didn't know how to wash his hands. You know, so they just don't know. So it's up to us to really be

that voice. And I think it'll, you know, it'll resonate and it'll continue to elevate this industry. So my two cents.

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Halie Morris 1:10:03

I agree with it though, and it's going to it's going to do many, many things, it's going to make your brand look so much better, it's going to make it so much easier to do the things that you're doing. People understand now, but also, it's going to help you retain your employees, they're gonna feel recognized and appreciated. And then it's going to help you retain your customers, because they're going to feel connected to you people want to people want to buy from people they know and from people they like, and so also people buy from people if they can put faces to it. And they can know that the investment that they're making the service, or the budgets that they're giving you are worth it, they're going to want to keep doing it. And if things need to go up in price, or you need to expand your services, because a crazy worldwide pandemic hit suddenly, and things are much more chaotic and dire than they used to be, then there's a lot more flexibility to do that. So because they want to work with you, and you're higher on their priority list versus like, expecting the building to just keep miraculously getting clean.

C

Corinne Zudonyi 1:11:09

Right, right. I mean, that's a great, great point. I mean, personal personal service is something that this industry, just person like that this industry is all about the people. And you know, the listeners didn't get to hear this. But when Haley and I first got on this call, I was saying how much I love this industry, and I love the people and you know, when we go to trade shows, it's the people, you know, that come up, and they, they stay in this industry forever, you know, and but it's means any event is like a gigantic family reunion, you know, and it's they're great, great people in this industry. And, you know, people want to work with you, because you're great, you know, and, and that's the bottom line. And if you show them how great you are, and how great your team is, they will want to maintain that relationship. They want to stay friends with you. And you know, that's gonna help secure your customers, like you said, retain your staff. And there's people like you said, People want to work with with good people. And you have to show that you're, you're good people. So even if you're shy, that's still you know, it's you can still be out there, you can still share your story. And, yeah, so if you're shy, then come talk to me, I'll help you. I'm not shy.

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Halie Morris 1:12:40

I mean, we were we were talking about your celebrity status, and how it impacts your life

as a whole. But I think it's kind of cool, because the one thing I'm finding is that the longer I think I've been interacting with this podcast, the year on September 1, since we launched. so bitter iTunes, you start to hear names you start to hear people talk about so even if you haven't met them, you kind of know of them, you start to get very familiar with them through other people. And that within the industry, there's so many people have this celebrity status or that just feel comfortable and like you've known them even before you've met them. And it's so tight knit despite being so big. But now the next level is just to take that and push it outwards so that other people know that too. And it's not just your executives, it's your frontline workers. And it doesn't have to be difficult because I think we're all grasping at that small town. Smithfield. We want to know people we want to, you know, I'm fortunate to Leto is we've got things to do like you do in a big city, but everybody kind of knows everybody anyway. The more people you meet, the more people you know, like, it seems it's a compounding effect. Feel like this industry is a lot like that, like people know each other. And I like that feeling. But other people want to know that too. So when you can add the human touch back into it, not just with your team, but with your your customer relations, too.



Corinne Zudonyi 1:14:07

I agree. And you know, now with, I mean, the technology that has exploded as a result of the pandemic, you know, video chats like this, and, you know, Haley and I were talking before to about how it's nice to be on these video chats because you can actually see somebody, but now, like, I have noticed, and I said, I don't know if my marketing department did this or what but I feel like my little headshot is a little picture and I see it everywhere. And I see. You know, I saw little pictures of people that I might just be emailing with, they have their little picture in their email. So it adds we have that capability to add that personal touch and I mentioned earlier and especially in hotels, but it's you're seeing it more now in other facility types. This is cleaned by Haley, you know well now Imagine what it would be like to feeling if you offered a headshot to all of your frontline workers. You know, I was at an industry event where they were offering headshots in the corner, they had a photographer setup and they had a backdrop. And they said, It's free, go take your headshot, we will email it to you just give us your email, we'll email it to after the event. And the line for that was amazing, you know, people were lined up just to get a headshot, a professional headshot by a professional photographer with a plain background, because they didn't have it. And these weren't frontline workers, you know, but imagine if you offered that to a frontline worker. And if you put a sign up that said, this classroom is being cleaned by Haley, and then you have Haley's picture sitting right there. You know, imagine the the price that that person would have as they walk around that facility. And they see like, yep, I'm Haley, like, in my pictures there. And they're, you know, I mean, it's funny, because editorial, you mentioned my celebrity status,

which is comical. But, um, you know, when, when you're young, and you get into, you know, industry of magazines, and you, you start writing, and you have your first byline, you know, your first byline is just amazing, you know, like, my name, my name is there, it's in print, and it's sent out to everybody, and I'm famous. And you're like, nobody reads the byline, but okay, you know, like, as you get older, but, you know, and then you grow and you, you evolve. And then I, you know, my face is in the first magazine, the first time my picture was in the magazine, it was like, oh, I've made it, you know, and now my pictures everywhere. But, um, you know, but it's like, you're, there's so much pride in that. And, you know, imagine if you offer that to a frontline worker, and you put their picture on a sign and said, this is this space is proudly cleaned by Haley, you know, you've automatically put a face to that task to that, to that role, and you've, you've elevated it just by putting a face to it. And it's something so simple, and these people probably have never had a headshot taken. And it doesn't need to be in a suit and a tie. I mean, certainly if they want to, but, you know, I mean, just give them a headshot. It's so it's so impactful. And you'll you'll be surprised at how your workers will react to that. So it's, it makes a big difference. You know, I mean, even on my staff, my staff still is very proud of just a byline. You know, and I think back to those days, you know, I'm like, that was and now I have, you know, so many bilanz. But it's, you know, it's, it makes a difference, and it's in it, it elevates them. And it you know, it helps, so it helps advocate for what you're doing in the people that are doing it. So, yeah, I don't know if I got off track, but

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Halie Morris 1:18:06

no, I, I agree, they'll be able to like, tie it into how you can showcase these people actually their face. So when you can't put them directly in front of your customers, you could still have them there. And it makes it personal, and it makes it more engaging. And then the headshot thing I've noticed and I've, I've kind of been thinking about if maybe I should get us to do it here at some point. We have somebody who can take great photos, we just needed good location. I got our CEO to update his headshot, which I knew that so I was very happy with that. But, you know, I helped somebody develop their LinkedIn profile, which seems like really simple. And not everyone needs one or has one, but she's in sales, and she wanted to clean it up. And so she kind of let me go in, help lay it out. And I didn't really do a lot. But I just made it cleaned it up Look, made it look professional. And I ended up at one point coming in and saying I'm going to take your picture today, okay, and I got a nice, a nice headshot of her it cleaned it up and sent it over. So it was like bright end in the background was blurred out and we put it up on her LinkedIn. And so now like people find her there, especially working in the software space, probably they're probably going to look you up at some point. But now she has like that headshot, you can use it for whatever the heck she wants, you can use it at our company tax, and all these other things. And it's just a really nice way when you're interacting on a virtual level, or

when you're not having that chance to interact, that being somebody's face makes all the difference. Yeah.



Corinne Zudonyi 1:19:35

And that's up to you know, it's it validates the profession of this industry. You know, I mean, people might think like, well, you're not an executive, you don't need a headshot. Well, why not? You know, like, literally it is a picture. Just take a picture. You don't need a photographer. You don't need a fancy camera. You know, cell phones have amazing photo quality, like just use a cell phone, find a, you know, get a solid shirt, don't get something too crazy, you know, because like patterns tend not to be good with headshots trust me, I've taken them. But you know, get a solid shirt, find a nice, you know, normal backgrounds and just take a picture, take a couple so you have them because inevitably someone's going to look like they're mid blink or you know something, but just take a couple headshots, it's not that hard. And it, it really, you'll, you'd be surprised at, you know how these people all of a sudden start standing taller. We did it at our staff, and they used to only take headshots of the editors, and because we needed them for the magazine. And then one year, for a big issue, we had a big celebratory issue. And we made our sales team, our publishers and our whole sales team. And then all the editors, and in including the introduction editors, and people who are brand spanking new smack out of college, and we so everybody's getting a headshot, where a nice top, you know, guys blazer if you want to tie, so be it, you know, like whatever you want. And we took headshots and all of a sudden, these, you know, these younger people that had just recently come out of school were like, I'm now this, like, they were just so much more prideful, you know, and they're like, my pictures in the magazine that time that I got my first editorial photo and that pride that I had, they had that pride, you know, and they shared it, they shared it with people and look at me, Oh mom, here's my magazine with my picture in it, you know, but frontline staff are going to do the same thing, they're going to be proud, because now, they're also going to be a little maybe more attentive to their work because now their face is associated with that personal story I in the magazine one time I was, you know, I was not pleased with with some work that had been done. And I said, finally to the individual, I was kind of fighting, not fighting, it's harsh, but we were we were going back and forth disagreeing. And I finally said, I'm like, Well, my pictures in this magazine, my name, and if there's something wrong with the people come to me, you know, and so therefore I need to be confident that what we're putting out is to my standards, and I you know, unfortunately for them at the time, my standards are like way too high. But I said, you know, like, this is a reflection of me, because my my face and my name is, you know, it's associated with that. And that's how these frontline workers will feel when their face and their name is associated with this classroom, or with this hotel room or with this office building. You know, if Haley's cleaning this and it's like, Haley, you missed six garbage

cans, you know, like, people, you know, you're gonna start to be like, oh, gosh, you know, but if you're just some no named person that never gets seen anywhere, it's a different story. You know, like, there's, there's pride to be in associated with something. So. So yeah, I think, you know, I think it's a good idea. I've, I've pushed for it for a long time, I hope people have started to adopt it. And, but just anything that's going to help showcase this industry and the people and, and they do great work, you know, and it's something so small that we could do for them, is give them recognition and and showcase them a little bit better. So, yeah, no,

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Halie Morris 1:23:48

I would agree. I couldn't, I couldn't some of anything that you've said any better. I think that's exactly. It's like you said, the photo thing is so simple, such an easy way to recognize and elevate what you're doing. But there's also so many other tips throughout this, that we've talked about simple ways to communicate, and simple ways to introduce your staff that makes what you do, showcase in the best possible light and really underlines the value that you're providing. So

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Corinne Zudonyi 1:24:21

yeah, yeah, it's, there's easy things so it's easy to do, and it's worth doing so it'll, it'll pay back full, you know, in 10 fold it'll it's just so good all around, you know, there's really no negative, there's no reason not to do any of it. So whatever you can think outside the box because certainly I don't have every answer. But talk to people what are they doing and what you know, what successes have they had and, and there's inexpensive things that you know, aren't going to take your whole budget that you can do that can really you know, propel You're set forward, but also advocate for your your team and your efforts and support cleaning in general. And it's just going to, it'll pay off in the long run. So yeah, yeah,

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Halie Morris 1:25:14

thank you so much. And for those of our listeners, if you're doing any of these things, or you introduced them, you should definitely tag us on social media so we can share, and we can continue to help you highlight your team. So

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Corinne Zudonyi 1:25:26

yeah, I would welcome that. And please contact me anytime anybody. We're, we always love to hear everybody's story. So yeah. Thank you, Halie.



Halie Morris 1:25:36

All right. Well, thank you, Corinne, and thank you, everybody, for tuning in. I'm glad we got to speak to you this month. We'll see you again next month. But don't forget to go check out the blog posts in the transcript. Thank you.