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lead.carwash.org

COURSE CATALOG

COURSE CATALOG COMMUNICATION & SERVICE DOMAIN

Participants who complete these courses will be able to deliver consistently excellent service and effectively communicate to customers, staff and vendors.



COMMUNICATION SKILLS

Communicating Professionally Good communication begins with acting professionally in all aspects of your job. This course will outline standards of professionalism and review basic communication principles for interacting with coworkers and customers.

Consistent and Effective Communication You are a representation of your car wash's brand, and how you communicate, both internally and externally, is part of that brand. This course will teach you how to monitor and respond appropriately to communications, exhibit good judgment when responding to customer and company inquiries, and use best practices to deliver your messages clearly and concisely.

Communicating Up and Down In this course, you will learn about effectively communicating both up and down the chain of command. As a manager, you are responsible for communicating not only with the team that you manage, but also keeping your supervisor(s) and executives abreast of any issues, concerns and successes.

Managing Effective Team Meetings This course will review how to effectively lead a team meeting, ensuring inclusion and participation from all team members involved. This course will also outline the different meetings that should take place at your car wash, and how to prepare for and follow up after each. Best practices for team communication will be outlined.

CUSTOMER SERVICE

Basic Customer Service Principles In this course, you will learn basic customer service principles to ensure your customers have an amazing experience at your car wash. You will also learn methods for training your team members to embody these principles and rewarding their good customer service habits.

Creating a WOW Experience for Your Customers What's the difference between good service and great service? In this course, you will learn what it means to provide excellent customer service and understand customer expectations to ensure your customers leave happy and loyal.

COMMUNICATING THROUGH CONFLICT

Challenging Situations This course will guide you through the fundamentals of handling a challenging situation. Customer complaints are part of doing business, but your job is to keep the negativity to a minimum by handling these complaints quickly and effectively before they escalate. This course will help you identify when customer behavior crosses the line and how to appropriately diffuse the situation.

Effectively Handling Damage Claims Learn how to exhibit professionalism when dealing with angry customers. This course will outline appropriate techniques for documenting and addressing damage claims accurately, efficiently and empathetically to increase the likelihood of a positive outcome and return business.

COURSE CATALOG

TALENT MANAGEMENT DOMAIN

Participants who complete these courses will be able to effectively hire, onboard, coach and achieve outstanding performance from their employee team.



RECRUITING AND HIRING PRACTICES

Fair Hiring Practices This course addresses legal and illegal hiring practices and how to conduct interview questions to reduce liability at your car wash.

Hiring Well Through Excellent Interviewing

Increase the strength of your team by preparing managers for the critical skill of interviewing and selecting top candidates. Managers will learn the importance of properly preparing for interviews, as well as how to ask the right kinds of questions and assess candidates to determine if they are right for the job and the organization.

Building Bench Strength Through Continuous Recruiting

This course will demonstrate why continuous recruiting is crucial to maintaining a high-performing team and train managers to identify potential gaps and positions that may need to be filled in your car wash. Managers will learn how to develop a plan for building the talent pipeline.

ONBOARDING AND TRAINING

Onboarding Your New Hire This course discusses the importance of onboarding and outlines best practices for a successful onboarding program in your car wash.

Creating Your Onboarding and Training Plan

This course is designed to provide you with information and resources to help you develop your onboarding and training plan for new hires.

How to Become an Effective Trainer This learning program addresses the key competencies required for an employee to become an effective trainer. It will coach managers on how to gauge trainee needs, validate comprehension, coach trainees, evaluate performance, and report training progress.

Cross Training — Increase Your Total Talent

Improve the stability and flexibility of your team by cross-training your top performers. This course will show managers how to prioritize training needs and select the best candidates for development.

COACHING

Coaching Hourly Employees Good coaching skills are key to helping employees develop into high performers, realize more success and, thus, help drive the success of your location. This course focuses on the benefits of timely coaching, the characteristics of great coaches, common needs

that motivate employees, what managers can do to create a positive coaching environment, and tips for improving coaching skills.

Coaching — Invest in Improvement Boost the performance of your team by teaching your aspiring site managers the fundamentals of effective manager coaching. This course helps facilitate the shift in mindset that is needed for new site managers to transition from coaching team members to coaching managers.

Strengthen Team Effectiveness This course is designed to provide you with training about strengthening team effectiveness through motivation and training. This learning program will cover the stages of team development, why (and what to do when) teams become demotivated, and how to measure and reward good team performance.

Team Dynamics and Cohesiveness This course is designed to provide you with training about team dynamics, including generational differences, conflict resolution, and understanding how to create team cohesiveness.

PERFORMANCE MANAGEMENT

Using SMART Goals to Target Success This learning program outlines the SMART Goals approach for establishing individual and organizational goals to develop a culture of goal setting and achievement in your car wash.

How to Set Effective Goals This learning program demonstrates how to set effective goals that will improve your managerial career, leadership abilities, team members, and car wash at large. Managers will also learn to identify and plan for potential obstacles to success.

Progressive Discipline Reduce turnover and promote employee development by applying progressive discipline coaching practices. This course shows managers how to retain a high-performing team by identifying the root cause of performance issues and then either coaching improved performance or supporting termination with appropriate documentation when the obstacles cannot be overcome.

Improving Performance Through Feedback This course is all about knowing you are not perfect, and that every challenge results in learning whether you made a good or bad decision. You will become a better manager because you review your actions, enlist feedback from peers and staff, and network with other managers for advice improve your personal performance.

Delegation — Groom Your Next Superstar A car wash manager must successfully juggle many different responsibilities every day. Effective delegation is one of the best ways to free up managers' time to handle the big things and expand the abilities of other employees to handle the small things. This course focuses on the components of successful delegation, the level of detail managers need to give employees based on the employee's level of experience, and tips for coaching employees to succeed in the delegated tasks.

Measuring Team Member Progress This course provides training on how to develop goals and measure team member progression and/or advancement. It will discuss how to assess your team to identify top performers, recognize strengths and skills gaps, take corrective action when necessary, and recognize excellent progress.

The Power of Performance Reviews Do your employees know how they're doing in terms of performance? This course will guide managers on how to provide effective feedback and performance reviews to reduce turnover, promote employee development, and increase profits.

Effective Termination This course is designed to provide managers and assistant managers training on how to properly execute employee discipline while minimizing disruption to the team and operations.

WORKPLACE MANAGEMENT

The Balancing Act in Creating a Schedule This course is designed to provide best practices for scheduling labor to balance business needs, employee needs, and team chemistry. It will also outline how to budget for labor at your car wash.

Understanding Policies and Resolving Issues This course helps you implement company resources, policies and procedures consistently among your work environment, while strengthening your team's cohesion.

Harassment-Free Workplace This learning program addresses best practices for promoting a respectful work environment and reducing liability at your car wash.

COURSE CATALOG

LEADERSHIP DOMAIN

Participants who complete these courses will build skills in time management, executive presence, decision-making and problem solving to develop them into better leaders of their site and team.



Time Management Learn time management techniques to ensure that you're spending your time at the wash in the most efficient, effective way possible. Learn how to track your time and tasks and make adjustments to allow for smoother operations.

Understanding Your Leadership Style Review the five common leadership styles and the pros and cons of each. Identify strategies to know when and how to adapt your leadership style depending on the situation.

Developing Executive Presence Learn about executive presence – what it is, why it's important, and how to have it. Discover how to understand your team members' perceptions of you, and how to act to inspire your team.

Effective Decision-Making Discover best practices for making effective decisions at your wash and for handling risk and uncertainty. Learn to prepare for and handle blowback from unpopular decisions.

Continuous Improvement Learn continuous improvement tips and techniques to ensure your wash is running in the most effective, efficient way possible, and develop a plan for optimizing your team's effectiveness.

Creating a Positive Culture Understand the importance of fostering a positive culture at your wash, and how your company's culture statement addresses the practices and attitudes your company values. Learn how to ensure the company's culture is being lived out each day through the teams you manage.

Servant Leadership Define servant leadership, understand its importance, and learn how to use a servant leader approach to tackle challenging situations you encounter at your site. Strategize a plan to integrate a servant leader culture at your wash.

Transitioning from Manager to Leader Identify the difference between being a manager and a leader, and learn strategies for tapping into your leadership potential, developing and maintaining an engaged team, and leading with vision.

Problem Solving Learn to detect, prevent, solve, and communicate problems. Discover ways to be creative in your approach to problems, and how to overcome obstacles you may encounter. Develop strategies to approach the problem solving process from a leader's mindset.

COURSE CATALOG

SALES & MARKETING DOMAIN

Participants who complete these courses will be able to successfully identify the marketing strategies used to engage customers and drive business to their sites, as well as implement sales strategies to incentivize their team.



Marketing Fundamentals Learn basic marketing fundamentals allowing you to connect marketing activities to your operations. By learning why particular marketing activities and promotions are used, you will more effectively enhance the visibility of your site to customers.

Understanding Your Customer Understanding your customer allows you to better sell wash services, meet expectations, and articulate the unique value proposition of your location. Identify customer personas and articulate how each persona will engage with your car wash site.

Communicating Your Company's Brand Promise A brand is a promise to customers as to what they should expect every time they interact with your wash. Learn to effectively communicate and train your team members on how to exhibit the company brand promise.

Connecting Brand to Community The role your wash plays in your community has an impact on how your company is perceived. Identify opportunities for your site to be recognized within the community and assist your marketing team in those efforts.

Social Media Policy and Procedures Determine your company's social media policies and ensure you have a thorough understanding of how you engage with social media in the context of your company's brand.

Create an Unbeatable Sales Team Learn to equip your team members with the tools they need to continue to build unlimited plan growth and retail sales. This course will empower you to train your employees to be effective salespeople, regardless of their role.

Overcoming Sales Objections Capturing and maintaining unlimited club customers is essential for your business, but not every customer will be eager to join. Learn to effectively respond to different types of objections in an unlimited club sale.

Setting Effective Site Sales Goals for Your Teams Understand your company's goal-setting process and how it impacts your site's profitability and learn how to deliver on your defined sales goals.

COURSE CATALOG

FINANCE & OPERATIONS COURSES

Participants who complete these courses will gain skills in business fundamentals, financial management and reporting, daily operating systems and procedures and wash quality.



FINANCE

Introduction to Profit & Loss Statements

Designed to assist owners and managers in comprehending the financial well-being of their car wash, this course aims to pinpoint both strengths and weaknesses of the business, enabling them to strategically plan for future expansion and increased profitability. Upon completion of the course, learners will have a deeper understanding of a profit and loss (P&L) statement, including its key components and terminology, and be able to calculate and analyze revenue and expenses to make informed decisions for their wash.

Understanding Fixed vs. Variable Costs in a

Retail Car Wash This course provides car wash managers with a comprehensive understanding of fixed and variable costs, including how to calculate these costs and understand their impact on profitability. Learners will utilize cost analysis techniques to make informed business decisions.

Using Reporting to Optimize Site Performance

This course will develop a manager's expertise in analyzing, maintaining, and reforecasting reports and financial data. Learners will practice techniques for maintaining accurate and up-to-date financial records and identify key performance indicators (KPIs) to enhance the overall performance of their site.

Your Role as Site Manager in Financial

Performance This course equips site managers with the understanding and skills needed to manage the financial performance of their site(s). They will learn budgeting and cost control, explore strategies for revenue generation and analysis of financial data, and apply financial management techniques to improve their site's performance.

OPERATIONS

Creating SOPs and Checklists to Increase

Operational Efficiency This course equips managers with an understanding of the importance of standard operating procedures (SOPs) and checklists for their operation. Upon completion, learners will be able to identify key processes, create and implement these SOPs and checklists, and develop strategies for quality control.

How a Conveyor Car Wash Works This course is designed to provide new car wash managers with an understanding of how a conveyor car wash works. Learners will become familiar with the key components and processes of a conveyor wash and learn to troubleshoot and optimize the performance of their wash for smooth operations.

Implementing a Car Wash Safety Program

Upon completion of this course, managers will understand the importance of safety in a car wash environment, develop strategies for implementing and maintaining a safety program, and ensure compliance with safety regulations and standards.

Inventory Management This course provides managers with the necessary knowledge and skills to effectively manage inventory. Participants will learn various inventory control methods and applications, strategies for demand forecasting and stock replenishment, and how to measure and evaluate inventory performance.

Managing, Implementing, and Conforming to

SOPs Upon completion of this course, managers will understand the importance of standard operating procedures (SOPs) and how to monitor them to ensure compliance. They will gain practical knowledge on implementing, evaluating, and managing SOPs to ensure consistent, high-quality operations.

Optimizing Wash Quality This course teaches managers the key factors that contribute to wash quality, strategies to optimize the wash process, and techniques to ensure the wash is producing clean, dry, and shiny cars. Implementation of these skills will enhance customer satisfaction and increase profitability by reducing rewash rates.

Optimizing Workflow and Efficiency This course is designed to teach managers how to streamline operations, improve productivity, and enhance customer satisfaction. By learning to identify bottlenecks and inefficiencies, participants will be able to implement strategies to streamline workflow and utilize technology and automation to enhance efficiency.

Preventative Maintenance This course provides car wash managers with the knowledge and skills necessary to implement effective preventative maintenance procedures. Learners will gain an understanding of regular maintenance, including how to identify common issues and develop strategies to prevent breakdowns and costly repairs, how to properly inspect, clean, and lubricate equipment, and proper record-keeping.

Understanding Car Wash Chemistry This course aims to equip managers with the principles of car wash chemistry, including the types and functions of each chemical, the chemical process, and the impact of the chemicals on a vehicle's surface. Participants will also learn effective chemical management strategies and safety in handling chemicals.

ICA and LEAD sets the standard for how an industry association brings real solutions and resources that help propel our business forward.

Michael Bennett, Car Wash Operator



COURSE CATALOG

SAFETY COURSES

Participants who complete this course will be able to establish clear protocols, identify hazards, prevent incidents, and respond the right way, so teams stay safe and sites stay productive.



Basic Wash Safety Safety is especially important in a car wash environment where vehicles and equipment operate in close proximity. This course will help you learn to identify potential hazards, locate basic safety equipment and know when to use it, and follow basic accident prevention strategies. This course will also help you to understand your site's emergency action plan.

Bloodborne Pathogens Bloodborne pathogens (BBPs) are infectious microorganisms found in human blood and other bodily fluids and can cause a variety of infections and diseases. While working at a car wash, you may encounter situations that expose you to blood, sharp items, or other potentially infectious materials. This course will outline the risks that BBPs pose and teach you proper safety protocols and universal precautions to avoid exposure.

Chemical Safety Understanding the chemical hazards that exist at your wash and how to keep yourself safe is an essential part of the job. This course will emphasize the importance of safety and safe handling practices, including storage and disposal, and the steps that should be taken in the event of an emergency.

Contributing to a Safety-First Culture A safety-first culture at your wash is crucial to not only keeping employees, customers, and the wash itself safe, but ensures smoother operations, customer and brand loyalty, and an overall enjoyable atmosphere at your site each day. As an employee of your wash, your actions and attitude should reflect a positive safety mindset and set the standard for the rest of your team to follow. This course will help you to assess your safety mindset and learn strategies for continuously monitoring that mindset in order to contribute to your wash's safety-first culture.

Creating an Emergency Action Plan A well-structured emergency action plan equips managers with protocols to protect their team and their site. This course will discuss the importance of EAPs and walk through the process of creating one for your site, including communication protocols and training your team on the use of the EAP.

Earthquake Safety If your wash is in an earthquake-prone area, understanding earthquake risks to team members, customers, and the facility is crucial. This course will teach you how to prepare for and find safety in the event of an earthquake, and how to safely resume operations.

Electrical Safety Car washes rely heavily on electrical equipment to run their operation, but working with electricity comes with risks, especially in a wet environment like a car wash. This course teaches team members to be aware of the risks and safety protocols they should follow to prevent electrical shocks, fires, and equipment malfunctions. This course will also outline lockout/tagout procedures and proper response in the event of an electrical emergency.

Equipment Safety At a car wash, the constant movement of equipment throughout the day can be dangerous if you don't understand how to operate equipment safely to minimize risks. This course will outline safety measures that should be taken around equipment and steps to take in the event of an emergency.

Fire Safety Car washes present unique fire hazards that require careful attention. The combination of electrical equipment, flammable cleaning agents, and high-pressure systems creates an environment where fire risks are significantly elevated. These course teaches you to identify hazards and implement fire safety protocols, and outlines the steps to take in the event of a fire.

Ladder Safety At a car wash, team members frequently utilize ladders to access elevated parts of washing equipment, signage, and other infrastructure. This course will teach you strategies to avoid ladder-related accidents by performing ladder inspections and outlining proper use of a ladder, and steps to take in the event of a ladder accident.

Lockout/Tagout Procedures Lockout/Tagout (LOTO) procedures are critical safety protocols designed to protect employees from hazardous energy releases during maintenance and servicing of machinery. This course will emphasize the importance of LOTO and identify instances when LOTO should be performed. You'll learn how to properly execute LOTO and how to respond in a LOTO emergency.

Preparing Your Site for a Wildfire This course outlines a wildfire's impact on your wash and the operational adjustments you may need to make based on air quality and environmental conditions. You'll learn how to prepare your site for wildfire impact and discuss steps for post-wildfire recovery.

Preparing Your Site for a Hurricane This course outlines a hurricane's impact on your wash and discusses how to prepare your team and your site for a hurricane. You'll also learn steps to safely reopen after a hurricane.

Preventing and Responding to Workplace Violence While you are generally safe while working at the car wash, it's important to be prepared in the event that violence happens at your site. Whether it's robbery, an unstable customer, or an active shooter, this course teaches you to be prepared for an emergency, how to de-escalate a conflict before it becomes dangerous, and how to respond to violence if it does occur.

Providing First Aid When an accident occurs, it's important to be prepared to treat minor injuries and to know when to involve emergency medical services. This course will outline common injuries and their safety procedures and first aid treatments, and how to properly report accidents that happen at your wash.

Safe Lifting Techniques Lifting is an essential part of many tasks around the wash site, such as moving equipment and supplies. This course will outline risks of improper lifting and teach you proper lifting technique.

Slips, Trips, and Falls Slips, trips, and falls are among the most common workplace injuries in a car wash environment, where wet and slippery floors create potential hazards. This course teaches hazard identification, outlines proper safety protocols to avoid these accidents, and teaches you how to properly respond in the event of an accident.

Staying Safe in the Cold Working at a car wash means working outdoors, and in winter months with cold temperatures, it's important to take measures to stay warm and avoid prolonged exposure to the cold. This course outlines the hazards of working in the cold and teaches you to identify symptoms of cold-related injuries and how to react in an emergency to keep you and your team members safe and your operation running smoothly.

Staying Safe in the Heat Working in high temperatures is not only uncomfortable, but can be dangerous if you're not careful. This course outlines heat-related illnesses and stresses and teaches you to identify heat stress symptoms to keep yourself safe in a hot environment. The course also teaches steps to take in a heat-related emergency.

Substance Abuse Safety Substance abuse in the workplace is a critical issue that can significantly impact safety and productivity, especially in a car wash, where physical labor, heavy machinery, and a fast-paced environment are involved. This course teaches the dangers and signs of substance abuse, how to demonstrate accountability for being sober at work, and what to do if you suspect substance abuse is happening.

Tornado Safety If your wash is in an area prone to tornadoes, it's important to understand the damage and danger tornadoes pose to the safety of your team members, customers, and the site itself. This course teaches tornado preparation strategies, how to identify warning signs, and safety protocols you should follow in the event of a tornado and its immediate aftermath.

Understanding Safety Data Sheets Safety Data Sheets (SDS) provide detailed information about chemicals used in a car wash, including safe handling practices, hazards, and emergency procedures in the event of an accident. This course teaches you how to understand and follow SDS to ensure the safety of everyone on the site.

Using Power Tools Safely In a car wash, there are all kinds of power tools that you may use on a regular basis. Whether you're cleaning or performing maintenance or repair, this course will teach proper, safe use, including safety checks and post-use care and maintenance.

Vehicle Safety At a car wash, there is constant movement of vehicles throughout the day, so safety needs to be top of mind. This course teaches proper vehicle handling to minimize risks, safety procedures when loading and in the parking lot, and steps to take in the event of an emergency.

Fast Track Your Training

- 20 pre-built onboarding courses
- Easy brand personalization
- Built-in quizzes & interactivity
- Seamless launch inside Learner Mobile

Onboarding Essentials

- Welcome to [company name]
- Our Core Values in Action
- Understanding Our Services & Packages
- Uniform Policy & Personal Presentation
- Location Tour & Overview

Role-Specific Training

- The Greeter
- The Loader
- The Parking Lot Attendant
- Tunnel Operations & Team Coordination
- Cross Training Opportunities

Guest Experience Excellence

- Helping Guests Pay for Services
- Creating Memorable Guest Moments
- Handling Guest Complaints with Professionalism
- Loading Vehicles with Confidence
- The Parking Lot Experience

Troubleshooting and Problem Solving

- Parking Lot Safety & Service Mindset
- Vacuum Operations & Area Maintenance
- Cleanliness & Consistency
- Loading Challenges & Safety Issues
- Paystation Troubleshooting

BROUGHT TO YOU BY INTERNATIONAL CARWASH ASSOCIATION®

As the non-profit trade group representing the car wash industry, we are dedicated to using our resources and 60 years of industry experience to help connect, empower and grow the car wash industry and its leaders through the highest quality professional development.

Get started today at lead.carwash.org



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GROWING. SMARTER. TOGETHER.

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