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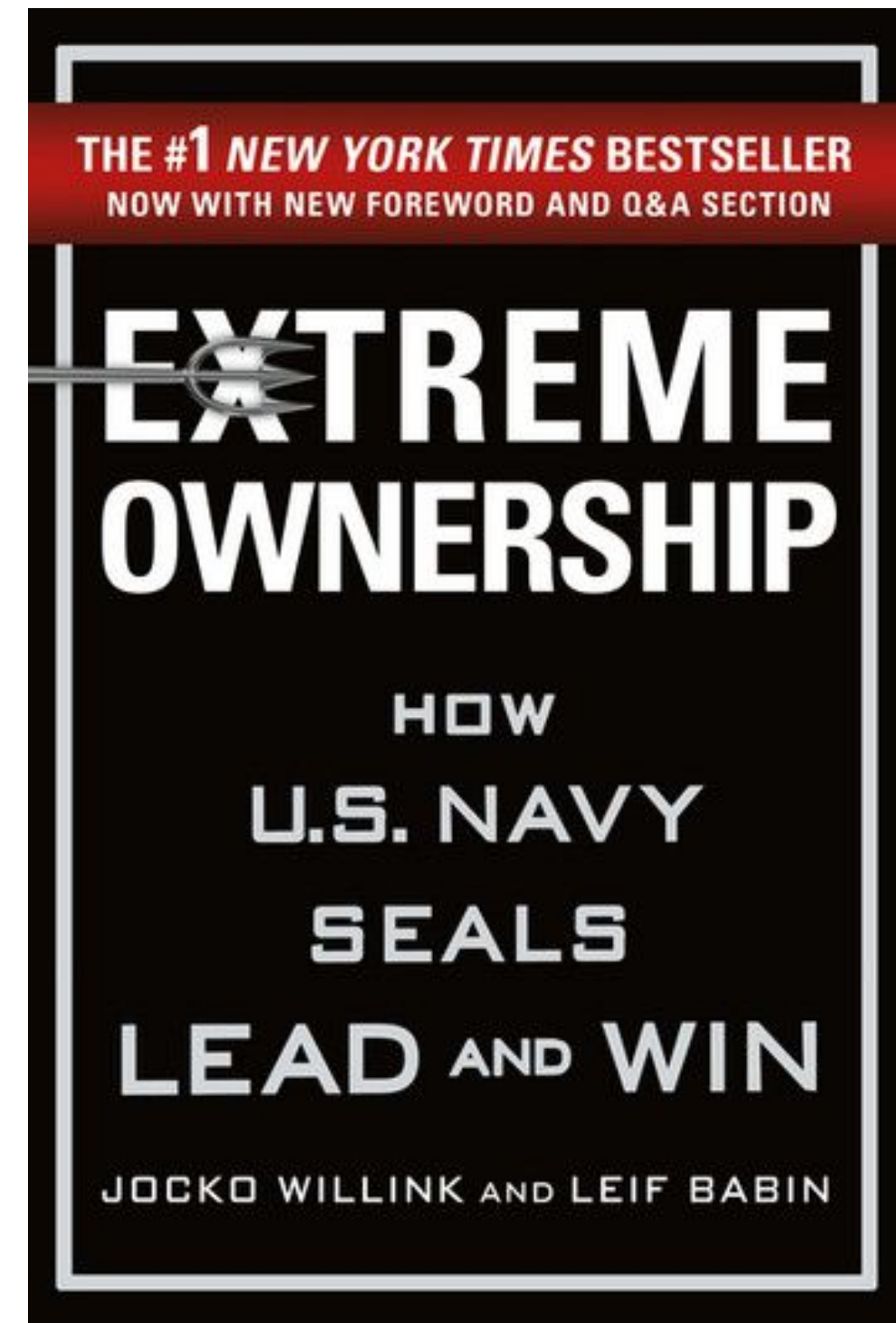
EXTREME OWNERSHIP – 15-MINUTE LEADERSHIP PRESENTATION

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EXPLORING CORE VALUES

“We succeed together,
we fail together,
and we never leave
anyone behind.”

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Lesson 1: Leaders take full responsibility — no excuses, no blame.

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Scenario: A client calls saying the kitchen wasn't completed to standard. The job notes were vague, and the staff weren't fully sure what level of cleaning was expected.

Weak Leader: "It's not my fault — I wasn't there," or "The client didn't explain properly."

Extreme Ownership Leader: "This happened because I didn't provide clear enough instructions. I will fix the notes, update the system, and make sure this doesn't happen again."

They then rewrite the job description clearly, create a run sheet, and brief the team properly the next morning.



LESSON 2: We Are a Unit — We Don't Leave People Behind

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Scenario: One cleaner is still wiping skirting boards while two others have finished.

A **weak member** walks to the car.

A **leader** turns back and says:

“Let's finish this together.”

They help with final tasks and everyone leaves together.



LESSON 3: Different roles supporting one mission — we don't say “I've done my part” and stop.

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Scenario: Spring clean job.

Cleaner A is Tasked with Oven cleaning, they are finishing the oven; **Cleaner B** is tasked with cleaning other items and is finished vacuuming early. Instead of going to the car or standing around doing nothing, **Cleaner B** fills mop bucket, asks “**What else needs doing?**” starts inspecting the property for chemicals, dirty cloths, they finish wiping any spots/ marks on surfaces, and organising /packing items- this should be routine and when we cover and move with experience, we don't even need to ask what else?

The job becomes a team mission, not an individual checklist.



LESSON 4: Leaders slow down, assess, and act

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A leader doesn't rush blindly into tasks. A leader pauses, assesses the environment, makes a plan, communicates clearly, and then executes. Our work is repetitive on purpose – window cleans, gutter cleans, spring cleans, gardening which means...

- You should know what to do
- You should NOT need to be told over and over
- You should be able to plan your own actions
- You should communicate before, during, and after the job
- You should think ahead, not wait for direction

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LESSON 4: Leaders slow down, assess, and act

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Scenario: Two team members arrive for a spring clean.

One cleaner rushes straight in, grabs random equipment, and starts wiping surfaces without a plan. They keep asking questions:

- “What should I do next?”
- “Do I do the bathroom now?”
- “Should I start windows?”
- “What else needs doing?”

This slows the team down. This creates confusion. This forces the leader to constantly direct every step. **This is the opposite of ownership.**

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LESSON 4: Leaders slow down, assess, and act

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A strong leader, even if not a supervisor, operates differently.

Before entering the house, they take 10 seconds to slow down and assess:

- What is the job type?
- What are the client notes?
- What's the priority today?
- What equipment is needed first?
- What order makes the job fastest and highest quality?



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LESSON 4: Leaders slow down, assess, and act

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Then they say:

“You take the bathroom and kitchen. I’ll start windows and dusting. Once you’re done, move to vacuuming and mopping. Let’s hit the high-traffic areas first.”

Inside the home, they continue to assess and adapt without needing instruction:

- They finish a task and immediately move to the next step.
- They communicate updates.
- They help set the pace.

There is no waiting, no guessing, no standing idle, no asking the same questions every shift.

Because they KNOW what each clean requires.

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LESSON 4: Leaders slow down, assess, and act

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Why This Is Extreme Ownership:

- You learn the job
- You remember the requirements
- You act without waiting
- You plan without being told
- You communicate before issues arise
- You know what the next step is
- You don't rely on others to think for you



LESSON 5: Leaders step up when a job is tough.

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Scenario:

It's late. Only the bathroom scrub remains.

Instead of avoiding it, a leader says:

"I'll take this one."

They set the tone and the team rallies.



LESSON 6: Small disciplines prevent big problems.

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Scenario:

Team A forgot equipment and wastes time.

Team B followed the checklist and finishes early.

The difference? Discipline.



LESSON 7: Feedback leads to growth; Ego blocks it.

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Scenario:

A junior cleaner says: “You missed a shelf.”

A weak leader gets defensive.

A strong leader says:

“Thanks for the catch — let’s fix it.”



LESSON 8: Communicate both to your leaders and your team.

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Scenario:

Cleaner notices client wants window sills and glass sliding door done regularly → tells FLTL → Ops updates system → client is happier.

Lead up and lead down.

If you see something, communicate it.



LESSON 9: Small standards define big results

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Scenario:

Cleaner B fixes pillows, checks behind doors, dusts around TV, removes cobwebs from the ceiling in the lounge, wipes skirting boards, at the front door area and goes the extra mile. Client notices instantly.

Clients see the details, not the hours.



LESSON 10: We Are at War With Poor Standards, Not Each Other



We protect and lift each other, and fight together against the things that threaten excellence.

Team arrives for a weekly clean and finds:

- Soap scum on shower screen
- Toilet bowl dirty
- Mirrors streaky

Weak Team Reaction

- Eye rolls
- Blame and gossip
- “Not my problem” attitude

→ **Divides the team and lowers the standard**

Strong Superclean Team Response

“This isn’t our standard — let’s fix it together.”

- Tackle the shower screen
- Scrub the toilet
- Clean the mirror streak-free
- No complaining, move as one

TEAM APPLICATION

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For the next 7 days, practice one thing:
Turn back and help someone. We finish
together — every time.



Closing Story

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A team finishes a clean. Two minutes remain.
Someone walks to the car.

A leader says:

“Hold on. We finish together.”

Those last two minutes define our culture.



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Thank You!