

Aims and Objectives

Working Title 01/01/01

The Key to Professional Cleaning

An induction video on Honesty & Reliability for cleaners
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Aims & Objectives

To set standards of honesty and reliability within WishWash. To promote a positive attitude to honesty and reliability in all WishWash cleaners; to explain the important role that cleaners play in the overall success of WishWash, and to encourage every cleaner to participate in maintaining high standards of honesty and reliability. To help ensure that only cleaners who are willing to work to WishWash's standards of honesty and reliability accept employment with WishWash.

By the end of this programme, participants will, either from memory or by using the video, be able to;

- demonstrate a positive attitude towards honesty
- demonstrate a positive attitude towards reliability
- appreciate how their honesty affects WishWash customers
- appreciate how their reliability affects WishWash customers
- understand the working practices which achieve an honest reputation
- understand the working practices which achieve a reliable reputation

Target Audience

The video will form part of the Induction Programme for new and existing WishWash cleaners, and will be viewed on day of initial interview.

Outline of Production

The overall feel of the video will be light and positive - not dogmatic. It will promote honesty and reliability by showing a cleaner being interviewed and employed – and include extracts from their day-to-day employment. Examples of poor standards of honesty and reliability will be demonstrated with Vox Pop style interviews with customers – using actors. The script will be narrated, using a female voiceover artist, in order to relate to the predominantly female audience.