

# American Institute of Management Inc. ~ Case Study

## FBG Service Corporation

FBG Service Corporation is a national janitorial and facility management company specializing in cleaning green. They are the largest employee-owned janitorial company in the United States.

### **The Problem**

The CEO wanted to set the strategic direction of the company and wanted an outside facilitator to lead the process. There was not a formalized goal process or associate development process of any type in place. They knew that in order for them to grow they needed to do a few things differently in the future.

### **The Solution**

AIM facilitated the strategic planning process. This process met over the course of six months and included some management development training as well. The strategic planning process identified goals which included supervisory training and other development needs.

Because they discovered that they want to stay on the cutting edge of business and growth, the Executive Management team meets weekly with AIM to discuss business strategies and their application to FBG Service Corporation.

In addition, a series of processes were implemented including a balanced scorecard, a corporate university (FBG U), on-going corporate and branch strategic planning/ updating, quarterly branch training and coaching. FBG U has evolved from all face to face training to a multi-medium delivery process that supports over 1700 associates across the country.

### **The Benefits**

On-going discussion about the future of the company prevents a lot of reactionary activity. The company is always working on developing people and succession of their managers. FBG U is constantly going through updates and modifications through the work of a team of people from FBG and AIM.

"As a service company, people are our business and investing in their development is critical to our success," states Terri Gogetap, current President, FBG Service Corporation. "With over 1,700 employees that are geographically spread, this is a huge job. Today, AIM touches every position in our company. The trust level that has been built over the years between their team and ours is truly remarkable. They are passionate about helping others be the best that they can be. AIM has truly been an extension to our own staff and we are proud to call them a 'partner'."