



IMPROVE QUALITY PROGRAM: TECHNIQUES TO INCREASE IQ SCORES

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1. TELLING VS. SHOWING

- In almost all cases where poor Improve Quality scores were found, it was uncovered that the Account Managers were simply “telling” their employees what to do to increase the IQ score, instead of actually “showing” them how to perform the action that would increase that score.
- Account Managers must become better role models and show the Foremen and Gardeners behaviorally what is expected of them, watch them perform the action competently, and then conduct periodic follow-up to ensure compliance.
- Repeat the above process on at least 5-6 different occasions.
- While using tools like cameras, survey tape, or marking paint is helpful, nothing beats behavioral demonstration of the task, watching them until they reach proficiency, and then doing follow-up to verify compliance.

2. TURF

- Get the grass green, and keep it that way through fertilization, weed control, and irrigation
- Achieve proper tree detail by using much with crisp definition, circles, and vertical cuts
- Demonstrate proper irrigation management through timely repairs and accurate adjustments
- Conduct turf repair/recovery immediately
- Control broadleaves
- Never use a weed-eater to edge turf

3. BEAUTIFUL FLOWERS

- Remove all dead flowers (i.e., “dead heads”) and weeds in the flowerbeds immediately

4. ORNAMENTALS AND WALLS/MONUMENTS

- Properly remove all dead plants from job sites immediately
- Use pre-emergent herbicides to prevent weeds and use the time saved for other tasks
- Kill all weeds before they reach two inches in height
- Have proper separation between ground cover and shrubs

5. TREES

- Remove all dead wood, dead limbs, and dead branches immediately
- Always employ standardized documentation when identifying a dead tree, stump removal, or safety hazard
- Always use proper arboriculture and safety procedures when removing trees and/or stumps

6. IRRIGATION

- Address all irrigation “Hot Spots” and untreated turf areas immediately
- Fix all broken heads and leaky valves immediately
- Reposition all valve lids that are ajar
- Replace all valve lids that are missing

7. GENERAL

- Remove all debris (e.g., trash, rocks, concrete) immediately
- Remove all stubs left from improper pruning
- Pick up all burlaps and tools when leaving a landscape area