

Mission Linen Supply: Leadership Training That Pays Dividends

“We see an increase in the skill level of our managers and a noticeable improvement in the morale of both our managers and employees.”

Bob Rohrboug
Learning & Development Mgr.
Mission Linen Supply



The Mission Linen Background

Mission Linen Supply, headquartered in Santa Barbara, CA, has been supplying fresh linens to restaurants, hotels, hospitals, and medical facilities for more than 75 years. In addition, Mission Linen offers a variety of uniform rental services for virtually any occupation. Still privately held, the company was founded by Mr. George “Ben” Page. His influence on the company is still evident today as his daughter Linda Page, President, continues in the family tradition of focusing on customers’ needs by providing the best service possible.

Today, Mission Linen has over 50 locations with 2,900 employees

servicing over 50,000 customers in California, Arizona, Texas, New Mexico, and Oregon. The organization’s strategy has always been to grow with the community—building production facilities in local communities. This has enabled Mission Linen to provide its customers with incredible service because of its close proximity and at the same time fuel the local economy by hiring people in the community and using local suppliers.

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Developing Leaders

“About half of every revenue dollar is spent on salaries and benefits – people-costs – so we insist that our managers and supervisors keep refreshing their leadership and communication skills in job-related situations,” said Bob Rohrbough, Mission’s Learning & Development Manager.

Rohrbough, because of his previous experience with Vital Learning’s Leadership Series curriculum, recommended to top management that they incorporate all 12-core modules of this program into Mission’s manager training efforts.

How They Do It

Originally, managers were brought into the corporate offices in Santa Barbara for four or five days of Leadership development. However, to decrease time away from work, it was decided to conduct this training in 5 different locations closer to the managers’ workplaces.

“More than 200 of our managers have gone through six modules this year, starting with the Essential Skills of Leadership and Essential Skills of Communicating, where the basic skills of leading people are taught and then applied to four additional specific skill areas the organization felt most strongly about,” Rohrbough said.

The Benefit – Strategic Results

Is the Leadership Series paying off for Mission Linen? Here is Rohrbough’s answer:

“When we rolled this workshop out to our managers, several of the first executives who participated recognized that it had the potential for helping us generate strategic results such as improved customer retention, increased profitability, and reduced turnover of key employees. Based on that observation, we now refer to the workshop internally as Managing People for Results.”

Rohrbough is very optimistic: *“Mission Linen Supply knows that its future is dependent on how well its leaders carry out the company’s mission and help the employees achieve their individual work standards and the organization’s goals. The feedback on this training effort has been very positive, and top management feels this emphasis is paying dividends in the effectiveness and morale of all employees. We plan to continue this training next year, implementing the remaining six modules of the Leadership curriculum.”*

To discover how Vital Learning’s Leadership Essentials curriculum can help your managers lead more effectively—call 972-578-9000 or visit www.tradesecrets-training.com.

