



Why Being Nimble is Necessary for your Floral Business in 2022

March 15, 2022

Nimble – NOT only a 6 Letter Word but A New Way Of Being for Your Floral Business

nim·ble
/'nimbəl/ Adjective

1. quick and light in movement or action; agile.
2. (of the mind) quick to comprehend

Nimble Is Often Confused With A Speedy, Reactive Response.

Think of it instead As A Speedy
And *Effective* Response,
Not Just Toward Current Circumstances But Also
Beyond The Horizon.

It's Not Just A Reactive Response; It's A
Strategic Response.

What Prohibits Your Floral Business From Being As Nimble As Possible?

Time to Recognize The Signs If Your Leadership Style Is Inhibiting The Ability To Be Nimble At Your Floral Business:

- **Perfectionism** - Do You Strive For Perfectionism and "Rule With an Iron Fist?"
 - New Nimble Mantra: It's Time To Relax. There Aren't Enough Hours In A Day To Do Everything And Be Perfect

“

The most valuable thing you can make is a mistake. You can't learn anything from being perfect.

ADAM OSBOURNE

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- **Micromanagement** - This Goes Hand-in-hand With Perfectionism.
 - Micromanaging Causes You To Spend Too Much Of Your Time Overseeing The Work Of Your Subordinates.
 - New Nimble Mantra: Teach Them Well And Let Them Fly!



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 - New Nimble Mantra: Teach Them Well And Let Them Fly!
- **Lack Of Documented Procedures And Metrics.** Without Well Documented, Implemented And Measured Processes, Perfectionism And Micromanagement Are Very Difficult To Solve.
 - New Nimble Mantra: Follow The Plan; Create Process Maps For All Key Procedures, Invite Team Input To Garner New Nimble Ideas

Let's Get To Work – Key Business Strategies To Make Your Floral Business Nimble



Mindset And Culture Must Be Driven From The Top Down To Ensure Success - This Means You!

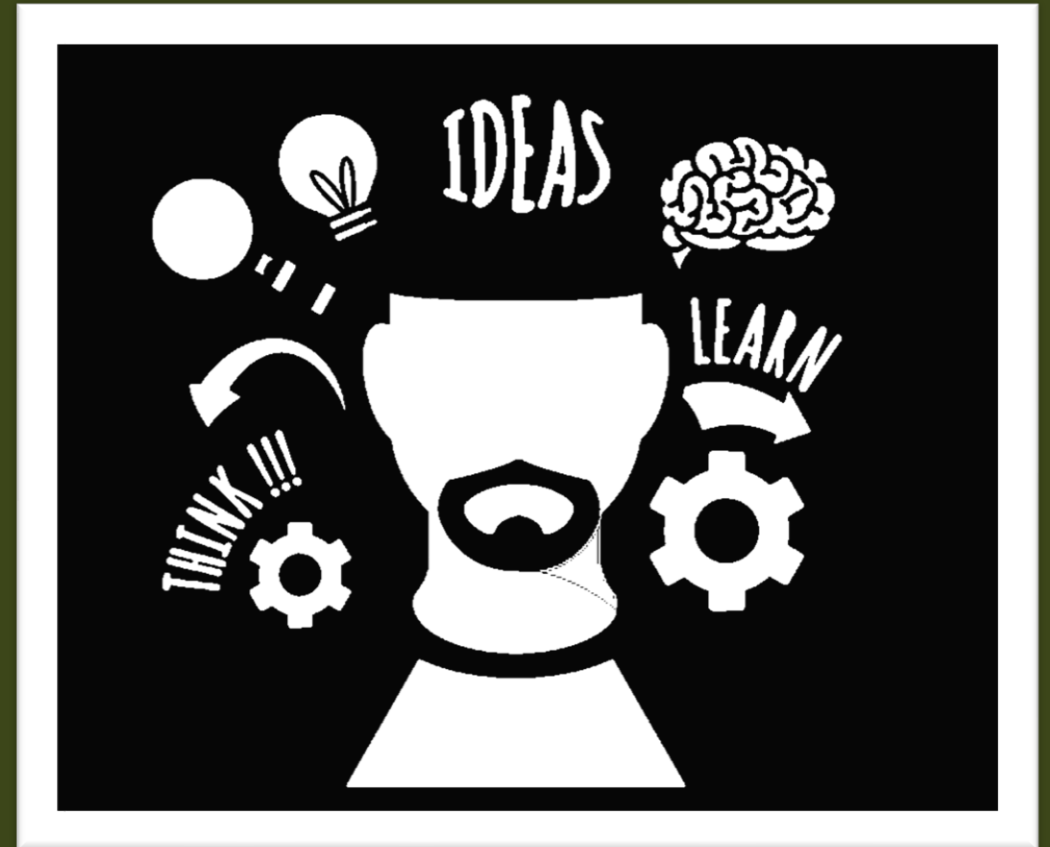
Be Open-Minded...Almost To A Fault

Complacency (And Believing That What You Have Always Done Will Continue To Work Going Forward) Is The First Barrier To Nimbleness You Must Overcome

Open-Mindedness Doesn't Mean You Have To Adapt, But It Does Mean You Have To Assess The Landscape, Determine If Adaptation Is Required, And Then Act Quickly On Your Decision

"We Cannot Solve Our Problems With The Same Thinking We Used When We Created Them."

~ Albert Einstein



Source: Medium.com

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What Organizational Traits Must Your Floral Business Add To Think/Act More Nimbly?

Leadership Traits

- Adjust Organizational Structures As Needed
- Shift Leadership Practices And Techniques To Meet New Market Needs And Fend Off Competition
- Create A Business Culture Where People Work Together Towards Shared Goals And Are Willing To Take Decisions Which May Not Benefit Them



Being Nimble Is About Having A Combination Of Personalities And Technologies That Allow Your Firm To Adapt To Market Change.

What Organizational Traits Must Your Floral Business Add To Think/Act More Nimbly?

Organizational Traits

- You Must Create The Ability To Change And Adapt To Different Circumstances – Quickly
- Must Be Able To Adjust Your Technology Usage In Response To Changes In Business Needs – Both Internally And Customer Facing Technology



Your Business Must Integrate Digital Elements And Practices Across The Entire Operation



- Your Customers Are Increasingly Digital-first, Becoming Digital Natives, Beyond Millennials And Centennials, And You Must Adapt Your Business Practices Accordingly
- Invest In Technology To Create Efficiencies And Spend More Time Focusing On The Individual Needs Of Their Customers.
- Areas To Explore First For Efficiency Improvement Include Accounting, Marketing, And Operations

Use Customer Research And Purchase Data To Improve Retail Transactions – IN. REAL. TIME.

HOW BRICK-AND-MORTAR RETAILERS ARE ENGAGING WITH THEIR CUSTOMERS

Many retailers think they're retail revolution ready, but our research shows many aren't



PRE-STORE

ACTIONABLE TAKEAWAY:

Retailers have to start using data to influence purchases and build loyal relationships with customers before they enter the store

WHILE 30%

of retailers surveyed struggled to maintain customer loyalty...

53%

wait for customers to walk into or check out of the store before engaging with them



IN-STORE

ACTIONABLE TAKEAWAY:

Retailers' biggest advantage is when the customer is in their store. Using existing technologies and data, retailers can personalize the shopper experience in real-time

ONLY 35%

of retailers analyze their data in real-time

71% of retailers use POS systems to gather data

50% use Wi-Fi to gather data

11% Use no existing retail technology to gather data



POST-STORE

ACTIONABLE TAKEAWAY:

The sale is not the end of the customer relationship. Customer data is more than a measure of success, it is the building blocks of loyalty and the key to reaching them post-store to continue the customer journey

39% of retailers don't engage with customers after they make a purchase

16% rarely use customer data at all after a purchase

Online survey **56%**

Written records of customer feedback **55%**

are preferred methods to measure customer experience



Introduce Ethical Business Product/Practices; Your Customers Care About It, You Should Too!

- Source and Add More Ethical Products Because It Matters To Your Customers
- Use Ethical (Sustainable) Business Practices In The Store
 - Cleaning
 - Delivery (E-Vehicles?)
 - Recycle Vase Offerings
- Inclusion/Diversity Of Imagery Will Continue To Grow in Importance To Your Customers

57% of buyers seek out local, independently owned businesses to support



By age demographic:

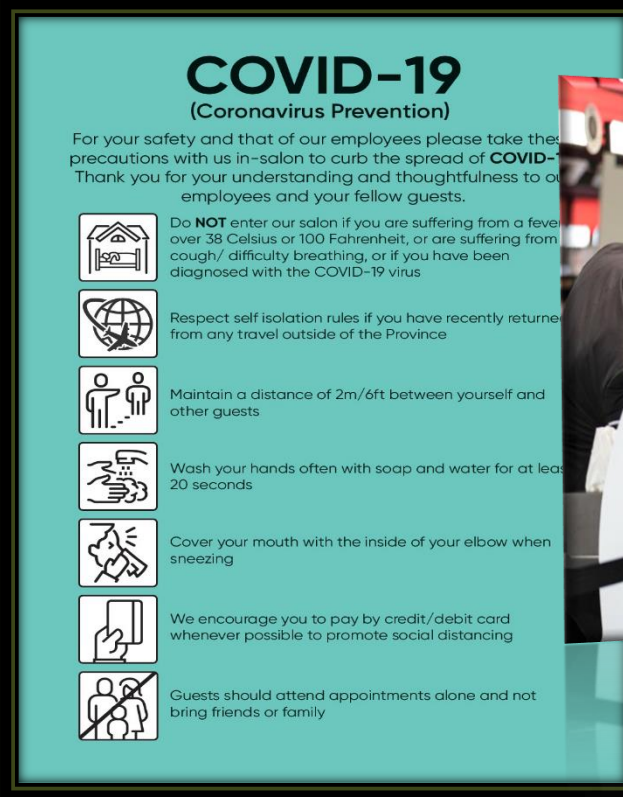


parents vs non-parents










Covid May Be A Long-Term Business Situation; Create Nimble Approaches To Customer Safety And Implement Quickly

- Your Customers Are – and Will Be for A Long While – Concerned About Health And Safety
- Retailers With The Highest Degree Of Touchless Automation Will Have Competitive Advantage
- Create A Plan to Deliver (and Market) the Message
- Increasing Your Store's Focus On Improving Health On A Daily Basis Will RE-Assure Customers Both in The Short Term AND the Long Term



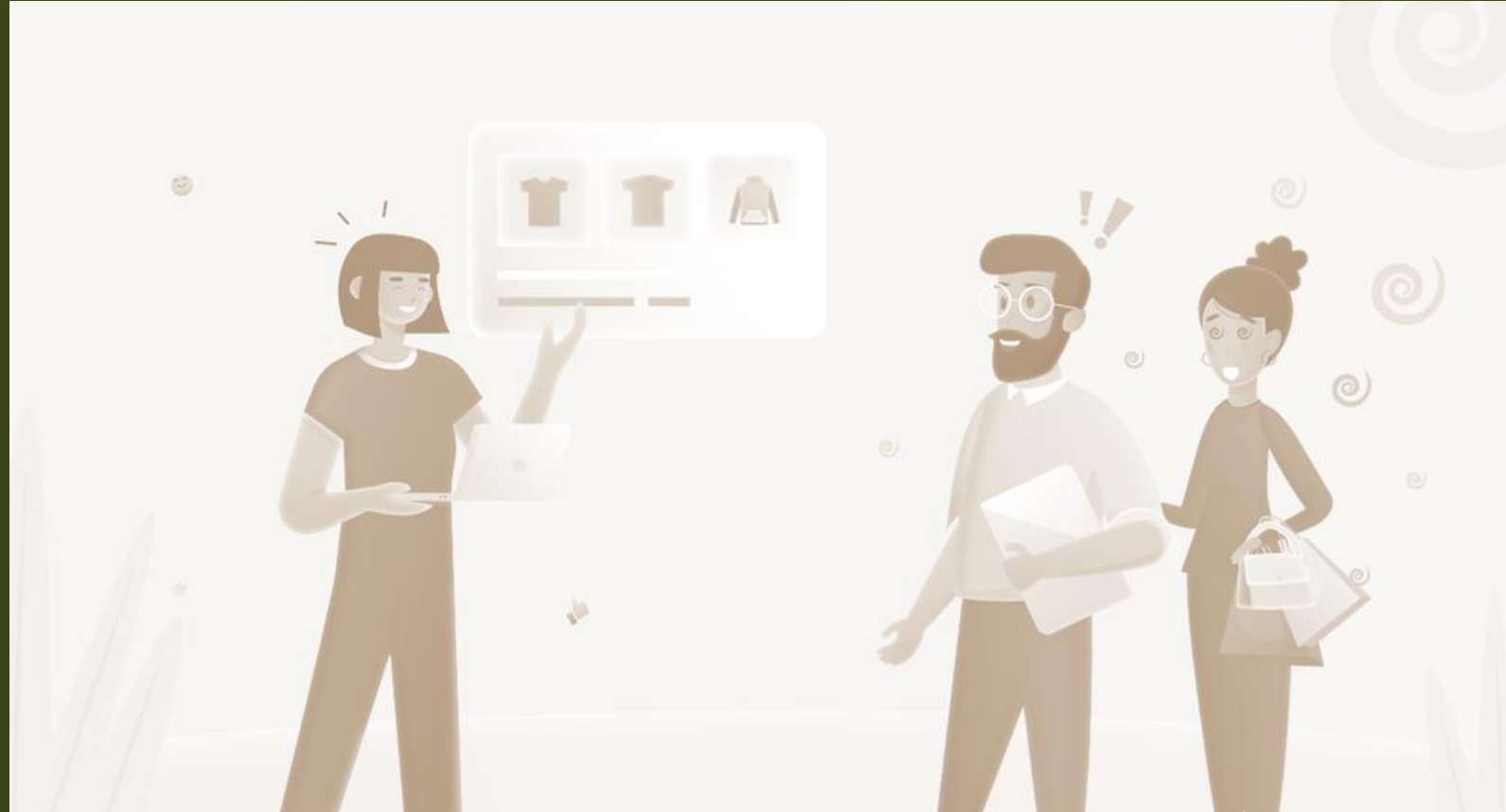
COVID-19
(Coronavirus Prevention)

For your safety and that of our employees please take these precautions with us in-salon to curb the spread of COVID-19. Thank you for your understanding and thoughtfulness to our employees and your fellow guests.

-  Do **NOT** enter our salon if you are suffering from a fever over 38 Celsius or 100 Fahrenheit, or are suffering from cough/ difficulty breathing, or if you have been diagnosed with the COVID-19 virus
-  Respect self isolation rules if you have recently returned from any travel outside of the Province
-  Maintain a distance of 2m/6ft between yourself and other guests
-  Wash your hands often with soap and water for at least 20 seconds
-  Cover your mouth with the inside of your elbow when sneezing
-  We encourage you to pay by credit/debit card whenever possible to promote social distancing
-  Guests should attend appointments alone and not bring friends or family



The Customer (And Their Needs) Have Evolved – So Too Must Your Associate Skill Sets



Better Prepared, Digitally Savvy, and Professional Retail Associates Will Be The Key To Tying Your Customer and Product Experience Together

Think Nimble When It Comes To Staffing Needs: Employee Age, Hours, Where They Work, Skillset/Tools They May Require?

- Determine What Your Future Associates Will Need To Provide To Match Customer Needs
- Plan For Increase In Wages To Accommodate Greater Flexibility and Experience From Work Force
- Offer More Flexibility On Shifts To Match Busiest Work Hours/Days of Week
- Create Long Term Career Planning for Top Performers At All Levels To Help Grow Your Lingerie Businesses

Flexible Workforce

A workforce with multi-skilled workers.

A workforce that grows/shrinks according to needs.

Each worker has lots of skills.

Workforce size.

A B C
Sales



Is Now The Time To Use a Freelance Work Force That Will Allow Your Business To Scale During Key Retail Time Periods?



Want To Grow Your Floral Business? CBCG is Here To Assist!

- We Know YOUR Business! CBCG Founder Lynn Switanowski has 30+ Years Experience Helping Retailers Make Money!
- Create And Implement Profit Improving Sales, Marketing And Inventory Management Strategies
- CBCG helps Floral Businesses Innovate And Improve ALL Business Outcomes including Sales, Marketing, Inventory Planning And Operations

Contact CBCG Today
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