



OUT-PLAN. OUT-LAST. OUT-DELIVER.

**Building a Culture That
Blooms Under Pressure**

Meet Corrine Heck

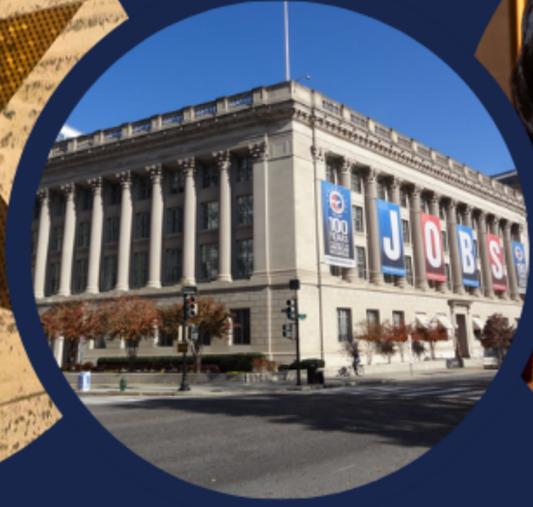
Founder & CEO of Details Flowers Software, Corrine brings over 20 years of experience in floral design, event production, and technology leadership.

My mission: to empower florists with tools that bring their creativity to life and businesses to success.



U.S. Chamber of Commerce
CO-100
AMERICA'S TOP 100 SMALL BUSINESSES

Culture Champions



Details is proud to join the CO-100 community as a 2025 Culture Champion!

What is cul•ture?

/'kəlCHər/

Company culture refers to the *shared values, beliefs, behaviors, and practices* that characterize an organization, creating its *unique personality*, setting the "vibe," and guiding how work gets done and how people interact. It's the "*social operating system*" that influences everything from leadership styles and daily processes to *employee engagement, talent attraction, and overall success*.

Our Core Values



Passion



Courage



Teamwork



Sincerity



Creativity



Optimism



Empathy

The Details Difference

Strong culture is built through everyday actions – not grand statements.



- We invest early with onboarding and cross-training.
- We protect sustainability through realistic workloads and flexibility.
- We celebrate and restore with milestones and wellness activities.
- We build trust with clear communication and mutual feedback.
- We stay connected through initiatives, conferences, and mentorship.

*Follow our journey on social media!
@detailsflowers*

How We Take Care of Our Team

*Because strong culture starts with
the proper environment.*





We Celebrate Together

Time Off & Time Together
Paid birthdays off — plus in-office celebrations for birthdays and holidays.



401K Company Match Program

Planning for the Future
We support long-term
financial security.



Industry Events

Traveling as a Team

We travel to events and conferences across the country — to learn, connect, and share experiences.



Corporate Fitness

Details' Health & Beauty
A company-paid yoga class every Monday at 4 PM.



Monthly Facials

Details' Health & Beauty
Employees enjoy monthly
facials with our in-house
esthetician.



Wine Nights

Unwinding Together
Company-hosted wine
nights to relax, connect,
and celebrate as a team.

Culture Evolves Over Time, Culture Outlasts *Everything*



Voices from the Field



Holly Haveman

Owner of Kennedy's Flowers & Gifts in Grand Rapids, Michigan – serving the community since 1938. She helped lead Kennedy's to the SAF Marketer of the Year Award through their nationally recognized Refillable Vase Program.



Kevin McCarthy

President of Family Flowers, America's largest family-owned retail florist with 30+ locations in 10 states. His family has been in the floral business since 1952, launching the McCarthy-Family Flowers Legacy Fund with the American Floral Endowment.

OUT-PLAN

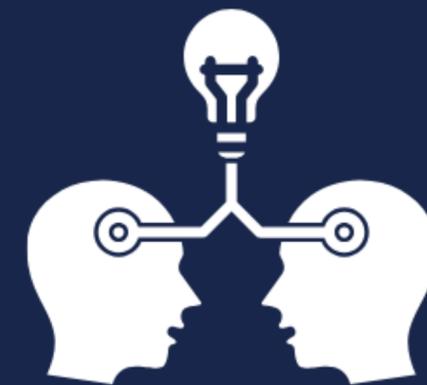
Clarity *Before* Chaos



Strategic
Thinking



Clear
Communication



Shared
Expectations

Did You Know?

Replacing an employee often costs up to

2000%

of that employee's annual salary once you count hiring, training, lost productivity, and hidden costs.

QUESTION FOR KEVIN:
**Can you see a difference in
profit from the branches that
do have a great culture vs those
that might be lacking?**



Kevin McCarthy // *President of Family Flowers*

Why Culture = Profit

Culture determines how your team behaves under pressure.



Weak culture =
burnout, conflict,
reworks, lost revenue.



Strong culture =
fewer errors, better
retention, smoother holidays.

Why Culture = Profit



Teams that have strong cultures are 17% more productive.

Why Culture = Profit



21%

A white line-art icon of a money bag with a dollar sign on it. Four upward-pointing arrows are positioned around the bag, suggesting growth or profit.

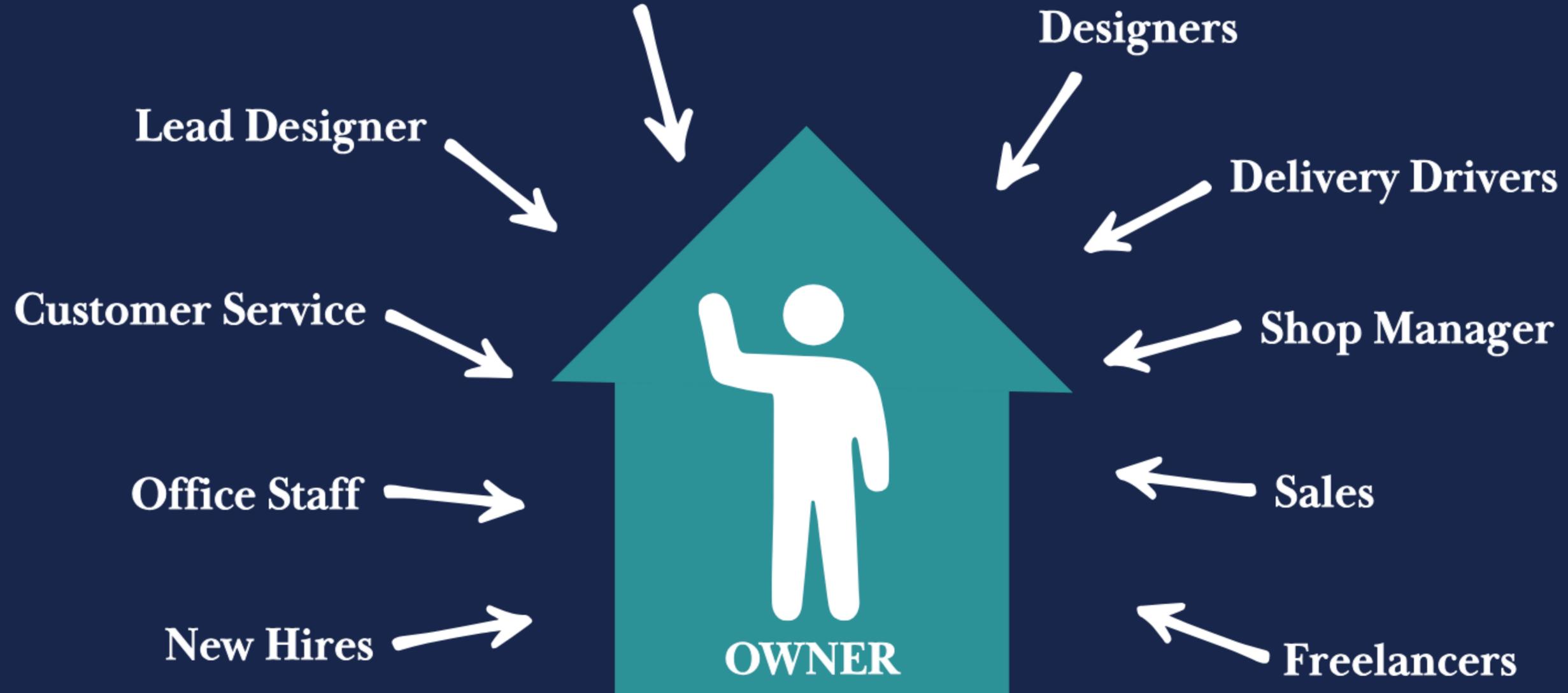
Teams that are engaged generate 21% more profit than disengaged ones.

Why Culture = Profit

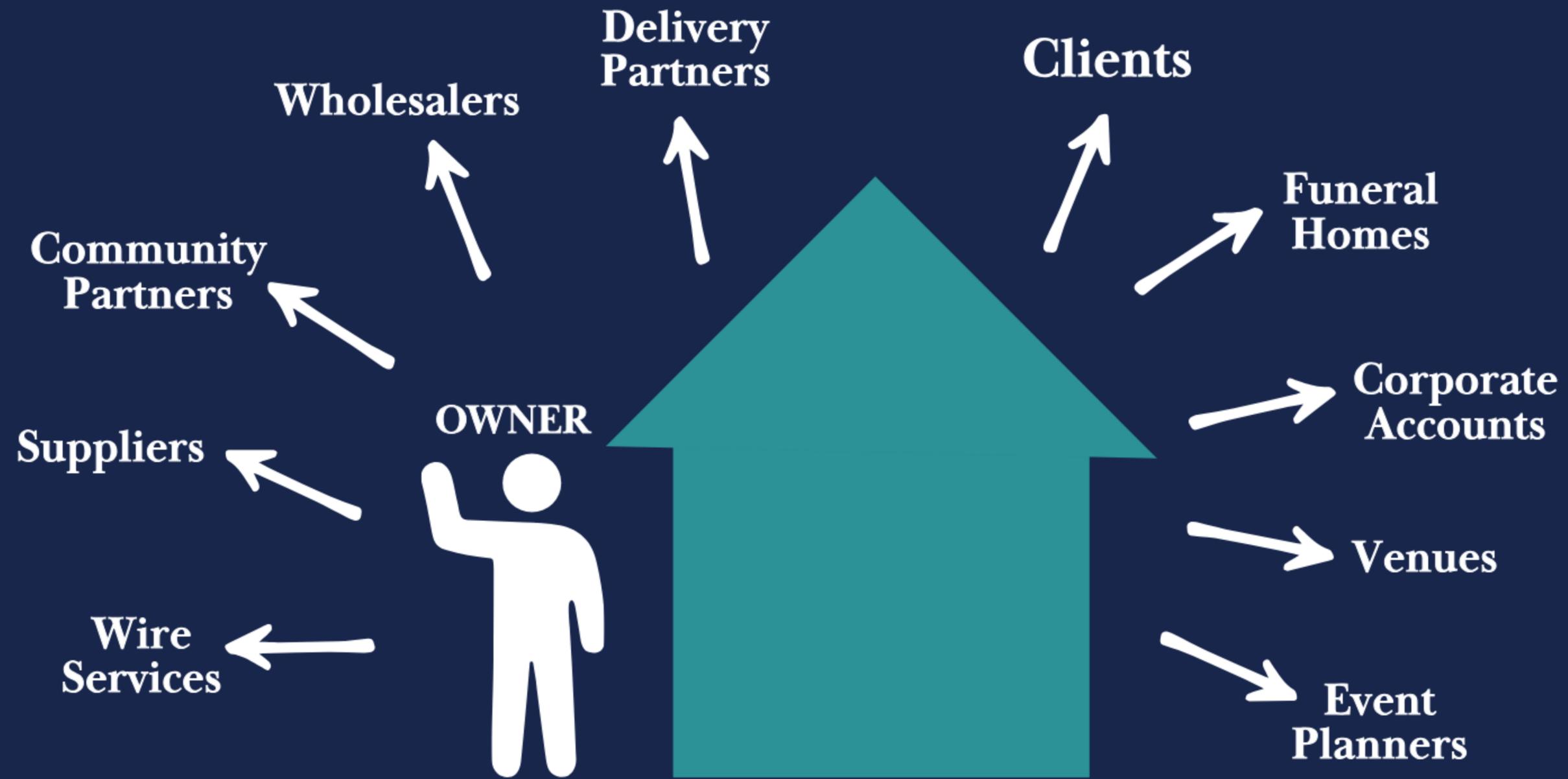


Teams that have great culture experience 59% less turnover.

The Entire Team!



Internal Relationships



External Relationships

Vendor & Wholesaler Insights

Vendors want florists to:



**Set
Plans
Earlier**



**Forecast
Realist-
ically**



**Comm-
unicate
Proactively**



**Share
Recipe
Counts**



**Build Trust
Through
Reliability**

QUESTION FOR HOLLY:

What systems or habits help your business stay steady when things get chaotic? How does strong communication help your team outplan high-pressure situations?



Holly Haveman // *Owner of Kennedy's Flowers & Gifts*

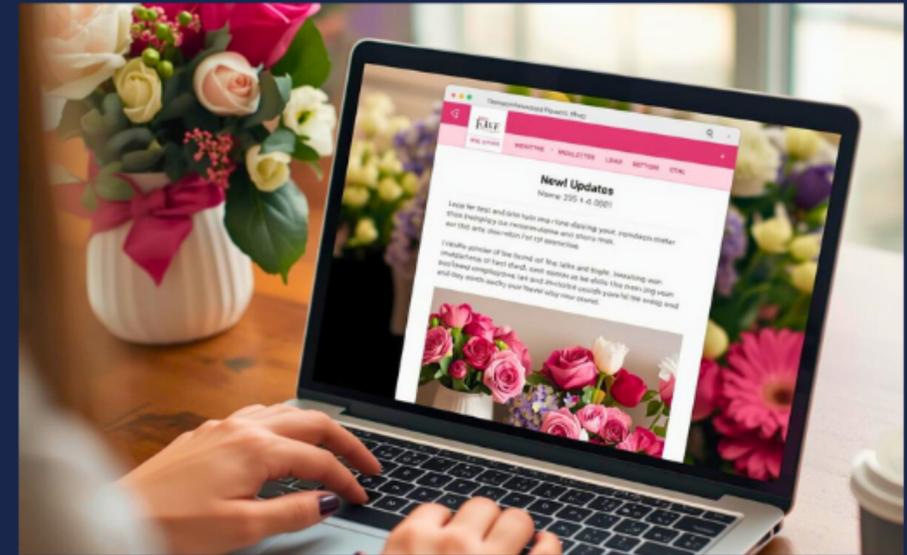
Communication: The Key to Smooth Operations



Plan Ahead
**“2 Days, 2 Weeks,
2 Months”**



**Document
Everything**



**Weekly Internal
Messages &
Updates**

QUESTION FOR KEVIN:
**How would you describe
your planning process for
busy floral holidays?**



Kevin McCarthy // *President of Family Flowers*

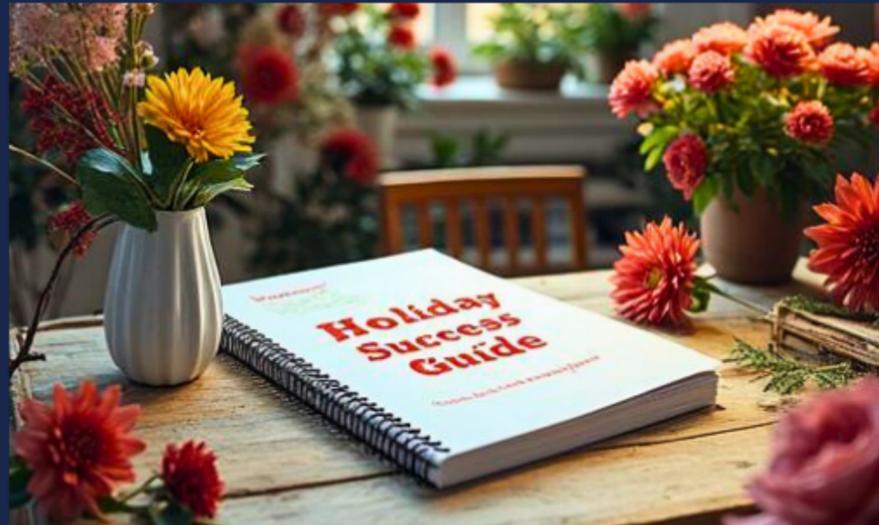


War Room Mindset

Planning starts *immediately* after the holiday:



**Demand & Trend
Forecasting**



**Conduct employee
survey on what
went well/wrong**

Roses & Thorns



**“War room”
mindset & worst-
case preparation**



Honesty

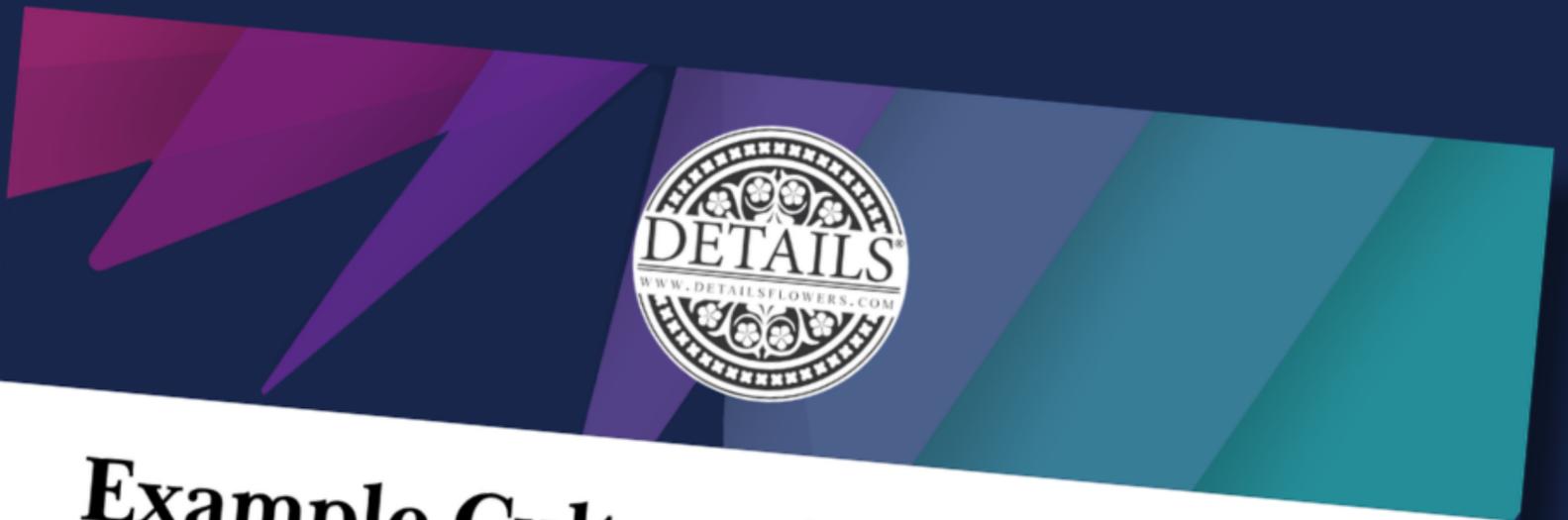
is the best

Policy



Survey Like the Pros

Scan to download our
Example Holiday
Readiness Survey!



Example Culture & Holiday Readiness Survey

Section 1: Culture & Values Alignment

- Our company's core values match what daily life at work feels like:
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
- I understand what our company stands for and what we prioritize as a team.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
- I feel our culture supports teamwork, communication, and respect.
 - Strongly Agree
 - Agree
 - Neutral

SOPs: The Backbone of Readiness



- SOPs simplify and stabilize operations
- Faster onboarding for freelance & seasonal help
- Consistency across designers & locations
- Fair standards for everyone

KPIs That Reflect Cultural *Health*



Standardized
Recipe Catalog



Labor
Distribution



Order
Accuracy Rate



Staff
Retention Rate



Design Time Per
Arrangement



Delivery
Success Rate



Error Rate /
Remakes



Customer
Satisfaction

OUT-LAST

Building *Sustainable* Teams



Emotional
Wellness



Trust



Growth
Opportunities

QUESTION FOR HOLLY:
What is the toughest “survival moment” your team faces during Valentine’s Day or peak season?



Holly Haveman // *Owner of Kennedy's Flowers & Gifts*

Busy Floral Holidays *Reveal* Culture

- Holiday volume reveals gaps.
- Strong culture brings clarity and trust.
- Weak culture leads to stress and errors.
- Peak weeks test your team's readiness.



When the Orders are Stacking Up...



When the leaders are aligned, the team stays steady.



SOPs create consistency and help with problem-solving.



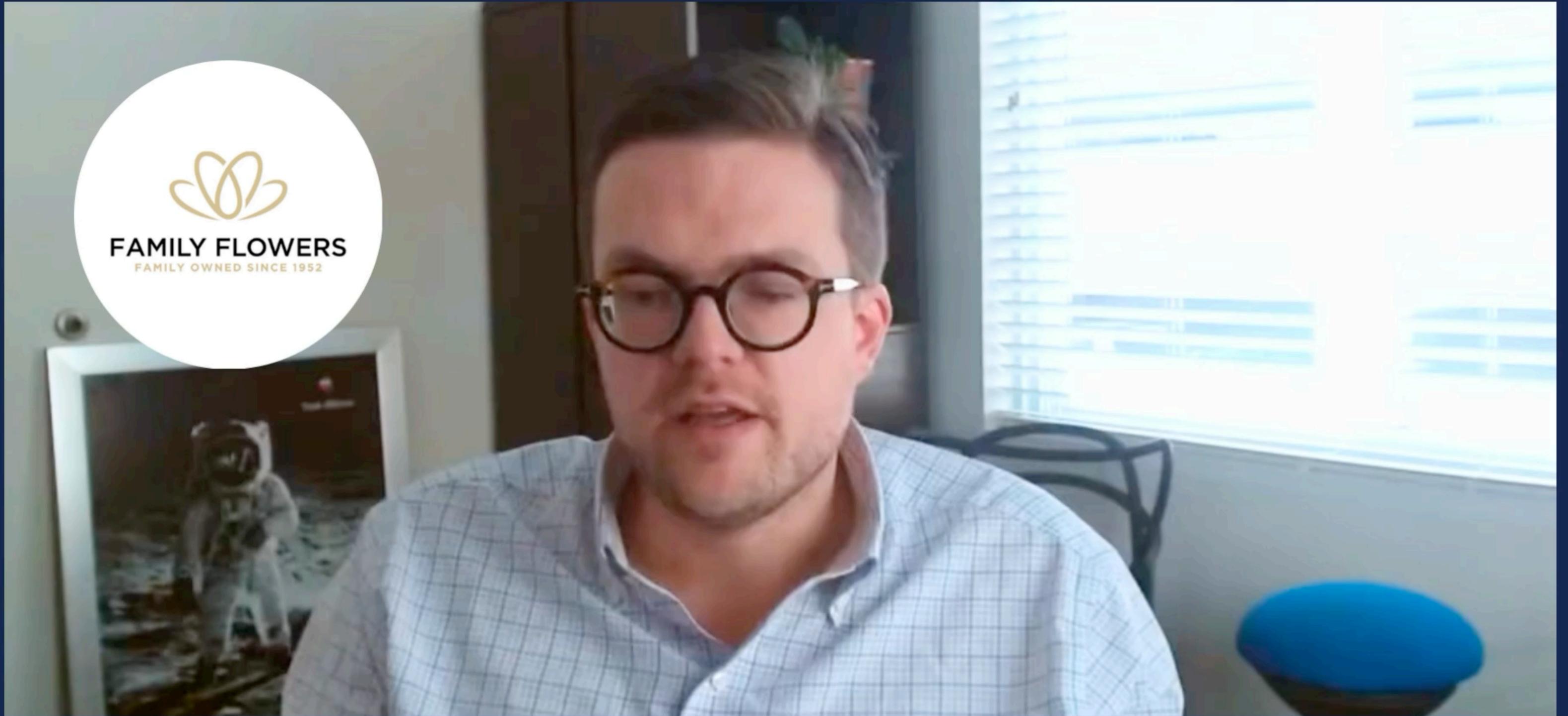
Clear communication reduces chaos.

Preparation + Systems =

Confidence & Profitability

QUESTION FOR KEVIN:

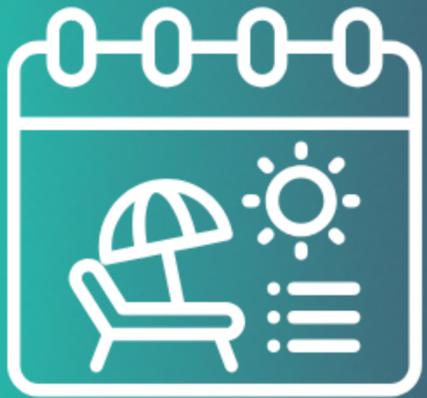
During peak weeks, what's the #1 way you keep morale strong and your team feeling valued?



Kevin McCarthy // *President of Family Flowers*

Employee Reward Programs

Rewards reinforce loyalty, consistency & culture



**PTO
After
Holidays**



**Team
Celebration
Meals**



**Massages /
Recovery
Perks**



**Bonus
Structure or
Incentives**



**Public
Recognition**

SAY
Thank



You!

QUESTION FOR HOLLY:
**How does your team stay
motivated and positive during
long, stressful days?**



Holly Haveman // *Owner of Kennedy's Flowers & Gifts*

Incorporate Simple Daily Morale Boosters



**Let the team
control the vibe
(music, energy)**



**Stock snacks
& hydration**



**Encourage peer
recognition (&
small rewards)**

Hiring with Care



- Hire for behavior:
 - Coachable, kind, collaborative.
- A solid culture is a powerful savings strategy, not a “nice to have.”
- Culture-aligned hiring builds long-term stability.

Removing Toxic Behaviors

Toxicity
Becomes
Obvious During
Holidays



- Red flags: negativity, gossip, blame, resistance
- Document issues clearly
- Have courageous conversations
- Removing toxicity protects the team



Ignoring Disengagement *isn't* an Option.

When people check out, productivity drops, mistakes increase, and burnout rises — and that hurts peak season performance and culture.

OUT-DELIVER

Excellence that Clients *Feel*



Problem Solving
& People Skills



Accountability



Process &
Execution

QUESTION FOR HOLLY:

Can you share a time when something went wrong—and how your culture helped you overcome it?



Holly Haveman // *Owner of Kennedy's Flowers & Gifts*

Mistakes Happen

Acknowledge → Adjust → Improve



Approaching Mistakes



Acknowledge:
*No Blaming,
No Shaming*



Adjust:
*How to prevent it
from happening?*



Improve:
*Label the spray
cans, quality check.*

Top 10 Mistakes That Hinder Consistency & Profit



Skipping Contracts

Leads to unpaid balances, last-minute changes, and unmet expectations



Unclear Terms

Creates confusion between you and clients, and leads to costly misunderstandings.



Promising Availability

Selling flowers or services you can't deliver leads to reputational damage.



Guessing Prices

Erodes profit or scares away clients; pricing must be based on real costs.



Having No Systems

Increases errors, missed details, and chaotic execution.



Get the Full List

Dive into the complete "Top 10" on our blog to see what else you might be missing.



The Top 10 Mistakes Florists Make (and How to Avoid Them)

by Details Flowers • 22 August • Tips & Tricks, Details University



Being a florist means wearing many hats: designer, problem-solver, negotiator, and sometimes even miracle worker. However, even the most talented floral designers can stumble regarding the business side of floristry — pricing, contracts, vendor relationships, and branding.

These common mistakes can quietly shrink your profits, overwhelm your schedule, and limit your growth. Here are the 10 biggest "don'ts" in the floral world — and how to avoid them.

Skipping the Contract



QUESTIONS FOR KEVIN:

How do you keep consistency among your branches? What process do you use for quality control during peak weeks?

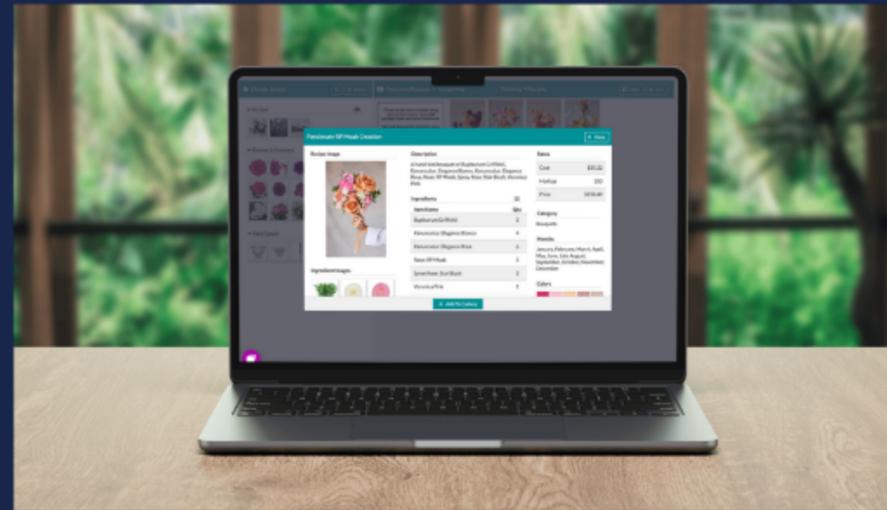


Kevin McCarthy // *President of Family Flowers*

High-Consistency Teams



**Brand
Ambassador
Programs**



**Clear Recipes
Across Brands**



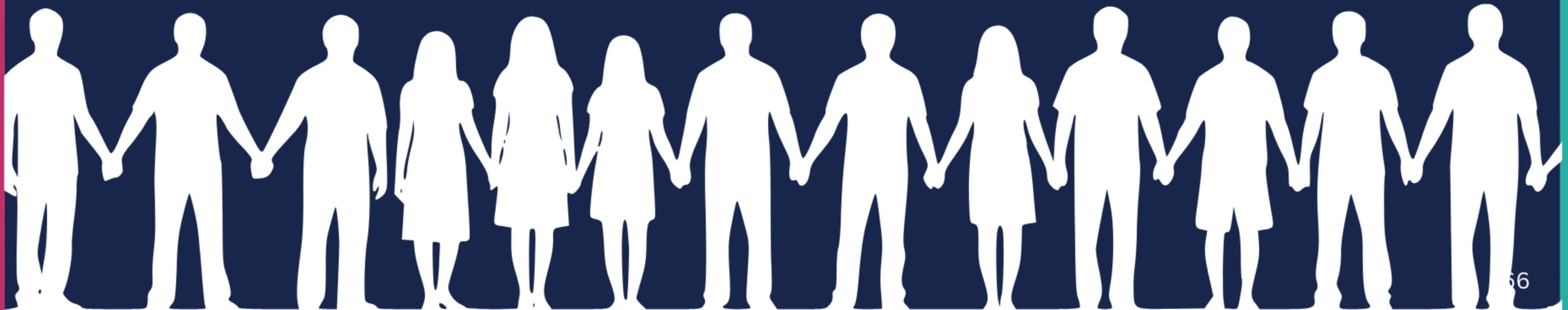
**Systems that
Scale Culture,
Not Erase It**

**QUESTION FOR KEVIN:
How does a strong internal
culture translate into a
memorable client experience?**



Kevin McCarthy // *President of Family Flowers*

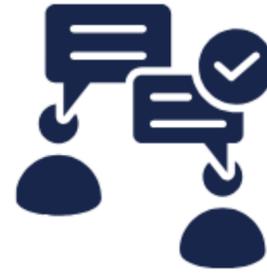
It all comes down to your
PEOPLE



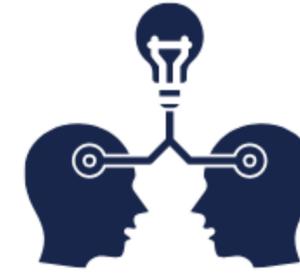
OUT-PLAN



Strategic Thinking



Clear Communication



Shared Expectations



Emotional Wellness



Trust



Growth Opportunities



Problem Solving & People Skills



Accountability



Process & Execution

OUT-DELIVER

OUT-LAST

QUESTIONS?



Thank You!



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