MOTIVATE YOUR DESIGN TEAM TO DO MORE IN LESS TIME

> Do you need more work from your design team in less time? It is far more expensive to hire and train a new designer than it is to incentivize your team to be more efficient.

Many shops have implemented a bonus program with great results. The incentive excites designers and motivates them to be more productive. The idea is to set up the design area to be more efficient and teach employees how to produce more in less time.

Bonuses Based on Production

By industry standards, you can afford to pay a floral designer 10 percent of what they produce at retail prices. By measuring their production, you can award a bonus when they exceed that 10 percent benchmark.

The goal is based on the designer's hourly rate, which makes the incentive equal among all designers. They need to create 10 times their hourly rate in retail product to get a bonus. For instance, if they make $15 per hour, the goal is to average $150 per hour in arrangements. Once they reach that goal, they earn 10 percent of what they produce over the goal. For example, imagine Susie makes $15 per hour. This month she worked 30 hours per week, which is 120 hours for the month. Multiply 120 by $15 and her total payroll is $1,800.

Her goal is to exceed 10 times what she earned, which is $18,000 in product at retail price. If she produces $20,000 worth of product, she has exceeded the goal by $2,000. The bonus is 10 percent of the amount by which she exceeded her goal, which means she will receive $200 as a bonus. (If she only produces $14,000 worth of arrangements during the month, she is not penalized, and she does not receive a bonus.)

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Factoring in Non-Design Activities

Many designers also take sales. To incorporate this into their bonus, allocate 7 percent of what they sell toward their goal. In the previous example, if Susie sells and designs, you would take 7 percent of her sales for the month and 10 percent of what she designs. It might look like this:

Susie designed $20,000 in product, which was $2,000 more than her goal. Ten percent of $2,000 is $200. Susie also had $5,000 in sales. Seven percent of $5,000 is $350. Based on her sales and her design work, Susie earned a $550 bonus.

Factoring in Time Away from the Bench

There will be times when a designer must step away from the design bench to make a delivery, create an in-shop display, make a pickup from the wholesaler, or attend to other tasks. You can compensate for the time when a designer cannot be designing or selling in two ways.

If the person has routine activities, allocate only a percentage of their time for design. Let's say Susie also has a management role that takes 20 percent of her time. You would use 80 percent of her monthly cost to calculate an adjusted monthly pay on which to base her design goal. For example, multiply her monthly pay of $1,800 by 80 percent and the adjusted monthly pay on which her goal is based is $1,440.

To compensate for time away from the bench due to other, infrequent tasks, have the employee keep a log of the hours they spend doing non-design activities and account for that time when calculating their monthly goal.

Use Existing Data to Get Started

It is helpful to use payroll records to find the wages paid, the POS system to show how much the person sold and designed, and their log to offset time away from the design bench. It will take a few hours to set up the system, but the result is increased production and happier employees. Maybe the best way to meet rising demand is to grow your team's skills — not grow your team in numbers. 🌿

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NEED HELP FIGURING OUT THE MATH?

Check out TeamFloral's spreadsheet in the Explore section of Career Connection.