



Next Gen

LIVE!

Feb 23-25, 2025 | Dallas, TX

Managing Up, Down and All Around

G R O W . C O N N E C T . L E A D .



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GROW . CONNECT . LEAD .

Moderator:
Oscar Fernandez,
Equiflor/Rio Roses

Panel:
Erin Bruno, McNamara
Florist

John Burk, DVFlora



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MICHAEL SCOTT



**Talks a LOT without Making A Clear Point
Attention-Seeking**

JIM HALPERT



**Lacks Passion for Management
Laid-back and Sarcastic**

DWIGHT SCHRUTE



**Commanding and Direct
Old-fashioned**

ANDY BERNARD



**Overcompensates in Tough Situations
Name Drops Connections**

ROBERT CALIFORNIA



**Mysterious & Manipulative
Intimidates by Pausing and Staring**

DAVID WALLACE



**Level-Headed & Professional
Manages Chaos with Patience**

DEANGELO VICKERS



**Erratic & Unpredictable
Struggles to Communicate Clearly**

**NELLIE
BERTRAM**



**Tries to Sound Confident but
Backpedals When Challenged**

Leadership/Management Resources

Leading from the Middle, Scott Mautz

Unreasonable Hospitality, Will Guidara

Radical Candor, Kim Scott

The 360 Degree Leader, John C. Maxwell

7 Habits of Highly Effective People, Stephen Covey

The Ride of a Lifetime, Robert Iger

Extreme Ownership, Jocko Willink and Leif Babin

Podcast: Huberman Lab



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