



# DisruptREADY

## **Floral Industry Disruption Companion Guide**

*For attendees of the American Floral Show Keynote with Henry Hays*

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### **You've Just Been Disrupted. Now What?**

AI isn't coming. It's here—and it's already reshaping how customers buy, how businesses compete, and how fast markets change. The floral industry is no exception. You don't need a PhD in data science. You need a roadmap.

This guide is your next step.

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## **Step 1: Reality Check — Where Are You Today?**

Take 5 minutes. Be brutally honest.

- Where is your store *overly reliant on habit* instead of innovation?
- What frustrates your customers most right now?
- If a new competitor opened tomorrow with lower prices and instant delivery—what would they have that you don't?

Write 1–2 tension points that keep your team “stuck”:

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## **Step 2: Reimagine Your Customer Journey**

What if...

- Customers could describe a vibe or occasion and AI generated the perfect floral recommendation?

- You could send hyper-personalized messages based on past purchases—without writing a word?
- AI could predict slow sales periods *before* they happen?

✅ Which of these could help you this month?

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### **Step 3: Take the First Leap — Start a Micro Pilot**

This isn't about betting the farm. It's about starting small, learning fast, and moving with purpose. DOING SOMETHING.....

**Try this:** Choose 1 part of your day-to-day that frustrates you or slows your team down. Now ask: *Could AI handle the first 20% of that task?* (Writing? Organizing? Communicating?)

Then:

- Test a tool like ChatGPT, Canva AI, or Shopify Magic.
  - Set a 30-day window to assess impact.
  - Loop in your team so they're part of the discovery—not resisting it.
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## Want Help From Here?

We're DisruptREADY. We help businesses like yours identify the best AI pilot opportunities, run real-world experiments, and build confidence at every step.

Let's find the opportunity hiding inside your operations.



Reach out: **henry@disruptready.com**



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