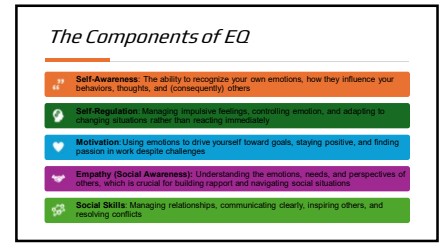


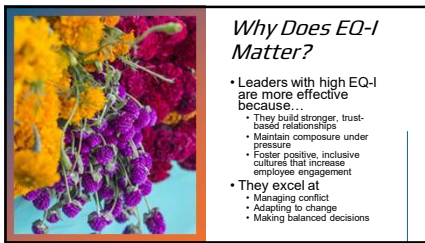
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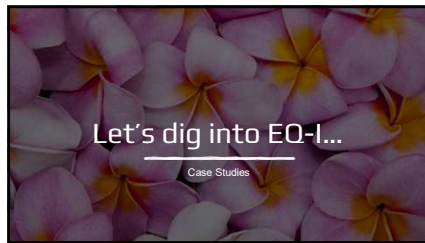
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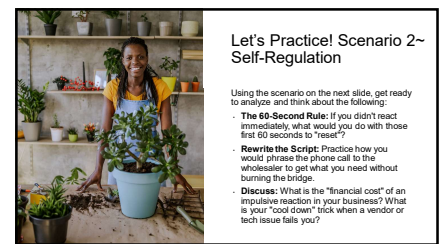
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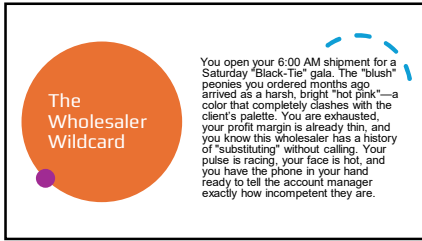
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9



The Wholesaler Wildcard

You open your 6:00 AM shipment for a Saturday "Black-Tie" gala. The "blush" peonies you ordered months ago arrived as a harsh, bright "hot pink"—a color that completely clashes with the client's palette. You are exhausted, your profit margin is already thin, and you know this wholesaler has a history of "substituting" without calling. Your pulse is racing, your face is hot, and you have the phone in your hand ready to tell the account manager exactly how incompetent they are.

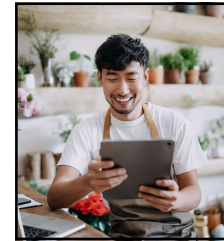
10

Breaking Down the Wholesaler Wildcard

- What is the immediate risk of "venting" your frustration in this moment?
- How do you move from a "reactive" state to a "proactive" state?
- What does a "regulated" response look like that actually solves the floral problem?



11

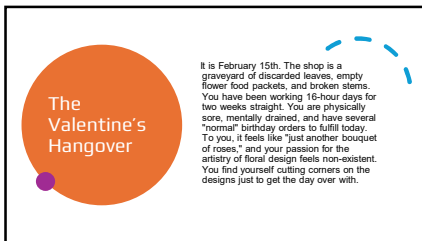


Let's Practice! Scenario 3~ Motivation

Using the scenario on the next slide, get ready to analyze and think about the following:

- **Reconnect with the "Why":** Think of a time your work made a massive difference in a customer's life. Why does that matter here?
- **Energy Management:** When your "tank" is empty, what is one non-work activity that actually refills your creative energy?
- **The Team Spark:** How can you "gamify" a boring or grinding task in the shop to keep morale up?

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The Valentine's Hangover

It is February 15th. The shop is a graveyard of discarded leaves, empty flower food packets, and broken stems. You have been working 16-hour days for two weeks straight. You are physically sore, mentally drained, and have several "normal" birthday orders to fulfill today. To you, it feels like "just another bouquet of roses," and your passion for the artistry of floral design feels non-existent. You find yourself cutting corners on the designs just to get the day over with.

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Breaking Down the Valentine's Hangover

- How do you find "internal drive" when the external rewards (the holiday rush) are over?
- How can you reframe the "mundane" tasks to reconnect with why you started this business?
- What can a leader do to spark motivation in a team that is physically "done"?



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Let's Practice! Scenario 4~ Empathy/Social Awareness

Using the scenario on the next slide, get ready to analyze and think about the following:

- **Listen for the Subtext:** What is this customer actually afraid of or upset about? (Hint: It's rarely just the price of the flowers.)
- **The Perspective Shift:** How would you change your tone and body language if you viewed this person as "hurting" rather than "difficult"?
- **Brainstorm:** What is one phrase you can use to validate their feelings while still protecting your business margins?

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The Ribbon Melt-down

A Mother-of-the-Bride is in your shop for a final consultation. She is fixated on the "champagne" silk ribbon for the bouquets, claiming the sample you showed her is "too yellow" and will "ruin the entire wedding aesthetic." She is becoming increasingly agitated, tearful, and accusatory. From your professional perspective, the ribbon is a perfect match, and her reaction seems wildly disproportionate to the "problem."

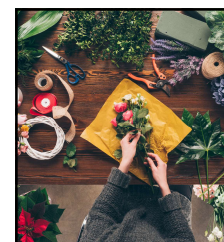
16

Breaking Down the Ribbon Melt-down

- If you look past the ribbon, what is this client actually experiencing emotionally?
- How would "matching her energy" versus "holding space for her" change the outcome?
- What questions could you ask to show you understand her perspective without necessarily agreeing that the ribbon is "wrong"?



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Let's Practice! Scenario 5~ Social Skills

Using the scenario on the next slide, get ready to analyze and think about the following:

- **The Mediator Role:** As the leader, how do you address the tension without "picking a favorite" designer?
- **Clear Communication:** What is one "ground rule" your shop could implement to prevent these kinds of workflow bottlenecks?
- **Action Plan:** Role-play a 30-second "timeout" to reset the vibe in the shop when the tension gets too high.

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The Counter-Space Cold War

You have two highly talented designers: "Creative Chloe," who is messy and inspired, and "Organized Omar," who needs a pristine station to work. During a high-pressure holiday, Chloe has let her greenery and clippings drift onto Omar's table. Omar has responded by being passive-aggressive, moving Chloe's tools, and making "snide" comments about professional standards. The tension is so thick that the rest of the staff is avoiding the design floor entirely.

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Breaking Down the Counterspace Cold War

- As the shop owner/manager, how do you address the conflict without "siding" with one personality type?
- What is the most effective way to communicate the "impact" of their behavior on the shop's productivity?
- How do you facilitate a conversation that results in a long-term workflow agreement?



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So What? What's Next?

- Emotional Intelligence is a LEARNED set of skills! Everyone can learn and improve on these skills!
- Improving your EQ-i even a small amount can mean big gains for you, your team, your clients, and your business!



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The Challenge

- Write down ONE of the five skills of EQ, and THREE things you might try to improve.
 - Self-Awareness
 - Self-Regulation
 - Motivation
 - Empathy/Social Awareness
 - Social Skills
- It's not about a wholesale personality transplant. **Get it about a movement of YOUR needs!**

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Leading with Emotional Intelligence

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