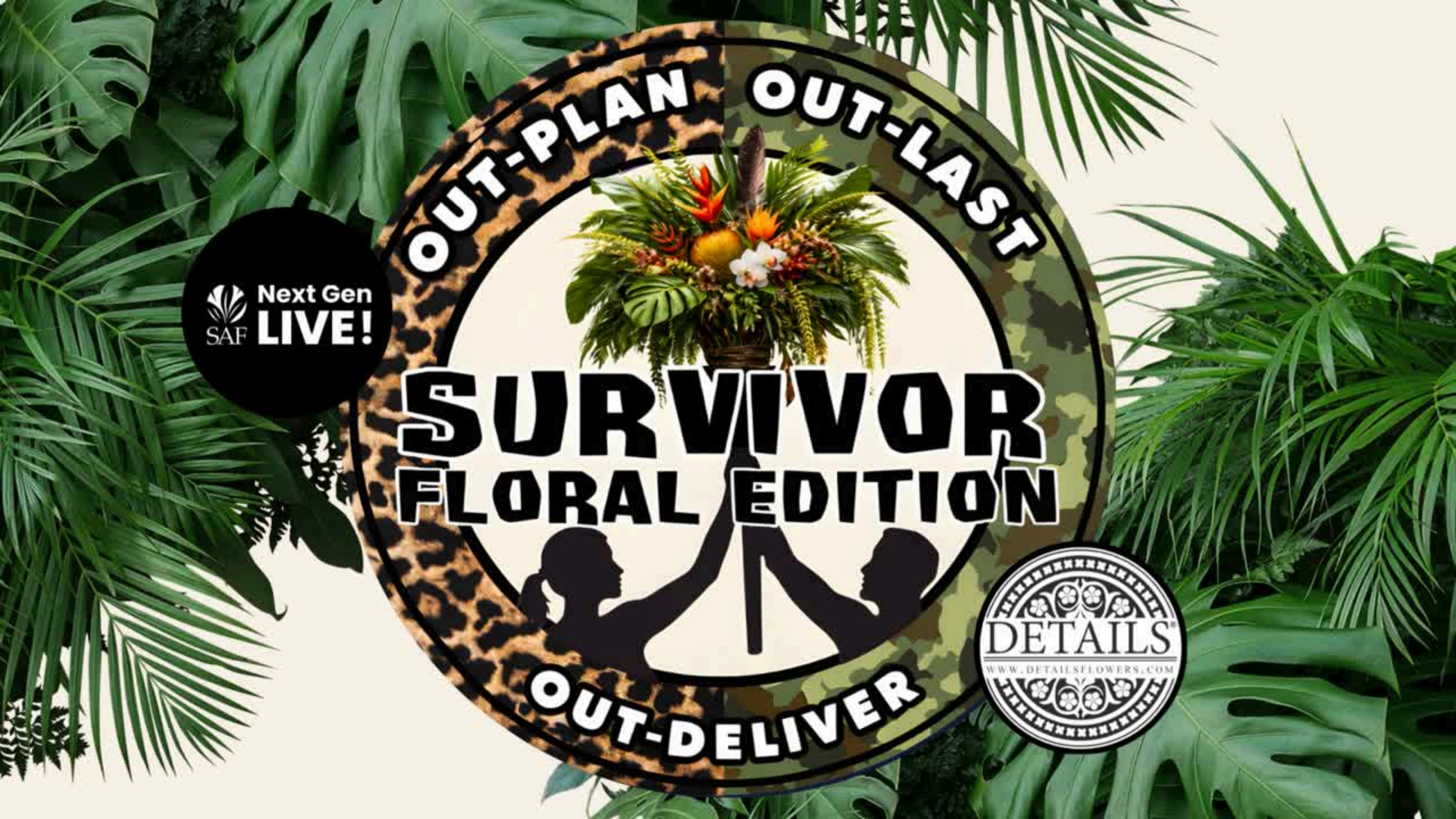

OUT-PLAN OUT-LAST
SAF Next Gen LIVE!
SURVIVOR
FLORAL EDITION
OUT-DELIVER
DETAILS
WWW.DETAILSFLOWERS.COM

WELCOME! ARE YOU



or



TEAM CAMO?

TEAM CHEETAH?

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.

DETAILS®
WWW.DETAILSFLOWERS.COM

THE RULES



- **Respect the Tribe:** All interactions should be welcoming, inclusive, and professional. Consent, boundaries, and different comfort levels are always respected.
- **Be Present:** We invite you to listen actively, participate fully, and stay engaged throughout.
- **Be an Active Participant:** This session is designed for collaboration, conversation, and shared learning. Your voice, ideas, and presence matter.
- **Bring a Growth Mindset:** This session is about curiosity, connection, and leadership development. Come open to learning, sharing, and trying something new.

The DETAILS Tribe



Sydney



Crystal



Corrine



Whitney



Avery

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

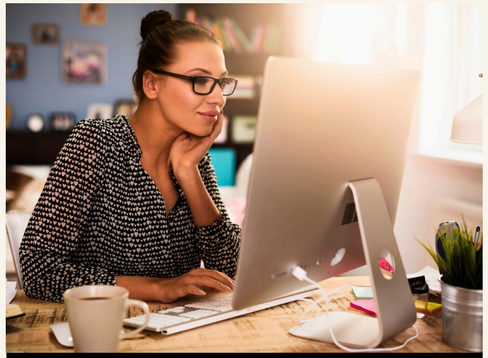
CUL○TURE?

/ˈkəlCHər/

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.***

DETAILS 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 and competitive wages.



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











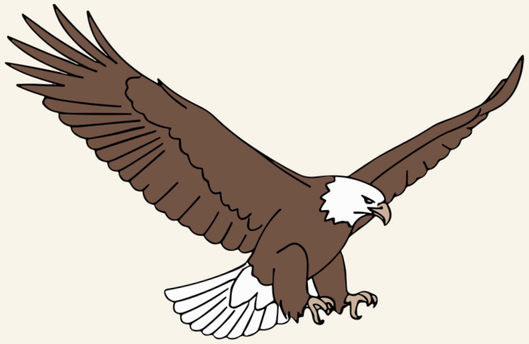


Why SURVIVOR?

This experience reframes Survivor through a business and leadership lens with three core cultural pillars:



OUT-PLAN
OUT-LAST
OUT-DELIVER



PHYSICAL CHALLENGE

To illustrate the power of a connected culture, we’re putting theory into practice. We’ve challenged a group of industry leaders to navigate a literal 'tangled' situation—one where individual effort fails, and only collective communication can succeed. This is a real-time look at how we untangle complexity through collaboration.

THE HUMAN KNOT



Core Skills Demonstrated-

- **Adaptive Communication:** Transitioning from individual noise to a collective strategy.
- **Tactical Patience:** Understanding when to move and when to hold steady for a teammate.
- **Synchronized Problem-Solving:** Identifying "bottlenecks" and navigating them through shared effort.



What did you OBSERVE?

Culture Through the SURVIVOR Lens



Session Overview:

Explore how healthy culture directly drives engagement, retention, leadership effectiveness and profitability.



OUT-PLAN

Strategic thinking,
communication and preparation



OUT-LAST

Resilience, trust, retention
and psycholocical safety





OUT-DELIVER

Execution, accountability, and
collective performance

Voices from the Field



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.



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.

QUESTION FOR KEVIN

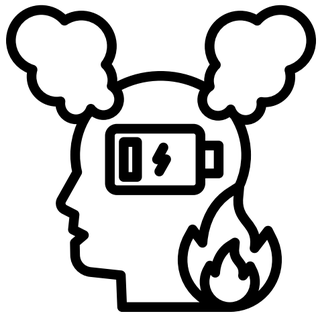
Can you see a difference in profit from the branches that do have a great culture vs those that might be lacking?



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





Images from @petalprod

17%

Teams that have strong cultures are 17% more productive.

Data from Gallup.com

Why Culture = PROFIT





Images from @intrigueteaches, @alainarenephoto

21%

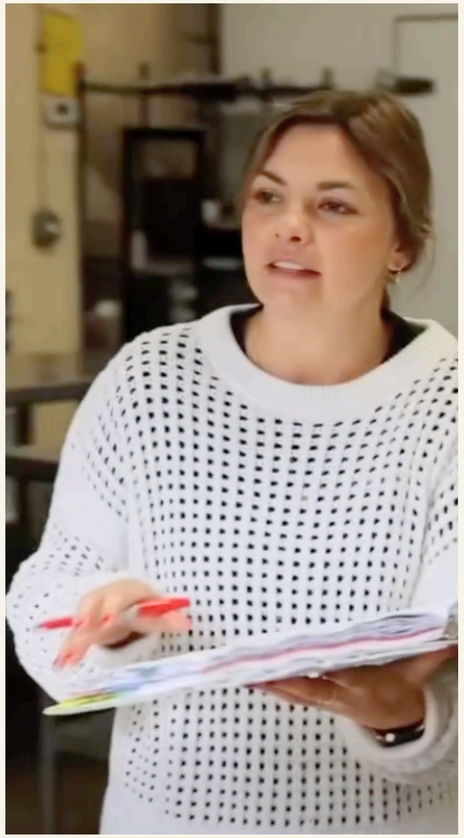


Teams that are engaged generate 21% more profit than disengaged ones.

Data from Gallup.com

Why Culture = PROFIT





Images from @inbloomflorist

59%

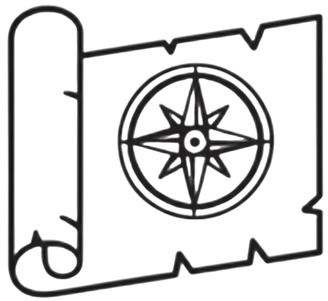


Teams that have great culture experience 59% less turnover.

Data from Gallup.com

OUT-PLAN

OUT-PLAN



Strategic Thinking



Clear Communication



Shared Expectations

What OUT-PLAN Looks Like in High-Performing Shops



Images from @lizziebeesflowershoppe

- Plan yearly (use last year's data)
- Have holiday playbooks for staffing, recipes, & routes
- Take notes: Roses & Thorns of pre & post holiday happenings
- Using CRMs to document interactions with clients

QUESTION FOR KEVIN

How would you describe your planning process for busy floral holidays?



Kevin McCarthy // *President of Family Flowers*



WAR ROOM

Mindset



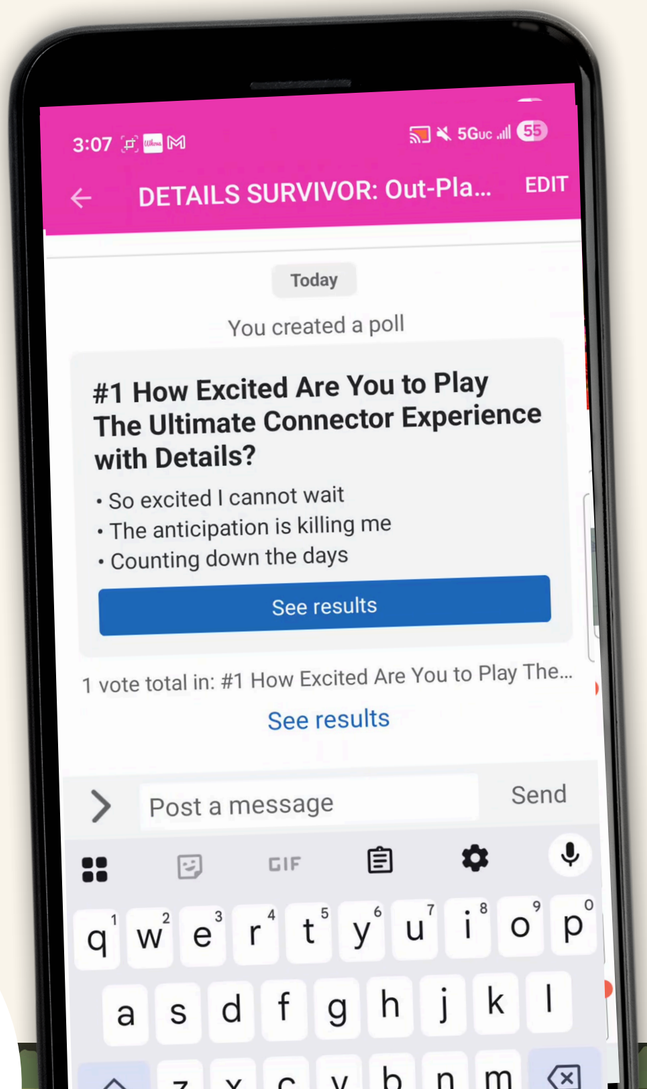
OUT-PLAN

Cultural Takeaway:

Culture breaks down when strategy and expectations are unclear.



CHALLENGE 1: OUT-PLAN



- **Claim Your Vision:** Go to the Details Survivor Community post in the Whova app and answer this critical question:

"What is the most important milestone you are committed to achieving in 2026?"

The Win: One participant from the Whova community post will be chosen at random and named **OUT-PLAN CHAMPION!**

OUT-LAST

Did You Know?

Replacing an employee often costs up to

200%

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

Data from Forma+1

OUT-LAST



Emotional Wellness



Trust



Growth Opportunities

What OUT-LAST Looks Like in High-Performing Shops

Supported Teams = Resilient Teams



- Encouraging Core Values
- Standard Operating Procedures
- Weekly Meetings
- Daily gratitude/shout-outs
- Leading with empathy
- Cross-training & team bonding
- Recovery perks & team rituals

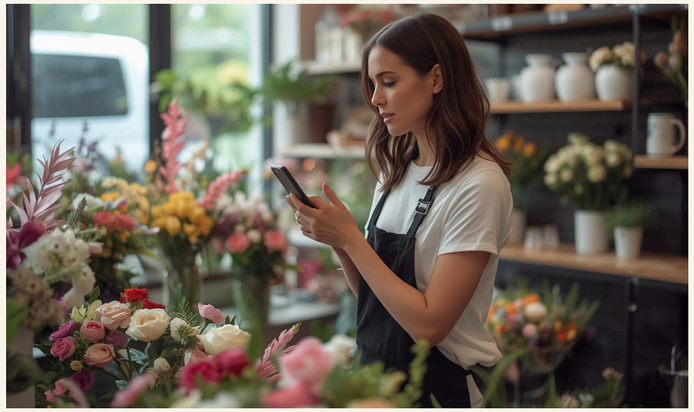
QUESTION FOR HOLLY

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)



OUT-LAST

Cultural Takeaway:

Teams stay where they feel safe, valued, and supported.



CHALLENGE 2: OUT-LAST



- **Collect Your Assignment:** Started Feb 22 at 4:30 PM (Happy Hour). Find the person on your Target Card, introduce yourself, ask the question, place your sticker, and collect their Target Card (new assignment). Repeat until time runs out. **Ends today, Feb 23 at 6:00 PM.**
- **The Hunt:** Locate the person on your Target Card before 6 PM.
- **The Connection:** Introduce yourself and ask them the question on the back of your card. Film their response or take a selfie - this is your proof.
- **The Hand-Off:** Place your sticker on them. Collect their Target Card—this is now your new assignment!

The Win: The final participant holding the most target cards at the end of the conference is named OUT-LAST CHAMPION

OUT-DELIVER

OUT-DELIVER



Problem Solving & People Skills



Accountability



Process & Execution

What OUT-DELIVER Looks Like in High-Performing Shops?

- Consistency at scale, including notes, meetings, & client logs
- Systems & teamwork
- Culture strengthens execution
- Feedback & Debriefing
- Remember: Every stage matters



QUESTION FOR KEVIN

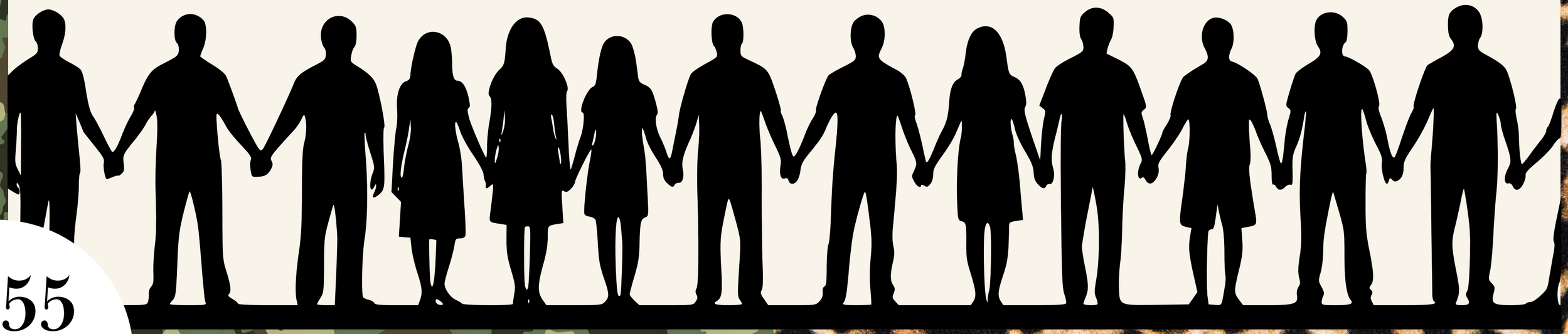
Can you provide an example of how you have built a culture of out-delivering that creates memorable experiences and keeps customers coming back?



Kevin McCarthy // *President of Family Flowers*

It all comes down to your

PEOPLE





OUT-DELIVER

Cultural Takeaway:

Strong cultures out-deliver ***every time***,
even when no one is watching.



CHALLENGE 3: OUT-DELIVER

Find 5 vendors and ask them:

How will your products and/or services grow my business in 2026?



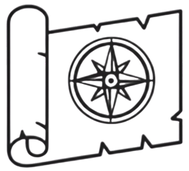
Validate Your Entry: You must have the vendor sign your passport, take a selfie together, and tag @detailsflowers, @societyofamericanflorists, and the vendor! **Bonus Points for recording their answer!**

The Win: One winner will be chosen at random from the communal tribe box to be crowned the OUT-DELIVER CHAMPION

THE WIN

The Ultimate Connector will be announced tonight at 6:00 PM during Happy Hour!

OUT-PLAN



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Emotional Wellness



Trust



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OUT-LAST

OUT-DELIVER



Problem Solving & People Skills



Accountability



Process & Execution

ANY QUESTIONS?

THANK YOU!



Corrine Heck

Founder/CEO of Details Flowers Software
@corrine_heck, @detailsflowers

Scan to download our
Example Employee
Holiday Readiness Survey!