



AMELIA 26

ISLAND 26

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Flower Clique



THE CONVERSATION YOU'RE NOT HAVING *(BUT SHOULD BE)*

*How the conversations inside your business
determine the experience outside your business.*



EVERY CONVERSATION CREATES CULTURE

- employees
- customers
- coworkers
- managers
- vendors
- yourself

*BUT SO DOES EVERY
CONVERSATION YOU
CHOOSE NOT TO HAVE*

The background is a solid pink color, decorated with stylized orange carnations with green leaves and stems. The flowers are scattered across the top and bottom edges of the image.

The conversations inside your business become the experiences outside your business.

Leader never praises employees.



Employees stop feeling appreciated.



Employees become disengaged.



Customers feel indifference.

Leader never addresses conflict.



Employees gossip.



Tension builds.



**Customers can feel it the second
they walk in.**

The background is a solid pink color, decorated with stylized orange carnations with green leaves and stems. The flowers are scattered across the top, bottom, and sides of the image.

*The conversation
inside became the
experience outside*

Leader coaches consistently.



Employees become confident.



**Employees create memorable
experiences.**



Customers tell their friends.

Simon Sinek Says...

**“People don’t buy what you do.
They buy how you make them feel”**

In other words...

**Customers don’t remember every
arrangement they purchase. But they WILL
remember how your business made them feel.**

The background is a solid pink color, decorated with stylized orange carnations with green leaves and stems. The flowers are scattered around the edges of the slide.

Conversations create culture

- **Expectations**
- **Trust**
- **Accountability**
- **Confidence**
- **Psychological Safety**
- **Engagement**
- **Culture**

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Conversations we avoid

Because:

- **You didn't want to hurt their feelings**
- **You didn't want conflict**
- **You hoped it would fix itself**
- **You were too busy**
- **They were a good employee otherwise!**

Every conversation we avoid has a cost

The background is a solid pink color, decorated with a pattern of stylized orange carnations with green leaves and stems. The flowers are scattered across the top, bottom, and sides of the frame.

When we don't talk

Leader avoids conversation.



Employee doesn't know.



Employee repeats behavior.



Customer notices.



Customer tells others.

When feedback goes wrong

Raise your hand if you've:

- **Attacked**
- **Pleaded**
- **Disintegrated (lost your cool)**
- **Soft Petaled**
- **Shirked**
- **Compliment Sandwiched**



F.I.R.E.

- Mark Murphy, *Leadership IQ*

Facts

- What could be seen and heard?
- On video?

Interpretations

- How did you interpret those facts? (based on your life experience)

Reactions

- Emotions triggered by our interpretations.
- How did you feel?

Ends

- What did you want?
- What was your desired outcome?

Always say this to yourself:

What are the Facts?

~~Interpretations~~

~~Reactions~~

~~Ends~~

Don't focus on the IRE

F.I.R.E Example

Designer ignores recipes and overstuffs arrangements

FACTS - What are they?

- ✓ **The recipe called for 6 roses.**
- ✓ **Her arrangement contained 9 roses.**
- ✓ **The recipe called for 3 stems of stock.**
- ✓ **No stock was used.**
- ✓ **This has happened on four arrangements this week.**
- ✓ **Two employees mentioned the arrangements looked different from the website.**



F.I.R.E Example

Designer ignores recipe and overstuffs arrangements

INTERPRETATION - our assumptions about the issue.

- ✗ "She doesn't care."
- ✗ "She's cutting corners."
- ✗ "She thinks she knows better."

Instead... Think about this:

"I'm concerned consistency is slipping"

"I wonder if she believe recipes are only suggestions?"

"I'm worried the designs she is making are not profitable."



F.I.R.E Example

Designer ignores recipe and overstuffs arrangements

REACTION - Make it personal; not emotional

“Here’s why following the recipe matters”

- ***It concerns me because our recipes protect our profitability.***
- ***It makes it difficult for every customer to receive a consistent experience.***
- ***It impacts inventory, especially during busy times.***
- ***I worry it creates inconsistency between designers.***

Notice you are explaining, not attacking...



F.I.R.E Example

Designer ignores recipe and overstuffs arrangements

ENDS- What do I want the outcome to be?

Your conversation might be...

- ***"I want us to design consistently."***
- ***"I want every customer to receive the value they paid for."***
- ***"I want to understand if there's something about the recipes that isn't working."***
- ***"I want you to feel confident using the recipes while still bringing your creativity to the design."***

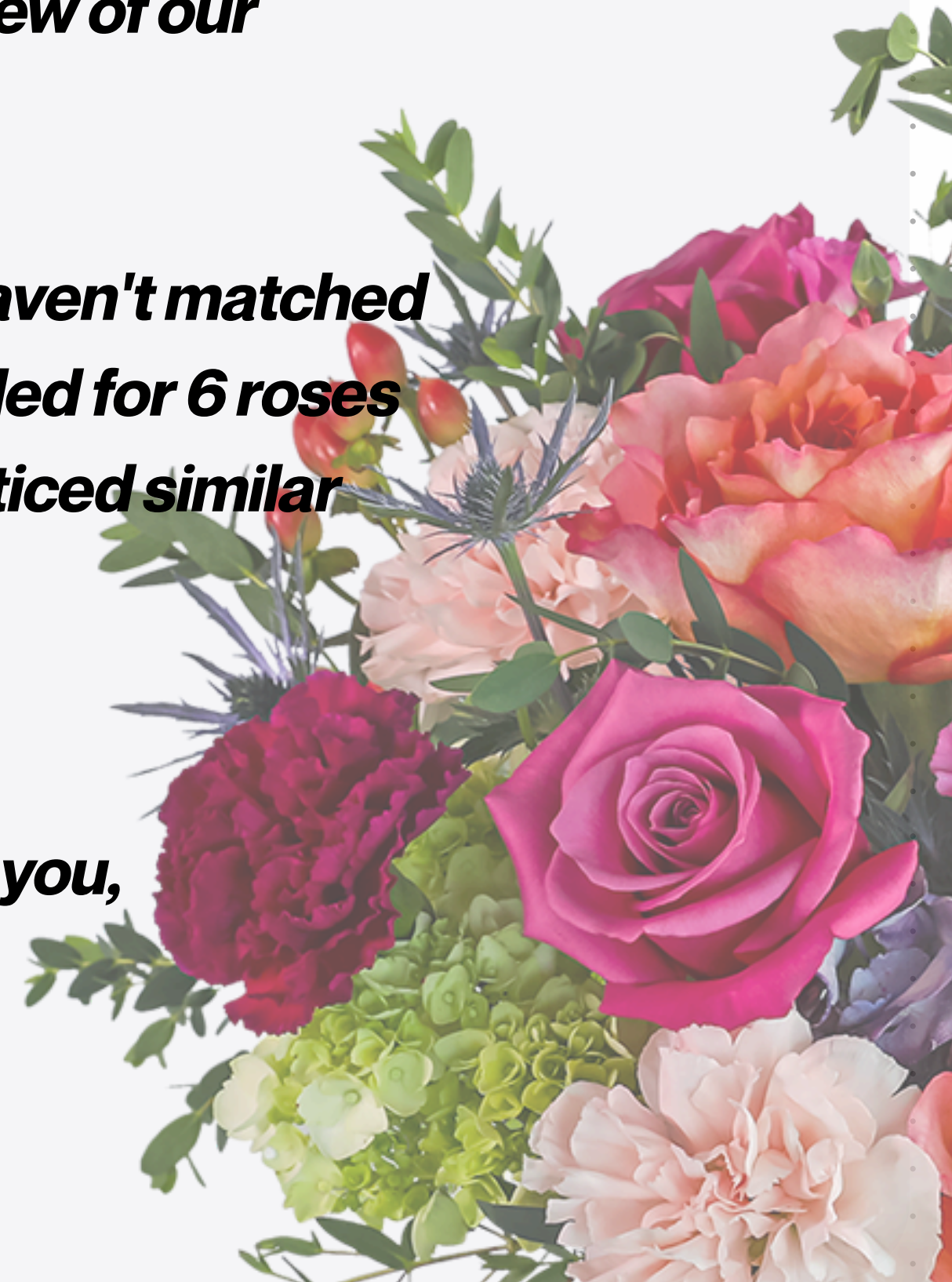


F.I.R.E Example

Sarah, would you be willing to talk with me about the recipes for a few of our arrangements?"

"I've noticed a few of the arrangements we've sent out this week haven't matched the recipes we created. For example, yesterday's arrangement called for 6 roses and 3 stems of stock, but it went out with 9 roses and no stock. I noticed similar changes on three other orders this week."
(Facts.)

"When I see that, I start wondering if our recipes aren't working for you, or if you see them as more of a guideline than a standard."
(Interpretation.)



F.I.R.E Example

***"The reason I wanted to talk is because consistency is really important to our business. Customers purchase based on the photos they see online, and our recipes also help us protect our margins and maintain quality across every designer."
(Reaction.)***

***"My goal isn't to take away your creativity. You're a talented designer, and I want that creativity to shine. I also want every customer to receive what they expected and every designer to be working from the same standard. Can you help me understand what you're seeing from your perspective." (get curious)
(End)***



F.I.R.E

The FIRE Model isn't just for giving feedback—it's equally powerful when you're on the receiving end of criticism.

Practice Mental Sorting

- **It calms your emotional state, allowing clearer thinking**
- **It helps you identify genuinely valuable feedback hidden within emotional packaging**
- **It positions you as a problem-solver rather than a victim**
- **It demonstrates professional maturity and emotional intelligence**



FIRE + IDEALS

F.I.R.E - Helps you organize your message before the conversation

I.D.E.A.L.S. - Helps deliver that message in a way that lowers defensiveness and invites that person into the conversation.

I.D.E.A.L.S.

I — Invite them to partner

D — Disarm yourself

E — Eliminate blame

A — Affirm their choices

L — List corrective feedback

S — Synchronize your understanding

“

I.D.E.A.L.S.

Sarah, would you be willing to have a conversation with me about how we're using our arrangement recipes?

I'd like to review something I noticed and make sure I'm understanding the situation from your perspective.

If we're seeing the recipe differently, we can talk through that and develop a plan for moving forward.

Does that sound okay? We can talk now, or I have time later this afternoon after the delivery driver leaves.

The arrangement you completed this morning called for six roses, but the finished design contained nine. The recipe also called for salal, but Italian ruscus was used instead. The arrangement was sold at the price based on the original recipe. Can you walk me through what you were seeing when you made those choices?

I understand that you wanted the arrangement to look full and beautiful, and I appreciate that you care about what leaves the shop. At the same time, those additional roses and the more expensive foliage increase our cost without increasing the selling price.

Tell me how you think we can work together to create the look we want while staying within the recipe and protecting the value of the arrangement.



Great Leaders Don't Have Difficult Conversations...

They have FREQUENT conversations

- **Frequent conversations prevent difficult ones**
(Small conversations prevent big problems)
- **Coaching builds confidence, not just accountability**
(People grow where they receive consistent coaching)
- **Consistent coaching creates consistency for customers**
(Consistency behind the scenes creates consistency in front of the customers)

FEEDBACK

Happens when there is a problem

Looks backward

Focuses on mistakes

Is a single event

Creates anxiety

VS

COACHING

Happens all the time

Looks forward

Focuses on growth

Builds confidence

Is a habit

Case Study #1 The Designer Diva

Kate has been the lead designer at a flower shop for nearly 25 years. She's incredibly talented, consistently creates beautiful arrangements, and is one of the main reasons customers return. Simply put, she's one of the strongest designers.

Over the past few years, however, you've noticed a troubling pattern. Every time you hire a new designer who wants to learn and grow, Kate becomes impatient, dismissive, and sometimes downright rude. Instead of mentoring them, she criticizes their work, refuses to answer questions, and makes them feel like they don't belong...Eventually, those new designers quit.

Your business partner doesn't want to address the issue because they're afraid Kate will leave, and the shop depends heavily on her talent. As a result, no one has had the conversation, and the cycle continues.

The question is: *How do you coach someone who is exceptional at their job but is damaging the culture of your business?*

IDEALS

INVITE: *Do you have about 15 minutes this afternoon? I'd really like to talk with you about something that's important to me and get your perspective.*

DISARM: *Before we get into it, I want you to know this conversation isn't about questioning your talent. You've been an incredible designer for this shop for many years, and I value everything you've contributed.*

ELIMINATE BLAME: *I don't know if you're aware of what I'm seeing, so I wanted to talk with you before making any assumptions.*

AFFIRM CHOICE: *One of the things I've always admired about you is the pride you take in your work. Your standards are high, and that's one of the reasons our designs are so respected. I don't want to lower those standards. I want to find a way for you to help others rise to them.*

LIST CORRECTIVE FEEDBACK: *What has to change is how we develop new designers. They need to feel safe asking questions, making mistakes, and learning. I need your help creating that kind of environment.*

SYNCRONIZE UNDERSTANDING: *Can we talk about what that looks like going forward?
Or...What ideas do you have for helping new designers learn while still maintaining the quality you expect?*

Case Study #2 The Delivery Driver Delinquents

You manage a wholesale floral company with several delivery drivers responsible for getting product to customers each morning. To keep deliveries on schedule, you've made one expectation clear: every truck should be loaded and on the road by 6:30 a.m.

Lately, that isn't happening.

Some mornings, drivers stand behind the warehouse talking after their trucks are loaded. Other times, they drive to the end of the parking lot, roll down their windows, and continue chatting before leaving. As a result, deliveries are consistently running late, frustrating customers and putting additional pressure on the rest of the team. Not to mention they are just wasting time.

To help keep everyone on schedule, you've designated one experienced driver as the lead. He's responsible for making sure the team is loaded and leaves on time. You pay him more.

The problem?

He's often one of the last people to leave.

Because he ignores the expectation, the rest of the drivers follow his example.

You've reminded the team several times about the 6:30 am departure time, but nothing has changed.

How do you coach the person *you've put in charge when they're the one setting the wrong example?*

IDEALS

INVITE: Do you have about 15 minutes this afternoon? I want to talk about our morning departure times and your role as lead driver. I'd also like to hear your perspective on what's been happening.

DISARM: I want you to know that I'm not questioning your experience or the value you bring to the team. I put you in this lead role because I trust you and believe the other drivers look to you for direction.

ELIMINATE BLAME: I don't want to make assumptions about why this is happening, so I want to talk about what I've been seeing and hear what you're seeing from your side.

AFFIRM CHOICE: You know this route and our customers well, and you've earned the experience that comes with being a lead driver. That's why I chose you for this responsibility. That's why I pay you more than the others.

LIST CORRECTIVE FEEDBACK: The expectation is that every truck is loaded and on the road by 6:30. I've seen drivers remain behind the warehouse talking after they're loaded, and I've also seen trucks pull to the end of the lot and continue talking before leaving. I've noticed that you've been part of that as well.

As the lead driver, I need you setting the example: not participating in the behavior we're trying to correct. Starting tomorrow, I need you on the road by 6:30, and I need you making sure the other drivers are doing the same.

SYNCRONIZE UNDERSTANDING: Before we finish, tell me what you think needs to happen each morning to get everyone loaded and on the road by 6:30. Is there anything getting in the way that I need to know about? And are we clear about what I need from you in the lead-driver role going forward?

Case Study #3 The Grower's Growing Pain

For years, a grower had a trusted employee she had mentored, invested in, and worked closely with. Over time, their relationship became more than employer and employee and they became good friends.

Whenever there was conflict within the team, this employee was often the first to call the owner and explain what was happening. She reported problems with coworkers, frustrations within the team, and situations the owner needed to know about.

Because of their long history and friendship, the owner trusted her perspective.

Eventually, the employee decided to retire. But rather than leave completely, she was given the opportunity to continue working part-time from home.

And something interesting happened.

The drama at work decreased.

The employee who replaced her handled the responsibilities efficiently and without the conflict.

With some distance, the owner began to realize something difficult: The employee who had been reporting the drama may have actually been contributing to much of it.

Eventually, the owner decided it was time to end the working relationship completely.

How do you let go of someone you've mentored, trusted and considered a friend for years?

Case Study #3 The Grower's Growing Pain (FIRE + IDEALS)

F — FACTS

- She transitioned from working onsite to part-time from home.
- Team conflict noticeably decreased after that transition.
- Her replacement performs the role efficiently with significantly less conflict.
- The owner has decided the part-time position is no longer needed.

I — INTERPRETATIONS

- “Maybe I trusted her version of events too much.”
- “Maybe she contributed to more of the conflict than I realized.”
- “Maybe I should have seen this sooner.”

R — REACTIONS

- Guilt
- Disappointment
- Sadness
- Betrayal
- Regret

E — END

- End the employment relationship clearly and respectfully while preserving the dignity of someone who has contributed to the business for many years.

IDEALS

INVITE: *I'd like to talk with you about your part-time role and where we are moving forward.*

DISARM: *Before we get into that, I want you to know how much I value everything you've contributed to this business over the years. We've worked together a long time, and you've been an important part of this company."*

ELIMINATE BLAME: *This isn't about assigning blame or going back through every situation we've experienced over the years."*

AFFIRM CHOICE: *You've given a great deal to this business, and I'm grateful for the years you've invested here and for the role you've played in helping us grow.*

LIST CORRECTIVE FEEDBACK: *Since you've been working remotely, we've had an opportunity to see what the business needs going forward. We've decided that we no longer need the part-time position, so we're going to end your employment with the company.*

SYNCRONIZE UNDERSTANDING: *I know this may be difficult to hear, and I want to give you an opportunity to ask questions about the transition and what happens next.*

**Sometimes Synchronize means collaborating on the solution.
Sometimes it means making sure the decision is clearly understood.**

Designer Diva: *We need your behavior to change. Help me figure out how we get there.*

Delivery Driver: *The expectation isn't negotiable, but I want your input on how you're going to meet it.*

Grower: *The decision has already been made. I want to communicate it respectfully and make sure you understand what happens next.*



THANK YOU!