



Final Executive Summary December 2022

Over the last 15 or so months, this team has shown a balance of intention and commitment that I rarely see in my work. The grades you gave yourselves places you at the head of the class and *my overall grade I assign to Gardens of Babylon is an A!*

In essence, you can lead a horse to water, but you can't make it drink. This team got thirsty and the outcome of the effort shows.

A+ for effort, B+ for outcome, average of an A!

Each of the divisions showed leadership, engagement, focus and a want to “make it better” and that will be the effort moving into 2023—**Maximize Value!**

I have attached “Five Star Standard” samples to your website, extended your workbooks into 2023, built a Mini GroupSpace for the Garden Center team (With “LearnSpace” and “Plant Your People” included. I am happy to be on-call to assist in crafting your mini-games for 2023 (Call Backs for Landscaping, Customer Satisfaction for Garden Center, “Manage the Mix” for I/A/L, conversion rates for Maintenance, client retention for each division, and finally, financial mini-games based on the revenue and margin projections being discussed and established (Sales to Labor Ratio, Revenue per Man/Woman Hour, etc...).

As for our new Mountain Goal of **Maximize Value**, that value will be found in space, time, attention, relationships, and talent---- **START**. If you add energy, you can have E-START??

I am in the process of working with Neil to focus on the retail division, as well as Cade and Eric on the Landscape sales initiative with building a scoreboard. Souny and I are committed to your success... equaling the effort you showed in 2022. It's how we roll!

Kristine, welcome to the team and we look forward to supporting your marketing efforts as you will be the connector between all divisions...how may we help?

We both wish you and yours a very Merry Christmas and an even better 2023 just around the corner!

John