



First Team Summary January 18th 2022

Following up on our most recent strategic planning meeting, the entire team delivered a home run of ideas, insights, innovation, and impressive goals for the 2022 year of **Grow. Own. Best.**

*Your effort, investment of time, critical thinking and supportive teamwork during this process is commendable...**cross-selling never looked sooo good!!!*** Remember the rule of green thumb:
10/20/40/20/10

Each department delivered their best first effort and are now challenged to go back and refine the “rocks and pebbles” to reflect a more data-oriented and quantifiable outcome (EX: Increase our NPS to 60%, 80%, 85% in 2022. Drive our average transaction to \$60 in 2022 while increasing our average margin to 60%. Improve our close rates on maintenance/irrigation agreements attached to installs to 30% or better. Decrease the average cost/lead by 25% over 2021. Drive a consistent “Secret Shopper” Score of 90% or better on every shop. Add one additional item to each transaction (retail). Increase the average landscape contract by 10%. Reduce Call backs by 50%. Increase by 10% the number of loyalty members across all departments. Decrease our “shrink” by 50%...etc).

Once these goals are more defined, the next steps then become “gamifying it!”

The homework I challenge each of you to tackle over the next few weeks, prior to my visit on the afternoon of February 17th, is to develop mini-games to drive behavioral change, focus, and fun to the established boulders and rocks. You may find some of your pebbles become mini-games instead of tasks.

On the 17th from 1:00pm-4:00pm we will wrap up this exercise, review “Respect Level Leadership” and prepare to share the plan and goals with the next level of leadership on the 18th. (We will plan and schedule who and when closer in).

Finally, our core values have been finalized: Inspiration. Sustainability. Knowledge. Look for the Sample Pulse Meeting up on the site in the Resources area.

See you in a month’s time...and find me anytime in between!