

# The Fall Event 2019

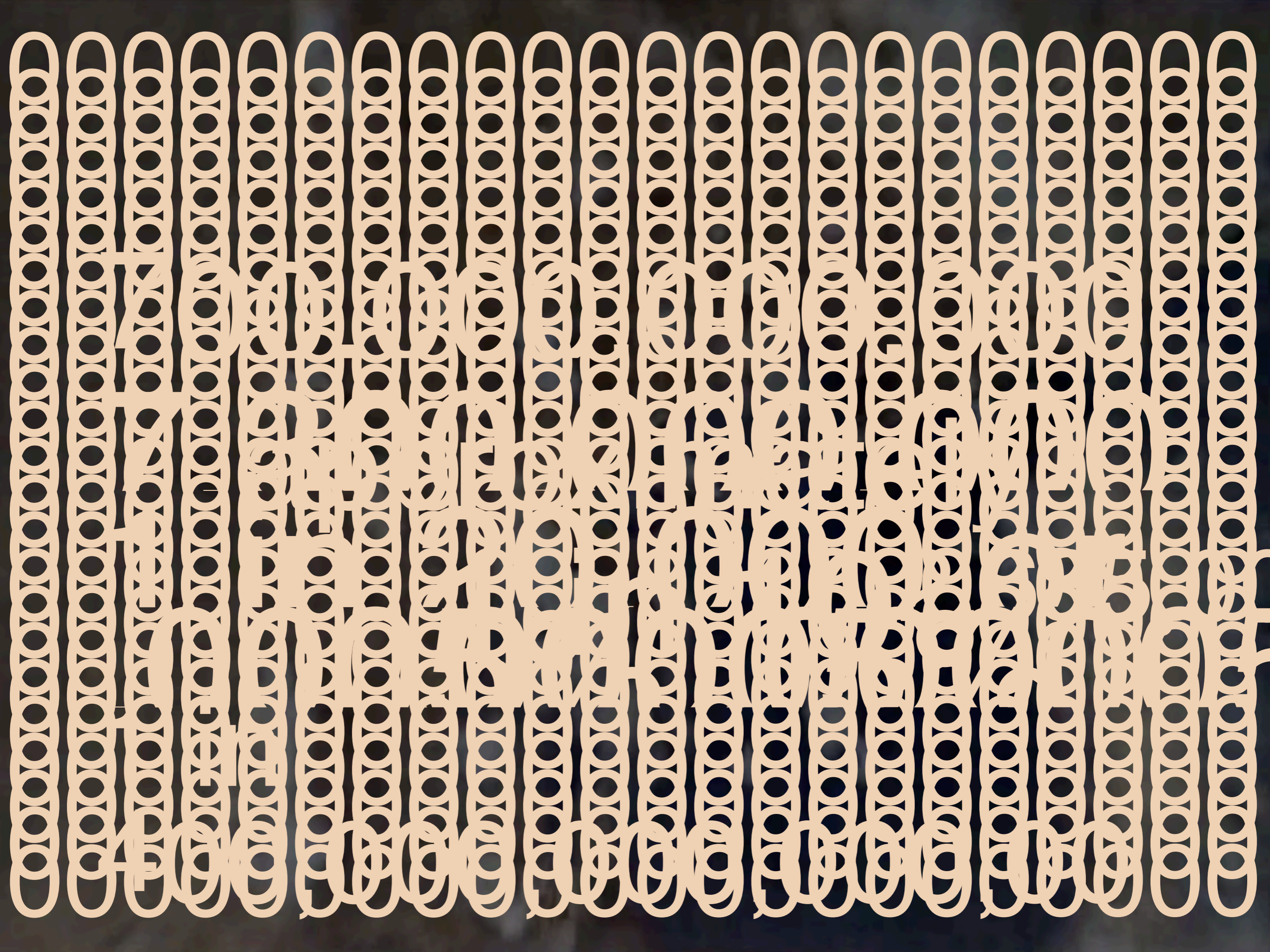
**Nashville**  
MUSIC CITY



 **W** | **H** | **G** | **R** | **O** | **U** | **P**  
gardencenter  
GROUP

North America's resource for garden retailing





That's just humanity!

You own a “small”  
business!





You are  
the  
economy!

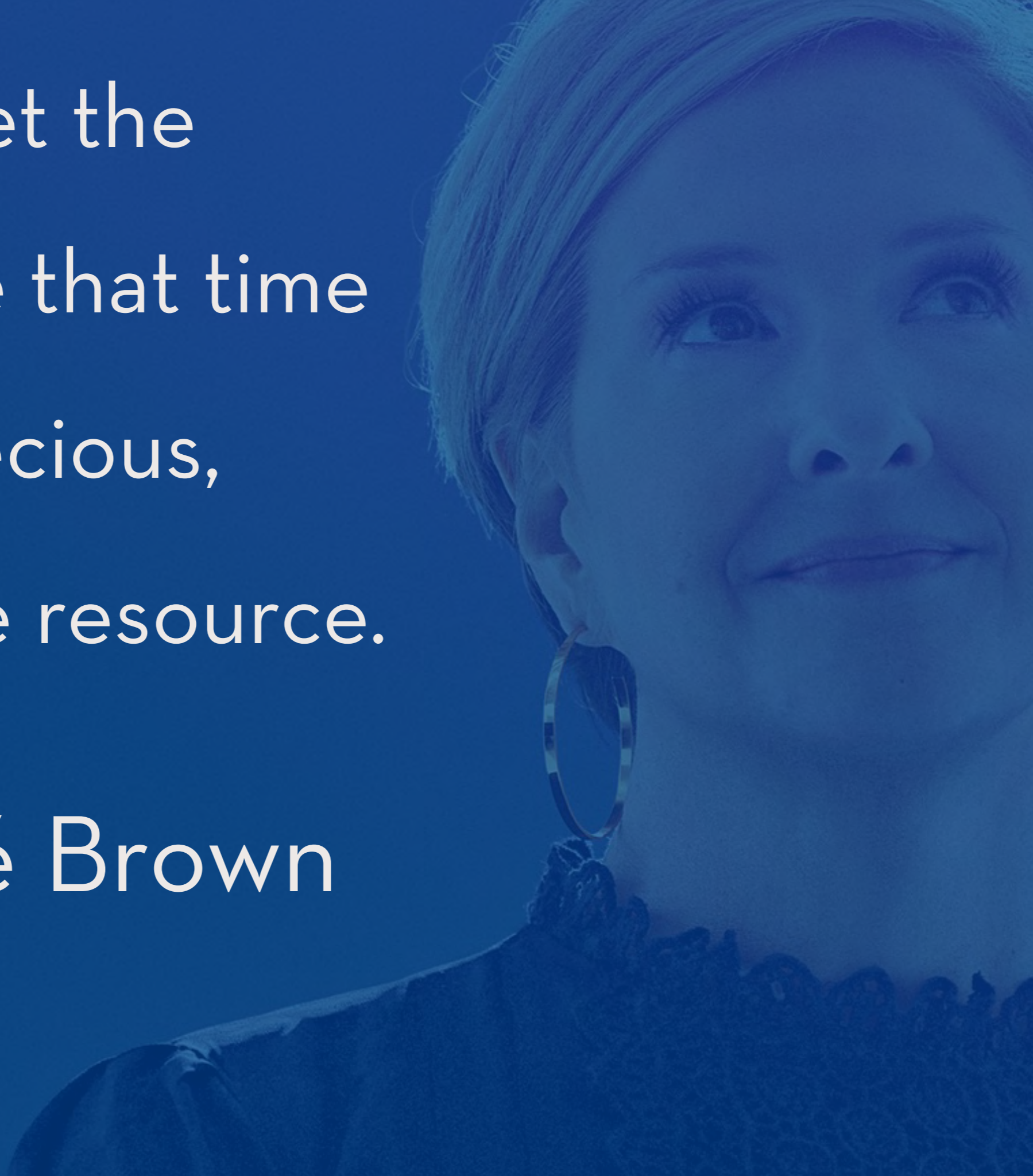
You are  
a miracle.



You are  
already  
a defiance of  
all the odds.

The older I get the  
more I realize that time  
is the big, precious,  
un-renewable resource.

– Dr. Brené Brown







# The Fall Event 2016



THE **ART** and **Science**  
*of Garden Retailing*







Frankly, life is simply  
too short to fritter  
away your time  
chasing things that  
don't matter to you.

Or to the world.

Bill Thomas



Time isn't the  
main thing.

**IT'S THE ONLY  
THING.**

– Miles Davis





TIME FOR SOME  
T\*L\*C





**TIME**





**TIME?**





2020?





79.38





50.	Portugal	79.72	2019 (Est.)
51.	Taiwan	79.56	2019 (Est.)
52.	Guam	79.56	2019 (Est.)
53.	United States of America	79.38	2019 (Est.)
54.	Mayotte	79.34	2019 (Est.)
55.	Bahrain	79.27	2019 (Est.)
56.	Qatar	79.18	2019 (Est.)
57.	Cyprus	79.18	2019 (Est.)

79.38





79.38





80





10/28/70





10/28/70

10/28/50





10/28/70

—

10/28/50









2020?

—









LIVING A LIFE FULLY ENGAGED AND  
FULL OF WHIMSY AND THE KIND OF  
THINGS THAT LOVE DOES IS  
SOMETHING MOST PEOPLE **PLAN** TO  
DO,





BUT ALONG THE WAY THEY JUST  
KIND OF FORGET. THEIR DREAMS  
BECOME ONE OF THOSE "WE'LL GO  
THERE NEXT TIME" DEFERRALS.





THE SAD THING IS, FOR  
MANY... THERE IS NO  
NEXT TIME...











2020



**YOU CAN'T  
GO FORWARD  
THROUGH THE  
REARVIEW  
MIRROR**







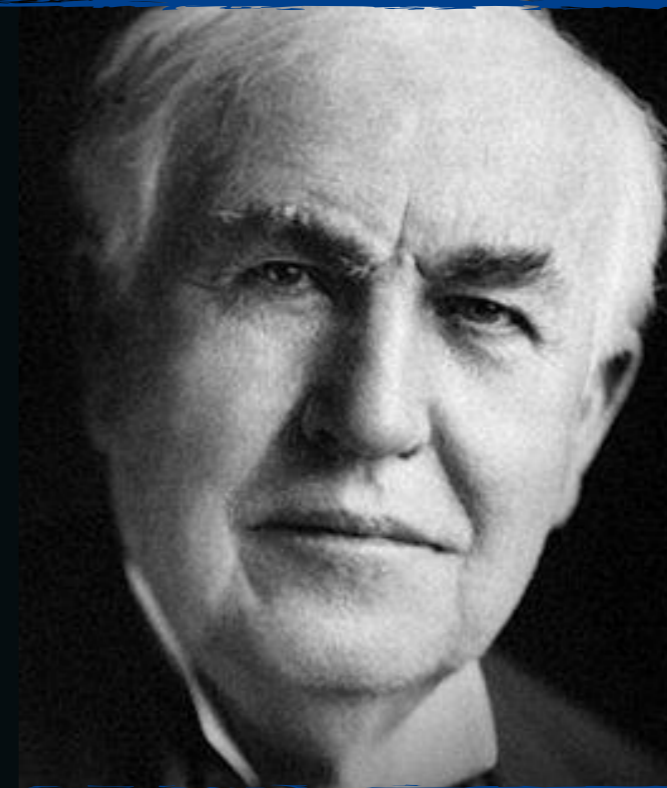
20/20





If we all did the things  
we are capable of doing,  
we would literally  
astound ourselves.

Thomas Edison



20/20





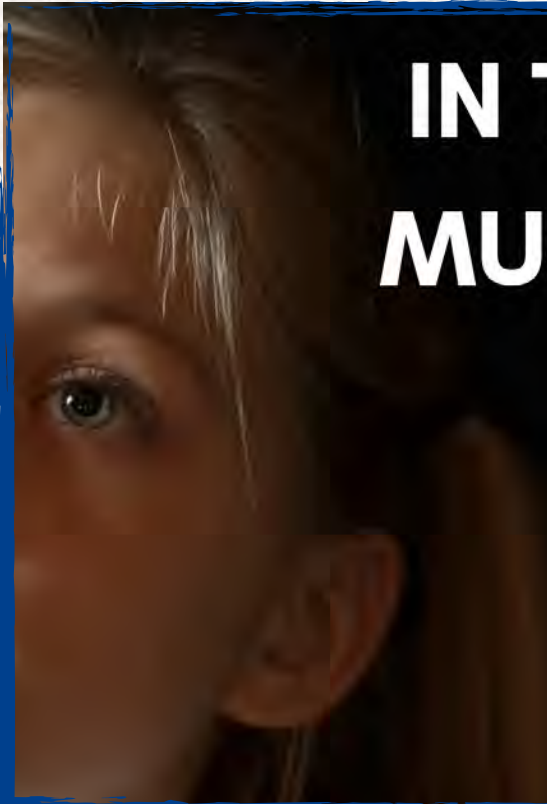
I've learned that people will  
forget what you said, people  
will forget what you did,  
but people will never forget  
how you made them feel.

Maya Angelou



20/20





**IN THE PAST, JOBS WERE ABOUT  
MUSCLE, NOW THEY ARE ABOUT  
BRAINS, BUT IN THE FUTURE  
THEY'LL BE ABOUT HEART.**

DAME MINOUCHE SHAFIK

**20/20**





20/20



**TIME TO  
GET TO  
WORK.**







T \* L \* C











# LEAD MEASURES vs. LAG MEASURES





# LEAD MEASURES vs. LAG MEASURES



TEAMWORK



LEADERSHIP



CULTURE



# LEAD MEASURES vs. LAG MEASURES



TEAMWORK



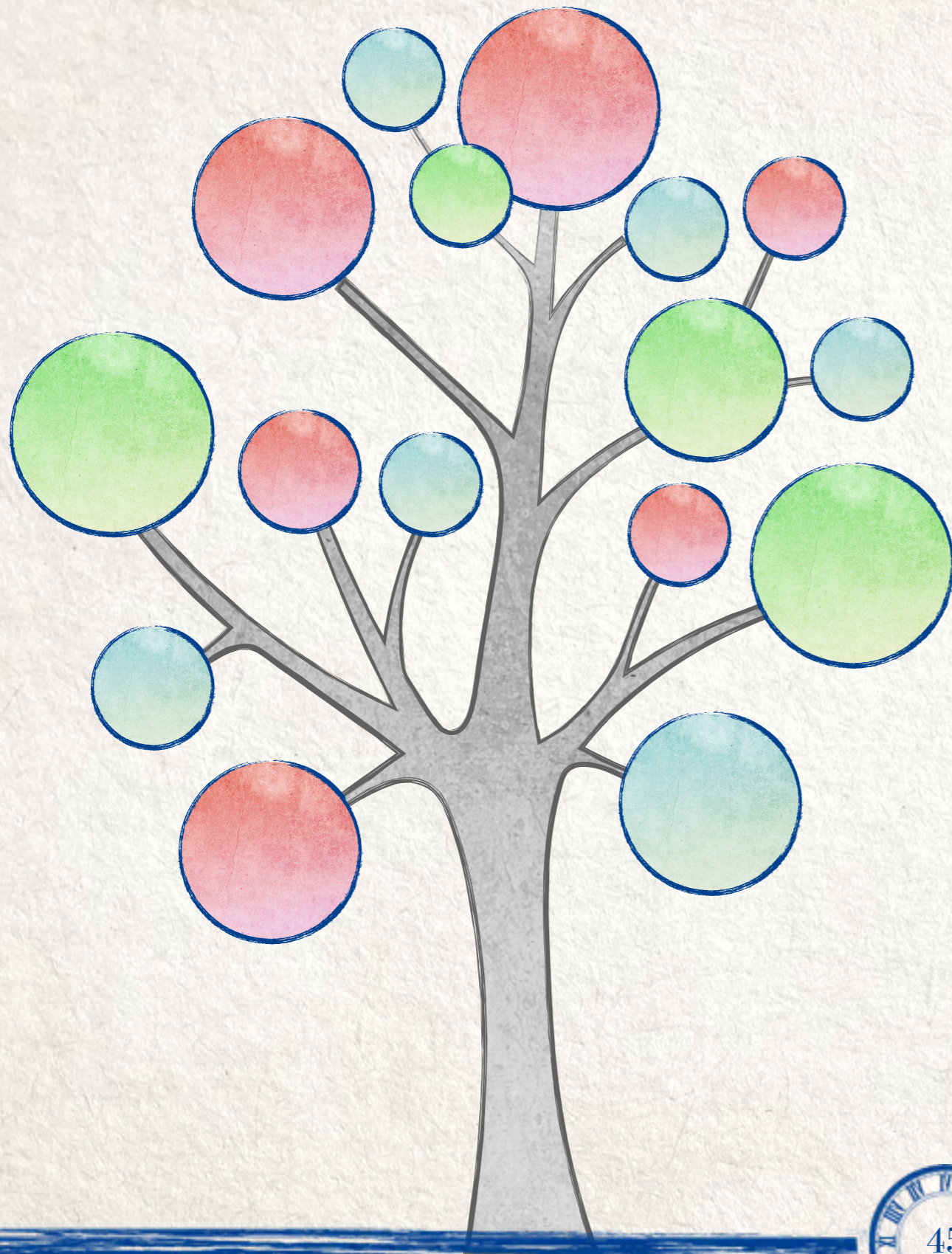
LEADERSHIP



CULTURE



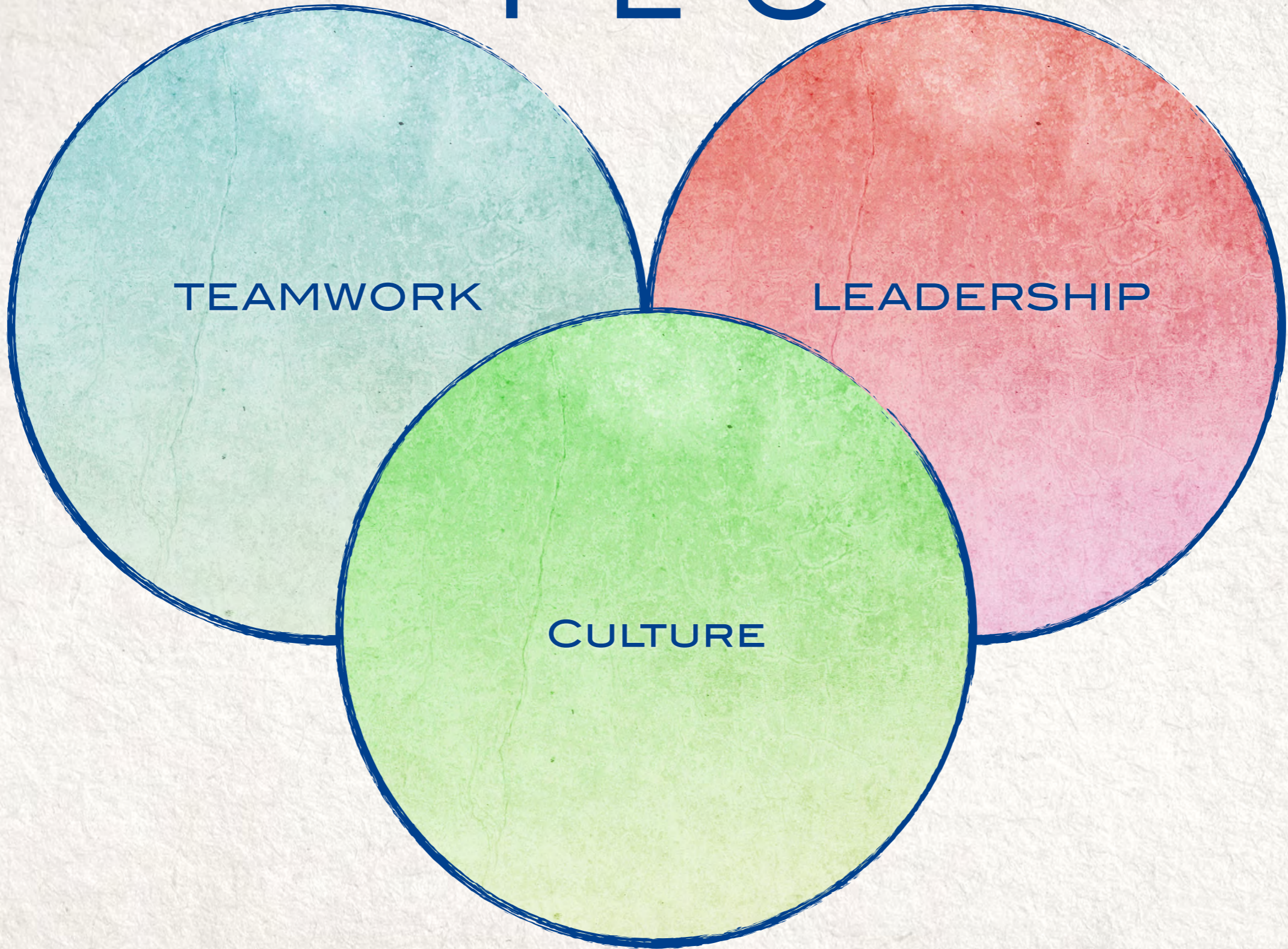
# T\*L\*C



- TEAMWORK is a result.
- LEADERSHIP is a result.
- CULTURE is a result.



# T\*L\*C







T3

TEAMWORK



TEAMWORK



**T** **T** **R** **U** **T** **H**



# TEAMWORK



# TRUTH





# TEAMWORK



# TRUTH





# TEAMWORK



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Talks

# TRUTH





TEAMWORK



TROPHIES



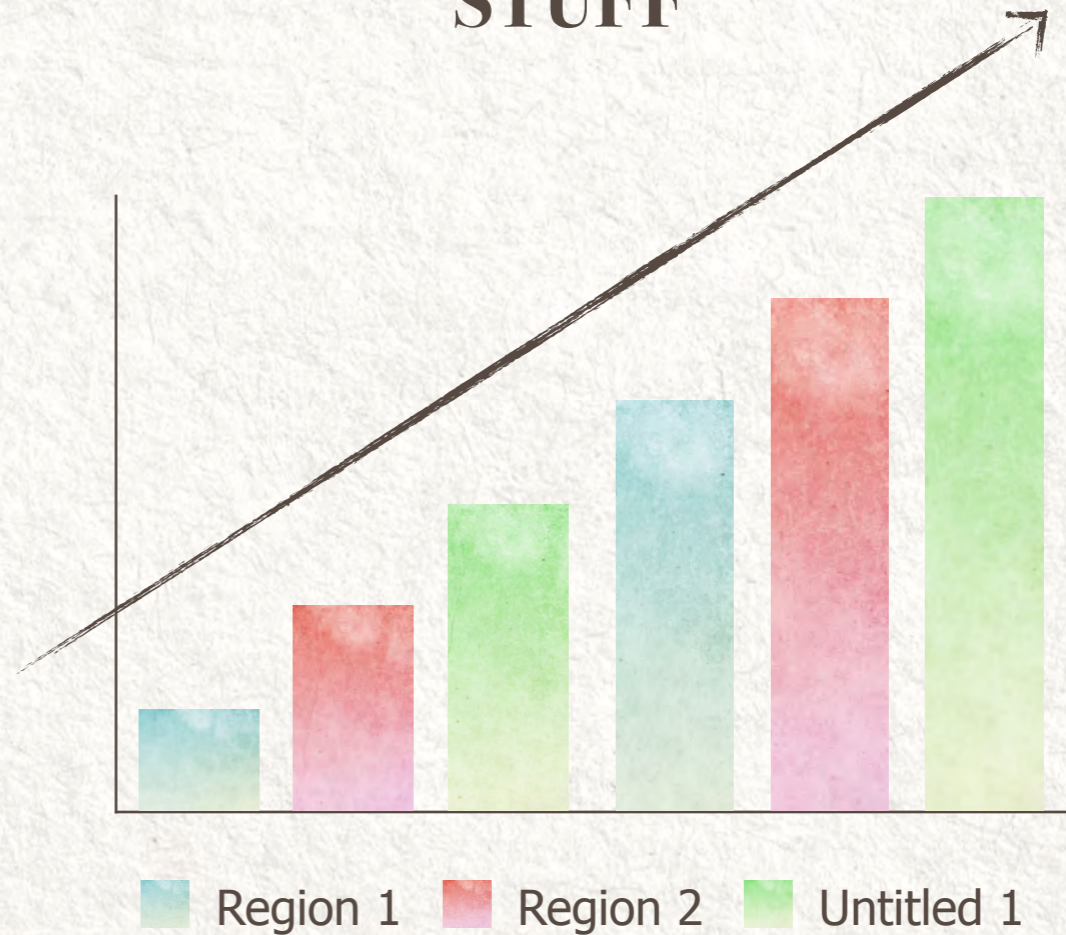


“

WHAT GETS  
MEASURED  
GETS  
MANAGED!

”

GRAPH OF  
IMPORTANT  
STUFF





TEAMWORK



TROPHIES





# TEAMWORK



It isn't the mountain ahead  
to climb that wears you out.

It's the pebble in your shoe.



MUHAMMAD ALI



# TEAMWORK



Harrumph... them  
snowflakes and their  
participation trophies...



PROBABLY YOUR UNCLE



# TEAMWORK



We've always kept score!



YOU



# TEAMWORK



Little victories matter!



YOU



# TEAMWORK



Dude. It's science.



YOU



# TEAMWORK



# TROPHIES





# TEAMWORK



## TROPHIES

“Your brain releases dopamine when you are rewarded and reinforces the link between pleasure center and reward. The whole process is known as a reinforcement loop.

— Dr. Sri Sarma  
Johns Hopkins University



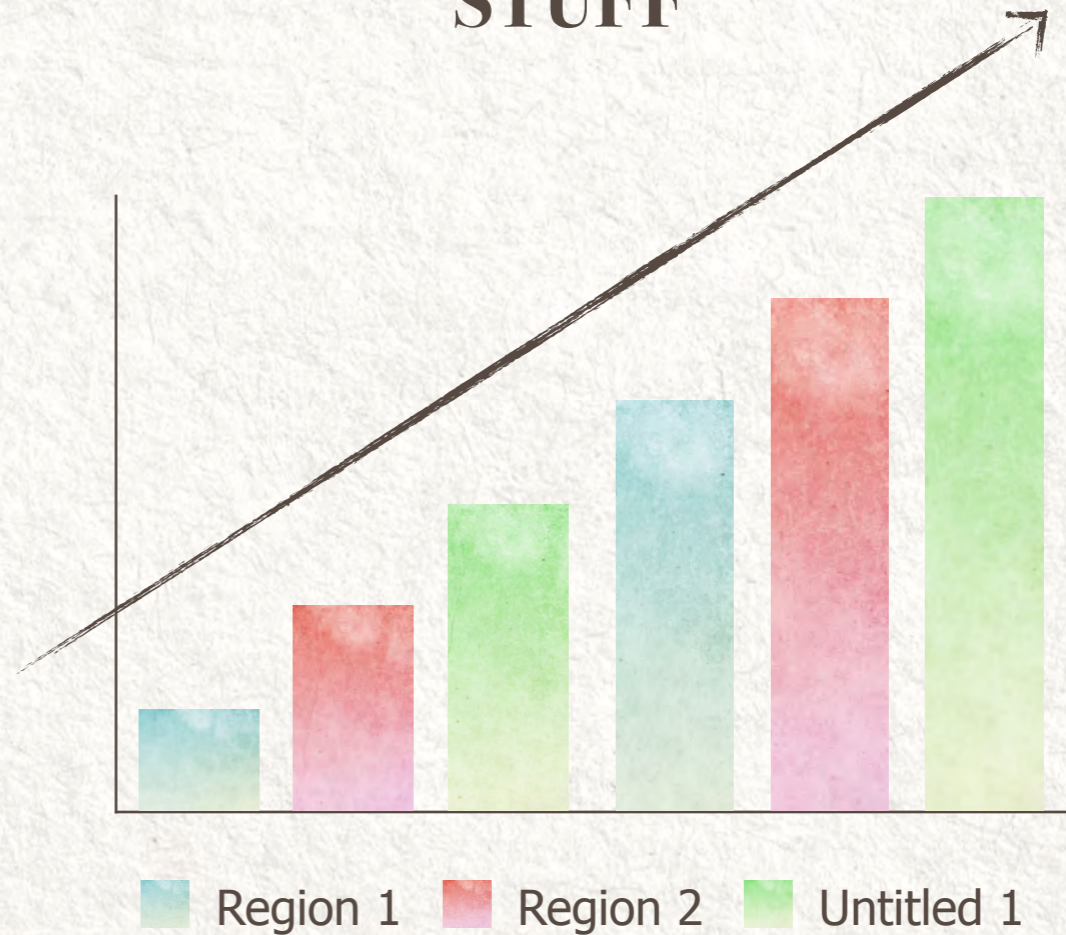


“

WHAT GETS  
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GRAPH OF  
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STUFF



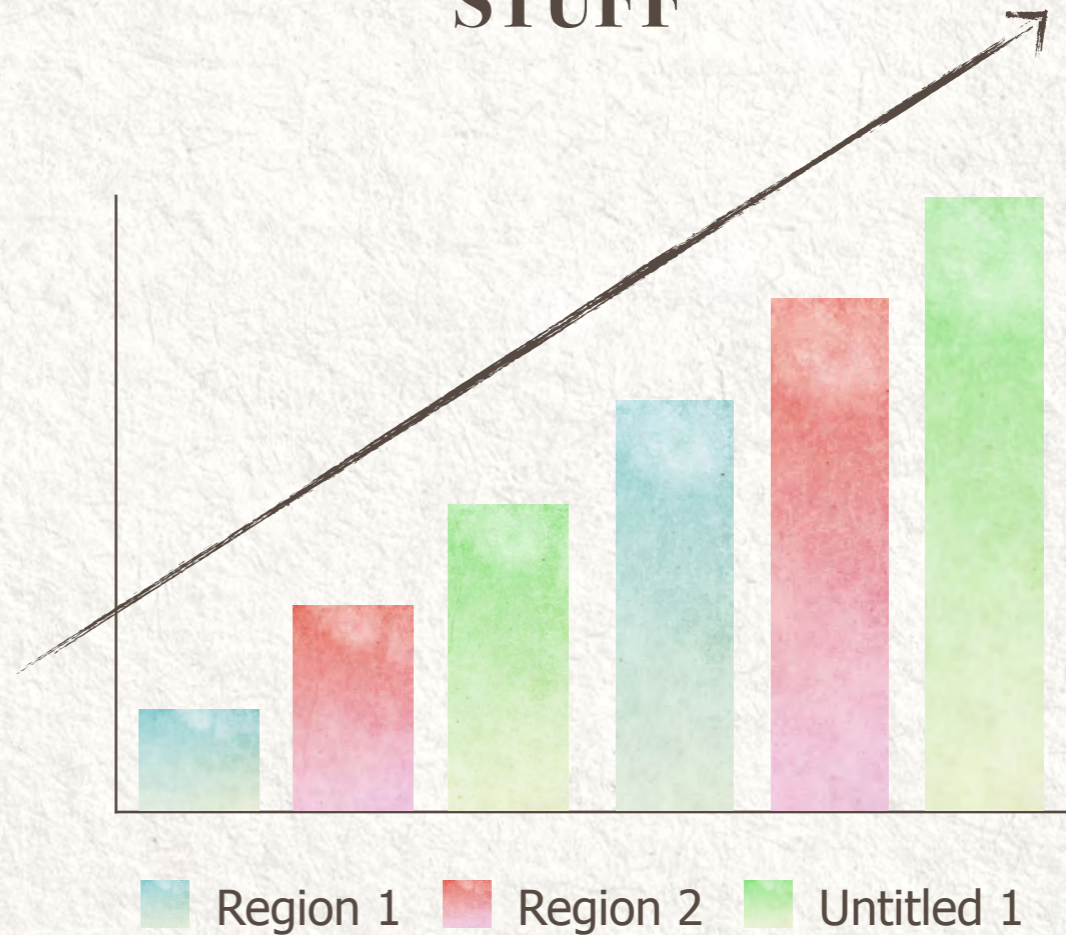


“

**YOU IMPROVE  
WHAT YOU  
MEASURE  
AND  
REWARD!**

”

## GRAPH OF IMPORTANT STUFF





“  
YOU IMPROVE  
WHAT YOU  
MEASURE  
AND  
REWARD!  
”

“This book gives readers ideas on how to inspire their employees to deliver the best performance every day—for little or no cost.”

—TONY HSIEH, CEO OF ZAPPOS.COM, INC.

Over  
1.6 Million  
Copies in  
Print!

# 1501 WAYS

Low-Cost and No-Cost Ideas. Best Practices.

# TO REWARD

Latest Trends.



Proven Strategies.

# EMPLOYEES

Ways to Motivate the Millennial Generation.

Includes special offer for **RECOGNITION PRO™**,  
the online employee recognition generator



**BOB NELSON, Ph.D.**



TEAMWORK



THANKFULNESS



TEAMWORK



THANKF  
ULNESS



# TEAMWORK



When I started counting my blessings, my whole life turned around.



WILLIE NELSON





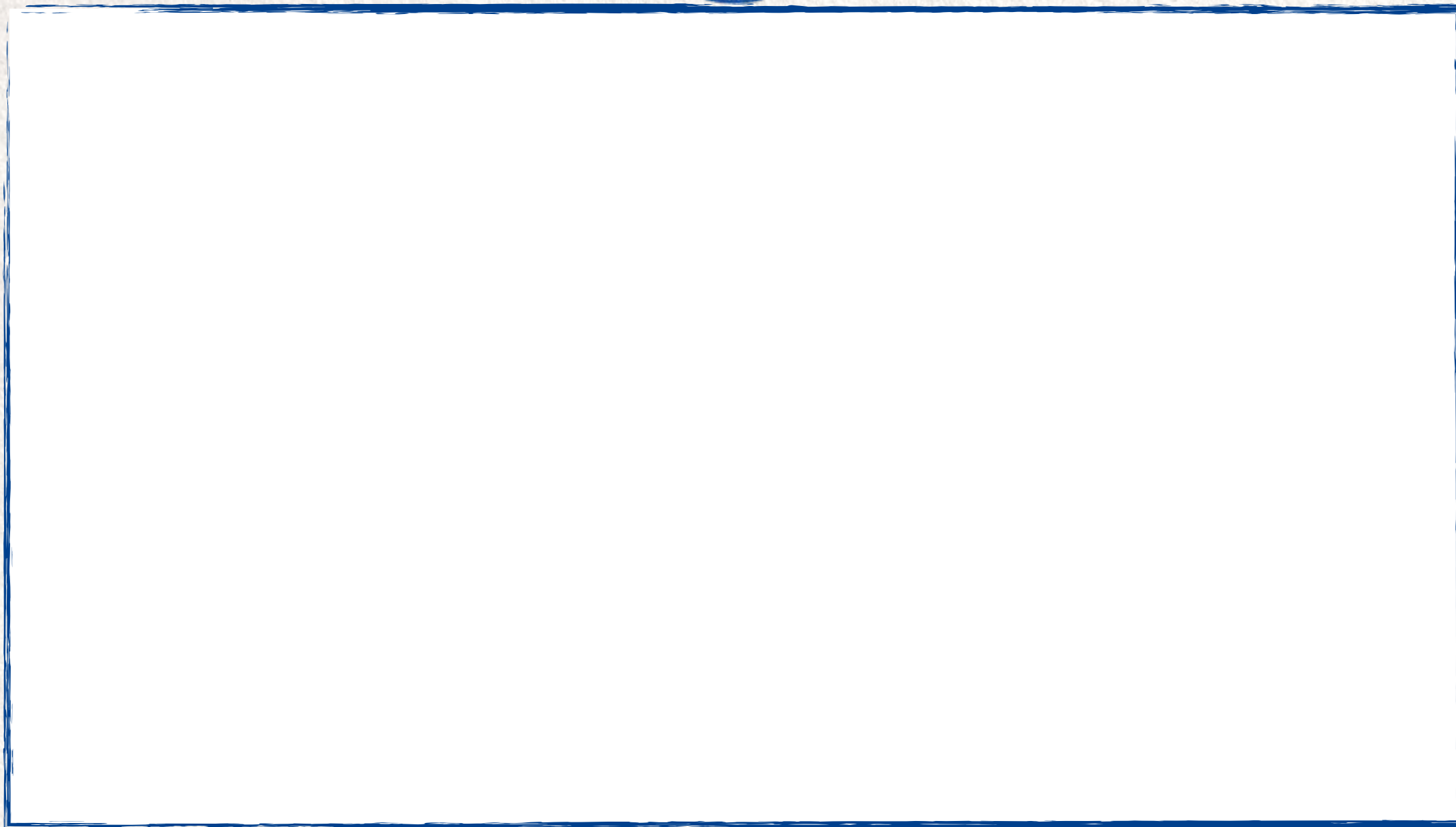
# THANKFULNESS:



- opens the door to more relationships.
- improves physical health.
- improves psychological health.
- enhances empathy and reduces aggression.
- helps people sleep better.
- improves self-esteem.
- increases mental strength



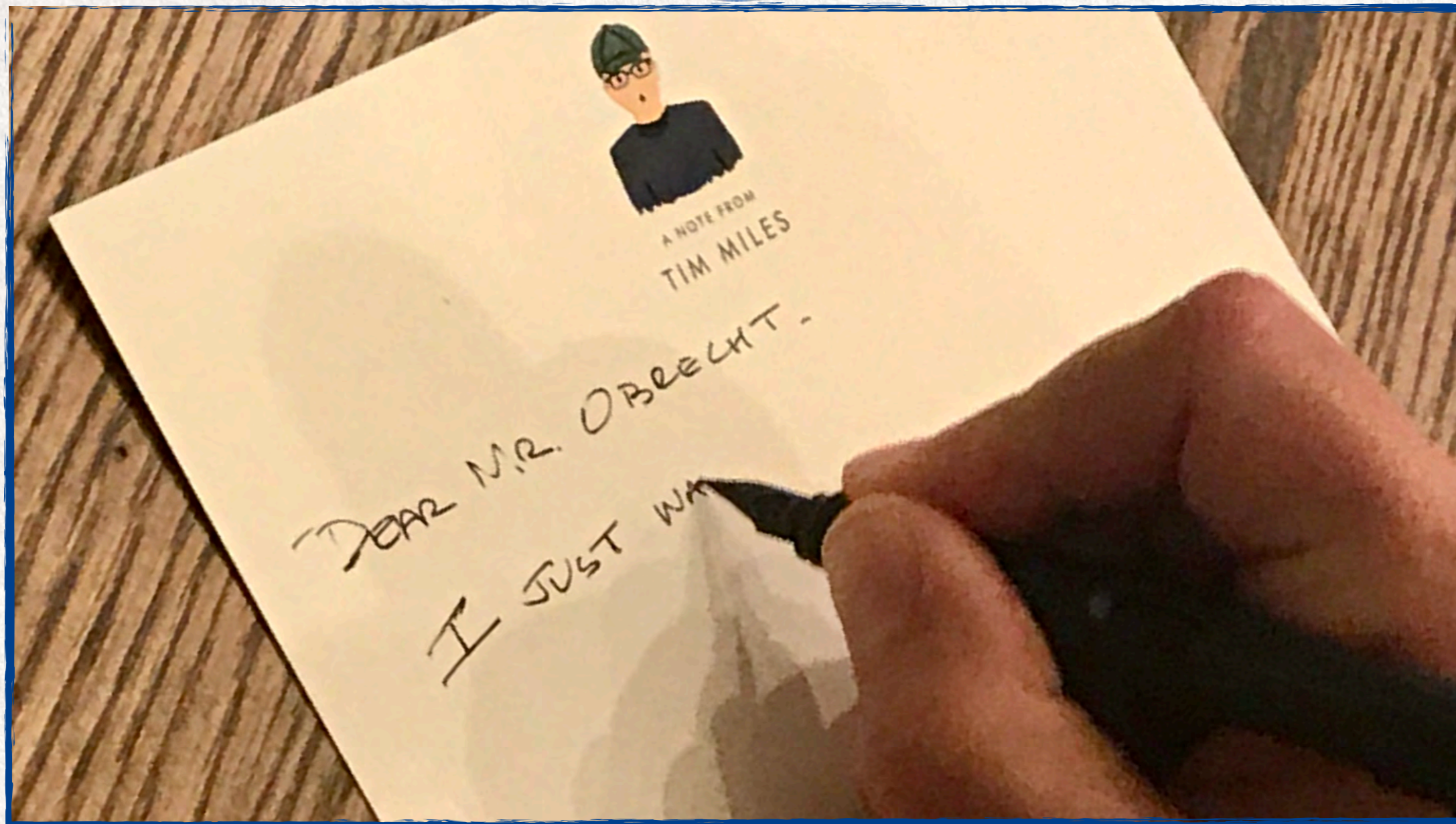
TEAMWORK



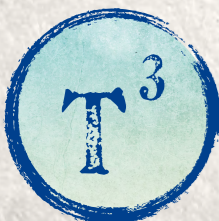
THANKFULNESS



# TEAMWORK



# THANKFULNESS





TE



THA

LOS



# TEAMWORK



John & Jessi Kelly  
Chippewa Valley Growers  
Eau Claire, WI

Big Tall Dumb Guy



# THANKFULNESS



TEAMWORK



THANKFULNESS



TEAMWORK



THANKF  
ULNESS



TEAMWORK



TROPHIES





TEAMWORK



**T** **T** **R** **U** **T** **H**



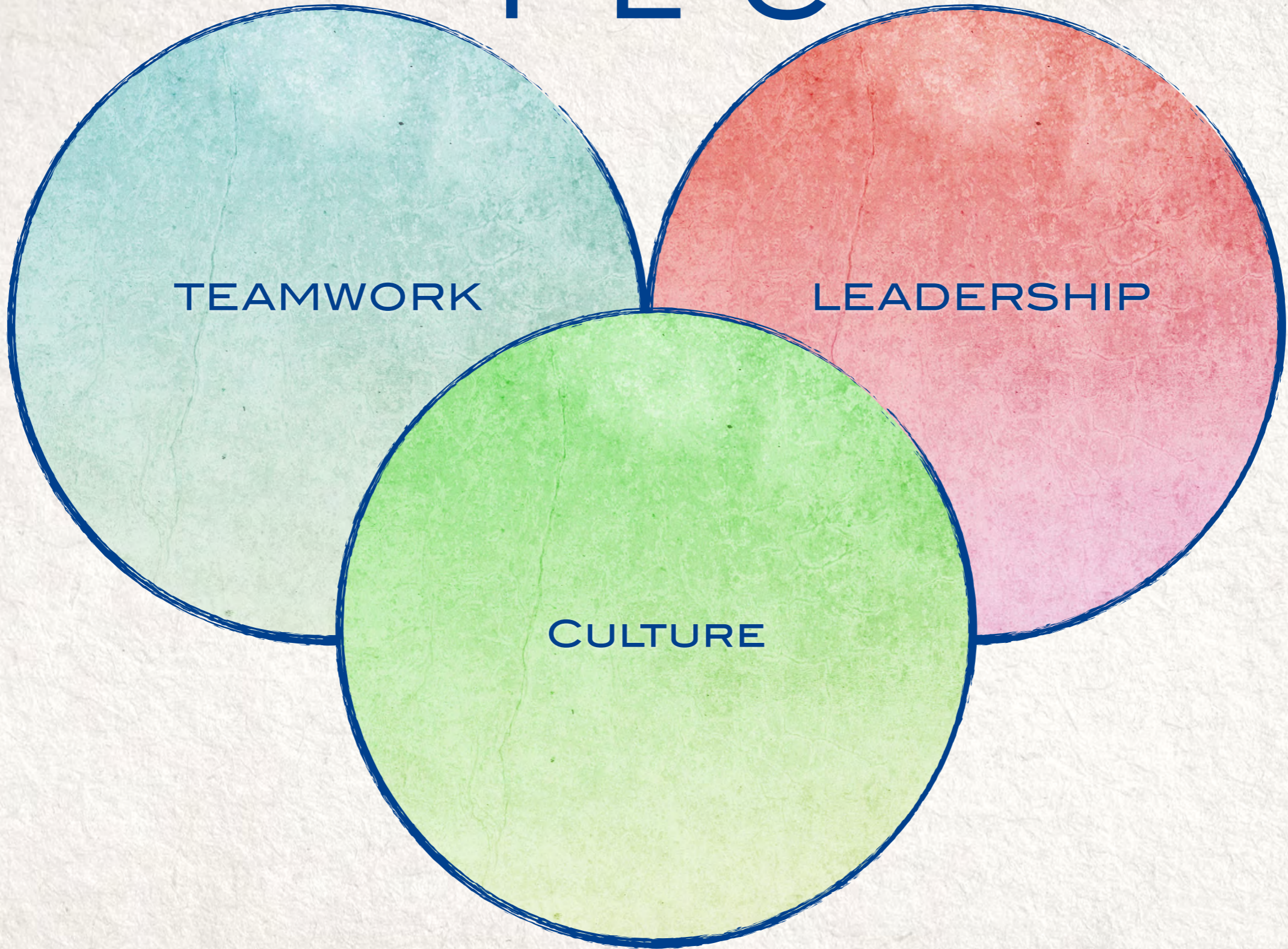


T3

TEAMWORK



# T\*L\*C





Time isn't the  
main thing.

**IT'S THE ONLY  
THING.**

– Miles Davis





LEADERSHIP



LEADERSHIP



LEARN



LEADERSHIP



LEADERS ARE  
—ABOVE ALL—  
TEACHERS

LEARN





LEADERSHIP



AND TEACHERS  
—NEVER—  
STOP LEARNING

LEARN





LEADERSHIP



YOU'VE NEVER  
HAD MORE  
RESOURCES AT  
YOUR FINGERTIPS

LEARN





LEADERSHIP



WHAT  
INVESTMENT WILL  
YOU CHOOSE TO  
MAKE IN YOU?

LEARN





LEADERSHIP



THERE'S  
NEVER BEEN A  
BETTER TIME...

LEARN





LEADERSHIP



WHAT DO  
YOU WANT  
TO LEARN?

LEARN





LEADERSHIP



WHY DO  
YOU WANT  
TO LEARN?

LEARN





LEADERSHIP



NEITHER  
TEACHING NOR  
LEARNING

LEARN





LEADERSHIP



HAPPEN  
WITHOUT  
RELATIONSHIPS

LEARN





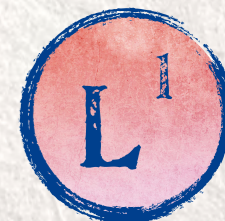
LEADERSHIP



RITA  
PIERSON



LEARN





# LEADERSHIP



RITA PIERSON

LEARN





LEADERSHIP



HOW DO  
LEARN YOU  
WHAT TO  
LEARN?

LEARN











The one lesson I have learned is that there is no substitute for paying attention.





# LEADERSHIP



LISTEN







Human relationships are rich and they're messy and they're demanding. And we clean them up with technology.







And when we do, one of the things that can happen is that we sacrifice conversation for mere connection.







We short-change ourselves.  
And over time, we seem to  
forget this, or we seem to  
stop caring





LEADERSHIP



# SHOW OF HANDS

LISTEN 





HOW MANY OF  
YOU CHECK YOUR  
PHONES BEFORE  
YOU GET OUT OF  
BED?

LISTEN 



LEADERSHIP



# WILLIPEDIA



**WILL  
MILES  
GRADE 7  
SCIENCE  
PROJECT**





**Q1 Do you regularly (at least 3 times per week) check an electronic device (your phone, an iPad, etc.) before you get out of bed in the morning?**

Answered: 844 Skipped: 0



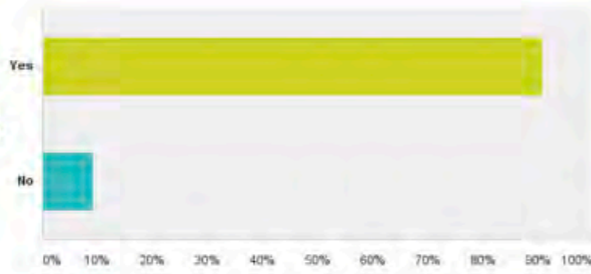
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Answered: 844 Skipped: 0



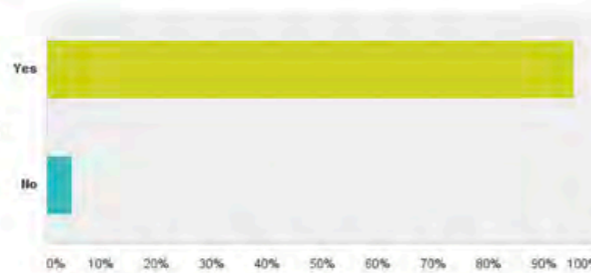


12-15 yrs  
11 rsp



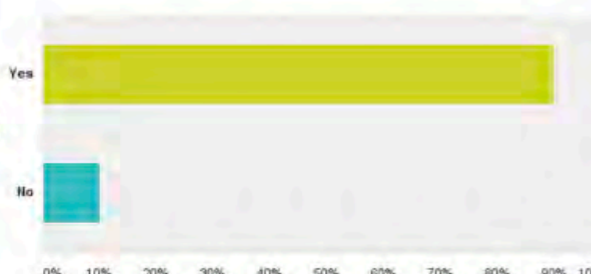
90.91% (10)  
9.09% (1)

16-18 yrs  
22 rsp



94.45% (21)  
4.45% (1)

19-21 yrs  
10 rsp



90.00% (9)  
10.00% (1)

22-25 yrs  
24 rsp



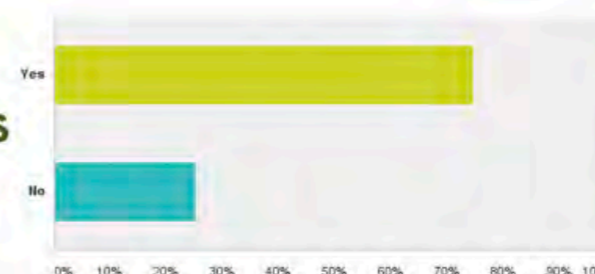
91.67% (22)  
8.33% (2)

26-34 yrs  
92 rsp



79.35% (73)  
20.65% (19)

35-44 yrs  
217 rsp



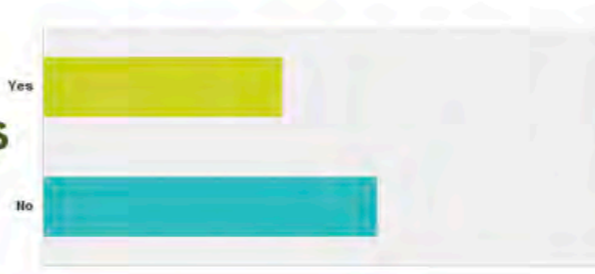
74.65% (162)  
25.35% (55)

45-54 yrs  
220 rsp



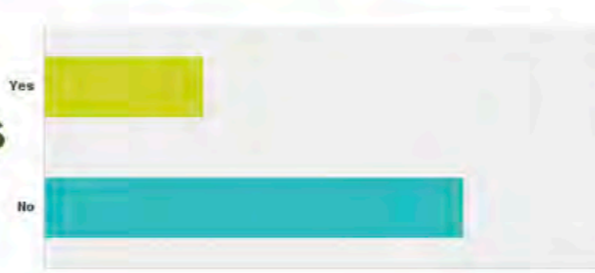
62.27% (137)  
37.73% (83)

55-64 yrs  
168 rsp



41.67% (70)  
58.33% (98)

65-74 yrs  
58 rsp



27.59% (16)  
72.41% (42)

75-84 yrs  
13 rsp



0.00% (0)  
100.00% (13)



LEADERSHIP



DUDE



LEADERSHIP



DUDE. IT'S SCIENCE. LISTEN 



LEADERSHIP



MULTITASKING?

LISTEN L<sup>2</sup>



LEADERSHIP

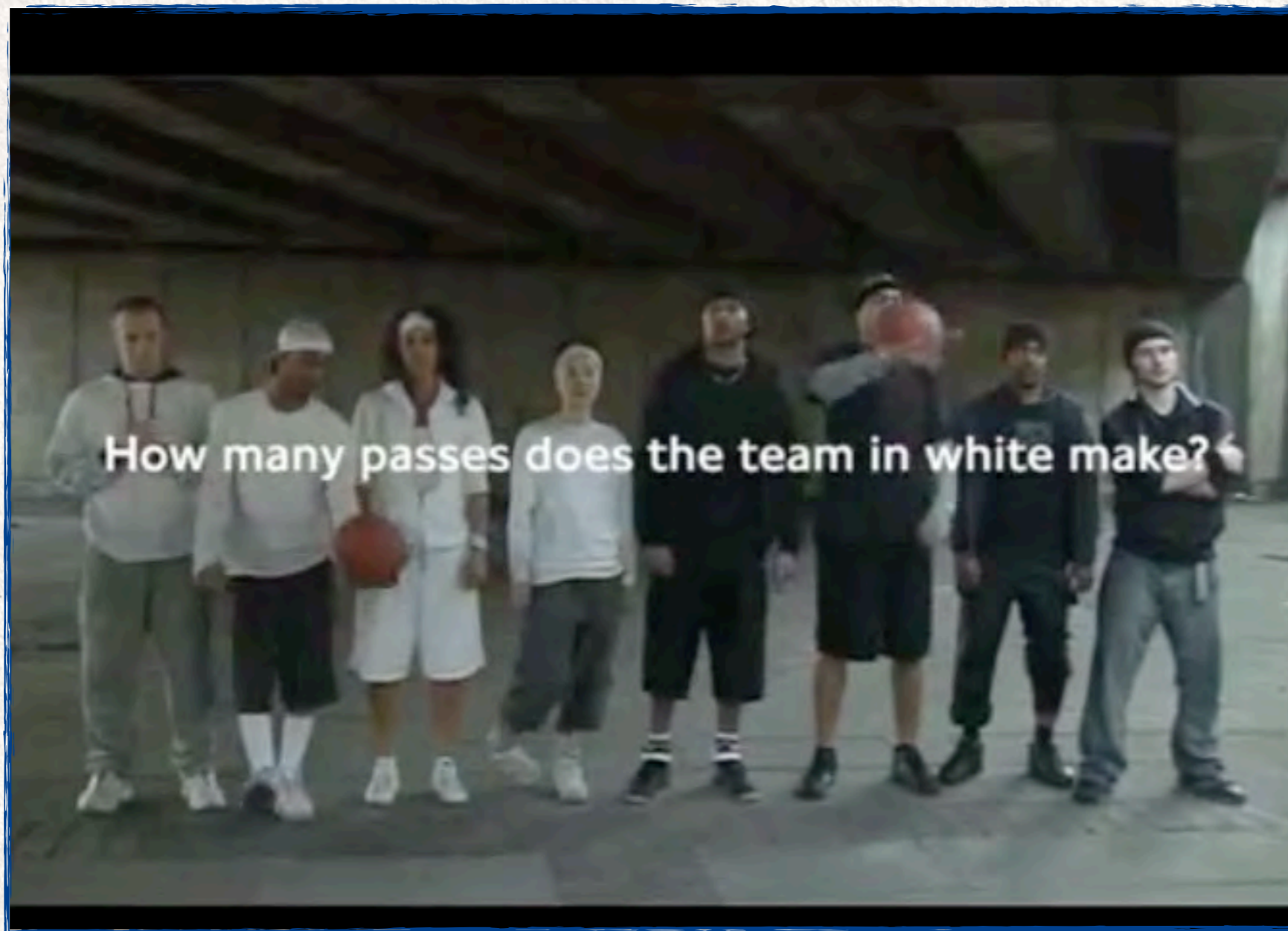


# SIMPLE EXERCISE

LISTEN 



# LEADERSHIP



LISTEN 





There's no question whatsoever that multitasking, especially among those who do it the most, is at the very least ineffective and at the worst, harmful.





LEADERSHIP



5000



# LEADERSHIP



4000



# LEADERSHIP



\$550,000



# LEADERSHIP



\$550,000,000



# LEADERSHIP



\$550,000,000,  
000







# LEADERSHIP



I believe that genius in the 21st century will be attributed to people who are able to unplug from the constant state of reactionary workflow ... and allow their minds to solve the great challenges of our era.



CLIFFORD NASS, PH.D.









A screenshot of a Twitter post from the user 'la Nitpickette' (@laNitpickette). The post features a colorful profile picture and a 'Follow' button. The main text is a list of five 'upsides' of autism, starting with the hashtag #AutismUpside. At the bottom, there are icons for Reply, Retweet, Favorited, Buffer, and More.

**la Nitpickette**  
@laNitpickette


**#AutismUpside**

- 1) hyperfocus
- 2) eye 4 detail ('nitpickiness')
- 3) exceptional memory
- 4) able 2 embrace solitude
- 5) unique perspective

Reply Retweet Favorited Buffer More





 **la Nitpickette**  
@laNitpickette

[Follow](#)

**#AutismUpside**

- 1) hyperfocus
- 2) eye 4 detail ('nitpickiness')
- 3) exceptional memory
- 4) able 2 embrace solitude
- 5) unique perspective

[Reply](#) [Retweet](#) [Favorited](#) [Buffer](#) [More](#)





# LEADERSHIP



Listening is a magnetic and strange thing, a creative force.



BRENDA UELAND



# LEADERSHIP



Think how the friend that really listen to us are the ones we move toward, and we want to sit in their radius as though it did us good. This is the reason:



BRENDA UELAND



# LEADERSHIP



When we are listened to, it creates us, makes us unfold and expand. Ideas actually begin to grow within us and come to life.



BRENDA UELAND



# LEADERSHIP



Listen with \_\_\_\_\_.



BRENDA UELAND



# LEADERSHIP



Listen with affection.



BRENDA UELAND



LEADERSHIP



**L2** LISTEN



# LEADERSHIP



Think how the friend that really listen to us are the ones we move toward, and we want to sit in their radius as though it did us good. This is the reason:



BRENDA UELAND



LEADERSHIP



LIGHT



LEADERSHIP



YOU KNOW HOW  
SOME PEOPLE  
JUST BRIGHTEN  
UP ROOMS?

LIGHT





LEADERSHIP



YOU WANNA  
KNOW WHAT  
THEY KNOW?

LIGHT





LEADERSHIP



THEY KNOW  
TODAY IS A

---

LIGHT





LEADERSHIP



THEY KNOW  
TODAY IS A  
GIFT

LIGHT





# LEADERSHIP



# LIGHT







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57.	Cyprus	79.18	2019 (Est.)

79.38



# LEADERSHIP



# LIGHT





LEADERSHIP



LIGHT





LEADERSHIP



# EMBRACE CONSTRAINTS

LIGHT





# LEADERSHIP



People Are Like

FB | Meir Kay



Garbage Trucks

LIGHT





LEADERSHIP



LEAD WITH  
LIGHTNESS  
OF BEING

LIGHT





LEADERSHIP



PRACTICE!

LIGHT







Practice seeing the value  
in everything.





LEADERSHIP



# CHRIS ULMER

LIGHT





# LEADERSHIP



# LIGHT





LEADERSHIP



# MODEL THE BEHAVIOR

LIGHT





LEADERSHIP



# SHINE THE LIGHT

LIGHT





LEADERSHIP



POINT OUT  
WHAT OTHERS  
DO WELL

LIGHT





# LEADERSHIP



Change your thoughts,  
and you change your  
world.



NORMAN VINCENT PEALE



LEADERSHIP



LIGHT







LEADERSHIP



LEARN

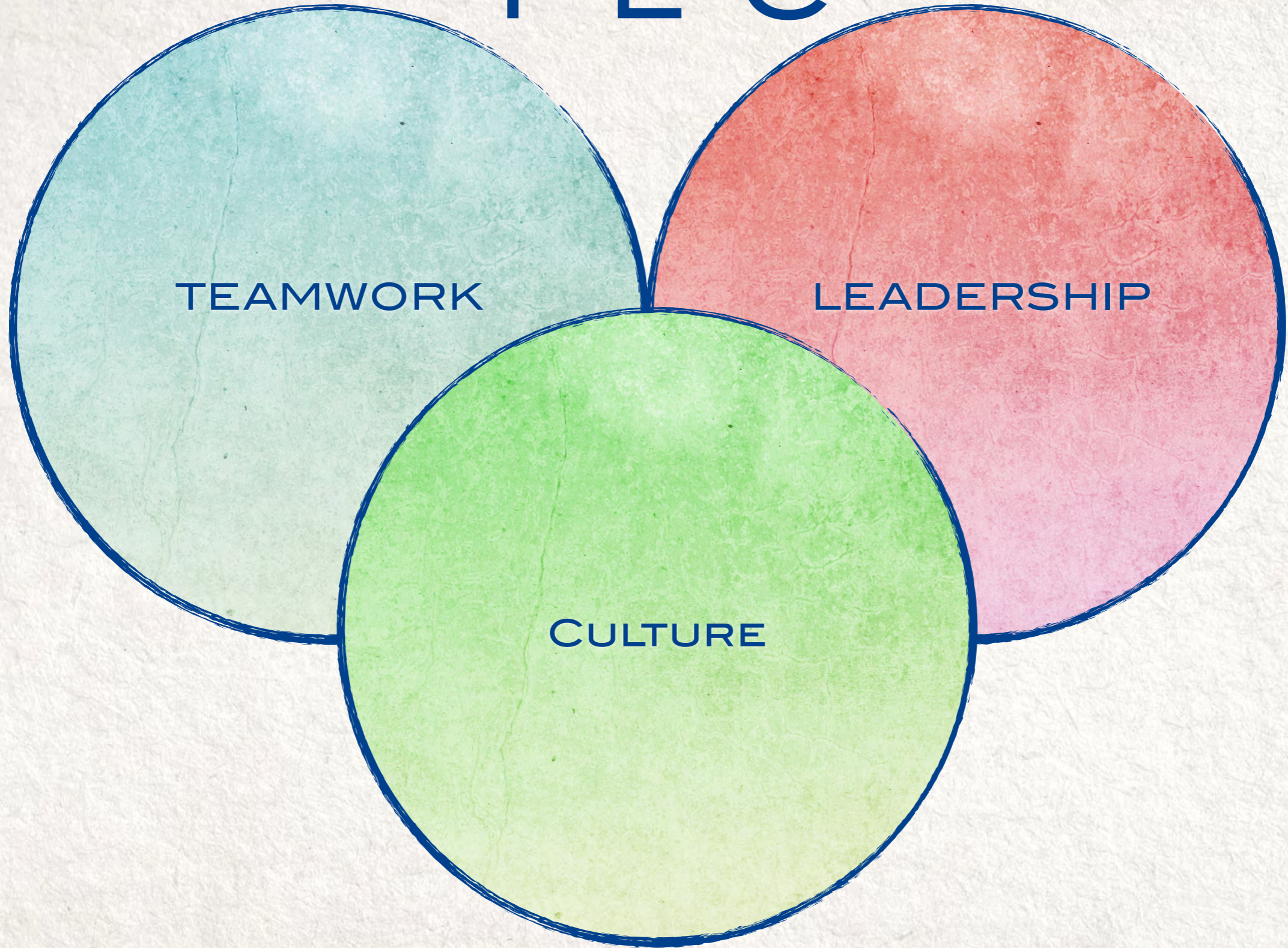




LEADERSHIP



# T\*L\*C







CULTURE



CULTURE



**c** CONVICTION



CULTURE



PERSUASION IS  
NOTHING MORE  
THAN A \_\_\_\_\_  
OF CONVICTION.

CONVICTION ©





People will forget what  
you said or what you did,  
but people will never  
forget how you made  
them feel.





LEADERSHIP



CONVICTION ©





Say what you believe in  
a manner that bespeaks  
the determination with  
which you believe it.





CULTURE



MISSION  
STATEMENTS!!!

CONVICTION ©





"Writing a Mission Statement That Doesn't Suck"



# CULTURE



CONVICTION 





People don't buy what you do, they buy why you do it.  
And what you do simply proves what you believe.  
In fact, people will do things that they believe.





# CULTURE



The goal is not to do business with everybody who needs what you have. The goal is to do business with people who believe what you believe.



SIMON SINEK



# CULTURE



The goal is not just to hire people who need a job; it's to hire people who believe what you believe.

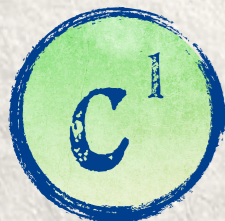


SIMON SINEK





If you hire people just because they can do a job, they'll work for your money, but if they believe what you believe, they'll work for you with blood and sweat and tears.







People don't buy what you do; they buy why you do it. If you talk about what you believe, you will attract those who believe what you believe.





# CULTURE



He went around and told people  
what he believed. I believe,  
I believe, I believe, he told people.  
And people who believed what he  
believed took his cause,  
and they made it their  
own, and they  
told people.



SIMON SINEK



# CULTURE



He went around and told people what he believed. I believe, I believe, I believe, he told people. And people who believed what he believed took his cause, and they made it their own, and they told people.



SIMON SINEK



CULTURE



**c** CONVICTION



CULTURE



**DON'T TELL**



**CULTURE**



**SHOW**



CULTURE



**DON'T TELL  
HER YOUR  
COURTEOUS**



CULTURE



OPEN HER DOOR



CULTURE



CONSISTENCY



CULTURE



**FEEBLE  
BRANDS ARE  
WEAK FOR ONLY  
TWO REASONS**



Reason #1



CONSISTENCY 



They're not  
connected to  
anything we  
care about.



CONSISTENCY 



We don't  
believe what  
they believe...

or...



CONSISTENCY 



They never tell  
us in the first  
place...



CONSISTENCY 



Reason #2



CONSISTENCY 



They don't  
practice what  
they preach.



CONSISTENCY 



They're  
inconsistent  
between their  
message and  
your experience.



CONSISTENCY 



They don't walk  
the talk.



CONSISTENCY 



# CULTURE



CONVICTION 



CULTURE



WHY!



CULTURE



IT'S ALL  
ABOUT OUR  
WHY!



CULTURE



IT'S ALL  
ABOUT OUR  
**WHY!**  
WE HAVE TO  
FIND OUR



CULTURE



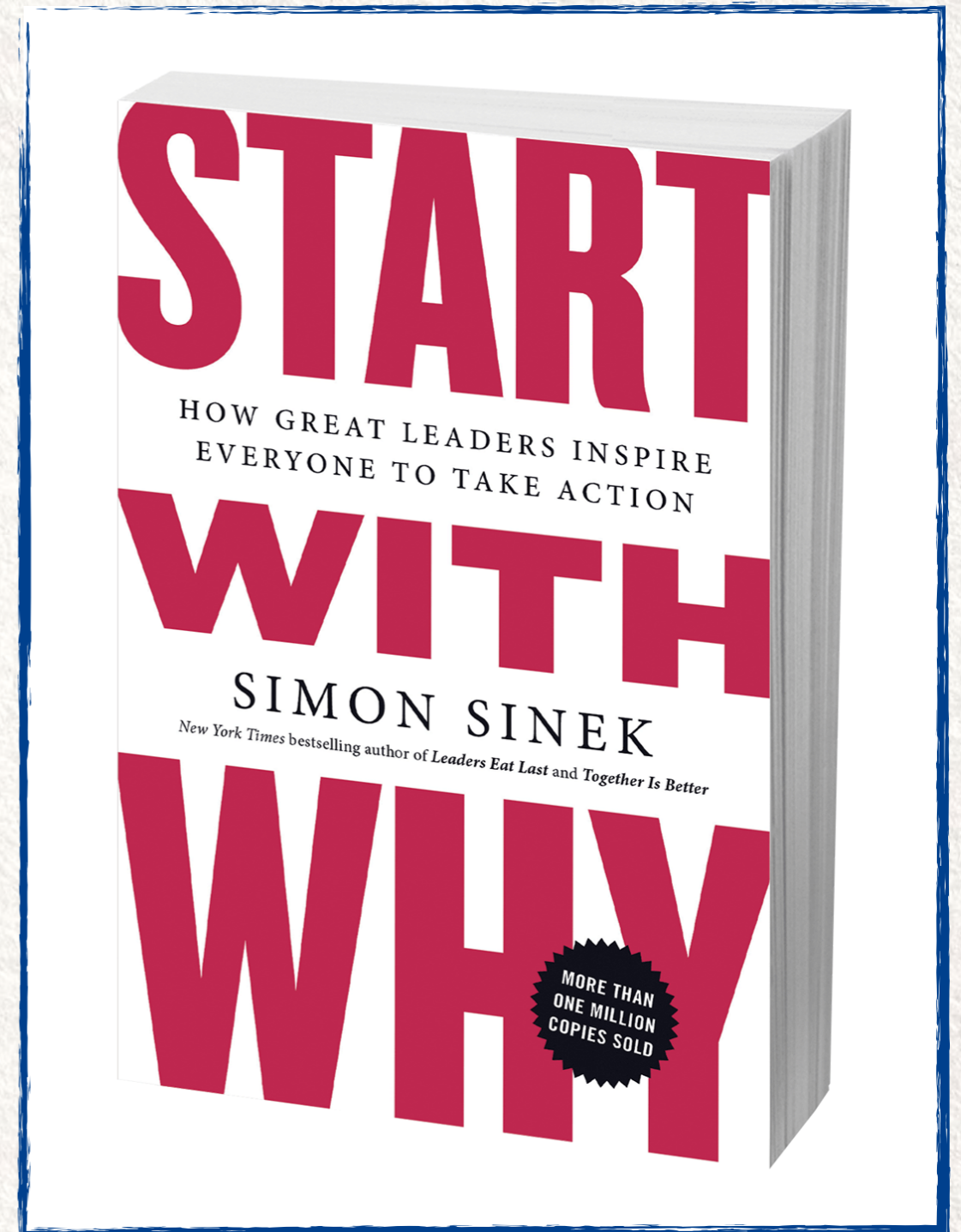
THE BOOK IS  
CALLED FIND  
YOUR WHY!



CULTURE



THE  
BOOK IS  
CALLED  
FIND  
YOUR  
WHY!





CULTURE



WHY



CULTURE



WHY  
HOW  
WHAT



CULTURE



MISSION  
VISION  
VALUES



CULTURE



CONSISTENCY  
DETERMINES  
THE STRENGTH  
OF YOUR BOND

CONSISTENCY ©<sup>2</sup>



CULTURE



CONSISTENCY  
DETERMINES  
THE STRENGTH  
OF YOUR BRAND

CONSISTENCY ©<sup>2</sup>



CULTURE



CONSISTENCY  
DETERMINES THE  
STRENGTH OF  
YOUR BUSINESS

CONSISTENCY ©<sup>2</sup>



CULTURE



# TOUCHPOINTS

CONSISTENCY 



CULTURE



# ALL YOUR CUSTOMERS

CONSISTENCY 



CULTURE



STARTING WITH  
YOUR MOST  
IMPORTANT  
CUSTOMERS

CONSISTENCY 



CULTURE



# YOUR EMPLOYEES

CONSISTENCY 



CULTURE



EXERCISE

CONSISTENCY 





1. WRITE AT LEAST  
TEN TRUE SENTENCES  
ABOUT YOUR  
COMPANY THAT TELL  
ME WHY I SHOULD  
CHOOSE YOU.

CONSISTENCY 



**CULTURE**



**THESE SENTENCES  
SHOULD HIGHLIGHT  
PRODUCTS, PROCESSES,  
PROCEDURES, PRICING,  
WARRANTIES, TRAINING,  
HISTORY AND PERSONALITY  
OF THE COMPANY.**

**CONSISTENCY** 



CULTURE



**SPECIFICS ARE MORE  
BELIEVABLE THAN  
GENERALITIES**

**CONSISTENCY** 



CULTURE



DON'T TELL  
HER YOUR  
COURTEOUS

CONSISTENCY ©<sup>2</sup>



CULTURE



OPEN HER DOOR

CONSISTENCY 



CULTURE



CONSISTENCY



CULTURE



COMPASSION





Motivation can only come  
from one of two places:  
Fear or love.





CULTURE



RITA  
PIERSON



COMPASSION





CULTURE



RITA PIERSON

COMPASSION







Seek first to understand.





CULTURE



AS WE AGE,  
OUR HEARTS  
CAN CALCIFY

COMPASSION 





You never really understand a person until you consider things from his point of view.







Human relationships are rich and they're messy and they're demanding. And we clean them up with technology.







And when we do, one of the things that can happen is that we sacrifice conversation for mere connection.







We short-change ourselves.  
And over time, we seem to  
forget this, or we seem to  
stop caring

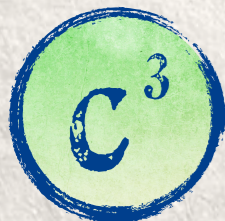




CULTURE



CARE!





CULTURE



CARE!



TIM MILES



CULTURE



DUDE



CULTURE



DUDE. IT'S SCIENCE.





CHRIS  
VOSS

COMPASSION 



CULTURE



B.C.S.M.

COMPASSION 





## Behavioral Change Stairway Model (BCSM)

1. Active Listening
2. Empathy
3. Rapport
4. Influence
5. Behavioral Change





CULTURE



COMPASSION  
INCREASES  
TRUST

COMPASSION 



CULTURE



COMPASSION  
INCREASES  
UNDERSTANDING

COMPASSION 



CULTURE



COMPASSION  
INCREASES  
CONVICTION

COMPASSION 





Without passion, nothing happens; without compassion, the wrong things happen.





CULTURE



BEST OF  
ALL...

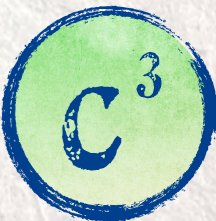


CULTURE



COMPASSION  
COSTS  
NOTHING

COMPASSION





CULTURE



BUT THAT'S  
NOT ALL...



CULTURE



COMPASSION



CULTURE



CONSISTENCY

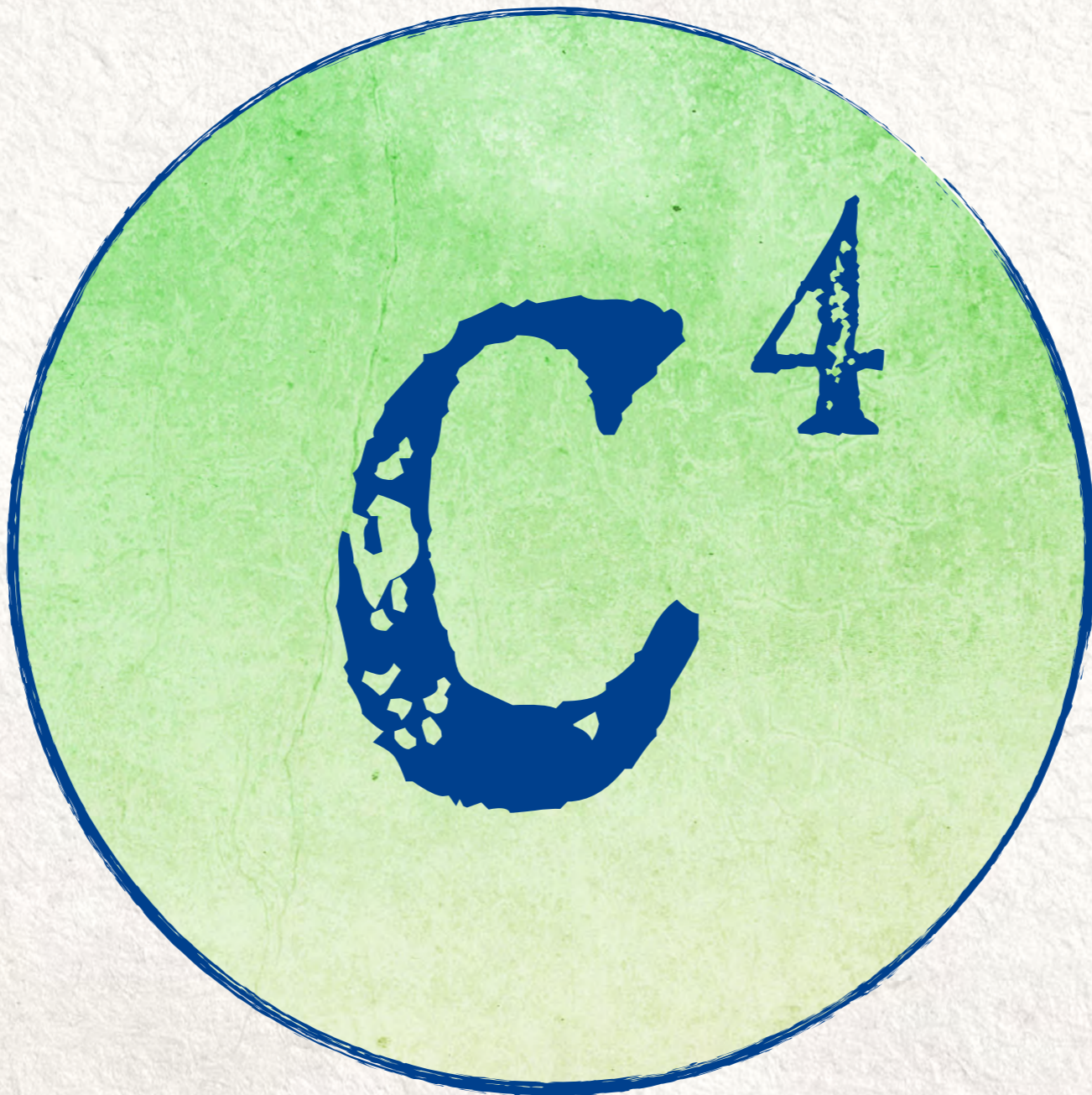


CULTURE



**c** CONVICTION







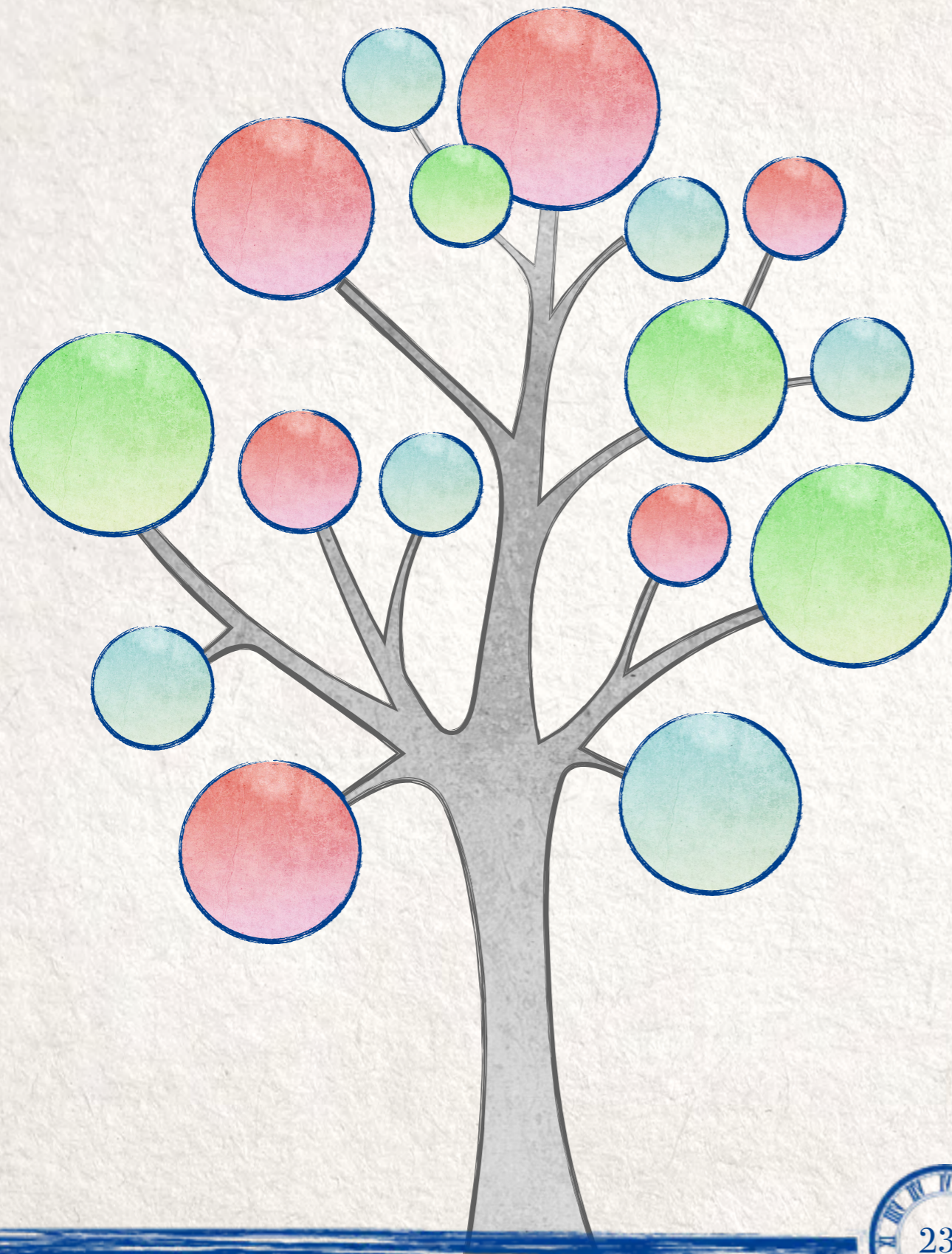
CULTURE



CHOOSE



# T\*L\*C



- TEAMWORK is a result.
- LEADERSHIP is a result.
- CULTURE is a result.



CULTURE



CHOOSE



CULTURE



# LOOK AT THINGS DIFFERENTLY



CULTURE



CHOOSE





DO MORE THAN  
IS PROMISED



CULTURE



CHOOSE  
TO REFUSE





IT STARTS  
WITH US





IT STARTS  
WITH US  
CHOOSING





IT'S TIME  
TO START  
CHOOSING





IT'S TIME  
TO START  
LIVING





IT'S TIME  
TO START  
LIVING YOUR DASH





**REMEMBER**





NOT ALL THAT  
LONG AGO





SOMEONE SAW  
SOMETHING IN  
YOU



**"I am somebody. I was somebody when I came. I'll be a better somebody when I leave. I am powerful, and I am strong. I deserve the education that I get here. I have things to do, people to impress, and places to go."**





**And they said, "Yeah!"**

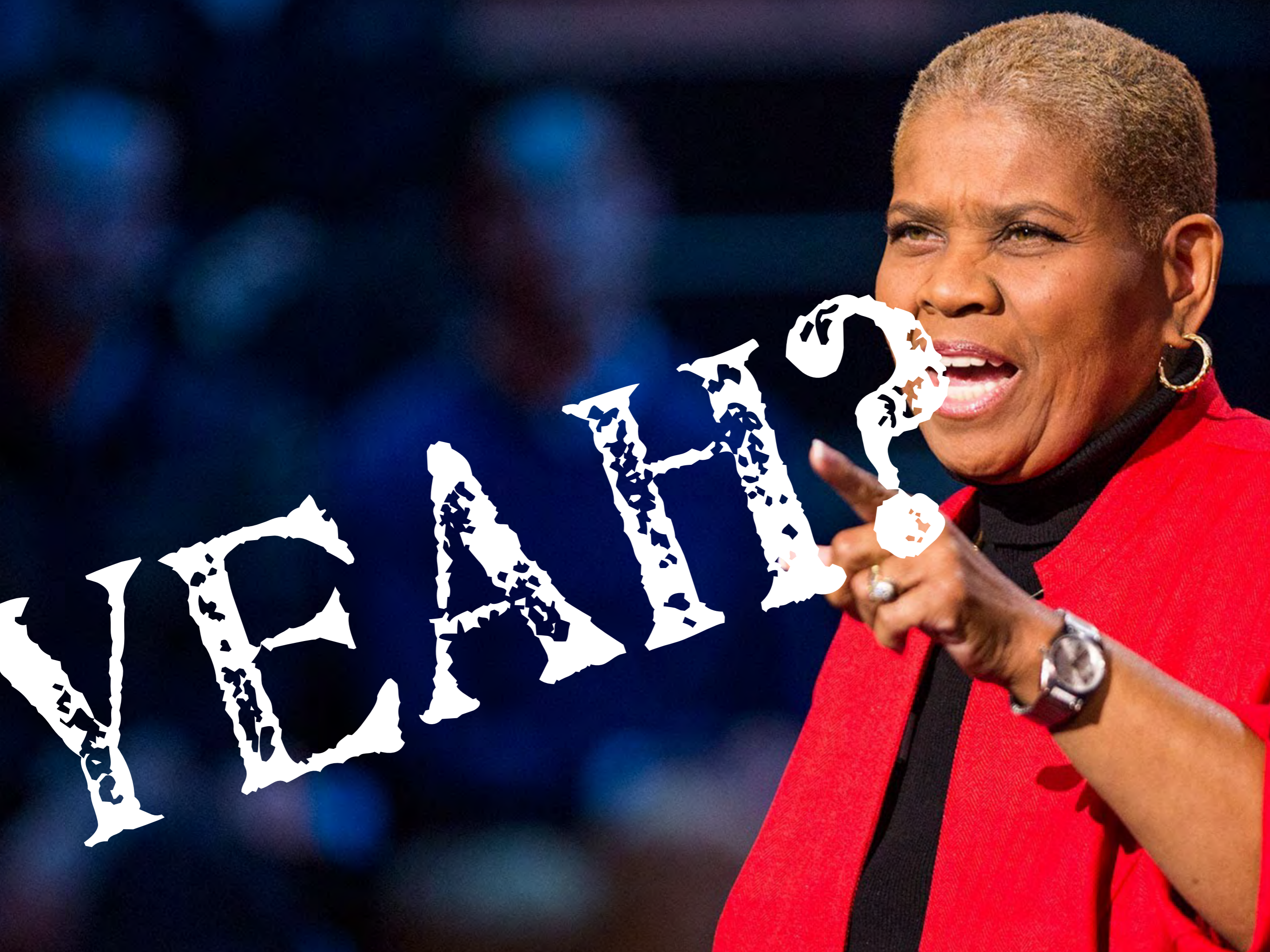




**Yeah?**









**You say it long enough...**

**It starts to be...**

**A part of you...**





# RITA PIERSON

APRIL 2013





# RITA PIERSON

JUNE 2013

## Rita Pierson

Obituary Condolences



Dr. Rita F. Pierson, the daughter of Hazel and Julius Walker, was born October 27, 1951 in Houston, Texas. She departed this life on Friday, June 28, 2013.

Rita accepted Christ at an early age at Mt. Pilgrim Baptist Church. She was a founding member of the Brookhollow Baptist Church. She moved her membership to Christian Congregational Church to join her husband, Rev. Clarence Pierson, in ministry. She remained a faithful servant there, gracing each service with song until her untimely death.



**13,000,000**



**13,000,400**



LEADERSHIP



YOU KNOW HOW  
SOME PEOPLE  
JUST BRIGHTEN  
UP ROOMS?

LIGHT





LEADERSHIP



YOU WANNA  
KNOW WHAT  
THEY KNOW?

LIGHT





LEADERSHIP



THEY KNOW  
TODAY IS A

---

LIGHT





LEADERSHIP



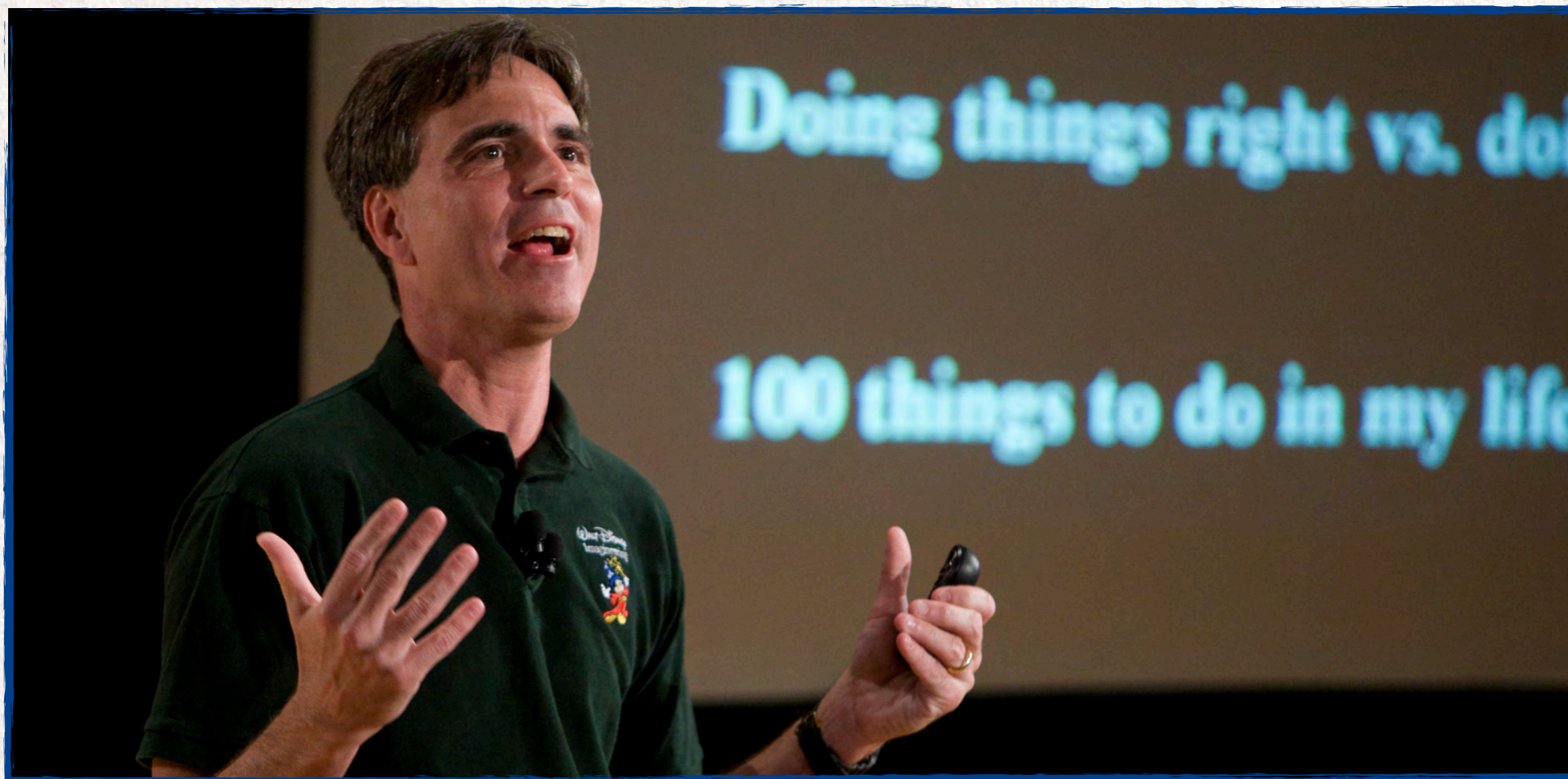
THEY KNOW  
TODAY IS A  
GIFT

LIGHT





# LEADERSHIP



# LIGHT





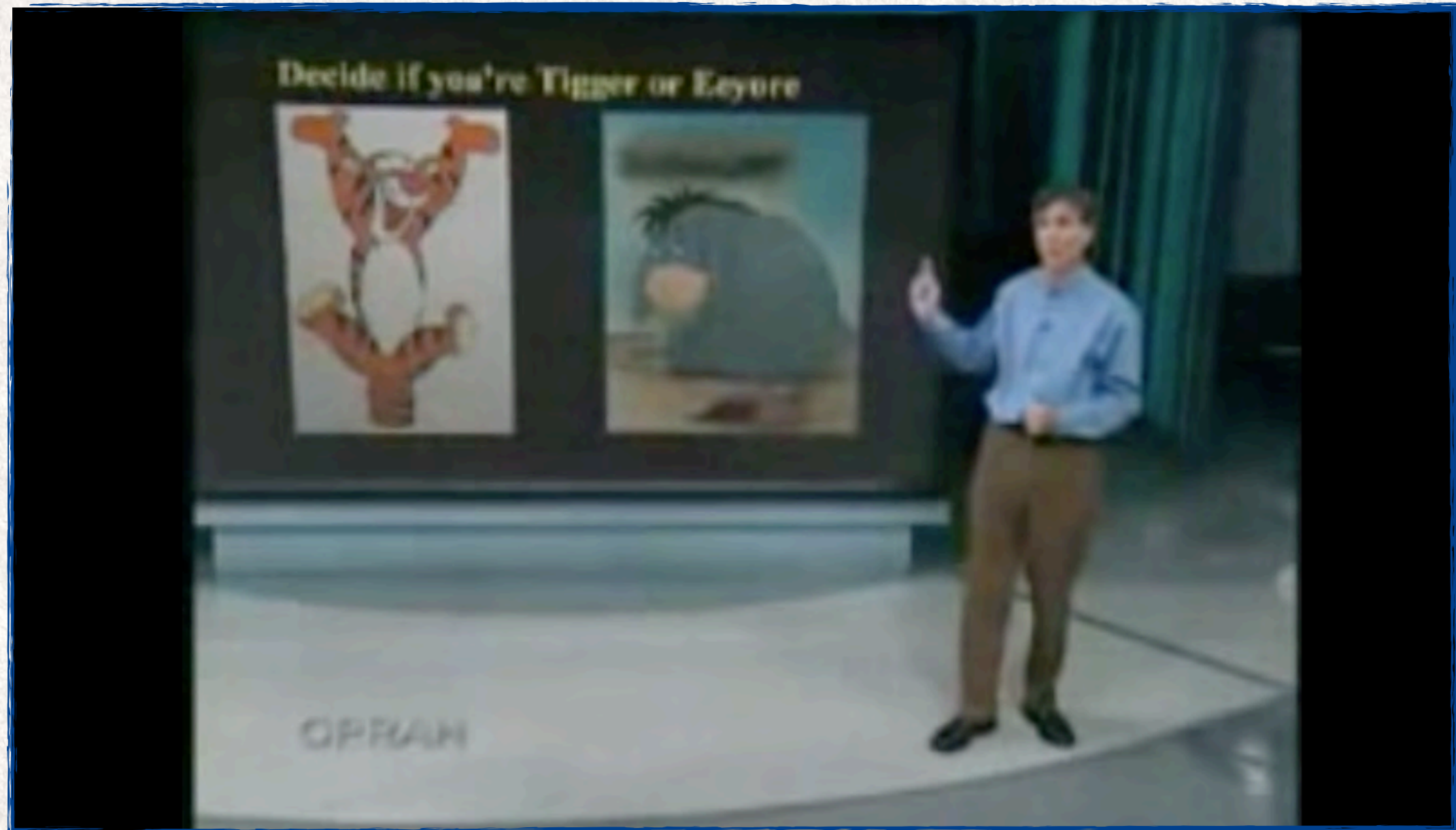


50.	Portugal	79.72	2019 (Est.)
51.	Taiwan	79.56	2019 (Est.)
52.	Guam	79.56	2019 (Est.)
53.	United States of America	79.38	2019 (Est.)
54.	Mayotte	79.34	2019 (Est.)
55.	Bahrain	79.27	2019 (Est.)
56.	Qatar	79.18	2019 (Est.)
57.	Cyprus	79.18	2019 (Est.)

79.38



# LEADERSHIP



# LIGHT





CULTURE



CHOOSE





**CHOOSE  
TO START  
LIVING YOUR DASH**





**CHOOSE  
TO START  
LENDING A VOICE**





**CHOOSE  
TO START  
LEADING WITH LOVE**





WITH EVERY  
MOMENT YOU  
HAVE LEFT





20/20



# The Fall Event 2019

**Nashville**  
MUSIC CITY



 **gardencenter**  
**W H** | **GROUP**

North America's resource for garden retailing