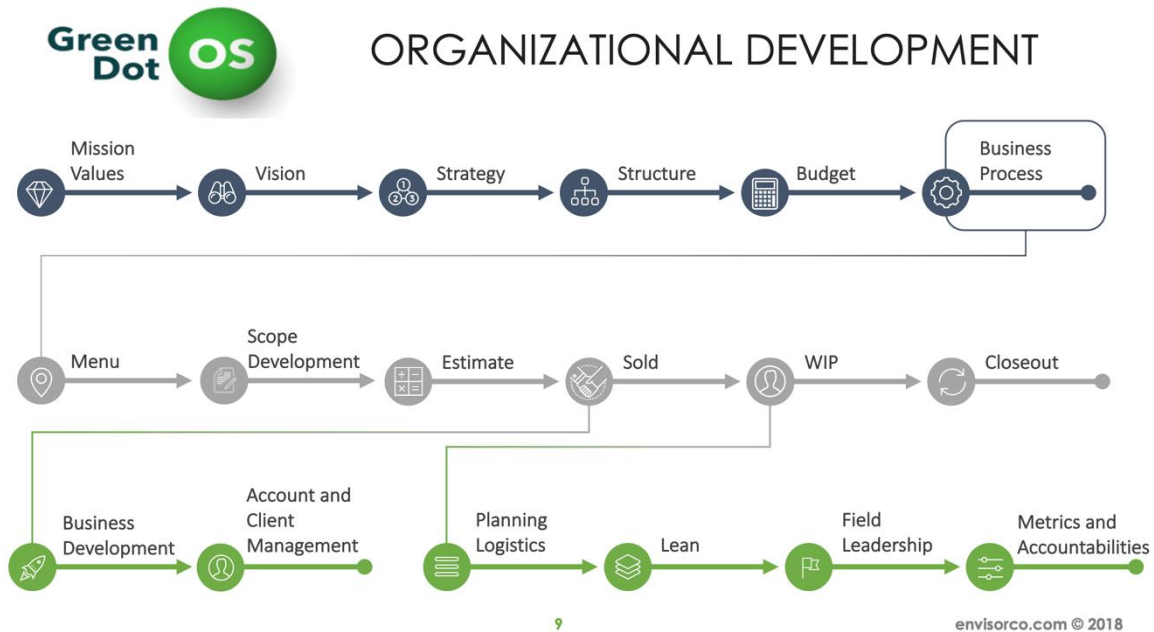


## Overview

### EXECUTIVE MANAGEMENT MASTERS TRAINING



- ❖ Executive Management Masters (EMM) is designed to help landscape industry owners, managers and rising stars to understand the path from landscape technician to landscape businessperson. EMM use the Green Dot model of Organizational Development to communicate the components of effective landscape business management as well as the roles and accountabilities that need to be mastered in order to grow your organization to maturity.
- ❖ The leadership tier in the landscape industry is mission critical to the success of the organization. Their ability to service, sell and retain clients is paramount as well as their ability to train crews and manage the work. Unfortunately, this group tends to be very underserved in terms of education and training. Most of these managers are given keys to a vehicle and a phone and told to “get to it.” They walk with all the responsibility and little or no “how to”:
  - How to manage the Clients
  - How to Sell
  - How to manage the Crews
  - How to manage the Work
- ❖ At Envisor, we’ve owned and managed multiple companies, large and small. We’ve managed accounts and account managers, trained crews and trained trainers. We bring practical, simple and usable tools, ideas, strategies and tactics to put managers in a position to succeed.

Attendees have overwhelmingly appreciated the down-to-earth knowledge and approach. Many have attended more than once.

## Format

- ❖ Two-day, interactive seminar
- ❖ Facilitation includes lecture, discussion, and workout sessions
- ❖ Commitments as to implementation of course strategies and tactic required
- ❖ Program materials are provided electronically to participants

## Who should Attend?

- ❖ This seminar is designed for landscape leaders and rising stars that are passionate about growing their business acumen in order to scale their business to the next level. Attendees will include Owners, Business Developers, Account Managers, Production Managers and Operation Managers.

## EXECUTIVE MANAGEMENT MASTERS – AGENDA

### Day 1 of 2

- 7:30 Check-In / Breakfast**  
Registration, Seat Assignments
- 8:00 Kick-Off**  
General Introduction, Who's Who  
Agenda Review
- Inspiration**  
Leadership vs Management- Do you have what it takes?
- BREAK
- 10:00 Organizational Development- Landscape Technician vs Landscape Businessperson?**  
Overview of Organizational Building Blocks
- Start Clean Finish Clean - Work Flow Management**  
Overview of the 6 Phases of Every Sale  
Menu » Scope » Development » Estimating » Sold » Work in Process (WIP)  
» Job Close Out / Renewal
- 12:00 LUNCH**
- 1:00 WIP (Work in Progress) - Where the Operational Rubber Hits the Road**  
More Planning, Less Doing  
Master Planning, Seasonal Planning, Weekly Planning  
Field Leadership  
Measure and Correct
- Managing Others**  
Basic Supervision  
Training Others  
Employee Retention - Discussion
- 2:30 BREAK**
- 2:45 Business Development**  
The Sales Process  
The Strategic Sales Plan
- Account Management**  
Introduction  
Levels of Relationship  
Upselling Solutions  
Pipeline Development and Management
- 3:30 Round Tables**
- 4:00 Adjourn**

**Day 2 of 2**

- 7:30 Check-In / Breakfast**  
Ice Breaker
  
- 8:00 Kick-Off & Review**  
Report-Out on Prior Day Takeaways
  
- 9:15 Executive Organizational Building Blocks**  
Mission, Vision, Values
  
- 10:30 BREAK**
  
- 10:45 Strategic Planning- VTO**  
Individual  
Profit Center  
Company  
(Work Out)
  
- 12:00 LUNCH**
  
- 1:00 Structure- What's in an Org Chart**  
Right Person Right Seat  
Roles and Accountability
  
- 2:00 BREAK**
  
- 2:15 Financial Introduction**  
Understanding the Income Statement  
Key Performance Indicators (KPI's)  
Financial Forecasting and Review
  
- 3:00 BREAK**
  
- 3:15 Summary and Review**
  
- 4:00 Adjourn**