



# CULTIVATING A COMPASSIONATE CULTURE: HOW TO DEVELOP & NURTURE SUSTAINABLE LANDSCAPE TEAMS

## **Landscape business owners and managers need good help!**

*“Good help is hard to find.”*

Business building and growth is a priority for the landscape businesses we surveyed in the fall of 2017. The top of mind hurdle for our TGC Academy audience is successful staff building and retention.

Here’s the rub...

**You can’t build a service business when you can’t find, train and keep quality employees.**

How can we transform this problem into an opportunity?

### The **PROBLEM:**

Owners and managers struggle with how to build sustainable teams. They don’t know where to find them, how to develop them, or how to keep them.

### The **PAIN:**

The revolving door of disappointment drives a culture of fear and suspicion where the only loyalty is to money, and even that seems to fall short.

### The **IRONY:**

The landscape industry is built on the central tenants of creativity and care. Our companies are hired to design, build, and manage landscapes using our keen understanding of how the natural and built environment works. Why is it that we can’t apply this same ingenuity and nurturing to building our own internal teams? All levels of workers need to feel safe, appreciated, and encouraged in order to thrive.

### The **SOLUTION:**

Organizational development is a cornerstone of business creation and management. Without it, we are subject to both market fluctuations and to the temperaments of employees. The building blocks of team structure are trust, loyalty and integrity. When a team feels bound together in purpose, mission, and values, it has the power to build a safe and productive environment of growth.

### The **OPPORTUNITY:**

This May 1<sup>st</sup> training event will focus on how a sustainable work culture can be built through cultivating personal mindfulness, encouraging compassionate communication, and constructing dependable relationships. Understanding the power of these critical skills will help guide you in clarifying your approach as a leader, recruiting with purpose, retaining valuable staff and growing your business. This information will show you how meaning can be brought to the workplace, teams



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are built and how to nurture them for the long-term success and prosperity that we all desire – employer and employee alike.

### **JOIN this Groundbreaking Event!**

Crafted especially for the unique challenges faced by landscape professionals in the 21<sup>st</sup> Century.

### **Transform Your Company Culture!**

There's nothing more encouraging than knowing you're supported by a dream team. Implement these ideas and be amazed by the positive responses and sustainable results you'll achieve.

### **Our presenter Kim Barthel is not to be missed!**



Kim is a world-renowned speaker, trainer and occupational therapist, actively supporting multidisciplinary function, performance, and healing in many environments.

A pioneer in reinforcing the importance of secure relationships, including in the workplace, Kim is known for integrating cutting-edge developments in neuroscience with the art of intuitive inquiry and introducing strategies with practical application.

She most often teaches on topics related to mental health, complex behavior, corporate wellness, sensory processing, addiction, developmental disorders, finding resilience from trauma and ultimately, interpersonal cooperation.

**Kim's mission is to support the conscious evolution of the human spirit.**

[www.kimbarthel.ca](http://www.kimbarthel.ca) , @kimbarthelotr , [www.facebook.com/KimBarthelOTR](https://www.facebook.com/KimBarthelOTR)

### **Event Details & Registration Information**

Tuesday, [May 1, 2018](#) ~ 9:30am – 3:30pm ~ Heart-Healthy Lunch Included  
\$197.00 per person ~ *Group rates for 3 or more from one company: \$165.00 each.*

### **Event Location** ~ Entre-Suites

67 West Street ~ Medfield, MA 02052

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**TGC Academy** was founded to support landscape business owners and managers in developing amazing teams that support one another to accomplish great things!