

12 IDEAS TO HELP *Prevent Burnout*



1. Cooking Class
2. \$10 Starbucks Gift Card
3. Wine & Painting Party
4. Paid Day Off
5. Trip to a Winery
6. Staff Superlatives
7. Game Day
8. Manicure
9. Spa Day
10. Tickets to a Show
11. Pool / Beach Trip
12. Provide Lunch / Dinner

MASTERCLASS CLIFFNOTES:

- We are the set designers of life!
- Fake it until you make it. Don't be afraid to try things and reach higher. Dive in and learn to swim!
- Don't take anything too seriously. It's just flowers!
- Always hustle to do events, even ones you're not that interested in. It's still work and you are responsible to deliver the best you can. You never know when your next client will be or where this client can lead you.
- Keep the creative juices flowing with:
 - Wine!
 - A new project or problem to solve to keep you on your toes and excited.
 - Admiring other florists' work.
 - Work-life balance.
 - Hire-out, ask for help.
 - Take time to rest.
- This industry takes a toll on us physically as well. Yoga helps with back issues! Learn not to lift as heavy and invest in supportive shoes.
- Working with a new team each week keeps the juices flowing. Once again, hire out help when needed. Use strong individuals to lift. Hire "pokers" to take care of the small jobs for an event.
- Even though we all bid for the same jobs, we need to keep a good relationship and have each other's backs in the industry.
- Train your brain to take a moment to enjoy the flowers themselves. Smell them. Take 5 minutes to enjoy what you are doing. You chose this career that you love. Breathe!



- Make sure your team doesn't go unappreciated. Go to dinner after a large event. Give WAWA gift cards. Give hugs or massages. Keep an eye on your team during install day to make sure they are okay. Give extra money or even stop for a dance party!
- Stay motivated by helping create new designs, performance installations, and styled shoots. Make something you've always wanted to make to market this creative vision.
- Take advantage of all the free / inexpensive education out there now. Do it! This will keep you excited. Hop on Clubhouse, join in discussions to get a free business education.
- Sue started FlowrSoul.com which offers cutters and other florist tools that are pretty and quality.
- Social media is not what it seems. Photos can be manipulated. Don't compare yourself to others!

In summary: The next two years are going to be very busy. Really take care of yourself and your team. You work hard, so love your work. Very importantly, don't be hard on yourself!

If you are interested in signing up for the next Design Sanctuary Workshop with Sue Davis, head to the link below to claim your spot!

<https://www.designsanctuaryworkshop.com/buytickets>

Check out Sue's beautiful brand FlowrSoul and her catalog of products for florists at:

<https://flowrsoul.com/>

