



EDUCATIONAL ARTICLE

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BLOOMING BOOST! HOW FLOWERS CAN TRANSFORM YOUR WORKPLACE: ENHANCED PRODUCTIVITY AND WELL-BEING WITH EMPLOYEES; BUILD TRUST AND MORE WITH CLIENTS

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Hello, fellow members of the Broken Arrow business community!

Let's take a deeper dive into the transformative power of flowers in our workplace and how they can leave a lasting impression on both our clients and employees alike.

Adding a splash of blooms isn't just about making our space look pretty; it can also work wonders for our mood, productivity, and even leave a lasting impression on our clients.

Imagine this: a study conducted by researchers at Rutgers University found that having flowers in the office can lead to an instant mood boost not just for employees, but for visitors too! When surrounded by colorful blooms, employees feel happier and more relaxed, creating a positive atmosphere that radiates throughout the workplace.

But it's not just about aesthetics; spaces adorned with flowers and natural elements cultivate an inviting ambiance, boosting employee morale and fostering a sense of camaraderie.

Now, here's a fun fact: changing up the office decor every so often isn't just for aesthetics; it can actually fire up our creativity. According to a study in the Journal of Environmental Psychology, mixing things up led to a 17% increase in how well people tackled tasks.

And here's the clincher: a survey conducted by the Society of American Florists found that 88% of employees feel more appreciated when they receive flowers or plants in the workplace. It's a simple yet meaningful gesture that shows employees that their well-being is valued by the company.

Now, let's shift our focus to our clients. Picture this: a potential client walks into our lobby, and their eyes immediately light up at the sight of vibrant floral arrangements. A study by Texas A&M University found that environments enhanced with flowers create a more positive perception of the company, making clients feel welcome and valued from the moment they step through the door.

Moreover, a survey conducted by the American Institute of Floral Designers revealed that 70% of respondents believe that flowers make a positive impact on their perception of a business. By incorporating flowers into our lobby and reception areas, we not only create a warm and inviting atmosphere for our clients but also leave a lasting impression that sets us apart from the competition.

It's not just about aesthetics for the clients either; it's about making a memorable impact. According to a study by Harvard Medical School, environments enriched with flowers and natural elements create a more welcoming atmosphere, putting clients at ease and fostering a sense of trust and openness; setting the tone for a pleasant interaction.

So, why not take advantage of this simple yet effective way to boost both employee morale and leave a positive impression on our clients? Whether it's a vibrant bouquet on their desk, a colorful floral arrangement in the lobby, or seasonal decor changes throughout the year, let's create a workplace that inspires and uplifts both our team and our clients.

By incorporating flowers into our workplace, not only do we enhance the well-being of our employees, but we also create a positive and vibrant environment where everyone can thrive and our clients feel welcomed and valued.



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