



SAF

PHOENIX

140th Annual
Convention

2025



Wellness Tools for Personal and Professional Growth

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Phoenix, AZ

Holly Haveman CF PFCI
Co-Owner & Brand Ambassador
Kennedy's Flowers & Gifts



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Cultivating Wellness

Thriving in the Floral Industry with Clarity and Calm

Cultivating Wellness Session Overview

- Wellness practices to manage stress & stay focused
- Strategies for setting & sticking to goals
- Tips to make wellness part of your daily life



The Floral Life is Beautiful... and Stressful

- Unpredictable seasons & emotional demands
- Physically demanding work
- “Always On” expectations from clients & staff

Let's find calm in the chaos!

Wellness Practices to Stay Grounded

Quick Tools for Busy Florists:

- Gratitude: keep a journal or discuss at meetings
- Box Breathing (4 - 4 - 4 - 4)
- Somatic Tapping Techniques (EFT- Emotional Freedom Techniques)
- Micro-Meditation: 60 seconds before your shop opens
- Nature Immersion: enjoy your product - don't just process it
- Mindful Movement: stretch while designing or prepping

Set Boundaries to Protect Your Peace

Boundaries are how we respect our energy

- Define your communication hours
- Say “No” without guilt
- Set “cut-off” times for custom orders & event work

Time Management That Actually Works

- List Top 3-5 Goals Daily
- 2 Days, 2 Weeks, 2 Months
- Time Blocking
- Time Management Matrix

Time Management Matrix

	Urgent	Not Urgent
Important	<u>Quadrant 1: DO</u> Crisis / Emergency Pressing Problems Deadline driven projects	<u>Quadrant 2: PLAN</u> Relationship building Finding new opportunities Long Term Planning Personal Growth Recreation
Not Important	<u>Quadrant 3: DELEGATE</u> Interruptions Emails, Calls Some Meetings	<u>Quadrant 4: ELIMINATE</u> Time wasting activities Television Checking Social Media

Make Your Goals Real & Emotional

- SMART Goals
 - Specific
 - Measurable
 - Achievable
 - Realistic
 - Time-Sensitive
- Write goals where you can see them daily
- Tie each goal to a WHY
- Use vision boards & affirmations

Goal Setting for Creative Business Owners

Bloom Where You're Planted Framework

- Seed: What do I want to grow this season?
- Soil: What habits or tools will support this?
- Light: What energizes me and keeps me aligned?

SAVERS

A Simple Routine Which Can Change Your Life

S - Silence

A - Affirmations

V - Visualization

E - Exercise

R - Reading

S - Scribing

- SAVERS can be modified to fit your schedule (6 minutes to 60 minutes)
- Change the order to what suits you

From Hal Elrod's book "The Miracle Morning"

Let's Break it Down, and Give it a Try!

Silence - Box Breathing

Affirmation - “I balance creativity and leadership with ease and joy.”

Visualization - See yourself calm, focused and energized, returning to work and sharing your key takeaways from SAF with your team.

Exercise - Squats and Stretches

Reading - “If you don't like something, change it. If you can't change it, change your attitude.” - Maya Angelou

Scribing - Write 5 goals for the day, or 5 things you are grateful for



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Thank you

Holly Haveman, Kennedy's Flowers & Gifts

holly@kennedyfloral.com

[@travelingwithjoy](#) [@kennedyfloral](#)