

# EXECUTIVE TEAM REFLECTION

Team Gentleman Florist:  
Elizabeth Simpkins, Lucas Dyer, Jessica Frimpong



**The  
Gentleman Florist**





## Client Overview

- ❖ Owner: Matt Eshnaur
- ❖ The Gentleman Florist is a veteran-owned retail/e-commerce business
- ❖ His goal is to provide flower arrangements
- ❖ Subscriptions are also provided for monthly deliveries of arrangements

## Client Engagement:

- ❖ Not as strong at beginning
- ❖ Communication via email
- ❖ Weekly responses
- ❖ List of questions ahead of time



## Successes & Challenges of Our Team:

<b>Successes</b>	<b>Challenges</b>
<ul style="list-style-type: none"><li>❖ Good collaboration in-person</li><li>❖ Weekly communication</li><li>❖ Plans made before presentations</li></ul>	<ul style="list-style-type: none"><li>❖ Last-minute additions/fixes</li><li>❖ Unequal workload division</li></ul>

# Process Improvement

- ❖ Planned sections to complete
- ❖ More communication
- ❖ Meeting with client halfway through
- ❖ Inclusion of more resources for client



# Team Dynamics

- ❖ Communication via Group Chat
- ❖ Shared projects via google drive
- ❖ Met and discussed outside of class time



## Highlights:

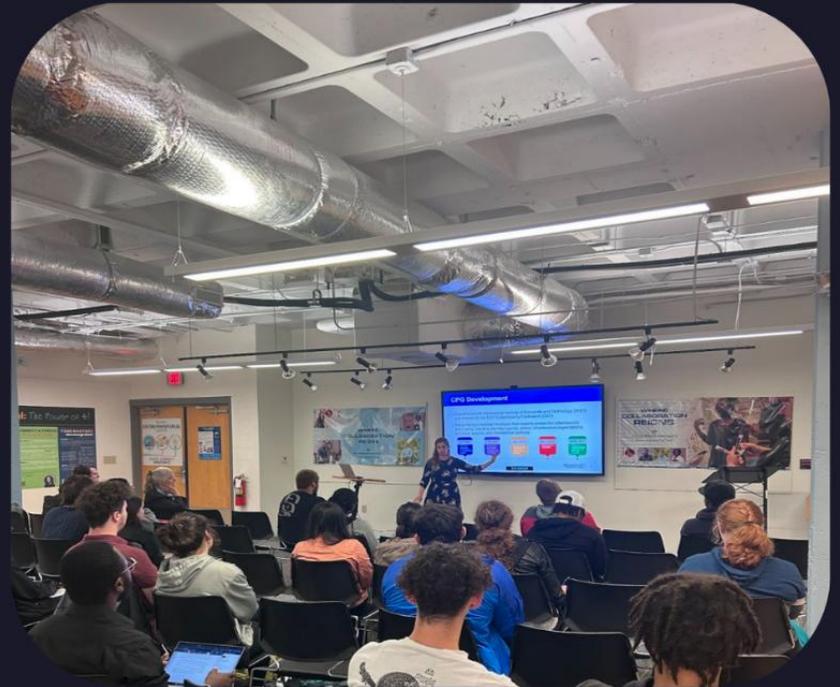


- ❖ Achieving clarity on what this job can be like
- ❖ Using frameworks and applying them to risks
- ❖ Working with a real business

## Guest Speakers



Dr Baki: Design Thinking



Genevieve Marquardt:  
CISA



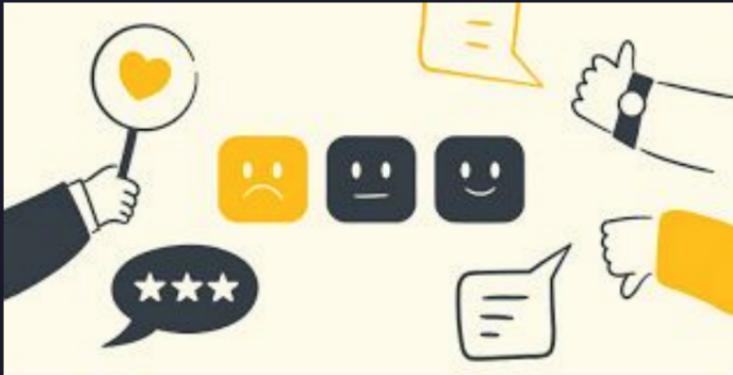
## Recommendations for Future Teams

- ❖ Practice the presentation beforehand
- ❖ Set strict and clear guidelines when you are in your groups
- ❖ Time management
- ❖ Communication plans/schedule with client



*Practice Makes Perfect!*

## Course Feedback:



- ❖ Better preparation for Valor Top  
10 out in the community day
- ❖ Clear requirements for assignments
- ❖ However, this was an  
AMAZING experience!

THANK YOU  
FOR THIS  
OPPORTUNITY!

