

THE BUSINESS OF SELLING FLOWERS

The Business of Growing Flowers Course
Module 6 - Making yourself more productive
Lesson 4 Training and Development

Flower Farm Skills Audit

This is a basic list of the skills that are required to set up and run a Flower Farm. Add extras if there are services or skills you offer that aren't listed.

Tick in the column if you or your team have the skills.

If you pay a service to provide a skill, tick that column.

Indicate in the final column:

RED you have no skills, can't easily learn this skill and have no suitable service available

AMBER you don't currently have the skills, but can learn or contract a service to provide this

GREEN you or one of your team have the skills, or you know that you can easily purchase this as a service

If you have gaps, or skills that are **RED**, these are what you need to address with a Training and Development plan

Skill	Owner	Worker	Worker	Service	Status Red Amber Green
Flower Farming					
Horticulture					
Mechanics					
Cutting flowers					
Floristry					
Design					
Driving					
Communication					
Written Communication					

Promotion					
Social media					
Website					
Hospitality					
Marketing					
People					
Interpersonal skills					
Teaching					
Sales					
Management					
Training					
Business Development					
Business Planning					
Book-keeping					
Accounting					
Creativity/entrepreneurship					
Book-keeping					
Business Planning					
Business Organisation					
Research					
Evaluation					
Computer use					