

## CUSTOMER CASE STUDY

### LOTUS GARDENSCAPES

Industry: Landscaping & Construction • Dexter, Michigan, USA • [lotusgardenscapes.com](http://lotusgardenscapes.com)

Lotus Gardenscapes, a design and build company for outdoor spaces, inspires trust and friendship with clients through their excellent customer relationships and the expert services they provide.

Lotus Gardenscapes has been serving the Greater Ann Arbor area of Michigan since 1997. Starting with only horticulture maintenance and gardening services, the company has grown to include many new branches. “We have a pretty diverse service mix. We do design, build, installation, carpentry, hardscape, and horticulture with plants. We also do horticultural maintenance,” says Ellen Moore, General Manager.

With such a diverse mix of professionals, all with varying skill sets and knowledge, the company needed a way to bind the team together. This has been especially important with their 2022 change to an Employee Stock Ownership Plan company or ESOP. “That means that we do a lot of work learning as a team how to act with an ownership mentality. For us, that’s not just a metaphor—it’s real. Programs like Dale Carnegie are a really important plank in teaching people kind of how to have that [ownership mentality].”

For over a decade, the Lotus leaders have shared the Dale Carnegie experience with their employees. To demonstrate the power of Dale Carnegie in strengthening others, Ellen tells the story of one of their most significant transformations: “Randy came to work for us as a very talented carpenter. But I noticed he was shaky with public speaking. It was strange to me because when we would meet one-on-one, he was really outgoing. But he was really nervous in a group.” So, Ellen offered Randy a spot in the next Dale Carnegie Course..

“There we were so many months later, and he had won the Highest Award for Achievement. He now speaks really regularly in our team meetings, and I use him a lot. When there’s somebody really struggling, we often have Randy go talk to them because he’s done that inner work to shake off those things that can inhibit your success. I credit this a lot to the tools he developed with Dale Carnegie.”

Lotus Gardenscapes enjoys the benefits of building their leadership team through Dale Carnegie’s training. “We benchmark our investments in different areas with our peers, and we do spend more than others. At the same time, we have better gross margins and higher net profits than most of the others. I believe that there’s nothing so expensive as ignorance. There’s nothing so unsafe as ignorance.”

Not only does the leadership team complete the Dale Carnegie Course, but they also model the Dale Carnegie principles for others to see, ingraining the training into their daily culture. Ellen pledges that the Dale Carnegie Course will continue to be part of the company’s training toolbox. “For us, if Dale Carnegie went away, it’d be an enormous gap in our training program for leadership and one that would be really hard to fill.”

**“I think what’s really great about doing a single training program over a long period of time across a large group of people is that you get a common vocabulary. It’s shorthand that you can just plug right into.”**

**- Ellen Moore, General Manager**

#### Challenge

With rapid expansion into various branches of expertise, Lotus needed to create consistency within their leadership team.

#### Solution

The Dale Carnegie Course provides a common language and framework from which leaders can work to shape the future of the company.

#### Results

Dale Carnegie is now embedded in the company culture, and there would be an “enormous gap” without this training.