

# AG HELP WANTED

## Investment in Communication Pays Quick Dividends

*A successful nursery builds their business on the strength of their market leadership and innovation*

**E**mployee promotion had been based on skill level and often employees who were considered skilled horticulturists were promoted to supervisory positions.

**W**ithout formal training, each supervisor followed a different approach. Owners soon realized that production skill alone was not enough to qualify in individual for a supervisory role.

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