

Green Industry Business Climate Survey

Survey & Results
Sept. 2009
Conducted by The Goldhill Group



Survey Results Summary

- Top 2 issues are finding good employees and securing profitable jobs
- 57% believe the economy will improve in next 12 months
- 87% believe training managers is difficult or very difficult
- Two biggest threats are sluggish economy and the competitive environment
- Desire to improve business is evenly divided among multiple areas:
 - marketing and sales
 - improve as leader/manager
 - Increasing margins
 - eliminate employee headaches
 - improving operational efficiency
- 51% say finding good quality employees is no easier than before the recession
- 45% report sales levels about the same or up from last year

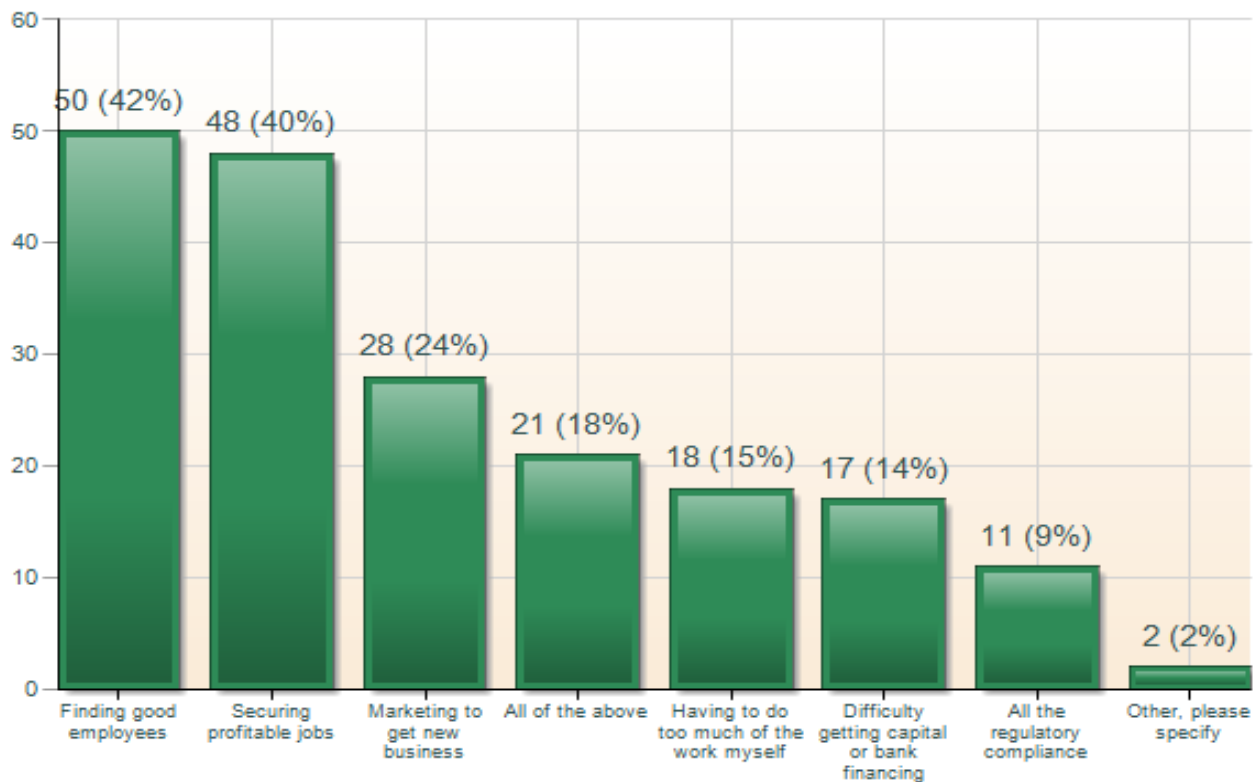
Survey conducted September 23, 2009

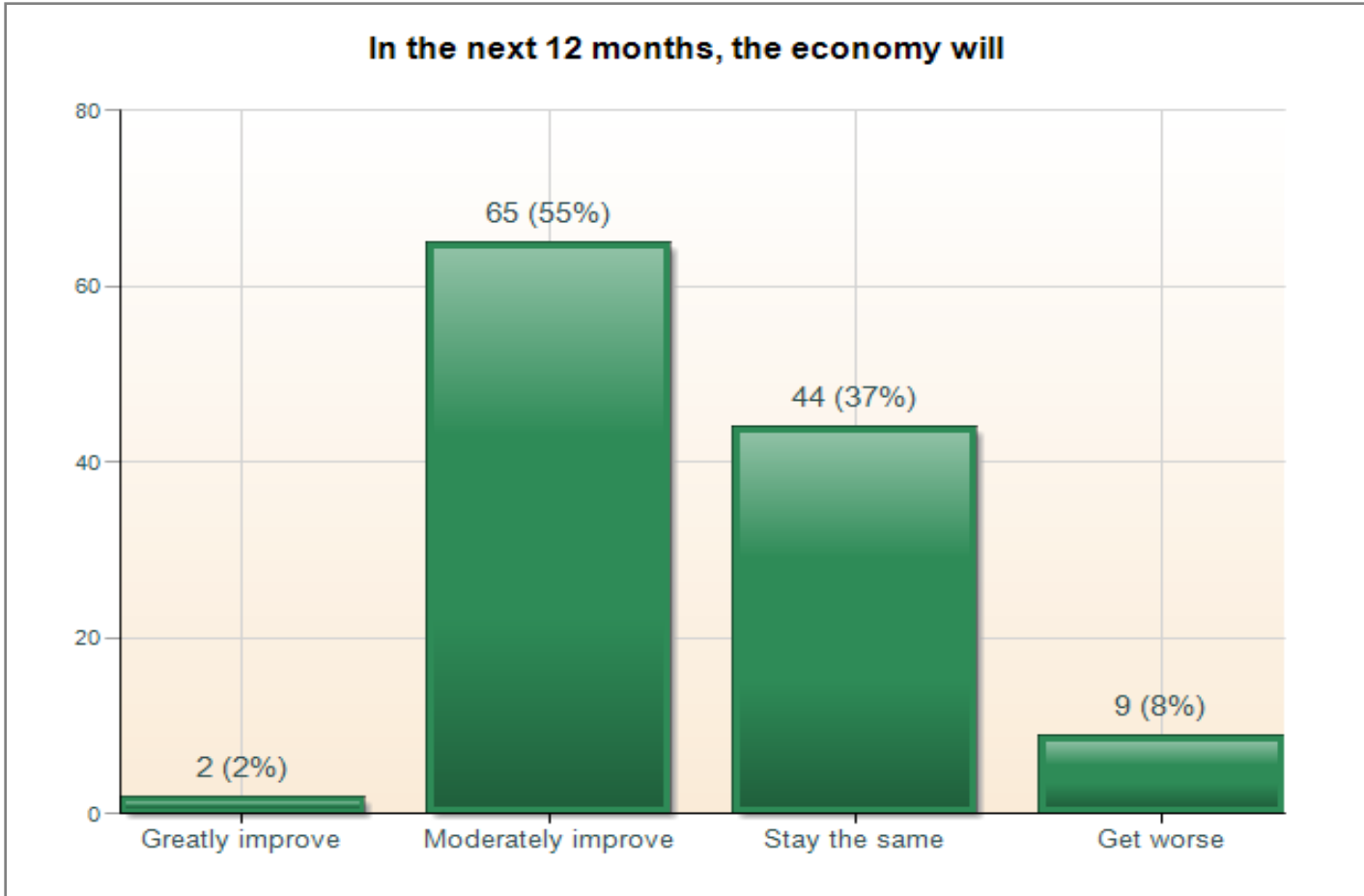
Results of 120 respondents. Sample size 1982 emailed surveys. Margin of Error +/- 8.67%

Conducted by The Goldhill Group (in partnership with The Growth Coach)

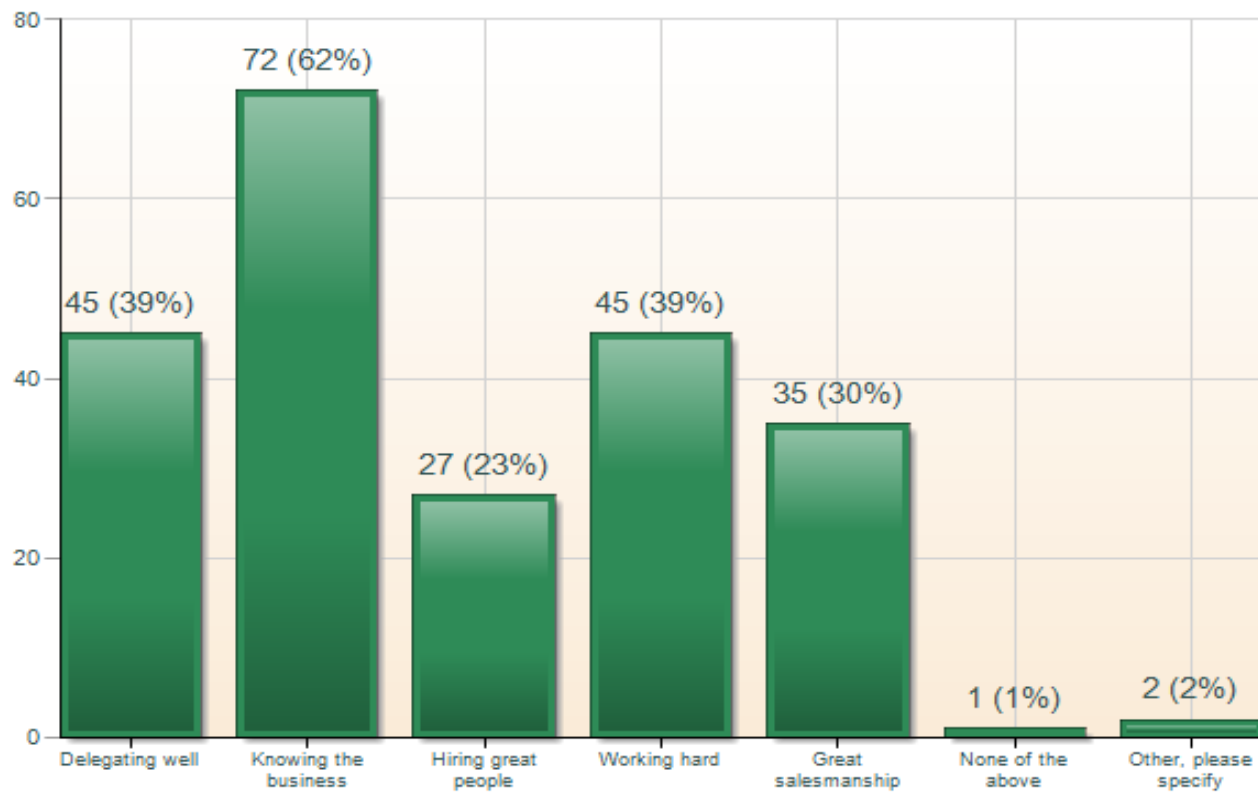


The biggest challenges in owning a landscape business today are:

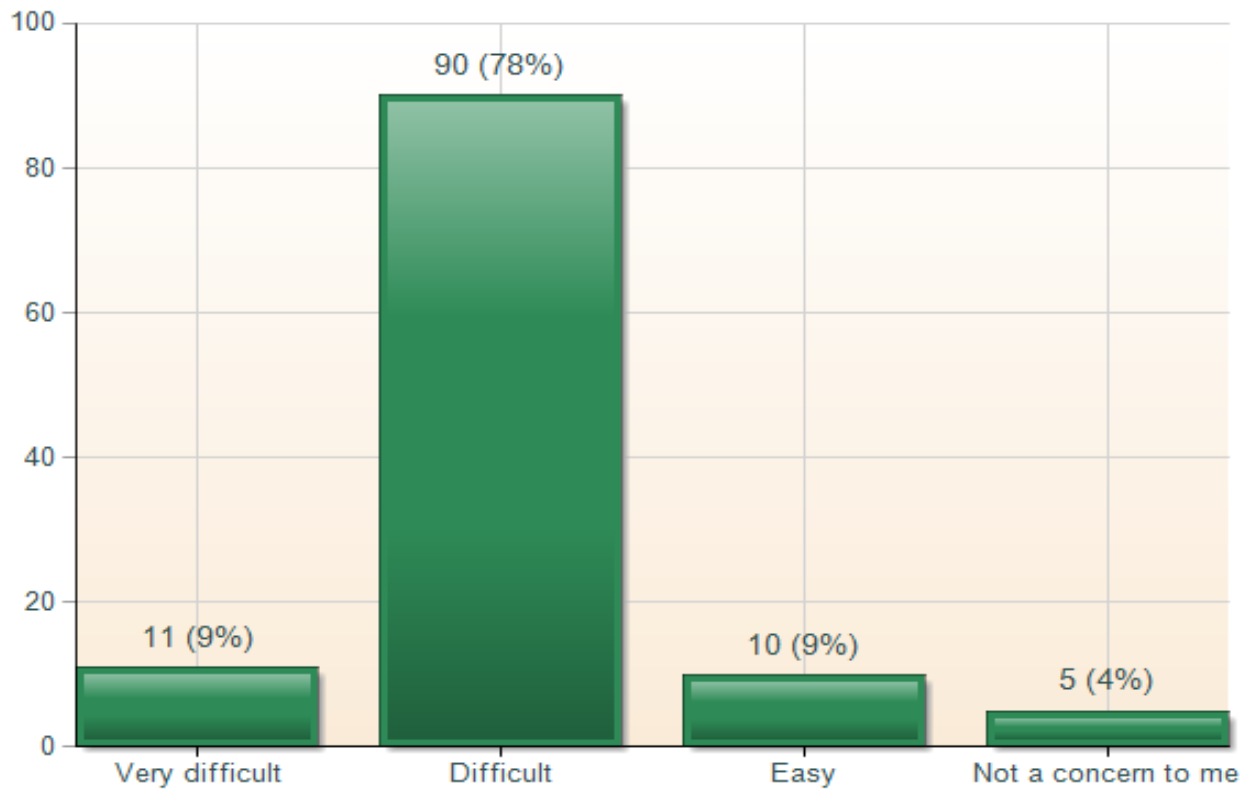




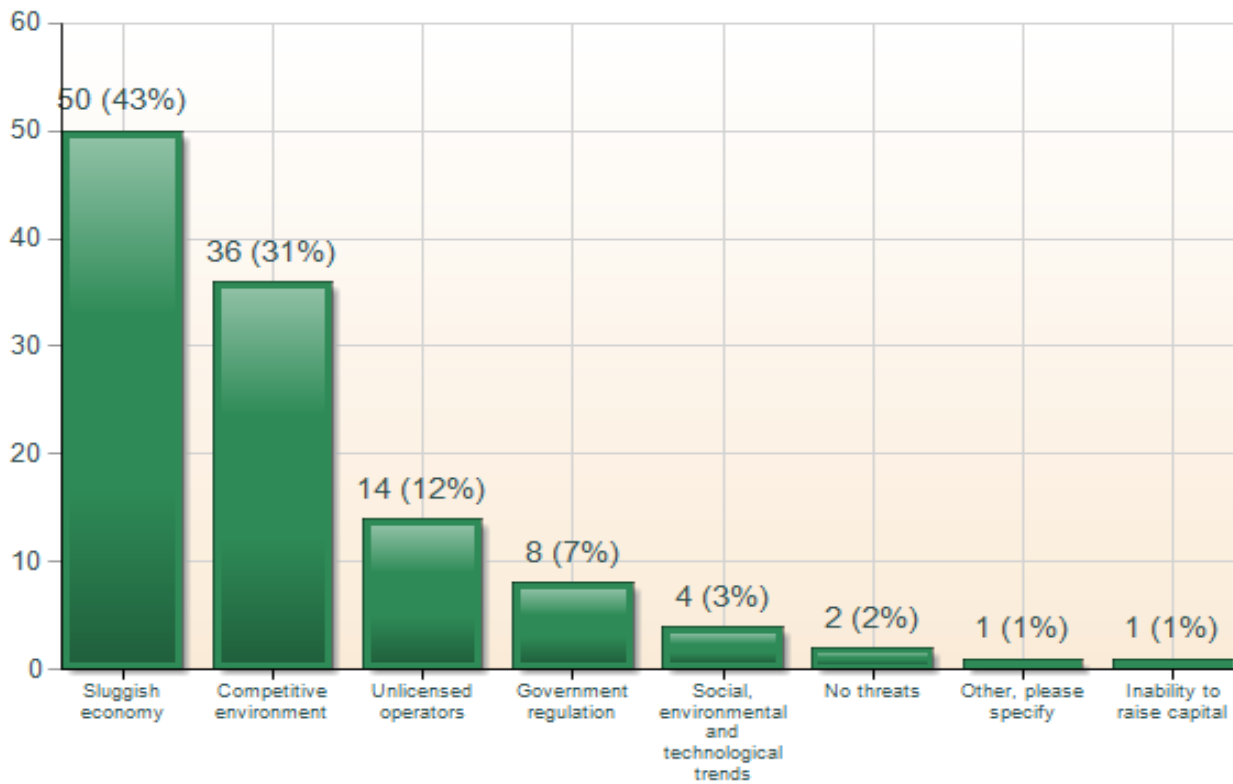
My biggest strength(s) as a manager is (are):



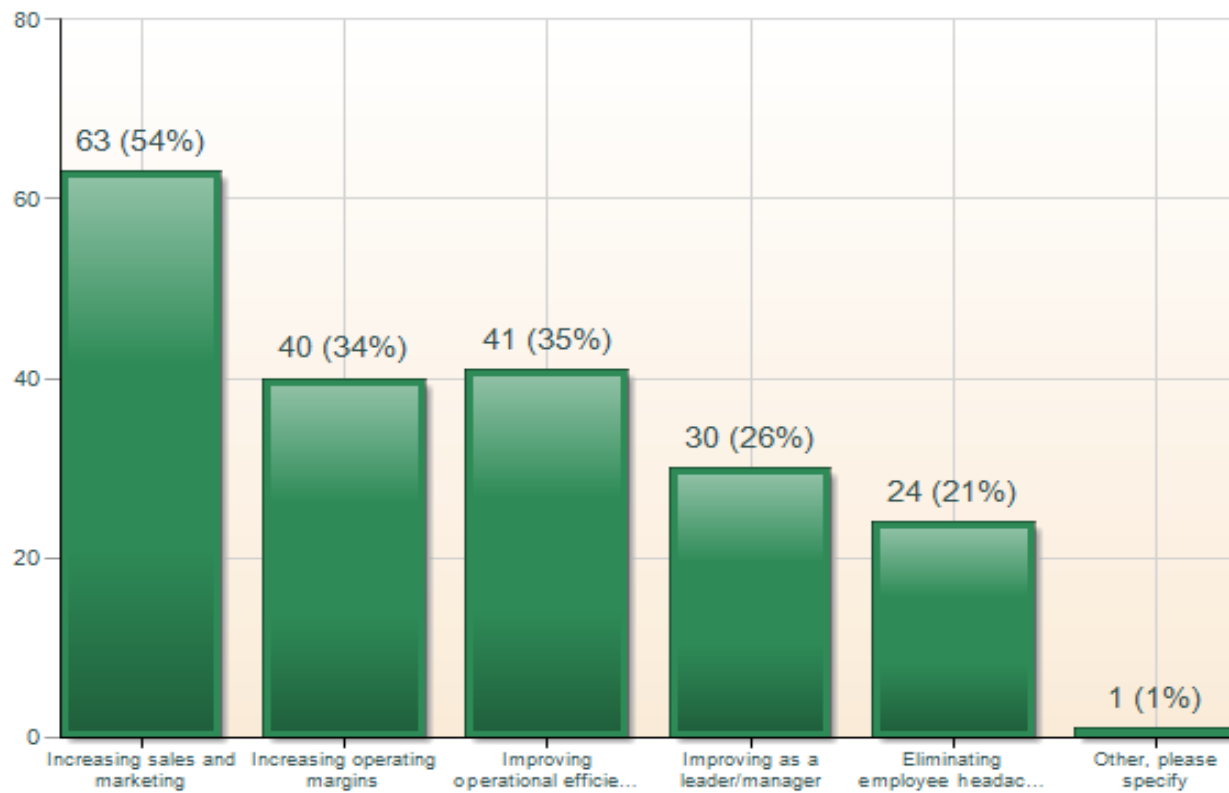
Training managers to be more focused, effective and strategic is:

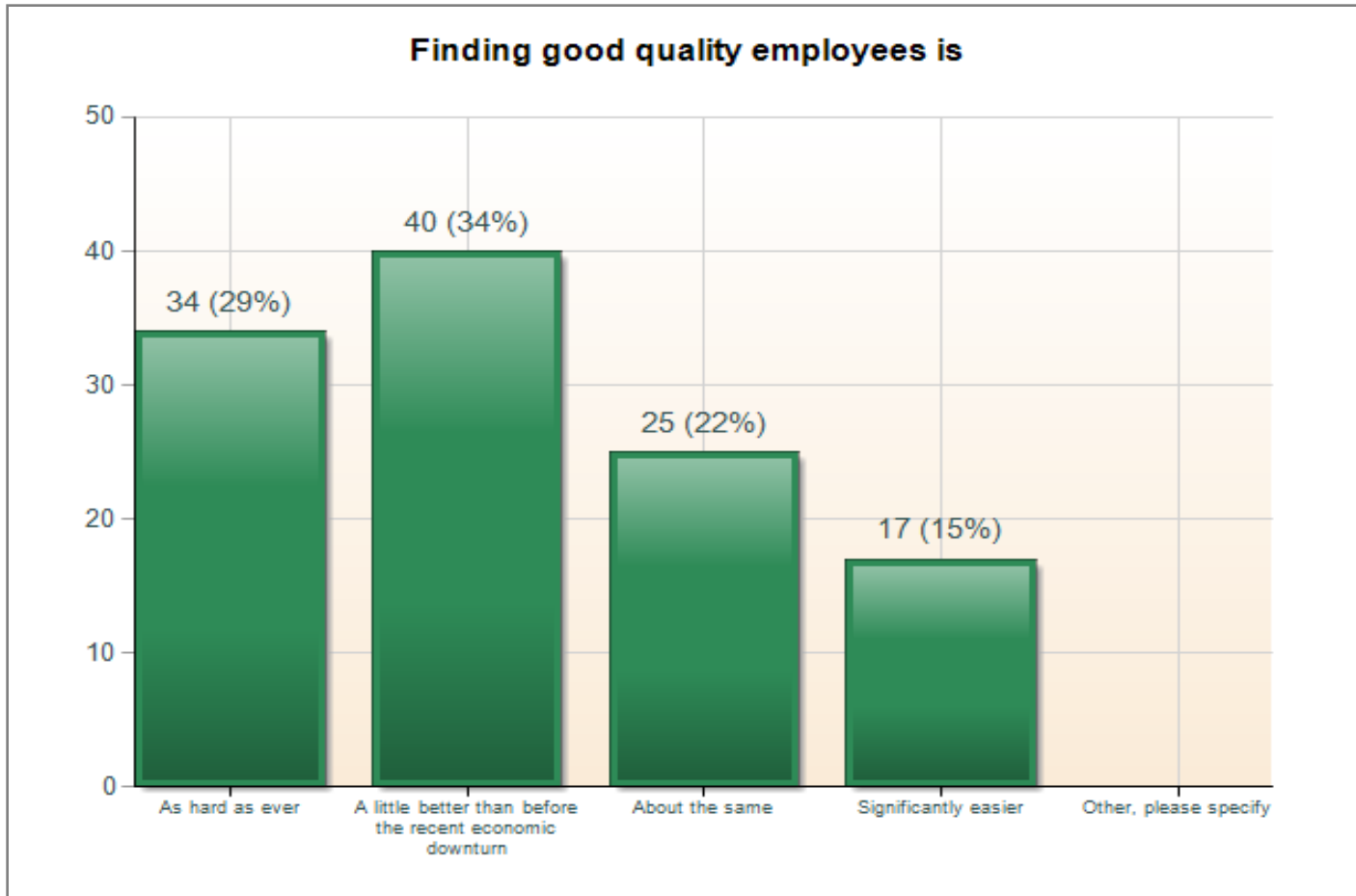


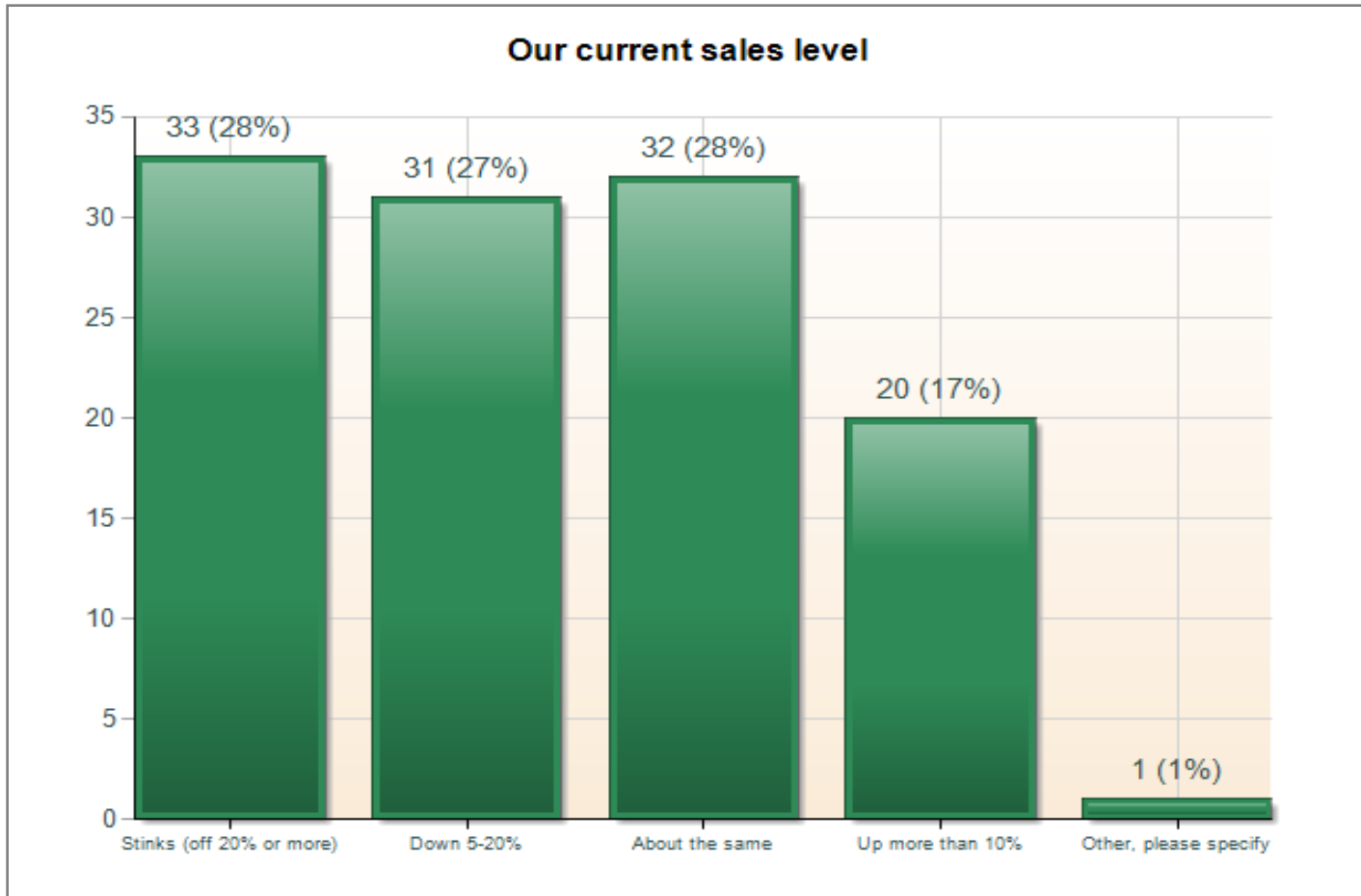
Our biggest external threat is



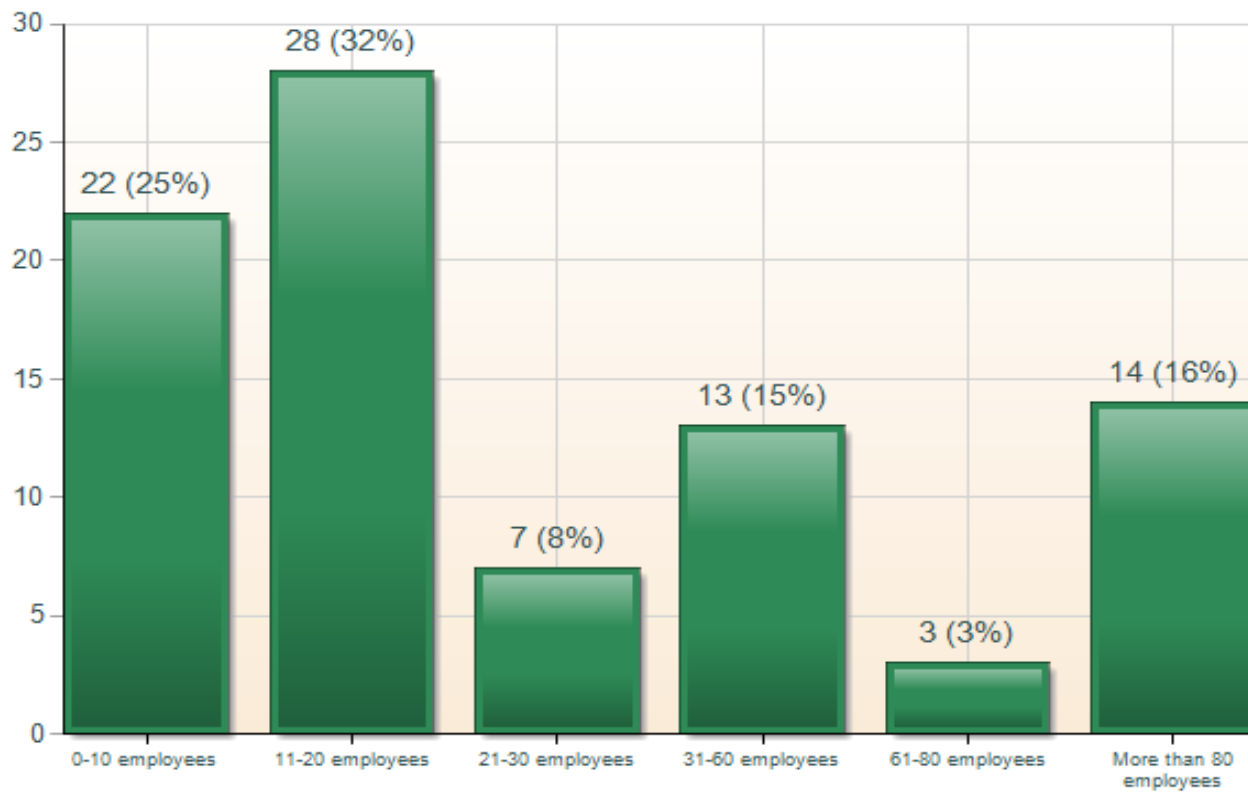
If I could pick one or more area(s) of my business to improve, it would be







The size of my company is on average:



Resources for Chief Executives, Small Business Owners & Managers

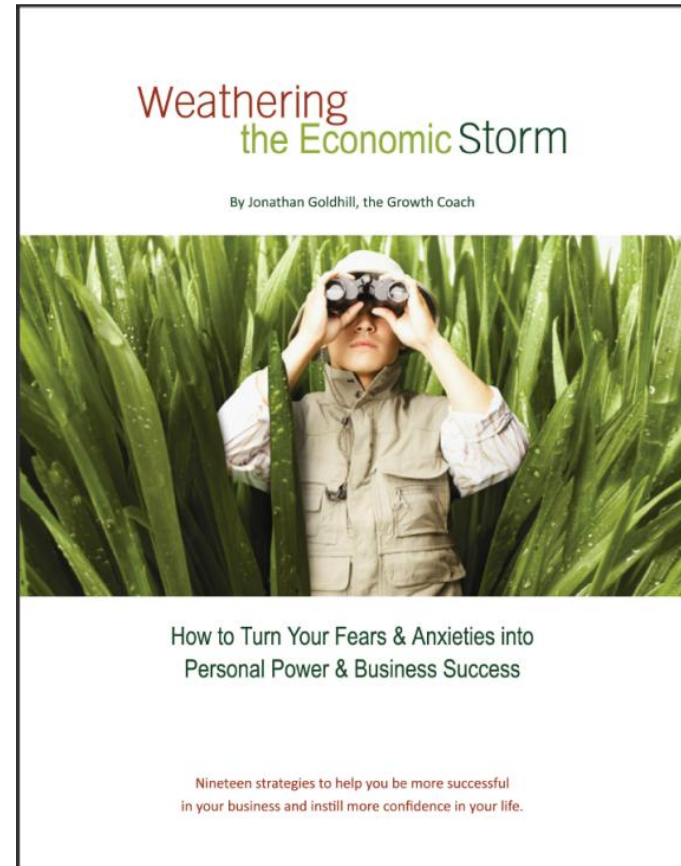
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Web-based Coaching Classes for Owners & Managers*

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If not, what is your strategy for success?

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through Coaching

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Resources for Chief Executives, Small Business Owners & Managers

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