

FLOWERS AND PLANTS  
INSPIRE BETTER BUSINESS

# ideas



In the business world, having an edge over your competition is key. Sometimes the key to business success simply comes *naturally*. Research conducted at Texas A&M University shows how flowers and plants can be a vital workplace tool for your company.

**The Texas A&M University research team found that in workplace environments with flowers and plants:**

- Idea generation, creative performance and problem-solving skills are enhanced substantially.
- Both men and women become more innovative thinkers.
- Men generate a greater number of ideas, and women find fresh approaches to problem solving.

**On-the-Job Inspiration**

The research team credits the innovative improvements with the mood elevating qualities of flowers, which were proven in previous research conducted at Rutgers University.

**Get the Competitive Edge**

Use flowers and plants to enhance your office environment, show appreciation to valued clients and recognize deserving employees.