If you were to stop by McArdle’s Florist and Garden Center in Greenwich, Connecticut, at around 9 a.m. this week, you’d likely see the entire staff standing together, cheering, patting each other on the back and, generally, getting excited about the day.

Is it a special occasion, you might wonder? Actually, it’s business as usual at the 105-year-old florist, where “daily morning huddles” have become the norm — a way for managers (called directors at the business) to recognize employees’ outstanding contributions and team members to stay connected and informed about the comings and goings of the day’s business.

“At the huddle we have shout-outs for associates that demonstrated excellence, empathy or excitement the previous day,” said James McArdle. “We end the huddle by saying, ‘let’s make it a great day; let’s make our customers happy.’”

The huddles started several years ago as way to “organically” emphasize the shop’s guiding values on a daily basis, McArdle explained. (The values for the shop are referred to as the “3-Es”: excitement, empathy and excellence.) Each day one of nine directors leads the huddle, which typically lasts for five minutes, tops.

“The huddle is a great way to ground everyone to make sure we are on the same page,” McArdle explained. “If an associate misses the huddle because they are with a customer, they are responsible for getting the huddle points,” which include staff kudos and specific daily goals for staff.

Recent huddles have included compliments for an employee who led a successful mother-daughter workshop at the shop, a team member who negotiated a new price with a shipping company, delivering real savings to McArdle’s, and a designer who took on an especially heavy load unexpectedly.

James and Christine McArdle will share more about how their huddles work — along with how these meetings fit into their larger branding philosophy in September during “Building Blocks of a Better Brand” at SAF Amelia Island 2015, safnow.org/annual-convention.

A nose-to-the grindstone mentality may seem like an indication of dedication, but if you and your staff aren’t taking care of your own health, you could actually be hurting your business, say some experts. According to Entrepreneur magazine, Swedish researchers have found that taking two and a half hours per week for exercise during work hours increased productivity, even though workers were logging 6.25 percent fewer hours. Maybe it’s time to schedule that afternoon power walk?