

AI in the Landscape Industry

From Buzzword to Business Tool

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OUTLINE

- Guardrails
- Prompting
- 5 workflows
- Lessons learned
- Start tomorrow plan



WHAT YOU'LL LEAVE WITH

- What AI can and can't do today
- 5 real workflows
- Wins and pitfalls - we learned the hard way
- A simple "start tomorrow" plan

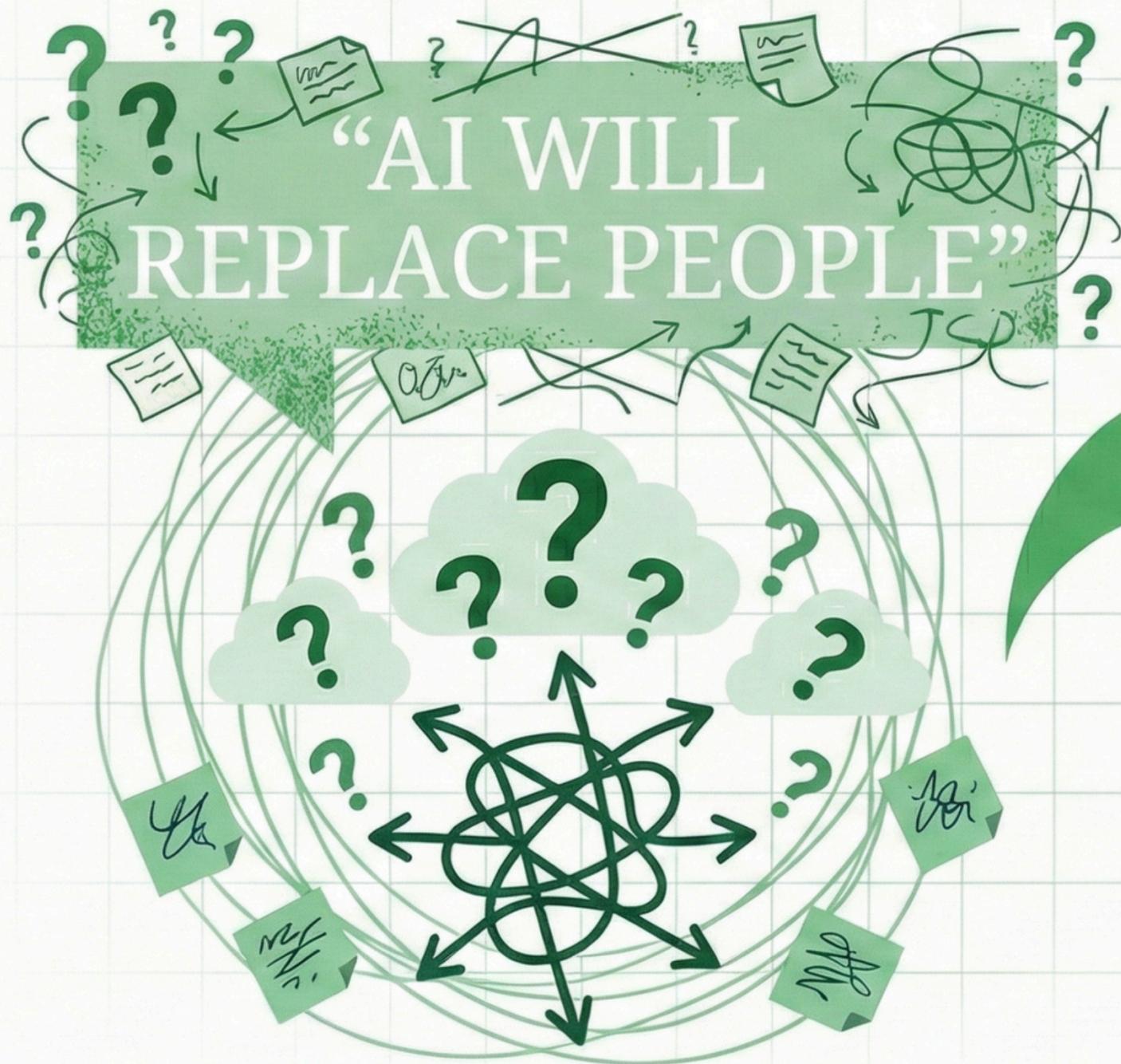


WHO THIS APPLIES TO

- Landscape Architect & Designers
- Contractors & project managers
- Nursery & garden center teams
- Owners and managers



FROM BUZZWORD



TO TOOL

“AI DRAFTS, HUMANS DECIDE”





WHAT AI IS *GOOD* AT





DRAFTING

First drafts fast



STANDARDIZING

Templates & checklists



ORGANIZING

Turns chaos into structure



SUMMARIZING

Notes to clean deliverables



WHAT AI IS NOT GOOD AT





RELIABLE FACTS

Sounds confident even when it's wrong. Verify first



READING YOUR MIND/BUSINESS

No context in, no accuracy out.



PRICING DECISIONS

It can help with structure, not your margins.



KNOW YOUR LOCAL DETAILS

*Zone, deer, lead times, rules.
Feed it context.*

GUARDRAILS

- Assume everything is sensitive
- Use business-grade accounts

Protect sensitive info



Business-grade tools



Company policy



Good judgment



PROMPTING



PROMPT FORMULA

- Role
- Context
- Inputs
- Constraints
- Output format



WORKFLOW: PROPOSAL & SCOPE DRAFTS

- Goal: turn messy notes into a clean scope fast
- Applies to: design-build, maintenance, nursery quotes

WORKFLOW: PROPOSAL & SCOPE DRAFTS

- Any volunteers?

WORKFLOW: PROPOSAL & SCOPE DRAFTS

- Notes in - scope out - human review
- Circle: scope sections, assumptions, exclusions

WORKFLOW: CLIENT COMMUNICATION

- Substitution approval message
- Delay message
- Scope creep boundary
- Warranty expectations

WORKFLOW: CLIENT COMMUNICATION

Prompt:

- Role: You are a landscape designer
- Context: Draft a scope from my initial walkthrough notes for the client.
- Inputs: Notes: Patio pavers 400 sf, firepit, 6 shrubs, drip to new beds, demo old edging.
- Constraints: Plain language, not salesy, and professional include assumptions and exclusions.
- Output format: Headings + bullets.

WORKFLOW: SOP'S & CHECKLISTS

- Goal: get tribal knowledge out of people's heads
- Examples:
 - Plant receiving and QC
 - Install day prep
 - Closeout checklist
 - Warranty process

WORKFLOW: SOP'S & CHECKLISTS

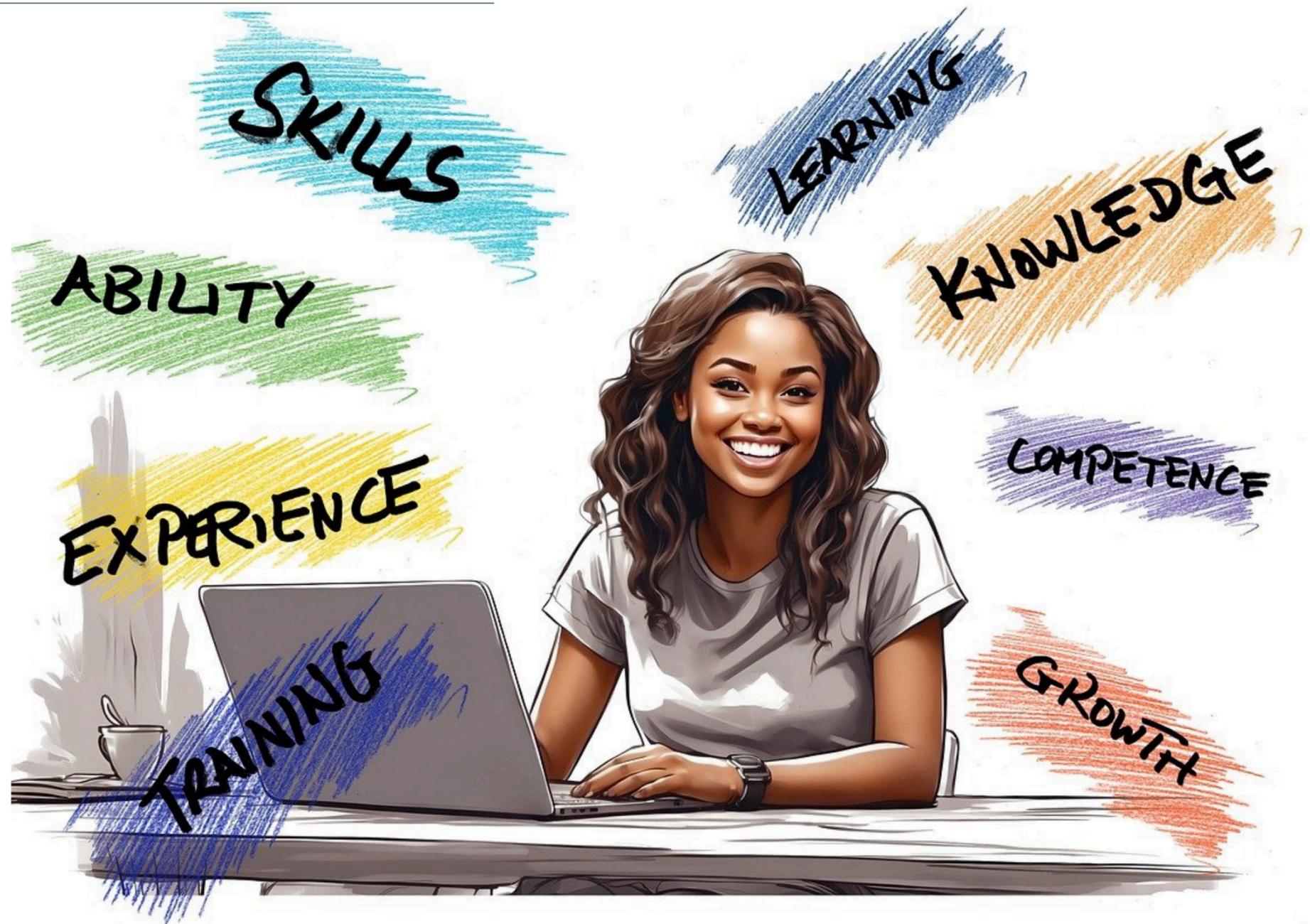
- SOP prompt

- SOP output

WORKFLOW: TRAINING & ONBOARDING

Turn SOP into:

- 15-minute training plan
- Quiz + answer key
- Roleplay scenarios



WORKFLOW:

DESIGN SUPPORT, IMAGE GENERATION

- Good for:
 - Style alignment
 - Planting concept direction
 - Faster client clarity
- Not for:
 - Final construction decisions



WORKFLOW: DESIGN SUPPORT, IMAGE GENERATION



- Inspiration only
- Always check: site conditions, budget, availability, deer/water needs, codes



LESSONS LEARNED



WHAT WORKED FOR US



- Start with an overall pain point review
- Start with one workflow
- Save prompts in a shared doc
- Use templates and checklists

WHAT WENT SIDeways

- Over-trusting outputs
- Vague prompts
- Inconsistent team usage



HOW AI REDUCES WASTE



- Less rework = higher margins (fewer change orders, fewer callbacks)
- Faster onboarding + training = less dependence on one key person
- Standardized templates = consistent quality across the team
- Better documentation = smoother handoffs (sales → ops → field)



ACTIONABLE STEPS

START TOMORROW



- Pain point review
- Pick one workflow (SOP, comms, proposals, training)
- Use one prompt template
- Save what works in a shared doc

TWO WEEK PLAN

- Week 1: build and test, collect edits
- Week 2: standardize, train team, store prompts



CASE STUDIES



TOOLKIT QR



QUESTIONS?





Thank You!

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