

# Turn Your Workplace Into a WOWplace™!

*Proposed 3-4 Hour Presentation Outline*

## **PART I: Setting the Stage for the WOW**

### **Introduction & Overview of the day's theme**

- *Definition of the Workplace vs. WOWplace*
- *Relationships are just as important as transactions*

*We're doing well now – just need to pump it up to a higher level*

- 212 Concept & Video

### **Large Group Exercise: What makes us say WOW (conceptually):**

- What makes me personally say WOW?
- 7 Concepts that make us say WOW

### **Small Group Exercises: What makes us say WOW (specifically):**

*Taking the above concepts into account, what are specific existing examples when (internal and external) customers have said WOW?*

- What makes our customers say WOW?
- What are examples when they have NOT said WOW – and how can we change that?
  - Examples of customers... OR can be examples from your own life, when YOU or someone you know were customers and did – or did not – get WOWED. What lessons and examples/concepts can you take back and apply in your industry/department/life?

*(If time permits, do this exercise twice – once among same-department members and once across members of different departments, with at least one being an internal customer of the other).*

## **PART II: Creating the WOW**

### **The WOWplace Rules**

*(each point contains stories and examples that illustrate that concept, as well as intermittent table discussions and brainstorming sessions on how to implement each concept, as time permits)*

1. WOWplace people embrace each other and their differences
  - a. Mere “tolerance” is for your little brother or sister!
  - b. Model the behavior you wish to inspire in others

2. Go First!
  - a. Effective leaders don't demand respect, they command it (with stories and examples)
3. WOWplace people don't let an opportunity for recognition and validation go by.
  - a. Instant praise
  - b. Informal reward ideas and suggestions
  - c. Annual and periodic rewards
4. Be Human... not Humanoid
  - a. Focus on our Human Duties as well as our Job Duties – human duties are everyone's job!
  - b. All of us can be human and still get our jobs done well
  - c. Don't miss the "big picture"
5. WOWplace people always act according to their values
  - a. Victor's Values (signature story of acting according to our values)
  - b. "Sometimes" is not good enough when it comes to the good stuff!
  - c. The 1-2-3's of Doing More Than Appear (3-step formula for creating the WOW)
  - d. Commitment to the WOW – Creating the WOW is a matter of WILL:  
W ill I  
O r  
W on't I?
  - e. The WOWplace takes the CAN DO attitude and turns it into WILL DO
6. A WOWplace doesn't allow "Everyone else does it" or "No one else does it" to justify mediocrity or being the "same-old, same-old"
  - a. Stories and examples of organizations that have created exceptional WOWplaces, despite having every reason not to
  - b. Examples of personal actions that create WOW's, despite every reason not to
  - c. Getting rid of the Excuses holding us back
7. Change Happens! Flexibility is Key
  - a. You must be able to recognize changes in situations and react quickly to take advantage of new opportunities and mitigate possible negative consequences
  - b. If you can't change the situation, change your expectations
  - c. Brief story describing opportunities both missed and seized
8. (Appropriate) Humor and Creativity Ease Most Situations
  - a. They make difficult messages easier to convey
  - b. Help you deal with the frustrations of new learning situations
  - c. Help us deal with the "Facts of Life" – situations we can't change

- d. WOWplace people keep a Humor File to help with stress relief
- e. Creativity Meetings – how to hold more effective and productive brainstorming sessions and creativity meetings

### **PART III: Leveraging the WOW**

- A WOWplace doesn't just *be* different... it *shows* it!
  - a. Re-applying the 1-2-3 principle
  - b. Example(s) from pop culture
  - c. Suggestions for proving the WOW to each other and to customers
    - i. Websites, newsletters, social media, posters, customer & employee correspondence
  
- Anatomy of the WOW
  - a. Brief case study on analyzing touchpoints of every transaction to evaluate the WOW factor for every individual involved in the transaction, employees and customers alike
  - b. Template for analyzing the Anatomy of the WOW
  - c. Table discussions (if time permits) – analyze a customer interaction for WOW touchpoints.
  
- Tapping into employees' hidden talents and interests; letting yours be known
  - a. Signature story of letting hidden talents and interests be known
  - b. How companies can benefit from utilizing current employees' other talents
  
- Gaining Buy-In
  - a. Signature story of gaining buy-in from others
  - b. Pointers and suggestions for gaining buy-in

## **Customized Front-Line Customer Service Modules (vary by organization)**

### ***Section I***

What do (internal & external) customers want?  
Customer Service Mindsets & Key Concepts  
Setting & handling up-front customer expectations  
Setting the stage and planting the seeds for referral and repeat business  
Setting our goals

### ***Section II***

Achievement of goals  
Attitude and empathy  
Teamwork  
Setting team goals and incentives  
Cross-training, backup and assistants  
Helping team members and assistants set priorities

### ***Section III***

Customer Incentives  
Creating the “WOW!”  
Letters/notes after the sale is completed  
Automated customer contact vehicles  
Ideas for internal customer incentives and rewards

### ***Section IV***

Communications  
Active listening skills  
Differing communication styles  
Etiquette – telephone, face-to-face, e-mail  
Nuances of customer communications  
Dealing with difficult people  
Stress management do’s and don’ts  
Customer Service guidelines and policies  
Service recovery guidelines and policies

### ***Section V***

Tying personal work goals to team and corporate goals/vision/mission  
Setting & monitoring future weekly/monthly goals  
Keeping each other accountable and motivated – accountability partners



Please note that you may select any, or all of, the above elements for inclusion in your program. The program may also be condensed and/or expanded to allow further exploration in small and large group discussions of concepts presented. You design the program you wish!

Also the following team-building/organizational pride-building segment may be included in the last 2 hours of a full-day program, as follows:

## **Values & Service... YOUR Style! \***

Sandy will conduct a team-building activity to create a brief, but powerful video on Values & Service that your organization can use for multiple purposes.

Sandy will bring selected photos, quotes, poems and descriptive words... as well as concepts from guided attendee exercises on values and customer service. These will be used to create a short, powerful video entitled **Values & Service... (YOUR ORGANIZATION'S NAME) Style.**

Sandy will also bring a digital camera, as well as a digital video camera, in order to photograph attendees working together, videotape their statements of what values mean, what customers mean, and how they value customers, etc.

The session will accomplish the following:

1. Compel attendees to intently focus on what values and service mean to them, in meaningful ways that impact their emotions as they go through the process of creating segments for the video. They connect with these concepts by:
  - a. putting into their own words what values and service mean to them;
  - b. seeing famous quotes and sayings that help reinforce the concepts they've come up with themselves;
  - c. feeling a deeper pride of ownership because many of the items used in the video are **their** words, thoughts and ideas
2. Create a team-building activity they share, not only during the sessions, but long after, in the form of an impactful video that can be used to reiterate and reinforce powerful concepts long after the program is over.
3. The video can also be used to show prospective New Hires how important customer service and valuing customers are to your organization and all its employees, stressing and reinforcing these values before they're hired.

In addition, the video can be added to your website so potential customers can also see and hear concrete proof of how seriously your organization takes its promise of valuing customers.

The guided facilitation, done in small groups, helps attendees focus on:

- Your corporate values (Sandy to review and reinforce these values);
- Their personal values – what they are; how differently they can be expressed from person to person; how we value each other; how we demonstrate our values;

- What customers mean to them – and how we individually and collectively value them;
- Stories and examples from attendees on how they've valued customers recently and how they've seen others in their department/company value customers and patients;
- Sharing of good and bad customer service stories (inside and outside your industry) and the lessons we can learn from them;
- Reinforcement that there is one overriding value – TO VALUE OTHERS – the rest is simply *how* we do it.

\*There is a fee of \$250 for this additional segment and deliverable, to cover the cost of purchasing royalty-free music and photos, as well as time and other materials to create the video. [Sample video done for one of Sandy's client organizations]: [www.sandygeroux.com/download/Suddath\\_values.wmv](http://www.sandygeroux.com/download/Suddath_values.wmv)