

Turn Your Workplace Into a WOWplace™!
The Power to WOW!
Manager & Supervisor Training Program Outline

PART I: Setting the Stage for the WOW

Introduction & Overview of the day's theme

Commitment to the WOW – Creating the WOW is a matter of WILL:

Will I
Or
Won't I?

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

- 212 Concept & Movie

What must we consider in order to create the WOW?

Thinking Outside the Box

- To think outside the box, there has to BE a box!
 - Start inside the box

Focusing on Products creates transactions; focusing on People builds relationships

- Don't be so focused on the transaction that you forget the people it's intended for
 - Contrary to popular belief, products don't sell themselves; people do!

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

- What makes me personally say WOW?
 - 7 Categories of events that make us say WOW
- What fails to inspire the WOW?

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

Taking the above concepts into account, what are specific existing examples when customers have said WOW?

- What makes our customers say WOW?
 - My department's external customers?
 - My department's internal customers?
- What are examples when they have NOT said WOW – and how can we change that?
 - These can be examples of your 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).

Review specific organizational information and tie it to the WOW (if necessary/available)

- Center on issues of: Consistency/Follow-through, Fair treatment, Fear/Distrust/ Mistrust, Effective Communication

PART II: Creating the WOW

Establishing a Culture of Creativity and Innovation – Sparking and Fostering Creative Thinking in Employees (and ourselves!)

Are Employees Trying to Succeed or simply Trying NOT to Fail?

- Clear guidelines, policies, expectations, consequences and rewards needed
 - Customer service policies
 - Service recovery policies
- What are the consequences of failing to reach “stretch goals”?
- Don’t ask them to “check their brains (and judgment) at the door!”
 - Story of excess rigidity and fear in the workplace

A WOWplace™ is a place of:

- Values (How do we create more Victors and fewer “Victims”?)
- Courtesy (common and not-so-common)
- Respect – Effective leaders don’t DEMAND respect, they COMMAND it

The WOWplace Rules

(Interactive group discussions of general WOWplace™ principles, as well as how they relate to organizational information/survey data)

Gaining Buy-In For The Things We Need To Do

If we want employees to **SERVE**, we must **SERVE** employees

We must make them feel:

S elected
E ncouraged
R ewarded
V alued
E ngaged

We must make their environment:

S afe
E njoyable
R elatable
V aluable
E xceptional

(Brief ideas, stories and examples for all above concepts provided, in general terms and in terms of organizational data/surveys/other appropriate information.)

Implementing and Leveraging the WOW

Look for opportunities to shine and let your employees shine

- Story of recognizing, drawing out and utilizing employees' hidden talents and interests.
 - Create leaders among the masses
 - Reward the behavior you wish to see

Small Group Brainstorming Exercise – Idea Exchange

- Whom have I seen demonstrate interests and abilities that aren't being [fully] utilized in their current position?
- How can we encourage employees to let us know about their hidden interests and abilities?
- What opportunities exist to utilize those talents?
 - Cross-training
 - Backup
 - Mentoring
 - Succession planning
 - New & upcoming projects
 - Committees and teams
 - Others?
- How do we reward them?

Allow others to realize and appreciate the full effect of the WOW

- The “Big Reveal”

Anatomy of the WOW

“WOW, look at what they did for us!” OR “Well, it’s the least they could do!”

- Case study of customer service and service recovery policies and their impact

Large group exercise:

What are all the WOW opportunities (touch points) – not only for the customer, but for the employee, supervisor, manager and company?

- Review grid outlining and highlighting the Anatomy of the WOW
 - Who receives [the opportunity] to create the WOW?
 - Who is left out?

Small group exercises:

- Begin discussing possible touch points for review at weekly/monthly employee brainstorming meetings (review touch points for internal and external customers)
 - Printed communications (instructions, bills, warnings, advertisements, surveys) [e.g., Non-Allowed Items]
 - Verbal communications (telephone, in-person, in community/Boards, etc.)
 - Personal interactions
 - Processes – manual, automated
 - Policies – customer service, service recovery, reward/recognition, pay, other

Hand out suggested guidelines for implementation plan; Q&A; Informal Discussion

Ideas and Framework for WOW Initiative at Your Organization

Turning Your Workplace Into a WOWplace™ **Rough guide for your corporate culture initiative**

I. Introducing a formal initiative and creating a name for it:

Introduce the initiative in departmental (or company-wide) meeting(s). Be sure to set forth the specific:

- Purpose and goals of the initiative
- Measures of success
- Expectations
- Team structure and make-up
- Individual and group responsibilities

(Be prepared for nay-sayers and those with negative attitudes; you will need to offer reassurances, but more importantly, follow through consistently on what you say you plan to do. This will be the most important piece, and the one that will prove to the nay-sayers that things can change and that their attitude is unwarranted.)

For the title:

- You can use the title “Creating the WOW” as is;
- Choose one that managers and supervisors come up with as a group; or
- Hold a “contest” for all employees to name the initiative.

Announce the contest, rules, timeframe and reward.

II. Implementation, Follow-Through and Accountability

Periodic meetings – different topic each time to inspire employees and keep them focused on the goals.

- Brainstorm WOW creation
- Discuss WOW implementation
- Customer service policies and suggestions
- Service recovery policies and suggestions
- Share and discuss WOW (and not-so-WOW) experiences at your organization
- Share and discuss WOW (and not-so-WOW) experiences outside your organization

Monthly assessment and reporting meetings to report and assess progress, and to reward exceptional efforts and/or results.

- Determine what success measures will be
- Establish baselines
- Create reporting schedule and methodology
- Create communication vehicles and guidelines
- Create accountability vehicles

Create tangible representation of mission/vision/initiative (e.g., Values and Service... [Organization] Style)

- Videotape customer testimonials
- Videotape employees expressing what working at your organization means for them, what their customers mean to them, what their values mean to them
- Stories, quotes, values statements, pictures, photos of employees, etc.