

Are You a WOW Leader?

5 Rules for Being a Leader Who Inspires WOW Experiences

ORLANDO, Florida, June 19, 2014 -- There are places that make you feel good just being there. In every interaction, their people's commitment to excellence and caring is consistently demonstrated through their actions and words. In other words, it is a WOWplace® — and everyone wants to be a part of it.

However, although all organizations *want* to create big WOWs for others, unless leaders focus on the basics of creating and fully training people in the type of culture they desire, as well as the nuances that inspire the small, everyday, consistent actions that lead up to WOW experiences for everyone, their organization may be good... but it won't be a WOW.

A focus on an ideal vision and corporate culture is necessary to answer the critical questions: What kind of organization do we want to create? What kind of people do we want to hire? What's most important to us with regard to the quality of our products, how we behave personally and professionally, and how we treat others? This focus guides hiring, training, product development, sales and other important aspects of the organization, without which we cannot cultivate what is important... because no one knows what it is, what it looks like or how to create it.

More importantly, if leaders can't create the desired experiences for associates, how can associates be expected to create the desired experiences for customers? In other words, it's all about our people and how well leaders inspire them to go the extra mile to find hidden WOWs in every interaction with customers and each other.

The best leaders create an atmosphere of trust and respect in the workplace. International speaker Sandy Geroux has spent 14 years studying what makes people say WOW and has taken the "best of the best" insights and put them into her popular presentations, and now into her newest book, *Turn Your Workplace Into a WOWplace* (WOWplace International, LLC, 2014, 978-0-9788269-9-4, www.WOWplaceBook.com). In it, she offers uplifting ideas, illustrative stories, and easy-to-use models that foster innovative and proactive thinking through a set of five WOWplace Rules that bring to light the nuances and benefits of creating a culture that prizes compassion and respect, promotes innovation, and rewards WOW moments. "This is crucial because we can create all the WOW products we want," Ms. Geroux said, "but if all our WOW products are not delivered in WOW ways, by WOW people, with WOW attitudes, they may as well not exist!"

WOW leadership is a requirement for creating and maintaining a WOWplace. Ms. Geroux offers five WOWplace Rules to help leaders personally demonstrate and develop a culture that inspires WOW attitudes and actions from its people:

WOWplace Rule #1:

A WOWplace is Safe. Do our associates feel safe in taking the reasonable and appropriate risks necessary to think of – and execute – WOW experiences for our customers?

WOWplace Rule #2:

A WOWplace is Respectful. Do we, as leaders, show respect for everyone around us? Do we *command* respect through our actions, attitudes and words – or do we simply *demand* respect due to our title or position in the organization?

WOWplace Rule #3:

A WOWplace is Human . . . not Humanoid. Do our leaders remember that they must connect with people’s hearts as well as their minds if they want people to follow them? Do our associates remember that they have *human* duties (respect, compassion, integrity) that accompany everything required of them in their *job* duties?

WOWplace Rule #4:

A WOWplace is Innovative, Creative and Fun! Is our organization a place where innovation is encouraged and proactive thinking is the norm? Or are we simply operating in “reactive” mode, where problems are handled as they arise, rather than prevented from the outset as much as possible? Do we focus on what we *can* do, rather than what we *can’t* do? Do we allow humor to abound in the workplace, or do we shut down all attempts to have fun in our jobs? Do we take our jobs seriously, but ourselves lightly?

WOWplace Rule #5:

A WOWplace is Rewarding. Do we recognize and reward people for going above and beyond. In fact, do we recognize and reward them formally and informally for doing a good job every day? Do we ever initiate a conversation to them to let them know we appreciate them... or do we just “coach” them when they’ve done something wrong?

Visit her book website at www.WOWplaceBook.com to read an excerpt, see what people have to say, schedule an interview, sign up for her free blog containing WOW tips, advice and case studies, check Sandy’s availability for a keynote or training program, and find out how you can turn your workplace into a WOWplace.

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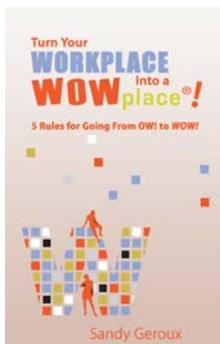
About the Author:



Sandy Geroux, M.S., is an award-winning salesperson and recognized authority on creating WOW experiences for customers and associates alike. Since 2000, she has spoken to diverse audiences, helping leaders at every level inspire associates and co-workers to eliminate excuses, share their ideas and knowledge and go the extra mile to find the hidden WOW's that foster higher levels of customer service and employee engagement.

She is a frequent contributor to business and trade publications; she's also a singer and often includes music in her programs for added impact on her audiences. Described as enthusiastic, energetic and extremely motivating, Sandy's programs as well as her newest book, *Turn Your Workplace Into a WOWplace*, overflow with ideas and tips to help leaders implement and remember everyday actions that inspire associates to go the extra mile to find hidden WOW's that add up to exceptional experiences for everyone around them. (www.theWOWplace.com; sandy@theWOWplace.com)

About the Book:



Turn Your Workplace Into a WOWplace (WOWplace International, LLC, 2014, 978-0-9788269-9-4, \$19.95, www.WOWplaceBook.com). There are places that make you feel good just being there. In every interaction, their commitment to excellence and caring is consistently demonstrated through their people's actions and words. In other words, it is a WOWplace — and everyone wants to be a part of it.

This compelling new book by speaker and author Sandy Geroux offers uplifting ideas, illustrative stories, and easy-to-use models that foster consistency, trust, respect, and creativity, which are all necessary components for creating a WOWplace. These attributes (and more) are enabled through a set of five WOWplace Rules that highlight the nuances and benefits of creating a culture that prizes innovation and rewards WOW moments.

Join Sandy on a journey that will help you transform your people from *employees* who HAVE to go to work because they make a *paycheck* into *people* who LOVE to go to work because they make a *difference*. Your organization's leaders, associates and customers – not to mention your bottom line – will all reap the benefits of transforming even a great workplace into a WOWplace.

Review Copies and Media Interviews:

For a review copy of *Turn Your Workplace Into a WOWplace!* or an interview with Sandy Geroux, please contact Sandy directly at 407-856-1188 or sandy@theWOWplace.com. When requesting a review copy, please provide street address.

If you would like to receive this information as a Word or PDF document, please let us know.