



Interview Questions for Sandy Geroux

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1. Why did you write the book, "Turn Your Workplace Into a WOWplace?"
2. In the book, you write, "*You never get a second chance to make a SECOND impression.*" That's an interesting twist on the familiar saying, "*You never get a second chance to make a FIRST impression.*" What do you mean by that?
3. The majority of the book is divided into five WOWplace Rules. How did you decide upon those five categories for grouping your concepts?
4. You make an interesting point in WOWplace Rule #2 (A WOWplace is Respectful) about leadership and respect. One of the biggest points you make is that "Effective leaders don't DEMAND respect... they COMMAND it." Can you explain a little more about this?
5. WOWplace Rule #3 is "A WOWplace is Human... not Humanoid." What do you mean by that?
6. What is the biggest mistake you see leaders making in the workplace?
7. How do you encourage employees to share their knowledge and ideas?
8. Talk about the difference between "job duties" and "human duties."
9. You have a template to guide brainstorming and proactive thinking. What is that template?
10. WOWplace Rule #1 is that a WOWplace is "Safe" – you're not talking about physical safety here. Talk a little bit about the emotional safety you're referring to in this rule.
11. People listening to this often struggle with finding the fine line between giving associates enough freedom to use their judgment (to create WOW experiences) and giving them too much freedom so they end up going too far and doing things they really shouldn't be doing. What's your best advice on how they can deal with that?
12. You offer many stories in the book, in small boxes called "Case In Point." How important is story-telling for the book, and for all leaders?
13. What's the most important thing readers will learn from "Turn Your Workplace Into a WOWplace"?
14. Where can we buy the book?