



## Synopsis for “Turn Your Workplace Into a WOWplace®!”

### **2-line Summary:** (138 characters)

A WOW leader creates a culture that inspire everyday, consistent WOW actions that lead up to big WOW experiences for everyone around them.

### **Short Synopsis:** (46 words)

This book is organized around five “WOWplace Rules” that guide WOW leaders in creating a culture that helps associates focus on the nuances of service, compassion and respect that inspire small, everyday, consistent WOW actions that lead up to big WOW experiences for everyone around them.

### **Medium Synopsis:** (98 words)

There are places that make you feel good just to be there. In every interaction, a commitment to excellence and caring is evident. They are WOWplaces! International speaker Sandy Geroux has spent 14 years studying what makes people say WOW and has taken her best insights, stories, ideas and models and put them into her popular presentations and her newest book. "Turn Your Workplace Into a WOWplace!" is organized into 5 WOWplace Rules that help leaders create the type of culture that inspires everyday, consistent WOW actions that lead up to big WOW experiences for everyone around them.

### **Long Synopsis:** (528 words)

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 actions and words. In other words, they are WOWplaces® — and everyone wants to be a part of them.

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 these 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 and author 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](http://www.WOWplaceBook.com)). In it, she offers uplifting ideas, illustrative stories, and easy-to-use models that foster innovative and proactive thinking and 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, 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:

1. A WOWplace is Safe.
2. A WOWplace is Respectful.
3. A WOWplace is Human . . . not Humanoid.
4. A WOWplace is Innovative, Creative and Fun!
5. A WOWplace is Rewarding.

**Here’s what attendees of Sandy’s keynote and training programs have to say about the WOWplace principles and concepts:**

*“I’ve been in business a long time and wondered what I could possibly learn, but there were many takeaways that are immediately useable.”* Another wrote, *“Even months after the program, owners are still engaged in the concepts you presented, and it’s making a difference in our business.”*

- Jim George, President & CEO/The Snip-Its Corporation

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*Here is a quote from one of my HR colleagues who attended the training and was sitting next to me during your presentation: This session was fabulous. Sandy was wonderful. She offered great ideas that I was able to bring back to my business and put to use right away. I have been in business a long time and wondered what I could possibly learn that I did not already know. I came away with several ‘take aways’ that I look forward to putting into practice immediately. Thank you so much!”* The feedback I have heard has been overwhelmingly positive. You kept our audience of HR professionals engaged and spellbound for over an hour and a half. The group exercise sessions provided tools and techniques that enabled our attendees to become more efficient in their respective workplaces. Everyone felt that your session was a great success.

- Fred Baragona, President-Elect/NELA SHRM

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*I thoroughly enjoyed your presentation. I have seen a lot of speakers, and I mean A LOT, so I’m very jaded and make for a tough audience. I thought you were incredibly engaging and the content of your presentation was totally on the money and absolutely relevant, not to mention that there were things that one could “take away” and implement right away.*

- Jason Lawrence, Sales Manager/The Medical Concierge

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Thank you again for joining us at the Virginia Community Colleges Association conference in Portsmouth last week. You worked your WOW magic and got us off to an exciting start! I have heard nothing but really good things about your presentation — some comments in great detail from individuals who were really pumped and ready to go back to the office! You really are a magician. Again, thank you. I was a pleasure meeting you. The way you personalized your presentation made it unforgettable.

- Rena Mallory, Division of Engineering, Business & Public Services/John Tyler Community College

### **5 Points of Interest about Turn Your Workplace Into a WOWplace:**

WOW leadership is a requirement for creating and maintaining a WOWplace. In *Turn Your Workplace Into a WOWplace*, international speaker and author Sandy 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?

## **Book Details and Purchase Information**

**Book Title:** Turn Your Workplace Into a WOWplace®!

**By:** Sandy Geroux

**Published by:** WOWplace International, LLC

**Available for Sale at:** Amazon.com and at <http://shop.sandygeroux.com>

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**Book Website:** [www.WOWplaceBook.com](http://www.WOWplaceBook.com)

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