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*Turn Your Workplace Into a WOWplace:
Connecting the Pieces
To Create Employee WOWs*



Presentation for



October 13, 2010

About Your Presenter



With over 27 years of formal and informal speaking and training experience, Sandy Geroux delivers motivational keynotes and training programs focusing on the topics of effective risk-taking, goal-setting & achievement and customer service.

A GRI, former top-producing REALTOR® and recipient of numerous sales awards, Sandy is listed in the *2002-2003 National Register's Who's Who in Executives and Professionals* and is a frequent contributor to business and industry magazines, including *Entrepreneur*, *Broker-Agent Professional*, NAR's national and statewide REALTOR® Magazines and more, as well as a columnist for the *American Society for Administrative Professionals (ASAP)*. She is the Immediate Past President of the Central Florida Chapter of the National Speakers Association, past Chairperson of the Small Business Council in the Kissimmee/Osceola County Chamber of Commerce and a Board member for two local children's charities in the Orlando/Kissimmee, Florida area.

Sandy is also a singer and has performed in numerous musical and dramatic stage productions and sung the National Anthem at various sports venues, including Daytona International Speedway.

In addition, she has had much exposure to the world of technology. In addition to participating in corporate-wide technology initiatives and serving as a Business Systems Consultant, Sandy owned a desktop publishing business and has taught hands-on computer classes at companies and colleges in Rhode Island and Massachusetts, as well as working on her own website over the past eight years to improve its design, exposure and performance.

Sandy combines real-life entrepreneurial, entertainment, training and speaking experience and knowledge that make her uniquely qualified to help diverse audiences not only *realize* the benefits of taking reasonable risks, but show them *how* to achieve the success they desire. Thus, her programs are not only inspiring, but overflowing with practical ideas, tips and tools to help individuals succeed with their personal dreams and organizations accomplish their bottom-line objectives.

Another plus is Sandy's dynamic speaking style, which has been described by those who have seen her as enthusiastic, energetic and extremely motivating!

We cannot thank you enough for the outstanding job you did for MHCA at our 2009 Midyear Convention. Attendees remarked they were engaged and interested; and you were awesome, wonderful, absolutely amazing, terrific and very motivating. We appreciate the efforts you made to provide such valuable sessions for our attendees. There is no doubt that your programs increased the quality of the conference.

*- Rose M. Hughes, Exec. Director
Montana Health Care Association*

*Turn Your Workplace Into a WOWplace:
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Setting the Stage for the WOW

Workplace: _____

WOWplace _____

Grateful... _____

OR

Thankful... _____

Internal and external customers want the same things:

They want to be:

- ◆ Valued
- ◆ Appreciated
- ◆ Listened to

A WOWplace™ is a place of:

- ◆ Values
- ◆ Appreciation
- ◆ Courtesy & Respect

Creating the WOW isn't about big flashy actions that create fleeting impact...

... it's about small, everyday actions that create lasting impact

212°

- Sandy Geroux



Human Duties vs. Job Duties

Focus too narrow/tunnel vision? _____

Not my job? What is my job? _____

Effective leaders don't DEMAND respect, they COMMAND it!

Do we TRUST our leaders and our organization? Do others trust us?

Trying to Succeed vs. Trying Not to Fail

- Where is the focus – on creativity and success OR on fear and failure?

Trying to Succeed

What do we say/hear?

Trying Not to Fail

What do we say/hear?

We gain buy-in by: _____ AND BY

Don't be afraid to let your hidden talents and interests be known

Look for opportunities to shine *and* to let your employees shine

Recognize, draw out and utilize their hidden talents and interests

- *Create leaders among the masses*
- *Pre-reward the behavior you wish to see*

Group Exercises: *Whom have I seen demonstrate interests and abilities not being fully utilized in their position?*

How can we encourage employees to let us know about their hidden talents and interests?

What opportunities exist to utilize those talents and interests?

Offer to do different tasks/jobs

What can I offer to do?

Suggestions:

- ✓ Write an article for the company newsletter
- ✓ Offer to edit the newsletter for a while (if the job rotates to different people)
- ✓ Volunteer to serve a committee – or chair it
- ✓ Learn (or teach someone else) a new program

Help them see beyond the current position; look for opportunities to do the same for yourself and others...

Don't "judge a book by its cover"



Treat a man as he is, and he will remain as he is. Treat a man as he could be and you help him to become so.

- Ralph Waldo Emerson

Polish Your Critical Thinking Skills

What do they really want (employees and customers)

Ask the right questions _____

Eliminate confusion and ambiguity – in reading and writing _____

Guide discussions and brainstorming sessions more effectively _____

Useful applications:

- ◆ Annual and intermittent performance reviews
- ◆ Job postings
- ◆ Customer service policies
- ◆ Report writing, marketing copy, situation summaries, executive briefings
- ◆ Delivering reports and presentations
- ◆ Grant writing

If we want the entire team to **SERVE customers,
we must all **SERVE** each other...**

Help make everyone feel:

S elected
E ncouraged
R ewarded
V alued
E ngaged

Help make the environment:

S afe
E njoyable
R elatable
V aluable
E xceptional

Toxic personalities

Apathy

Status quo

WE'VE GOT TO MIX IT UP!

***Suggestions to inspire creativity, appropriate risk-taking
and creation of the WOW:***

Selected

Ask for others' opinions & ideas _____

✓ If you ask, come full circle _____

Safe

Encouraged

Ask them to watch for ideas your organization can use _____

Hold Creativity Meetings _____

✓ Decorations, music, themes, creativity exercises, props _____

Enjoyable

**How does your organizational dream tie to the corporate mission?
How does the mission tie to employee goals/dreams?**

Do employees know the mission and goals – up front? _____

✓ Do they *mean anything* to them? _____

✓ Share what they *mean* to you _____

✓ Connect with personal mission and goals _____

Relatable

Rewarded

Remind

Re-motivate

Reward

Instant praise _____

✓ Privately chastise, publicly praise _____

✓ Privately praise _____

✓ Little things (hand-written notes, pat-on-back, fun gifts) _____

Valued

Make them a partner in the process, if possible _____

Valuable

Communicate ASAP _____

Engaged

Explain the reasons behind goals, objectives & policies _____

✓ Be creative! (*Use stories, statistics, startling facts*)

Exceptional

Ideas for creating a WOWplace

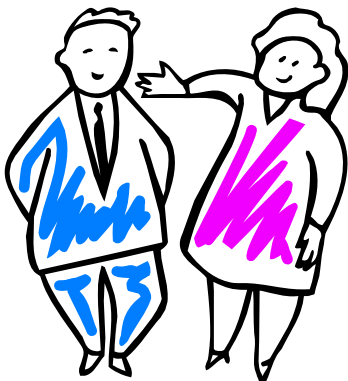
How do we “appreciate” (reward) each other (instantly and at pre-determined times/events)?

How do we “welcome” newcomers? How do we make sure we get the right newcomers?



How do we outline, measure and evaluate human duties, as well as job duties?

How do we respect each other?



*Catch someone doing something right.
- Ken Blanchard*

The Anatomy of the WOW

If we view every mistake as a learning experience – and dissect it without placing blame or criticizing, we can actually learn how to make every experience better – for customers, employees, supervisors and managers, and the company.

The same applies to successes; every successful experience can be dissected to make it better – even if just by a little bit.

212°

Where experiences are happening at each step of the way – not only for customers, but for employees... because EVERYONE involved is having *some* type of experience, every step of the way. Let's be sure it's always as positive as possible for everyone!

Customer Service Policies and Procedures – Anticipate Possible Scenarios and Brainstorm

- ◆ Guidelines
 - ◆ Limits
 - ◆ Roles and Responsibilities
 - ◆ Next Steps
-
-
-

Service Recovery Policies and Procedures – Anticipate Possible Scenarios and Brainstorm

- ◆ Guidelines
 - ◆ Limits
 - ◆ Roles and Responsibilities
 - ◆ Next Steps
-
-
-

Anatomy of the WOW

Event	WOW Impact: Customer Experience	WOW Impact: Employee Experience	WOW Impact: Supervisor/Manager Experience	WOW Impact: Company Experience/Rep.
A mistake is made	Negative	Negative	Neutral	Negative
A small, logical action was taken to correct it	Positive	Positive	Neutral	Positive
Another problem is anticipated	Negative	Negative	Neutral	Negative
The employee isn't empowered to fix the new problem before it happens; the customer is forced to choose between two bad "solutions" to attempt to prevent it ("lesser of two evils" chosen)	Doubly Negative	Doubly Negative	Neutral	Doubly Negative
The new problem inevitably occurs	Doubly Negative	Doubly Negative	Neutral	Doubly Negative
No supervisor or manager is available to fix it	Doubly Negative	Doubly Negative	Neutral	Doubly Negative
Supervisor/manager is available but can't fix it	Doubly Negative	Doubly Negative	Negative	Doubly Negative
Time lapses between problem and cure	Doubly Negative	Doubly Negative	Neutral	Doubly Negative
Supervisor/manager is available and fixes the problem	Positive	Neutral	Positive	Positive (maybe)

Customer:	Negative	Doubly Negative	Positive
Employee:	Negative	Doubly Negative	Neutral
Manager/Supervisor:	Neutral	Neutral	Positive
Company:	Negative	Doubly Negative	Positive

Where's the WOW for anyone – but most especially for the employee? There are hardly any positive impacts on the employee in this situation!

If the employee had been empowered to handle the situation all the way through:

Event	Customer Experience	Employee Experience	Supervisor/Manager Experience	Company Experience/Rep.
A mistake is made	Negative	Negative	Neutral	Negative
A full and complete action is taken to fix the problem, even to the point where future potential issues are anticipated and corrected before they happen	Exceptional WOW!	Exceptional WOW!	Neutral (now) Exceptional (WOW) - later	Exceptional WOW!

In this case, the inevitable mistake happens, but because the employee is empowered (within guidelines) to:

- Immediately handle the original problem quickly
- immediately handle the newly-anticipated/anticipatable problem by offering a corrective action/solution within guidelines
- prevent the customer from experiencing any more discomfort or inconvenience
- allow the customer to go on, as intact and “whole” as possible...

- ◆ The customer experiences a “WOW”
- ◆ The employee experiences a “WOW” feeling as a result of gratification and reward from the customer for creating a “WOW”
- ◆ When the supervisor/manager learns of the employee’s actions, the employee again experiences a “WOW” in the form of gratification, accolades and reward from their boss for being innovative, creative and caring enough to create a “WOW”
- ◆ The supervisor/manager experiences the gratification and reward of employees creating exceptional (WOW) customer experiences – and can also get accolades and recognition from above for training and inspiring employees to do so
- ◆ The company gets great word-of-mouth (a “WOW” reputation) because they’ve impressed the customer so much that the customer can’t help but rave about them!

WIN – WIN – WIN – WIN!

Action Plan

How can I create inspire more creativity and innovation in my organization?

How can I help my colleagues take more risks to advance the organization's goals?

How can I demonstrate and inspire more values, compassion and respect in the workplace?

What can I do to foster more commitment and teamwork?

What am I willing to do to accomplish these goals? What risks must I take?

From whom can I request help and support?

My first step will be to:

Expected Completion Date:

My second step will be to:

Expected Completion Date:

My third step will be to:

Expected Completion Date:

Very few speakers can step in on short notice and do such an incredible presentation, much less one that is tailor-made to us. What an awesome job! On behalf of all the NALS members and myself personally - thank you so much for stirring us with your presentation. I seriously do hope that you will come back to us in the future.

- Tammy Shatwell-Mullins, Executive Director
NALS...the association for legal professionals

WOWplace
INTERNATIONAL

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