Value Building Suggestions Provided to You by

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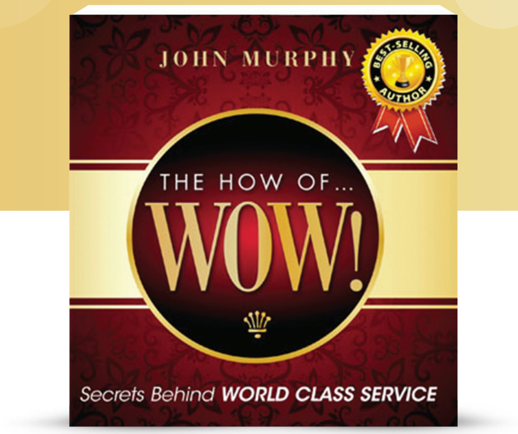

A Guide for Leaders:

The How of Wow! by John Murphy

Includes printable worksheet for meeting participants

Before holding your workshop on *The How of Wow!*, ask participants to contemplate and prepare answers to the following questions:

- First, provide one specific example of a recent "Wow" experience you had as a customer. What was the situation? How is it that you were wowed?
- What does it take to really wow customers today? Be specific.
- Capture all inputs on a flipchart and discuss. There will likely be many.
- Where is our team modeling "Wow" service?
- Where are we coming up short?

Discussion Questions

Provide copies of *The How of Wow!* to each meeting participant to serve as both a learning tool and a future resource to reinforce training ideas. Giving the book to participants prior to the meeting allows people to read the material and come prepared for discussion. Books given at the beginning of the meeting, allow for an interactive study of the material.

1. In what ways do we demonstrate "wow" service at our company, or in our department? Why is this important?

Questions continued on next page...

The How of Wow! by John Murphy

2. Give an example of a "latent need," how we uncover it and then deal with it in a positive, proactive, innovative way.

3. Who are our "Big C" customers? What do they value most? What are they really paying us for? What annoys them? How are they measuring our performance?

4. What do our customers expect from us? What do they experience? How does this translate into their evaluation of us? Do we have "preprogrammed" responses to the most common failure modes?

5. What are the little things that can make a big difference to our customers? Where are the most common "moments of truth"? How easy are we to do business with? How are we turning common mishaps into rich opportunities for growth and improvement?

6. What new technologies, paradigm shifts and innovations could set us back to zero? What are the disruptive, game-changing ideas in our market? If we could start all over again from scratch, what would we change to prevent our own business from going out of business?

Questions continued on next page...

7. What are some of our most common mistakes? How are we using these as learning opportunities? To what extent are we using tools like Poka-Yoke, FMEA and AAR to prevent mistakes from happening to, learn from our experiences and mitigate risk?

8. What "tangibles" matter most to our customers? How effectively are we managing these details? How are we being compared to others, inside and outside our industry? What can we learn from benchmarking best-practices outside our industry? Give an example.

9. How do our customers feel about us emotionally? What "intangibles" matter most to our customers and how are we doing at delivering these critical differentiators? How are we using empathy and compassion to create raving fans? Give examples.

10. How reliable are we at delivering what we promise? What data do we have to prove this? How clearly are we aligned with our customers? How do we know this? What improvements can be made?