

Do It Now and Create a WOW!

by Sandy Geroux

We all know people who seem a little more caring and considerate than most, don't we? You know who I mean - they're the ones who always seem to make people feel good whenever they're around. They send the cards and the notes, and know exactly what to say in any given situation.

Most of these people are no more considerate or caring than the rest of us. What's different about them is that they *think* to do – and then *actually* do – a couple of important things that most of us typically don't. First, they are observant enough to notice what's happening around them, and second, they act quickly upon seeing an opportunity to lift someone else up, even just a little bit.

Think about it: how often do we *not* see what others are doing all around us. Even when we see something that makes us say, "WOW!" we often just turn around and walk away, smiling to ourselves over what we just witnessed without saying anything to the person who just made it happen. We may even think, "That was a nice thing for her to do!" or "I can't believe he just did that! That was so great!" And if it's enough of a "OW, we tell everyone ELSE we know about it... but not them. Even though most of us don't do nice things just to get recognition, how great is it when someone does notice?

A friend of mine is one of those considerate people. She was in a store checkout line when the older gentleman in front of her discovered he was a few dollars short for his purchase. He didn't speak English well, became confused and embarrassed, and didn't know what to do. Without thinking twice, my friend handed him the money he needed, enabling him to finish checking out. Before leaving, he put his hand on his heart and looked to the Heavens to thank her for that blessing. When she turned back to the rest of the checkout line, several people were visibly moved by what they had just witnessed... and they told her how she had inspired them to act in a similar manner at their next opportunity. WOW...

The reaction from the others in line was worth its weight in gold - in fact, it was worth as much as helping the man in the first place! It was so gratifying for her to hear that others were inspired by her actions.

Here are some ways you can create WOW's simply by "noticing" and acknowledging someone else:

- Leave a personal note for the Chambermaid (not just a tip) on your next hotel stay. One of my audience members did this and got a wonderful note of thanks back from her Chambermaid, who told her she'd NEVER been formally thanked by a guest before!
- Tell a co-worker who has just finished dealing with a very difficult customer that you admire the way he handled the call.



- Send a hand-written note to a co-worker or customer to thank them for something they did for you (closed some business with you, referred someone else to you, or simply was very pleasant and understanding on the phone) - don't E-MAIL... that's too ordinary and easy. A hand-written note says a lot and is a WOW in itself in our overly technology-oriented age.

Most of us don't do WOW things for accolades - we do them because we see an opportunity to do something good for someone else... and we take it. But isn't it nice when someone does notice and say something about it when it happens?

WOWs happen because someone cares enough to do something out of the norm to benefit someone else. The next time you have an opportunity to either create a WOW by doing something for someone else, or even acknowledging a WOW by saying something to an individual who has just created one, please don't let the opportunity go by. Don't just tell everyone else about it... tell them.

You never know what future WOW's you can inspire by just letting someone else know how good you felt because of their current WOW actions!

With over 27 years of speaking and training experience, national speaker and author Sandy Geroux delivers motivational and educational programs to help "Turn Your Workplace Into a WOWplace™", helping organizations create WOW experiences for customers and employees alike by fostering a culture of trust, compassion and commitment to values, service and respect. <http://www.thewowplace.com> or contact sandy@thewowplace.com or call 407-856-1188.

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