



# 6 Steps to a WOW Experience!

When was the last time you said, "WOW that was a great experience with a company"? If you are like most people, it has been a long time since a company really "WOW(ed)" you. So let's get real for a second. Most companies are mediocre and indistinguishable from the pack. In my view, there are few things worse in the business world than being merely ordinary. I can teach you 6 steps to create a WOW Experience that will make your company ready to "Rock the World." You will learn how to deliver an experience that will leave your customers saying: WOW! With a little help, your company will not be dismissed as merely ordinary but sought out as extraordinary in its field.

## 1 People

There is nothing more important than People. There are no exceptions to this principle, but very few businesses understand the critical importance of the people process. nor do businesses or managers focus as much as they should on human resources. These essentials include recruiting, hiring, training, compensation and retention. I can help you create a World Class culture and people strategy designed to attract and retain the Best People. In real estate it is location, location, location. In business it is PEOPLE, PEOPLE, PEOPLE!

## 2 Innovation

Would you like your organization or business to be genuinely described as cutting edge, chic and unique, providing out of the box performance, ultra-creative and dramatically different? Innovative companies are the trail blazers and set the rules for the rest of the followers. We are meant to be uniquely creative. I can help you learn how to make sure that your business is not just like the others, but rather is one of the businesses that others want to be like.

## 3 Design

"It just feels great and I can't wait to go back." How would you like all of your customers to say this about your business? Design is a critical element of the "WOW" experience. Those businesses that understand and perform in the design arena have a serious competitive advantage. Today's customers not only look for design, they expect it.

## 4 Culture

Team is in. Positive is in. Positive Team is in. Organizations today have a mix of Gen Y, Gen X and Boomers all having unique talents that need to be recognized, developed and managed in order to maximize results. Learn how to build and implement a culture that equals success. "WOW" companies have a culture that is transcendently awesome and cannot be duplicated.

## 5 Leadership

Leaders lead. Companies that deliver a "WOW" experience have leaders that flat out perform and understand the priorities of great leadership. They lead by example and not simply rhetoric. They care. They serve. They act. They cheer. They unite. They dream. They deliver.

## 6 High Performance Execution

While other companies are having meetings and talking, "WOW" companies are executing their vision. Yes, they just get things done. They not only talk the talk...they walk the walk. They go out and make their dreams come to life. The only way to actualize your success is to execute. WOW companies execute every single day, and they do so with passion and purpose.

## Chris Tapken

Consultant, Author, Speaker, Trainer

Chris Tapken has positively impacted the management of people and companies across the country. An energetic motivational speaker and insightful business consultant, Chris is praised by his family, friends and clients as compassionate, innovative and hands on.

An engaging communicator, Chris has a unique gift to speak from the heart. He takes complex concepts and breaks them down into simple principles using a conversational and motivational style. You will leave this seminar "On Fire"!

Chris Tapken helps companies and organizations to reach maximum potential by improving their focus, structure, processes and the people who make them work. Chris has been involved with business start ups, corporate acquisitions and even navigated a corporate bankruptcy. Let Chris Tapken put this wealth of real world experience toward helping your business truly prosper.

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