

The 6 Primary Principles of a WOW Culture



1. Create a strong leadership team with a defined mission statement.

Do you have a leadership mission statement and are all of your leaders achieving it?

2. Create a culture with clearly defined standards that everyone is held accountable to achieving.

Are you tolerating behaviors that are below your standards?

3. Performance Management is comprised of monitoring, measuring, mentoring, motivating and measuring the trends of performance. The most important tasks in that cycle are the mentoring and motivating.



Are your leaders spending the majority of their time mentoring and motivating your employees?

4. Focus on the strategy of your business. Analyze your business from the top down and remember to include the specific behaviors that will enable each member of your organization to experience “WOW”.

Are you managing to the strategic metrics and mentoring to the desired behaviors in order to achieve those goals?

5. Employees are the heart and soul of the business. Focus on the needs of your employees, (physical, mental and emotional) and then create motivational strategies to infuse even more excitement.

Are you putting your leadership focus on meeting your employees' needs?



6. Customers have needs as well, the basic product or service need, transactional needs and emotional needs. In order to create a WOW environment, we must meet all of the customer's needs.

Are all three levels of your customers' needs being met?



Call InterWeave so you can begin turning WOW moments into a way of life.

813-933-4432

www.interweavecorp.com