



latest word

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The Wow Factor

"There are no traffic jams along the extra mile."

Another school year has ended and if you're a parent you'll be reading the summer reports and reflecting on the year that was. Interestingly, as a parent, you're very focused on progress and making sure your *'pride and joy'* are meeting their milestones. As adults, many people drift and don't take any real time to really review and reflect on how their life is going and where their life is going. That lack of thought and direction directly impacts on their energy, productivity and results.

Anyway this year, one of my children was lucky to have an unbelievably brilliant teacher. I believe we as adults have as much to learn from our children as we have to teach them. Children are open minded, intensely curious, beautifully hopeful, and with a huge energy and appetite for life, which this teacher understood very well. She listened to the children brilliantly, empathised with them, let them be their own unique selves while at the same time taught them all the fundamental skills and built their confidence. She cared, loved even her little clients and had a great sense of passion and purpose about her role.

So why am I telling you this? Because I'm telling anybody who'll listen 😊, because I loved her level of excellence in her role, because I'm grateful for the beautiful experience my little 7 year old had this year, because she exceeded my expectations so much, I was wow-ed.

Now if your clients, your employer, or even your husband or wife were so wow-ed by you and your performance, what impact might that have on your business, your career or even your relationship?



Wow is the king of experiences, and if you can generate that feeling in other people, you have a huge competitive advantage in your business and career that will pay rich dividends.

It's worth remembering also that in most businesses, the vast majority of clients are "satisfied", they neither love you or hate you and that makes them very vulnerable to new suitors. Clients who might describe their client experience with you as 'wow' are not only 'not going anywhere' but they are recruiting new clients for you, for free. (Check out a previous Framework Financial newsletter article 'Love Hate' for more on this.)

Now I don't believe you can create or sustain a 'wow experience' for anyone without things like belief, passion, love, purpose and caring in the equation. There's a quote I saw written on the wall in a cafe ... "without passion, food is just a business", and that's so true. People respond emotionally to passion, enthusiasm, belief and energy.

So what I'm saying, if you want to wow anybody, you've got to find those qualities in you and your team.

Now I understand that some careers or businesses may lend themselves easier than others to feel passionate about. So you've got to find that meaning in what you do, to deliver that level of passion and care. That might be that you want to do your job or serve your clients so well, to demonstrate and teach your children about doing and being your best. There's a brilliant quote that says "Nothing has meaning except the meaning you give it". It's your job to find that passion, purpose and meaning within yourself, because if you can't generate that high level of emotion within yourself, you won't generate it within your clients to provide them with that wow experience.

If it was easy, everybody would do it 😊.

So think about it:

- ◆ What do you do?
- ◆ Why do you do it?
- ◆ What does it mean to you?
- ◆ How well do you do it?
- ◆ How would others describe what you do and how well you do it?
- ◆ What could you change to raise your standards?
- ◆ What could you do differently to create the wow factor for those that you serve?

I've always been interested in how some people become defined as the highest standard in what they do.

You know when somebody uses the phrase something like "you're the Michael Schumacher or Oprah or Apple of your industry". These are people who've raised the bar so high, that they've become the de facto highest standard.



So my challenge to you is to how could you become the highest standard of excellence in your industry or even in your personal life? (e.g. parenting)

How could you set the bar so high that it becomes the new highest standard?

In doing so, you'll always be very sought after by clients, by employers and in all other areas of your life.

There are other great benefits too that will prove to be much more important than profits. In raising your standards so high, you'll also increase your own sense of purpose, live a life of greater passion, enjoy greater levels of success and fulfilment and boost your self esteem.

Wow 😊.



Last word

Thanks for taking the time to read our "latest word"

Feedback on our newsletters is always welcome and gratefully received. joe@fwf.ie.

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