



THE CULTURE SECRET

Empowering People and Companies

DISCOVERING YOUR WOW FACTOR

THIS IS WHAT MAKES US STAND OUT—UNIQUE/WOW FACTORS

Your Unique Factors are what make you special, unparalleled, and different from the rest; your WOW Factor is any Unique Factor that elicits a positive emotion. Both Unique and WOW Factors allow you to stand out from the others.

Two kinds of Unique/WOW Factors apply to most companies and organizations:

- What you sell (product, service, or knowledge)
- How you sell it (delivery)

You should be distinctive in both **WHAT** you do and **HOW** you do it! You can look to other companies, such as Zappos, for an example of Unique/WOW Factors that work.

ZAPPOS EXAMPLE

WOW FACTOR FOR WHAT THEY SELL:

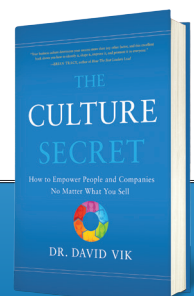
- Selection—offers well over 500 styles and over 1,000 different brands

WOW FACTOR FOR HOW THEY SELL IT:

- Free shipping both ways
- 365-day return policy
- 24/7 friendly customer service
- White shipping boxes

When choosing your own Unique/WOW Factors, ask yourself these two important questions:

- What can we do that others don't or can't do?
- Will it attract employees who want to create it and customers who want to buy it?



Get those two focuses right and you will be well on your way!
Here is a list of some of the most powerful Unique/WOW Factors that have helped companies expand and prosper. Feel free to choose more than one, but once you select them you must:

- Let your employees and customers know about them
- Market and promote them

POWERFUL UNIQUE/WOW FACTORS

- Market disruptor
- Experience with an Emotional Connection (for more on this, see my book, The Culture Secret)
- Best service and experience
- Being totally unique
- Providing service
- Being different

