

THE POWER OF WOW!

**SIMPLE WAYS TO WIN PEOPLE
OVER AND MAKE THEM
SAY WOW!**

WITH LEE SILBER



LEE SILBER

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We do what we do because we have to. People need us. We've been given the power to do something—it's our gift—the reason we are here.

S U P E R M A N T O W O N D E R W O M A N

City Employees

PEOPLE CAN COUNT ON YOU
TO MEET THE CHALLENGES



Tucanos Brazilian Grill

PEOPLE CAN COUNT ON YOU TO "MEAT" THE CHALLENGES, TOO



**We're here to celebrate
you and all you do and help
you do it even better
so people say . . .**

W E L C O M E



Today's Attendees

WHAT MAKES YOU A SUPERHERO?



**Kindness, generosity,
and service to others does
make a difference.**

W O N D E R W O M A N

SLOGAN

Many superheroes have a slogan or catchphrase.

To infinity and beyond.

B U Z Z L I G H T Y E A R

SUPERMAN

Known as The Best and
Always Came Through
for Metropolis



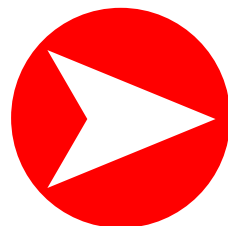


TRUE LOVE

Is there a brand or business you love?

A.P.P.L.E

- A = Approach with a warm, customized greeting.
- P = Probe politely to understand a customer's needs.
- P = Present a solution to take home today.
- L = Listen for any unresolved questions.
- E = End on a positive note.





**CRAZY
GOOD**

Nobody raves about average.

**Your smile is your logo. Your
personality is your business card.
How you leave others feeling
after an experience with you
becomes your trademark.**

J A Y D A N Z I E



**I'VE LEARNED THAT
PEOPLE WILL FORGET
WHAT YOU SAID, PEOPLE
WILL FORGET WHAT YOU
DID, BUT PEOPLE WILL
NEVER FORGET HOW YOU
MADE THEM FEEL.**

—MAYA ANGELOU

WONDER WOMAN

Her Belief in Truth and
Justice Makes Her Fearless



What we fear most is usually
what we most need to do.

R A L P H W A L D O E M E R S O N

WOW BEGINS
AT THE END
OF YOUR
COMFORT ZONE

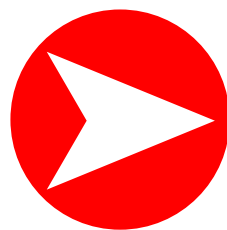
FEAR

- We don't want to look stupid
- We don't want to fail
- We don't want to be rejected



BE BRAVE

Feel The Fear and Go For It Anyway



BATMAN

Resourceful, Creative, and
Focused on Solutions



If you have time to complain about something then you have the time to do something about it.


A N T H O N Y J . D ' A N G E L O

Problems are opportunities.

L E E S I L B E R

Happiness isn't about the absence
of problems, it's about the ability
to deal with them.

U N K N O W N



FIND A WAY

Sometimes we need to think outside of the box.

Resourcefulness is
a sign of genius.

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IRON MAN

He Loves His Work and
Thinks Like an Entrepreneur



**Our study showed happy people
are much more productive.**

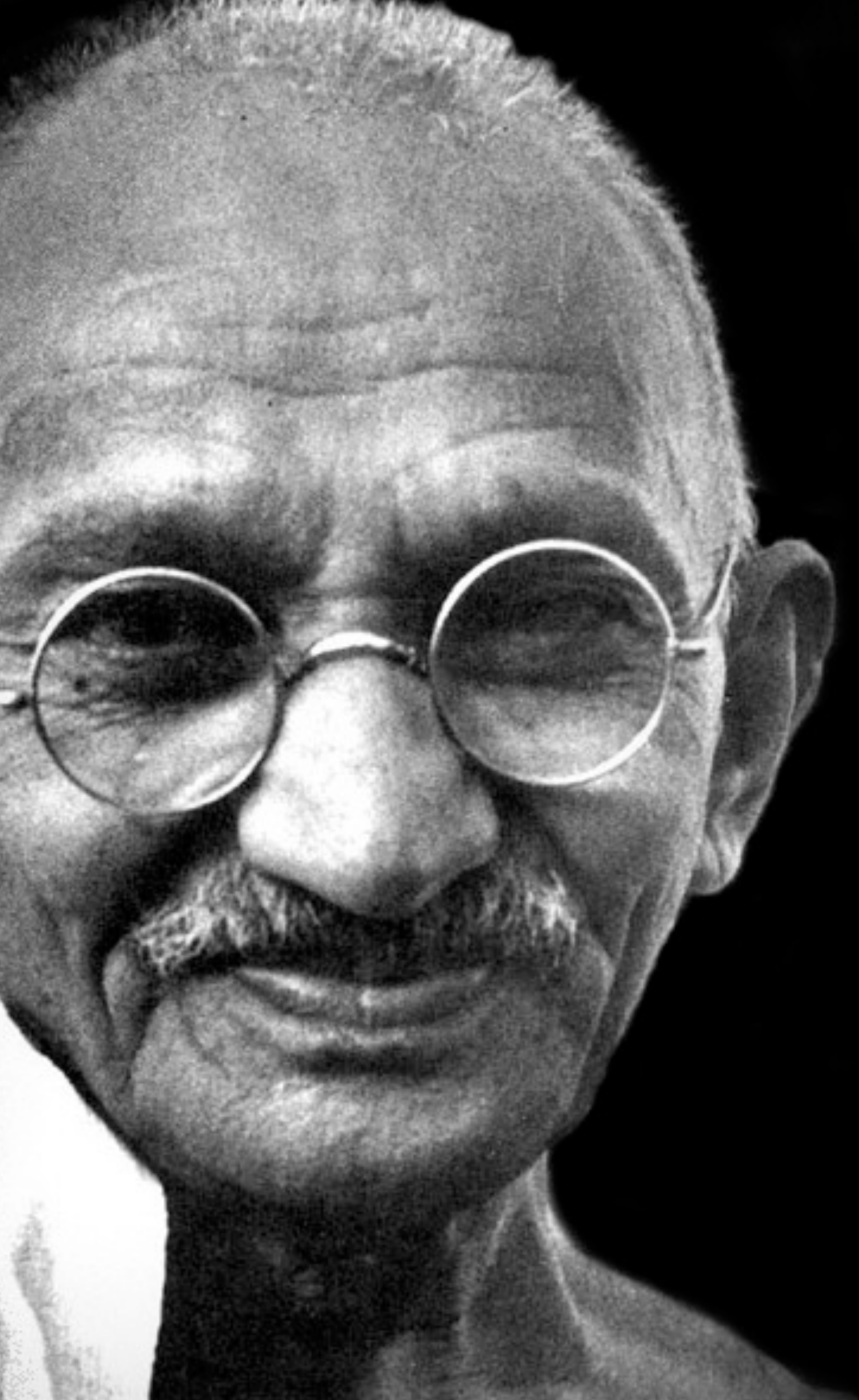
F A S T C O M P A N Y

Happiness is an attitude.
We either make ourselves
miserable, or happy.

F R A N C E S C A R E I G L E R

LOVIN' IT

- Fall in love with helping others.
- Fall in love with solving their problems.
- Fall in love with making them say “wow!”



THE BEST WAY TO
FIND YOURSELF
IS TO LOSE
YOURSELF IN
THE SERVICE
OF OTHERS

—GANDHI

**We hire great people with a
passion for serving others and
give them the freedom to find
creative ways to take care
of our customers**

S O U T H W E S T A I R L I N E S

**There is no certification to teach
compassion and caring. Hire the
smile, train the skill.**

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CONNECT

Connect the dots between what you do and what you do for them. Knowing how you help others gives you power.

WASP

Founder of Avengers
Self-Starter



If everyone thought like an entrepreneur there would be a lot less whining and a lot more doing.

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The Boss

You work for yourself even when
you work for someone else. It's not
your job, it's your business.
What's good for your
business is good
for business.



Dreamers who do.

**These are people who take
ownership of their job and get
things done without having
to be told to do so.**

I N S I D E E N T R E P R E N E U R S

AQUAMAN

Makes The Most of Strengths
and Natural Tendencies



GENIUS

- What's your area of genius?
- What brings out the best in you?
- What is your "Relativity"?



TENDENCIES

Work with your natural tendencies.

STRENGTHS

You're at their best when working with your best.

Just do you.

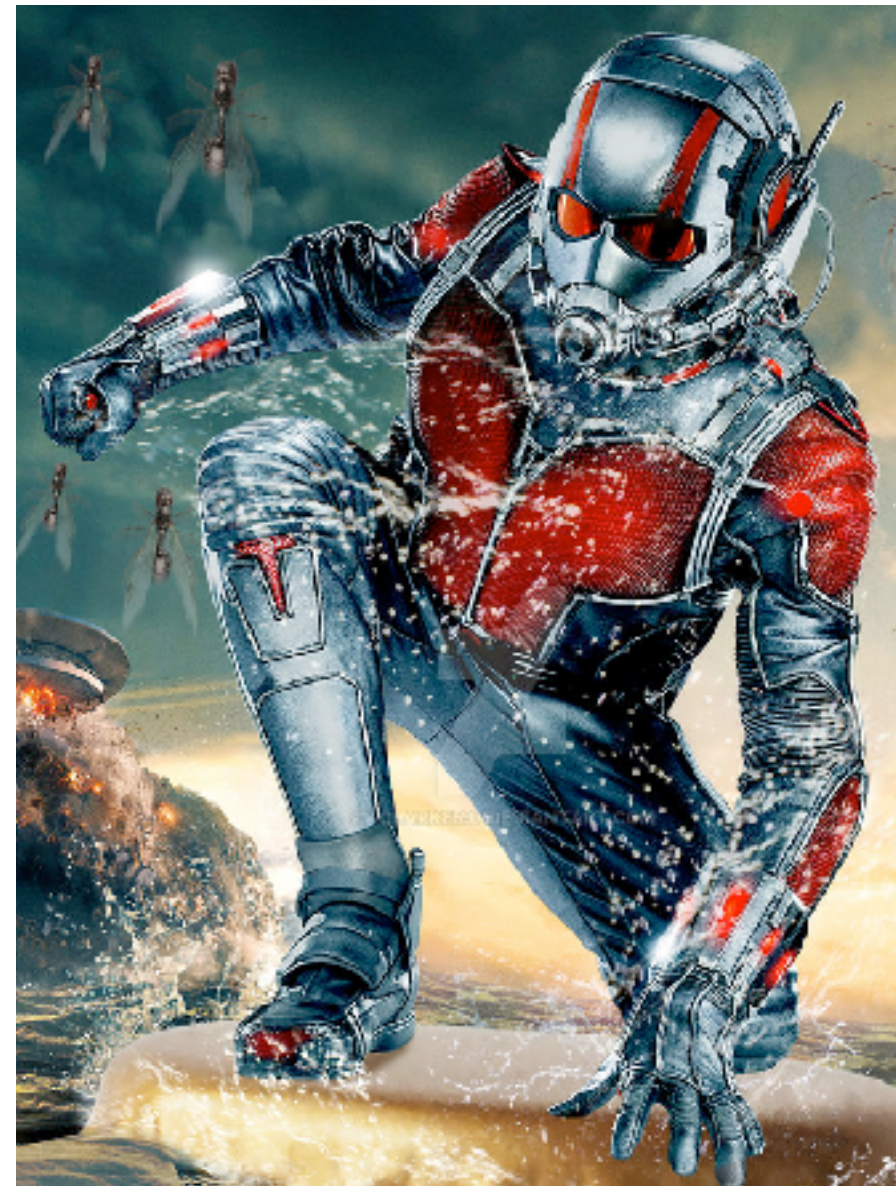
U N K N O W N

DELEGATING

Someone loves to do what you hate—let them.

ANT MAN

Take Advantage of Being
Small and Strong



When you take care of the little
things the big things tend to
take care of themselves.

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**THINK
SMALL**

Control and change what you can—usually the small stuff.



**ALWAYS GIVE
PEOPLE MORE
THAN THEY
EXPECT.**

—SAM WALTON

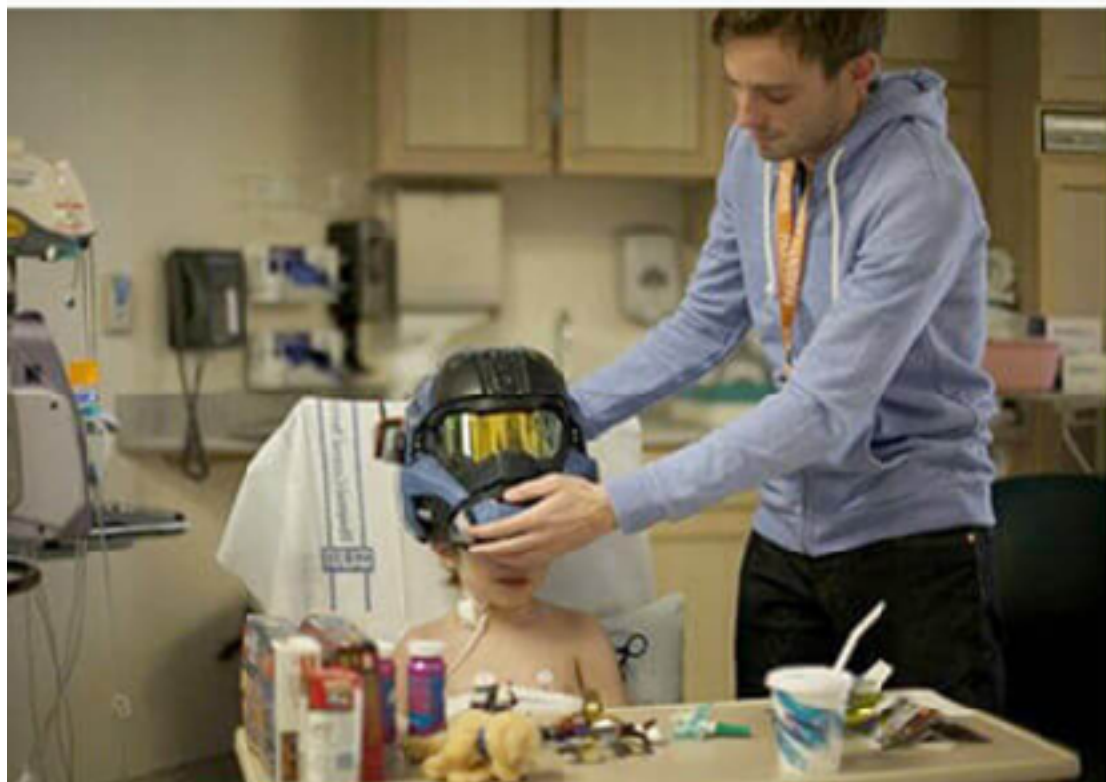


The Bungie logo features the word "BUNGIE" in a bold, black, sans-serif font. A grey arc curves over the letters "N" and "G", ending in a small blue circle positioned above the dot of the lowercase "i".

BUNGiE

A distraught father whose son needed liver transplant surgery around the holidays was hospitalized and unable to play his favorite video game, Halo, so the dad reached out to Bungie.

The entire Bungie team signed and sent a card with get-well wishes. Then, on Christmas Day employees from the company visited the hospital to deliver a custom helmet they built based on the main Halo character.



**Compound improvement is
when we stack small changes
on top of one another to make
a big difference over time.**

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**Make every interaction count,
even the small ones. They're
all relevant.**

S H E P H Y D E N

BLACK PANTHER

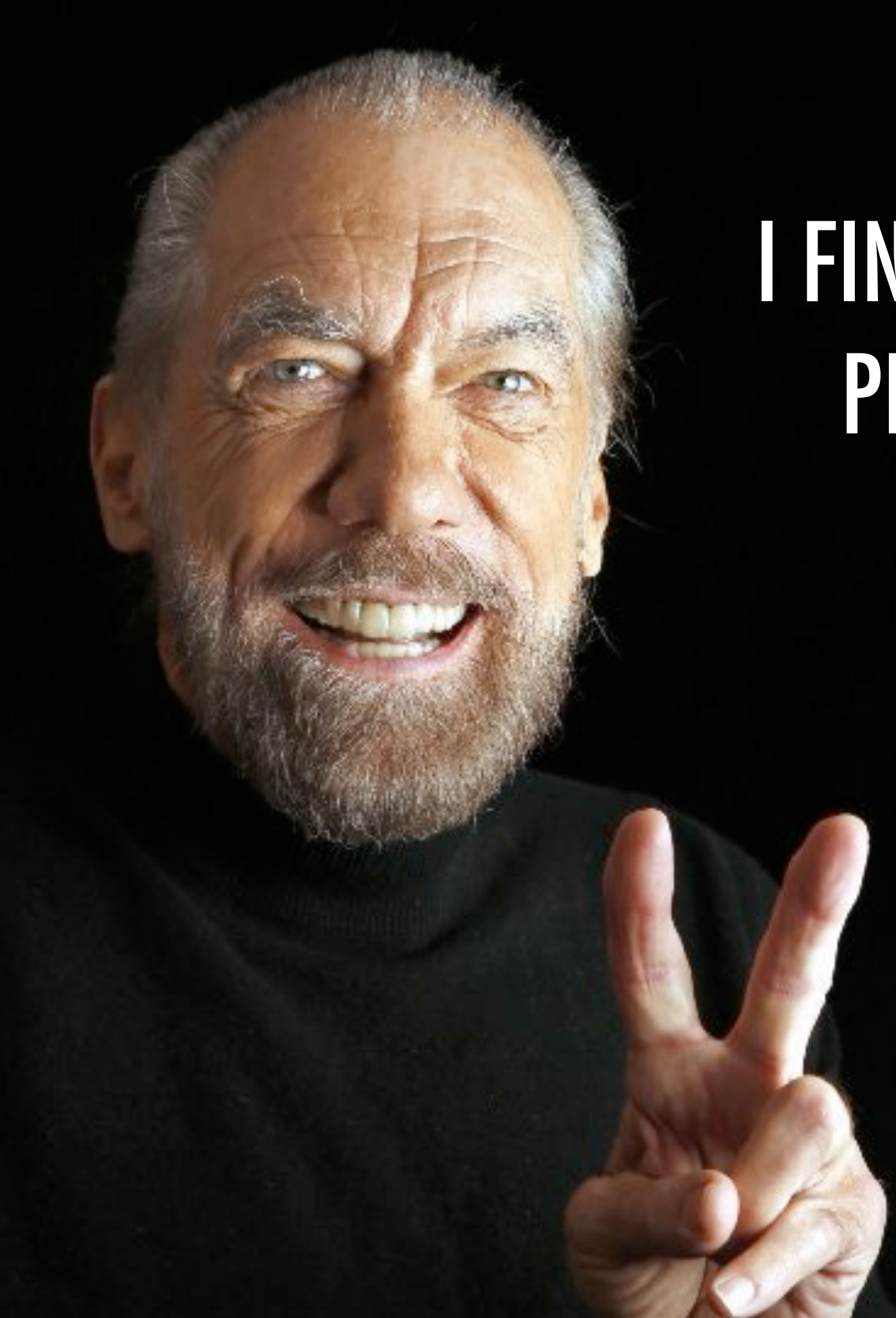
Leads By Example





**IT'S NOT
YOU**

We can't change people . . .

A portrait of John Paul DeJoria, an older man with a grey beard and mustache, smiling and making a peace sign with his right hand. He is wearing a black turtleneck sweater. The background is black.

**I FIND THAT SHOWING MY
PEOPLE WHAT TO DO IS
BETTER THAN TELLING
THEM HOW TO**

—JOHN PAUL DeJORIA

What you put out you get back.

O P R A H

FLASH

Speed and Quick Thinking
Are His Strengths



If you can do something in
under a minute, just do it.

LEE SILBER



JUST DO IT

Do the best you can with what you have.

BATGIRL

Wanted to Show That Women
Could Do What Men Could



SOLUTIONS

- Women focus on how to create a solution by talking through issues, and utilizing emotion and empathy.
- Men tend to be more task-oriented, less talkative, more logical and less emotional.



CAPTAIN AMERICA

Service is Everything





YES!

The Nordstrom Way in one word.

**Kindness and courtesy are at
the root of a positive customer
service experience.**

S H E P H Y K E N

IT'S NOT ^{JUST} ABOUT THE MONEY

People want to feel appreciated,
respected, valued, included, admired,
important, revered, listened to . . .



THANK YOU

Sending a Thank You card is key.

**People don't care how much you
know until they know how much
you care about them.**

Z I G Z I G L A R

WHAT'S IN A NAME?

It's a small thing that makes a big difference.

NICK FURY

Goal-Oriented Leader Who is
Driven By The Mission



NAVY SEALS

"Mission Critical"

**People waste a lot of time and
energy on things that aren't
important and don't matter.**

T H E B I G I D E A



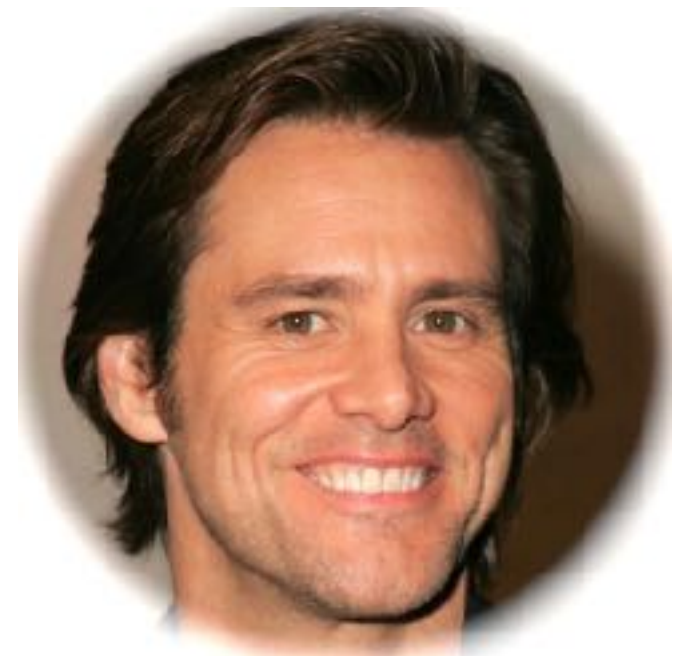
Focus
ON
WHAT
matters

Average people have wishes
and hopes. Exceptional people
have goals and plans.

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- “As far as I can tell, it’s just about letting the universe know what you want and working toward it while letting go of how it may come to pass.”

—JIM CARREY



GREEN LANTERN

Was Paralyzed, Lost His
Wife, and Hit Rock Bottom
but Bounced Back



**Winners don't make excuses,
blame others and circumstances,
or let small things keep them from
starting or finishing something.**

L E E S I L B E R

GREEN LANTERN

The Ring Draws Power From
The Mind and Sheer Will



**You can do more than
you think you can.**

LEE SILBER

- “The only thing standing between you and your goals is the lame story you keep telling yourself as to why you can’t achieve them.”

—LEONARDO DICAPRIO



BLACK LIGHTNING

Athlete, Teacher, Father, and
Superhero Finds Time to
Recharge



**Take care of yourself so you
can take care of others.**

L E E S I L B E R

Take a minute each day to
remember why we are here, what
we are doing, and how we
are doing it.

J E F F B E Z O S



Stay calm and in control under pressure.
This will calm customers down so they are
more receptive to a solution.

**Find quick ways to regroup and
recharge throughout the day.**

L E E S I L B E R

SPIDERMAN

A Millennial With Great
Responsibility and Everyday
Problems



BORN AFTER 1995

Generation Z

Technology and Cool Stuff.



Shawn Mendes

Born 1998

BORN 1980 – 2000

Generation Y Millennials

Positive Reinforcement, Teamwork
and Collaboration, New Experiences,
Career Advancement, Kids



Mark Zuckerberg

Born 1984

BORN 1965 - 1979

Generation X

Independence, Entrepreneurship,
Work-Life Balance, Income and
Savings, Aging Parents



Kurt Cobain

Born 1967

BORN 1946 - 1964

Baby Boomer Generation

Accomplishment, Status, Wealth,
Show of Wealth, Retirement



Oprah Winfrey

Born 1954

BORN BEFORE 1946

The Greatest Generation

Structure, Rules, Nostalgia, Making
a Difference, Being Helpful, Health



Jackie Robinson

Born 1919

HULK

The Power of Now



Today, balance is about living in
the moment and being fully
engaged in what we are doing,
whether at work or at home.

LEE SILBER



**IF TODAY WERE THE
LAST DAY OF MY LIFE,
WOULD I WANT TO BE
DOING WHAT I AM
ABOUT TO DO
TODAY?**

—STEVE JOBS

DEADPOOL

Many Superheroes
“Monologue”—Deadpool
Does It Best



PRACTICE PRACTICE

The best conversationalist have had a lof of practice.

A good conversation is like a
mini skirt—short enough to
retain interest, long enough to
cover to the subject.

C E L E S T E H E A D L E E



**IT'S NOT
A GIFT**

The gift of gab is not a gift—it's learned.

**BE THE TYPE OF PERSON
YOU WANT TO MEET.**

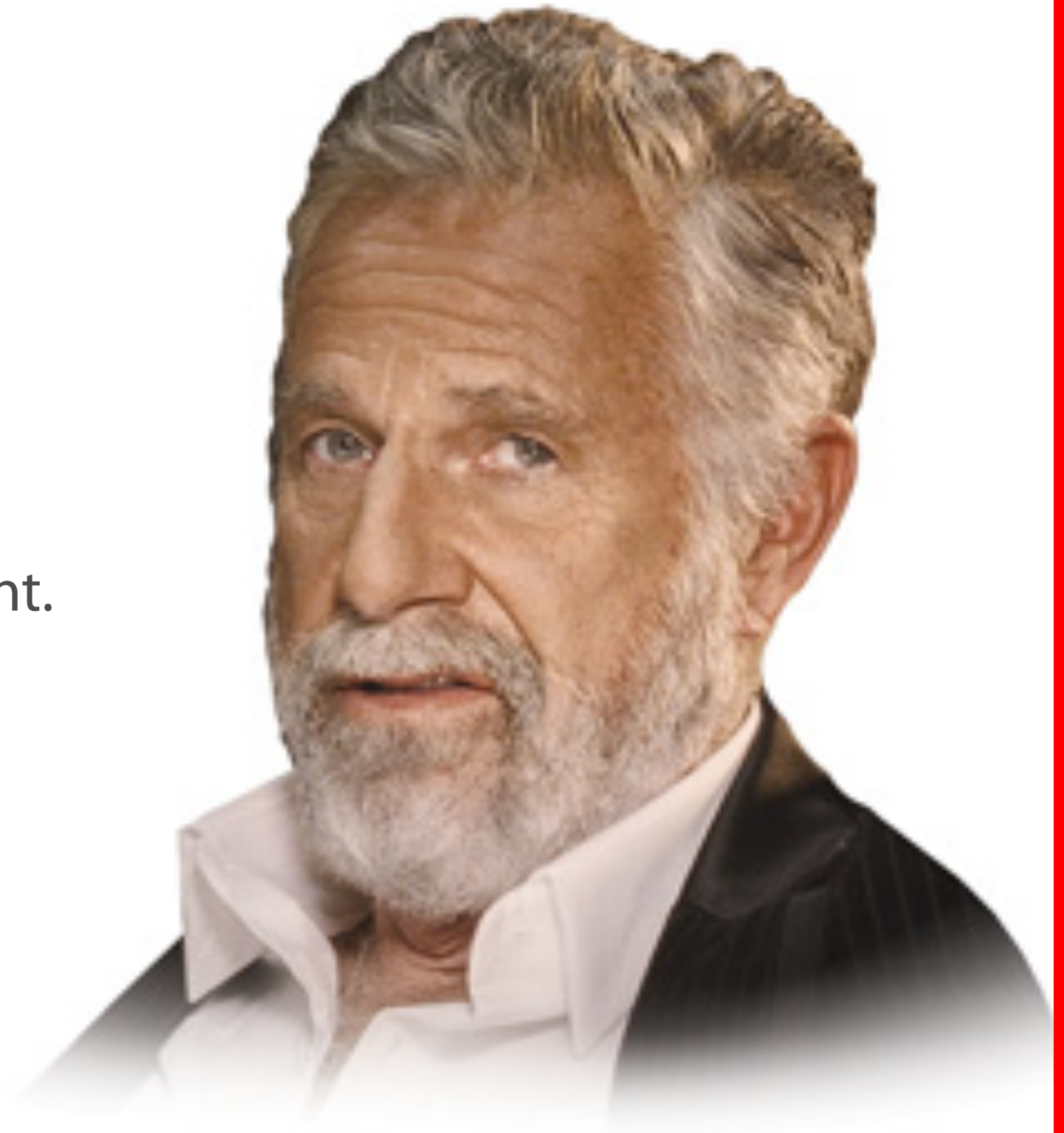
—DAVE GROHL



FASCINATING

Be the most fascinating person in the room.

1. Made them laugh.
2. Made them think.
3. Made them feel good.
4. Made them feel important.
5. Helped or taught them.
6. Pumped them up.
7. Listened to them.



**Rapport comes from
finding common
ground.**

Everyone has a hobby that
you could ask about. If not,
talk about food, music, or
your favorite movies.

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**Read outside of your
interest to know a lot
about a little.**

**My wife says I can be charming,
funny and interesting for about
three minutes—then I need to
get out of there.**

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HOMEWORK

**Learn a little bit about what others know a lot about
so you can ask intelligent questions and keep up.**

- Glendale averages 294 sunny days each year. Phoenix “enjoys” 299 sunny days a year.
- It is physically impossible to lick your own elbow.
- Ironically, Barry Manilow did not write his song, “I Write The Songs”.



**When something
works, write it down,
and use it again.**



LET GO

Let go of the outcome, striving to say
the perfect thing, or trying to be the star.

- Encourage others to talk about themselves and what they want to talk about.

QUESTIONS

We should be asking more questions than we answer.



**LISTEN
SILENT**

Listen and silent have the same exact letters.

**Listen to the entire story or
explanation of a person without
interrupting them.**

LEE SILBER



HOW CAN I HELP?

Listen for their need.

FUN FACT

- We talk at a rate of 225 words per minute.
- We have the capacity to listen to and understand 500 words per minute.

**The real art of a conversation is
not only to say the right thing at
the right moment, but to leave
unsaid the wrong thing at the
tempting moment.**

U N K N O W N

**No politics or
religion, and no
negativity or
gossip.**

**Don't criticize, condemn,
or complain.**

D A L E C A R N E G I E

**The only way to win
an argument is to
avoid it.**



**THEY'RE
RIGHT?**

**The other person isn't always right . . .
but they always think they are.**



GET REAL

People want to get to know YOU—be authentic and real.

- My memory improved when I started writing everything down.
- Everyone can remember birthdays with social media, I remember half birthdays.
- I give without expecting anything in return.



**You don't need to know
everyone, you just need to
know the person who
knows everyone.**

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CAPTAIN MARVEL

Had a Seventh Sense and the
Ability to Read People



INTO YOU

- Prolonged eye contact is great.
- Nodding slowly means they are listening.
- Resting their head in one hand to focus.
- Their feet and body face you.

A photograph of two women sitting on orange leather armchairs in a modern cafe, facing each other in conversation. The woman on the left has short brown hair and is wearing a black turtleneck, holding an orange mug. The woman on the right has blonde hair and is wearing a light grey cardigan over a dark top, with her hands clasped. A coffee table in the foreground holds a laptop, a stack of papers, and another orange mug. Large windows in the background show a blurred cityscape.

Leaning in is also a good sign.

THING

Despite What Happened to
Him He Remains Positive



Positive thinking will help you do
anything better than negative
thinking will—especially
servicing customers.

A N D R E A S I L B E R

SMILE TEST

Smile and the world smiles with you.

**The worst person to be around
is someone who complains
about everything and
appreciates nothing.**

U N K N O W N

ROBIN

Helps Batman Reach His
Goals To Reach His Own
and Learn and Grow



**Make sure everybody counts and
they know that they count.**

LEE SILBER

Marty Verdick

Katrina King

BEST SUPPORTING ACTORS IN A DRAMA
FOR HAVING TO WORK WITH ME





THANK YOU

The most successful people are lifelong learners.
I'll see some of you next week. Until then . . .



THINK. LAUGH. LEARN.

LEE SILBER

It's more than a speech
It's an experience

W W W . L E E S I L B E R . C O M