

Creating “Wows” Right Where You Are

Using the chart below, brainstorm potential “Wow!” scenarios alone or with a group. Starting with the left column, list 10 or more expectations of your guests. Then for each of those, use the center column to record what could possibly go wrong with that “normal expectation.” That is, if a normal expectation is tissue in the restroom, a “potential negative experience” might be no tissue. Finally, in the right column record what could be done to enhance the normal expectation to create a “Wow!”

Normal Expectation	Potential Negative Experience	Potential “Wow!”

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