


**The WOW Factor**  
– Core and Supportive Experience  
in Food Service Ministries



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**What is WOW** – describe what WOWs you

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**Two Levels to WOW**

- Core Experience  
Something about the experience of the food and the ambiance of the dining experience gives your guests pause and enables them to say “WOW”

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## Two Levels to WOW

- Supportive Experience  
Something about how the work gets done gives your guests pause and enables them to say, "WOW"

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## Core Experiences - WOW

- Theme Events and Meals
- Menus that reflect successful foods
- New items - varied selections

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## Core Experiences - WOW

- Sumptuous foods not expected
  - Robust soups
  - Layers to your flavors
  - Fresh herbs
  - Berries

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### Supportive Experiences - WOW

- MBWA
- Stop at tables and inquire about the meal
- Stop at tables and inquire about staff attentiveness
- Review your points of contact with your guests

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### Supportive Experiences - WOW

- Review your points of contact with your staff
- Do YOU seek to add value to staff and guests
- Surveys that address quality issues
- Thank your staff often

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### General Principles for the WOW Factor

- Find out what dulls your edge
- Find out your “fears”, “trepidations”, and “paralysis points” and manage your risk
- What helps you present your “best self”

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General Principles for the  
**WOW Factor**

- What do you do well
- What small steps can you achieve
- Small projects take as much effort as large ones

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General Principles for the  
**WOW Factor**

- Build Camaraderie
- Be flexible
- Be a Renaissance Man/Woman

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General Principles for the  
**WOW Factor**

- The chute you pack may be your own
- Look at the whole board – go several moves deep
- GET BUSY - Wear Overalls – get involved

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General Principles for the  
**WOW Factor**

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General Principles for the  
**WOW Factor**

- Mise en Place = Everything in its place
- Get everything ready, measured, and prepped
- Not just with food and the "**CORE EXPERIENCE**" of dining
- With the "**SUPPORTIVE EXPERIENCE**" as well

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