



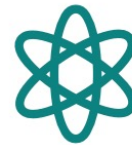
## Bringing happiness to business with keynotes, training, and advisory services.

Would you like to achieve sustainable growth, higher revenue and lower costs with Happiness? FIND OUT MORE ABOUT HOW WE CAN SUPPORT YOUR HAPPINESS DRIVEN GROWTH JOURNEY



### HAPPINESS DRIVEN GROWTH

Learn how to design and deliver remarkable and enriching HCX Customer Experiences.



### HCX LEADERSHIP

Develop HCX “Human-Centric, Heart-Centered and Happiness-Contributing Experience” leadership skills.



### EMPLOYEE WELL-BEING

Create resilience and prevent burn-out with happiness booster habits. Increase energy and motivation.

# First...WHY Happiness Matters in business



Happy employees = Highest ROI & Lower costs + Happy processes = Best Bottom Line + Happy customers = Most Profitable  
= Sustainable Healthy Growth

**HAPPY EMPLOYEES**  
drive your growth & success!

ADVOCATE & PRAISE YOU +  
DELIVER BEST SERVICE TO CUSTOMERS

PROVIDE VALUABLE FEEDBACK  
FOR IMPROVEMENT

HAVE LOWER SICKNESS/ABSENTEEISM RATES

BUY COMPANY'S PRODUCTS/SERVICES

ARE MORE PRODUCTIVE, CREATIVE & INNOVATIVE

**5 behaviors happy employees typically show**

**5 results happy processes typically bring**

HIGHER / FASTER REVENUE

REPETEAD PURCHASES, HIGHER RETENTION

HIGHER QUALITY, LOWER COSTS

BETTER CULTURE, HIGHER RETENTION

HIGHER REFERRALS

**HAPPY PROCESSES**  
drive your growth & success!

**HAPPY CUSTOMERS**  
drive your growth & success!

ADVOCATE AND PRAISE YOU!

PROVIDE VALUABLE FEEDBACK  
FOR IMPROVEMENT

FORGIVE YOU MORE

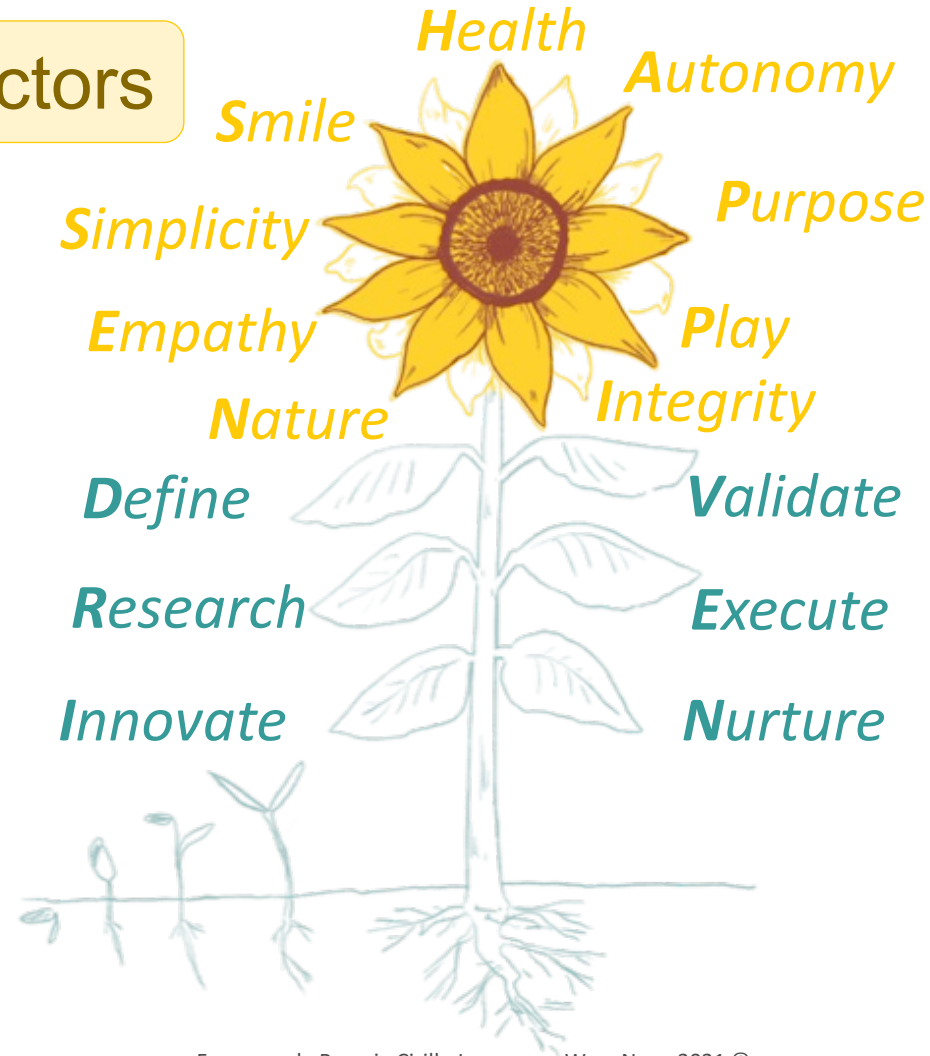
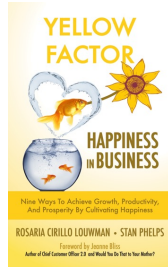
BUY MORE

RENEW/REPURCHASE

**5 behaviors happy customers typically show**

# Wow Now *Happiness Driven Growth* Framework

## HAPPINESS: 9 Factors



Framework: Rosaria Cirillo Louwman, Wow Now, 2021 ©

## Driven: 6 Competencies

## GROWTH: 6 Stages

*Harvesting*

*Taking Time*

*Wow Blossoming*

*Operationalizing*

*Reaching up*

*Grounding*

While the HAPPINESS and GROWTH elements of the framework are covered in details in *Yellow Factor* book, the compendium covers the DRIVEN competencies.



# Ways Rosaria & Wow Now can contribute to your organization

## ADVISORY

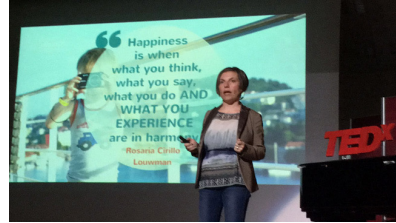


Accelerate your journey with a trusted Sparring Partner & Advisor in CX management  
Harvest results with our 4 Step ADVISORY program. Let us help you G.R.O.W.:  
Ground; Reach up;  
Operationalize; Wow Blossom.

[www.wownow.eu/advisory/](http://www.wownow.eu/advisory/)

## PROGRAMS to Nurture Happiness Driven Growth

### KEYNOTES



Lighten up your next company event with an inspirational and fun keynote.  
Create instant wins for employees with higher energy and motivation

**TOPICS:** Happiness Driven Growth in Life and in Business, Emotions 101, Laughter Yoga

[www.wownow.eu/keynotes](http://www.wownow.eu/keynotes)

### SESSIONS



Give your team fun learning experiences with proven tools based on the Science of Happiness. Ignite their energy with actionable, inspiring, and practical knowledge.

**TOPICS:** Customer and Employee Experience, Customer Care, Positive Psychology.  
**ACTIVITIES:** Laughter Yoga, Uppiness Game, Intuitive Painting

[www.wownow.eu/sessions/](http://www.wownow.eu/sessions/)

### TRAINING



Learn how to thrive with "Happiness Driven Growth" in Business. Enable your company to deliver remarkable and enriching experiences.

**TOPICS:** Customer and Employee Experience, Design Thinking and Innovation; Stress Management, Resilience, Joy Blaster; Positive Psychology and Happiness Leadership.

[www.wownow.eu/training/](http://www.wownow.eu/training/)

## And more... BOOKS



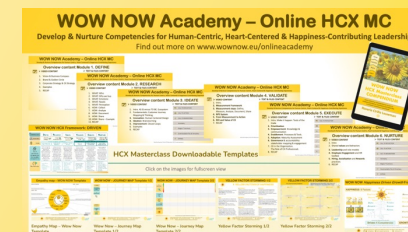
[www.wownow.eu/books](http://www.wownow.eu/books)

## PODCAST



[www.happinesscontribution.com](http://www.happinesscontribution.com)

## Online Academy



[www.wownow.eu/onlineacademy](http://www.wownow.eu/onlineacademy)



# Wow Now ADVISORY

ACCELERATE your journey with a trusted Sparring Partner & Advisor in CX management.



## Step 1: GROUNDING

In your Values & Strengths  
In your company Vision & Strategy  
In your customer persona and their journey  
In operational data (Voice of Process)  
In Voice of Customers and Employees

Support

Assessment of your company's current CX maturity and Happiness readiness.

Method

Measure, Assess, and Analysis with: Happiness Driven Growth Maturity Assessment®; Company Vision & Brand Promise Canvas; Customer Hierarchy of needs Analysis.

Outcome

**CLEAR GOALS, VALUABLE and ACTIONABLE INSIGHTS.** Better understanding of your customer needs' hierarchy and expectations, your goals and how your internal processes are enabled (or not) to meet these needs & goals.

## Step 2: REACH UP

Empowered with new knowledge, frameworks and methodologies:

- SPIRE wellbeing
- Happiness Factors
- DRIVEN Competencies
- Emotions & Needs
- 4 Steps of NVC Empathic Communication

Expert guidance. On-site interviews, observations, and evaluation.

In-company training, and knowledge sharing sessions tailored to your needs. Sessions, training, keynotes. Consulting based on frameworks and guidelines.

**HAPPIER EMPLOYEES = HIGHER ROI.** Alignment with key internal stakeholders. New knowledge and competencies for employees. Team's energy, enthusiasm, and passion.

## Step 3: OPERATIONALIZE

Using the 6 CX Disciplines and DRIVEN Competencies

Ongoing knowledge sharing and support to empower you to drive major changes.

Customer journey mapping and innovation programs. Creative brainstorming workshops and innovation sessions to find ways to WOW your customers and we write concrete action plans.

**HAPPIER PROCESSES = LOWER COSTS.** Defined action plans, best organizational set-up for the transformation. Feeling of involvement and ownership from all employees involved.

## Step 4: Wow Blossoming

Using the 9 Yellow Factor of Happiness

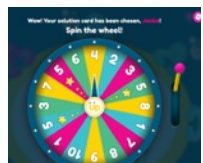
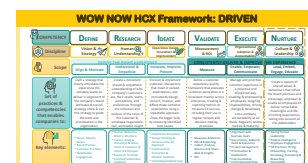
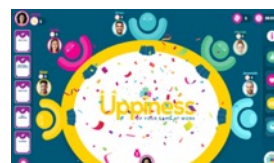
Continued support through ad hoc advisory, coaching, and inspiring keynotes.

You develop and deliver new products, features, and/or services that respond to your customers' needs. And the company resources are used efficiently thanks to happy processes.

**ENRICHING EXPERIENCES = HIGHER REVENUE.** Customer and Employee Experiences that are remarkable, memorable, and truly enrich people's lives. Happy and efficient processes.

# Wow Now PROGRAMS to *Nurture Happiness Driven Growth*

	NURTURE Understand and boost your wellbeing		HAPPINESS Blossom like a Sunflower	DRIVEN Achieve Business Results	GROWTH Enjoy the Journey
PROGRAM	1. Stress Buster & Joy Blaster	2. Wellbeing Boost	3. Happiness Leadership	4. HCX Masterclass	5. <i>CJM &amp; Innovation Drill</i> 6. <i>NVC Empathic communication</i>
FOCUS	<i>Body, mind &amp; heart</i>	<i>Approach to wellbeing</i>	<i>Competencies to lead with happiness</i>	<i>Customers, Employees &amp; Company ecosystem</i>	<i>Interactions between you and ecosystems</i>
WHY Outcome	<i>Learn how you function</i>	<i>Increase well-being</i>	<i>Maximize your happiness contribution</i>	<i>Improve CX/EX and deliver business results</i>	
WHAT (content)	<i>Physiology of Stress, Emotions, Breathing &amp; Laughter</i>	<i>5 SPIRE keys to wellbeing &amp; success</i>	<i>9 HAPPINESS Factors</i>	<i>6 DRIVEN competences &amp; CX disciplines</i>	<i>6 GROWTH stages</i>
HOW	<b><i>Learn, Reflect, Do, Be, Share &amp; Play.</i></b> <i>Practical activities (may) include: breathing, meditation, laughter, Qigong, playing Uppiness Game, Intuitive Painting and more</i>				
Format Options	All our programs are available as ad hoc advisory, and as short inspirational keynotes, half day sessions, masterclasses and training programs, in person or virtually, and as e-learning courses.				





# SAMPLE Program: we mix & match to your needs our sessions!

## SESSION 1 Half-day

### FOCUS

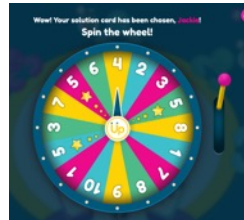
*YOU as individual*

### WHAT

*5 **SPIRE** keys to wellbeing  
& success,  
9 **HAPPINESS** Factors!*

### HOW

*Theory +  
Play Uppiness Game*

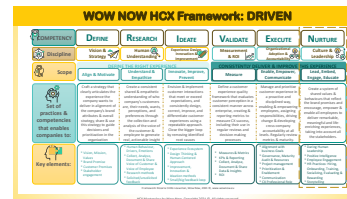


## SESSION 2 Two days

*Customers, Employees  
& Company  
ecosystem*

*6 **DRIVEN** competences &  
CX disciplines*

*Theory +  
Workshop Activities*



## SESSION 3 One day

*Interactions between  
you and ecosystem*

*6 **GROWTH** stages &  
Empathic communication*

*Practice +  
Activities (Game)*



# Wow Now TEAM Building Activities



## #1 LAUGHTER YOGA



### DESCRIPTION

1 hour complete Laughter Yoga session, including:

- Warming up & Breathing exercises
- Team games
- Laughter exercises
- Laughter meditation
- Final relaxation & grounding exercises (options: Heart coherence, Yoga Nidra, Humming or Alternate Cross-Breathing)

FORMAT: Online and in-person

More info on: <https://wownow.eu/sessions/#booster2>

### OBJECTIVES

Team bonding: laughing together strengthen the team cohesion. Learn to use Laughter as regular exercise and attitude strategy to improve your well-being. Higher energy and motivation. Develop a positive mental attitude, hope, optimism and enhances communication skills to help in teambuilding. Improve team members' resilience to everyday challenges.



## #2 INTUITIVE PAINTING



### DESCRIPTION

2 to 3 hours Intuitive Painting session, including more of following:

- Warming up & connection exercises
- Working with charcoal
- Painting on own (paper) canvas
- Painting on common canvas
- Reflection and reading of final result
- Sharing

FORMAT: In-person

More info on: <https://wownow.eu/sessions/#booster4>

### OBJECTIVES

Access heart intelligence and intuition. Give space and expression to creativity. Learn to trust the process and the layers perspective. Co-create. Improve team communication. Celebrate success and/or address a challenge intuitively. Enhance positive organizational culture. Get mobilized for personal, interpersonal, and team success.



## #3 Uppiness Game



### DESCRIPTION

2 to 4 hours inspiring and fun PlayShop combining the science of Happiness theory with playing the online Uppiness Game, and including:

- Theory part about happiness and wellbeing
- Reflection and action moments
- Playing a game in which a set number of challenges needs to be addressed using one of the paths of SPIRE well-being.

Players pitch solutions to each other

FORMAT: Online and in-person

More info & demo video on: <https://wownow.eu/sessions/#booster3>

### OBJECTIVES

Team bonding and communication: sharing challenges and pitching solutions. Learn 9 Yellow Factors of happiness and assess your current status. Learn Positive Psychology and Tal Ben-Shahar's SPIRE (Spiritual, Physical, Intellectual, Relational, and Emotional) paths to Well-being.



# Wow Now Academy – Online HCX MC

Develop & Nurture Competencies for Human-Centric, Heart-Centered & Happiness-Contributing Leadership

Find out more on [www.wownow.eu/onlineacademy](http://www.wownow.eu/onlineacademy)

### WOW NOW Academy – Online HCX MC

Develop & Nurture Competencies for Human-Centric, Heart-Centered & Happiness-Contributing Experience

#### Overview content Module 1. DEFINE

- VIDEO CONTENT
  - 1. Vision & Business Compass
  - 2. Brand & Golden Circle
  - 3. Corporate Strategy & CX Strategy
  - 4. Examples
  - 5. RECAP
- TEXT & FILES CONTENT
  - CALL TO REFLECTION
  - CALL TO ACTION
  - CALL TO BRAINSTORM
  - Homeplay
  - Magics \* Summary
  - Downloadable
  - EXTRAS



### WOW NOW Academy – Online HCX MC

Develop & Nurture Competencies for Human-Centric, Heart-Centered & Happiness-Contributing Experience

#### Overview content Module 2. RESEARCH

- VIDEO CONTENT
  - 1. WHAT: Who
  - 2. WHAT: Why we buy
  - 3. WHAT: Emotions
  - 4. WHAT: Needs
  - 5. WHAT: Perception
  - 6. HOW: Collect
  - 7. HOW: Analyze
  - 8. HOW: Document
  - 9. HOW: Share
  - 10. HOW: Share – Example
  - 11. RECAP
- TEXT & FILES CONTENT
  - CALL TO REFLECTION
  - CALL TO ACTION

### WOW NOW Academy – Online HCX MC

Develop & Nurture Competencies for Human-Centric, Heart-Centered & Happiness-Contributing Experience

#### Overview content Module 3. IDEATE

- VIDEO CONTENT
  - 1. Intro. AS IS versus TO BE. Ecosystem
  - 2. Fundamentals: Customer Journey Mapping & Thinking
  - 3. Innovation: Human Centered Design
  - 4. Ideation: Brainstorming
  - 5. Improvement: Closed Loops
  - 6. Examples
  - 7. RECAP
- TEXT & FILES CONTENT
  - CALL TO REFLECTION

### WOW NOW Academy – Online HCX MC

Develop & Nurture Competencies for Human-Centric, Heart-Centered & Happiness-Contributing Experience

#### Overview content Module 4. VALIDATE

- VIDEO CONTENT
  - 1. Intro.
  - 2. Measurement Framework
  - 3. Measurement steps: Define, Measure, Analyze, Document, Share
  - 4. NPS System.
  - 5. From Measurement to Action
  - 6. ROI and Value of CX
  - 7. RECAP
- TEXT & FILES CONTENT
  - CALL TO REFLECTION
  - CALL TO ACTION
  - CALL TO BRAINSTORM
  - Homeplay
  - Magics \* Summary
  - Downloadable

### WOW NOW Academy – Online HCX MC

Develop & Nurture Competencies for Human-Centric, Heart-Centered & Happiness-Contributing Experience

#### Overview content Module 5. EXECUTE

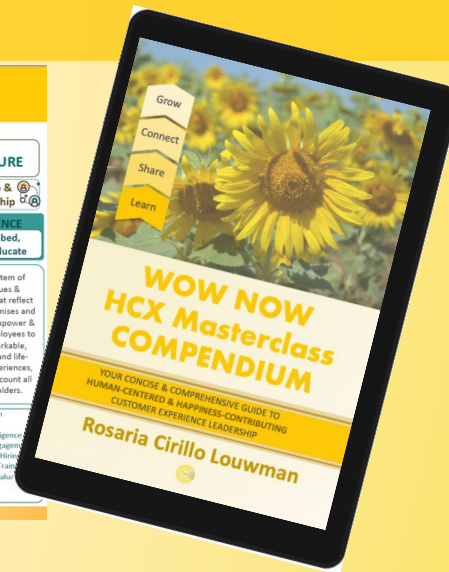
- VIDEO CONTENT
  - 1. Intro. Make it happen. Tools of the trade
  - 2. Prioritization
  - 3. Empowerment. Knowledge & communication
  - 4. Enablement. Processes & Tools.
  - 5. Adoption: Maturity Assessment
  - 6. Governance & accountability: stakeholder mapping & engagement
  - 7. CX in the Organization. The Role of CX Professionals
  - 8. RECAP
- TEXT & FILES CONTENT
  - CALL TO REFLECTION
  - CALL TO ACTION
  - CALL TO BRAINSTORM

### WOW NOW Academy – Online HCX MC

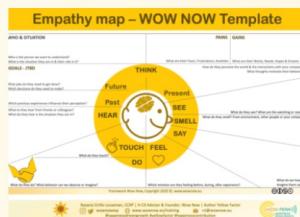
Develop & Nurture Competencies for Human-Centric, Heart-Centered & Happiness-Contributing Experience

#### Overview content Module 6. NURTURE

- VIDEO CONTENT
  - 1. Intro
  - 2. Shared values and behaviors
  - 3. Leadership and role-models
  - 4. Employee Engagement and HR toolbox
  - 5. Hiring, Socialization and Rewards practices
  - 6. RECAP
- TEXT & FILES CONTENT
  - CALL TO REFLECTION
  - CALL TO ACTION
  - CALL TO BRAINSTORM
  - Homeplay
  - Magics \* Summary
  - Downloadable Files & Templates
  - EXTRAS



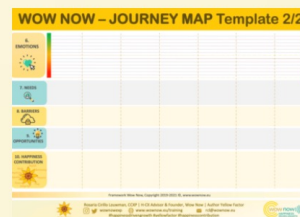
## HCX Masterclass Downloadable Templates



Empathy Map – Wow Now Template



Wow Now – Journey Map Template 1/2



Wow Now – Journey Map Template 2/2



Yellow Factor Storming 1/2



Yellow Factor Storming 2/2

# Certifications, clients and collaborations

## Companies worked at



## Proudly worked and collaborated with



## Certifications



## Memberships





# Testimonials



“Rosaria’s ability to think along with her customer is amazing. Wow Now workshops are inspiring, interactive and actionable.

I always learn something from her”

**Sigrid van Duffel**

Customer Loyalty & Engagement Manager, Wolters Kluwer



“Rosaria is a very experienced consultant in the customer service area. She focused in a very short time on the real journey of Italian Wolters Kluwer customers, and she was able to address some quick wins to improve the customers’ experience. Besides she gave us the pillars to implement a roadmap of change to allow Italian Customers to become strong promoters of our brand. I really appreciated her assessment and I suggest involving her in your projects in customer service.”

**Giovanni Portaluri**

Head of Italy Customers and Sales Operations, Wolters Kluwer Italy



Listen to our clients:

*“The ability to adjust to the topics we are most interested in, provide best practice examples on these topics and tailor them on our business and what we could do to achieve our goals. I consider your session one of the most useful training we’ve had. We can actually pick a list of things we want to change, improve, discard, implement and we also have been provided with the right methodology to go ahead with these changes.”*

**Themis Karathanos**

Head of Customer Insights, Informa Markets (formerly UBM)



“Rosaria has an endless customer focus. Good high-level analysis, while practical (to the point and actionable). This gave us a couple of quick wins that we could implement swiftly after her analysis. When you work on something for too long, you miss out on obvious elements. Rosaria is able to pick them up quickly. Also to be able to draw conclusions while data sets are incomplete.”

**Donald Res**

CCO, Cleeng



Listen to our clients:

*“Do you achieve happiness through wealth or through status? Probably not singularly through either of those things. Material things do not provide long term happiness to anyone, duh, most of us know that but many people think they will achieve happiness once they hit that next career goal or next level status. Many times, pushing to burnout without understanding what really brings you happiness and balance in your life.*

*Sooooo, what makes you happy? If this is any indicator, the best part of the retreat for many of us was the intuitive painting. Never would have guessed it but the view from 10,000 feet and our fabulous teacher, Rosaria made this such a spectacular experience!*

*She seriously brought us right back to our younger days, no cares in the world. Appreciating the views and the company we were in.”*

**Katie Kurtz**

Engel & Völkers, At the “Happiness Mindset”  
Elite Retreat





**GET IN TOUCH**  
to discuss your needs and priorities!

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Book a call: <https://calendly.com/wownowexp>

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Experience Trainer

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