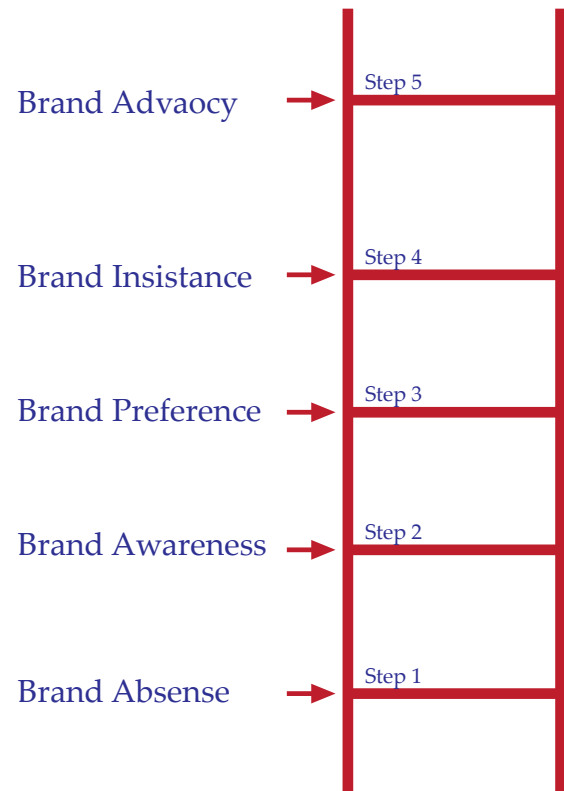


## Book of WOW and UNWOW

These are Separate Books

- STI uses these in the day to day operations
- These are not filled out by the owner of the Company
- These Books are filled out by the employee or Independent Contractors in which to document every "WOW & UNWOW"
- Every WOW elevates your BRAND
- Every UNWOW decreases your BRAND



Sample of WOW's

DATE	WHO/TITLE	DESCRIPTION OF THE WOW
1/1/20	Nick	Worked with a Client's 5 year bank statements and created 5 years of P&L's
1/7/20	Gillian	Helped a Client balance thier financials in Quickbooks
2/3/20	Chaps	Brought 6 LOI's to his client, which created a bidding war and netted the seller more than the appraised price
2/29/20	Warren	Helped a buyer find an Investor so he could purchase the business of his dreams

Golden Nugget 7

Company Name: \_\_\_\_\_ Book of WOW's

DATE	WHO/TITLE	DESCRIPTION OF THE WOW

Sample of UN-WOW's

These are fictitious Examples

DATE	WHO/TITLE	DESCRIPTION OF THE UN-WOW
1/1/20	Kate	Accidentally made a client sign the same document twice
1/7/20	Shelby	Spelled a client's name wrong on a legal document
2/3/20	Hannah	Was late for a meeting with a client
2/13/20	Paul	Did not edit the closing documents and the business address was wrong.

Company Name: \_\_\_\_\_ Book of UN-WOW's

DATE	WHO/TITLE	DESCRIPTION OF THE UN-WOW