

**ANNOUNCING NOTEWORTHY PODCAST GUEST,  
NAME: SCOTT WOZNIAK**  
Coach to CEOs, Speaker, Author, Podcast Host, and founder  
of Swoz Consulting



## What is the secret to growth?

Scott Wozniak shares, “The key to life growth: **Keep exposing yourself to people who’ve played at the next level.**” Don’t settle for those in the same life phase or career path as you; instead, find those individuals who have brought their company to the next level, have a healthy team, and have more life experience. He cautions “If you don’t deliberately get out of your bubble, you get in a loop or tribe of people just like you.”

He goes on to say that as you grow, you need to consider the entire customer experience and his personal rule is “If I cannot deliver brilliantly, I don’t do it. If I cannot do it with excellence, I don’t sell it.” Because if you want to retain customers and turn those customers into raving long-term fans you need to be laser-focused on what you want to accomplish and improve the customer’s experience constantly. A customer experience is never a ‘one and done’ off-site planning session, it is a relationship built on trust between the company and its fans.

If you want to build a legendary brand and have raving fans, listen to **Scott Wozniak’s** upcoming **Scaling UP! H2O Podcast** episode.



## How do you build a great customer experience?

Some companies are legendary brands. They set the standard for their category and have raving fans, not just regular customers. And these companies make this happen year after year. The secret, Scott says, is to “Pick one thing and get known for that one thing. Then, **get epic.**”

In Scott’s podcast episode, you’ll learn the systems and methods used by these legendary brands. A gifted orator, Scott doesn’t speak in abstract theories, he hones in on practical methods, and insider stories learned from working inside a lot of exceptional companies, including Disney, Nucor Steel, and Chick-fil-A.

Scott says to stop being mediocre when building the perfect **Customer Experience Engine** and **get up**, “Go to where the customers are and watch them interact with your stuff. Get in the field and get to know them, not data, but who they are. If you only get virtual report-driven data, you haven’t made real relationships with your customers.”

Now that you are laser-focused on what you want to be known for, you’ve built relationships with your customers, now Scott says, “It is a long and steady system of continuous improvement to keep the Customer Experience Engine rolling. It is never done or you are done.”



## You cannot afford to miss this episode

Listen to **Scott Wozniak's** podcast episode by visiting [scalinguph2o.com/292](https://scalinguph2o.com/292), or tune in wherever you get your podcasts anytime after January 27th to hear practical methods to build the perfect Customer Experience Engine.

### Want to learn more about the **Scaling UP! H2O** podcast?

To contact the Scaling UP! H2O podcast for an interview or other queries, email Executive Podcast Producer, Corrine Drury at [corrine@blackmore-enterprises.com](mailto:corrine@blackmore-enterprises.com).

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