



Question Everything: The WOW Philosophy

What is Question Everything?

At Wonderful Agency, *Question Everything* is more than a phrase – it's a mindset. It challenges us to look beyond "how things have always been done" and continuously seek to work smarter, think differently, and innovate within our roles.

Through our company-wide **Way of Work (WOW)** approach, we strive to improve everyday processes, increase efficiency, and create meaningful impact in everything we do.

What is WOW?

WOW stands for **Way of Work** – our shared belief that good things happen when we listen, collaborate, and act with intention.

WOW gives every member of the Wonderful family a voice. It's about empowering you to speak up, share ideas, and help shape how we work – together.



Your work order sets the course.

Make it clear, make it count.

Wonderfulagency.
Question Everything

The "Question Everything" Mindset – *Tips for Submitting a Work Order*

When submitting a request, take a *Question Everything* approach. Thoughtful, complete requests lead to better, faster outcomes.

Before submitting, ask yourself:

- Have I clearly communicated the request and its purpose?
- Have I included all relevant details, examples, and assets?
- Is the intended goal or outcome of this work clear?

Remember: every detail matters. The clearer your brief, the smoother the process – and the stronger the result.

For any additional help, please use the Agency's resources to assist:

Project Manager	Brand(s)
Reama Zubaydi	Wonderful Pistachios
Megan Henderson	JUSTIN Landmark Lewis Cellars
Amanda Singletary	FIJI POM
Rayno Kivo	Teleflora Citrus
Jill Savage	Wonderful Company
Madeleine Fox	All brand briefs