



ROLE PROFILE

What I *Actually* Did

A Short-Lived Career in Retail Excellence, at

SEARS



JOINING THE RETAIL FRONT LINES

Before global demand engines, before revenue architecture, before boardroom discussions about marketing attribution...

There was **Sears**.

I was sixteen years old. My resume was thin but enthusiastic.

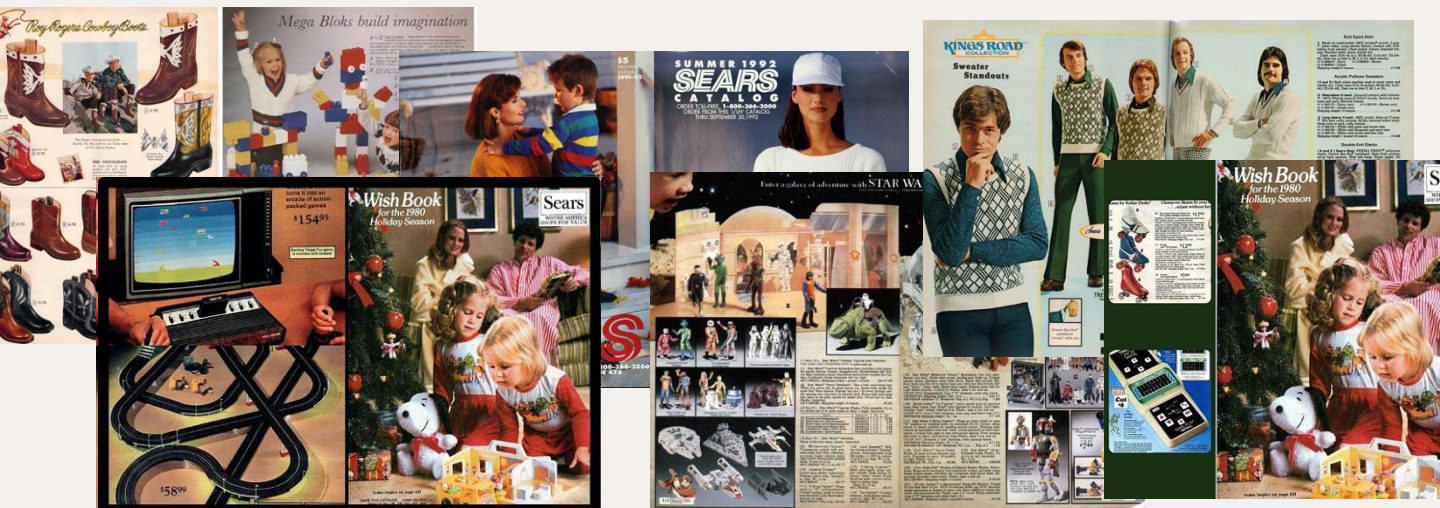
My qualifications included:

- Tall enough to reach items on the top shelf
- Knew roughly where tools were located
- General willingness to work weekends

It was, no argument, my first real job.

And in many ways, my first real corporate lesson.

Below: You may remember Sears from its historic catalog, I remember it from its Men's Department.



THE 'WOW' SHEET INITIATIVE

At some point during my brief tenure, Sears leadership introduced a new operational innovation:

The “Wow Sheet.”

At the end of every shift, employees were asked to document the things they had done that day that made them say “wow!”

Customer service moments. Operational improvements. Acts of initiative.

The goal was clear: highlight moments of excellence.

Sixteen-year-old me interpreted this directive... differently.

OPERATIONAL EXCELLENCE (ACCORDING TO ME)

On my Wow Sheet submissions, I dutifully reported my accomplishments:

- Rescued several children from a burning building
- Calculated pi to two million decimal places during a lull in foot traffic
- Single-handedly reorganized the Craftsman tool ecosystem for maximum efficiency
- Negotiated a temporary ceasefire between warring lawn mower factions

The sheets were submitted on time.

Consistently.

With enthusiasm.

PERFORMANCE REVIEW

Management eventually requested a meeting.

It was explained to me that the Wow Sheets were meant to reflect **actual work activity**, not... creative writing exercises.

I remember one manager offering what was meant to be constructive feedback: “You might be better off writing for sitcoms.”

At the time, I was mostly confused, as they took my badge and had Loss Prevention escort me to the parking lot.

Years later, I would attend film school.

So, in retrospect... they weren't entirely wrong.





DAILY WOW SHEET

INSTRUCTIONS

Please document moments during your shift that made you say "WOW!" These should reflect customer service excellence, operational improvements, or contributions to the Sears brand experience.

Associate Name: AARON CULLERS
Department: MEN'S
Shift Date: 8/24/1994
Shift Duration: 6 - 10PM

THINGS FROM TODAY THAT MADE YOU SAY 'WOW!'

*Assisted a customer in locating a screwdriver.
Customer left with clarity. Possibly also a screwdriver.*

Maintained a consistently positive attitude throughout shift, including during extended periods of standing near neckties without clear purpose.

ADDITIONAL COMMENTS

*Felt strong about overall performance today.
Open to feedback, though confident this represents a high standard for future Wow Sheets.*

MANAGER REVIEW (if applicable)

- Exceeds Expectations
 Meets Expectations
 Needs Improvement
 Please see me after your shift

EMPLOYEE SIGNATURE

Aaron Cullers

PROOF OF IMPACT

My Sears tenure ended... as quickly as it began, really.

Key metrics from my time with the organization included:

Tenure:

Approximately seven weeks

Operational improvements delivered:

Zero

Wow Sheets submitted:

So many

Children rescued from burning buildings:

Technically unverifiable

WHAT SEARS TAUGHT ME

Looking back, the experience left me with several lasting lessons:

Clarity Matters If you ask for “wow,” be specific about the definition.

Creativity Is Contextual Not every corporate initiative is a venue for narrative experimentation.

Reputation Compounds Especially when management believes you’re mocking their internal reporting tools.

FINAL THOUGHT

Sears may not have realized it at the time, but that short-lived job planted a seed.

Because whether you’re filling out a Wow Sheet or building a \$100M demand engine, the same rule applies: If the system you’re given doesn’t make sense...

You might as well have a little fun with it.



WHAT MY COLLEAGUES SAID

“Aaron demonstrated extraordinary imagination in documenting fictional heroics on internal reporting forms.”

- Former Sears Manager, clearly unimpressed

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