



Our Culture and Our Philosophy.

WOWgistics. What is it?

Wowgistics is a philosophy that was born internally from within the team at Boise Centre based around the idea of creating “wow” experiences for our guests and employees alike, while still being as logistical and efficient as possible.

This is accomplished through creating a culture of dedication, team work, planning, customer service, recognition, and accountability. The three Boise Centre Core Values that Wowgistics is most centered on are passion, creativity, and excellence.

The WOWgistics Committee

The Wowgistics Committee helps establish and build on the Wowgistics philosophy utilizing a team of ambassadors. The committee is made up of 7-9 staff members representing a span of departments, work levels, and experience across the organization. These ambassadors are empowered to lead, make a difference, and share their ideas on how Boise Centre can deliver “Wowgistics” within the facility every day.

The Committee manages a budget, presents staff training, organizes recognition programs, facilitates philanthropic opportunities, and acts as a liaison for staff suggestions and communication. Reporting to a Management Committee for final approval of ideas, the committee operates with autonomy and empowerment. The Wowgistics Committee rolls over with new ambassadors every 12 months and are nominated by their peers each January.

Interesting Fact:
WOWgistics was
trademarked by
Boise Centre in 2017

The WOWgistics Initiatives

Impressions Program

Employees can be recognized for exhibiting the Boise Centre Core Values in a way that stands out and makes someone think, Wow! Those recognized are highlighted quarterly to the staff and are entered into a contest for an annual grand prize.

Wowgestions Program

WOWgestions is a communication channel for helping staff members share their ideas for the organization’s improvement. Wowgestions have included everything from procedure efficiencies and maintenance suggestions to philanthropy recommendations and breakroom improvements.

Bi-Annual All-Staff Meetings

These meetings provide an opportunity for staff training, cross-departmental team building, recognition, and further support of the Boise Centre culture.

Monthly Newsletter

The WOW Factor is a publication distributed to staff members to share monthly goals, WOWgestion updates, upcoming events, HR announcements, employee anniversaries, team photos, and more.

Regular Philanthropic Activities

The Committee has helped to organize activities in the community such as Rake up Boise as well as a bi-annual blood drive with the American Red Cross.