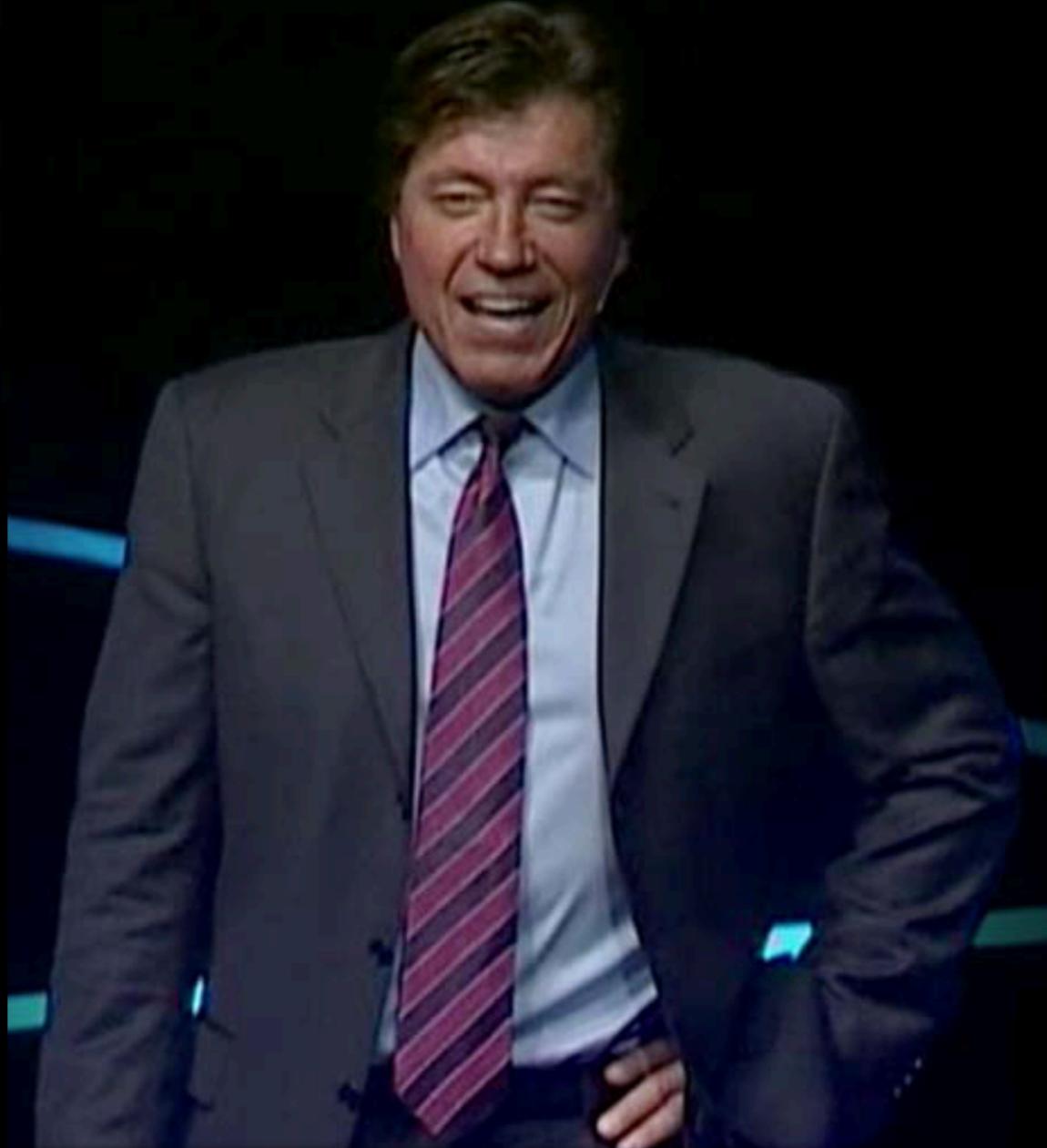


ROSS SHAFER



"Finally a motivational speaker...without the speech. Ross Shafer is one of the funniest guys I know."

- Jay Leno



- * KEYNOTE SPEAKER
- * BESTSELLING AUTHOR
- * TV EMMY WINNER
- * NSA HALL OF FAME

KEEPING LEADERS & TEAMS RELEVANT

- * Boost Customer Engagement Scores
- * Harvest Innovative Ideas
- * Sales Storytelling
- * Branding that Goes Viral
- * Curing Complacency
- * Motivating your Teams
- * Finding Competitors in your Blind Spots

THE CROWD EXPERIENCE



SENECA



ARBONNE

ROSS IS ALWAYS FUN & ENERGIZING



ncta

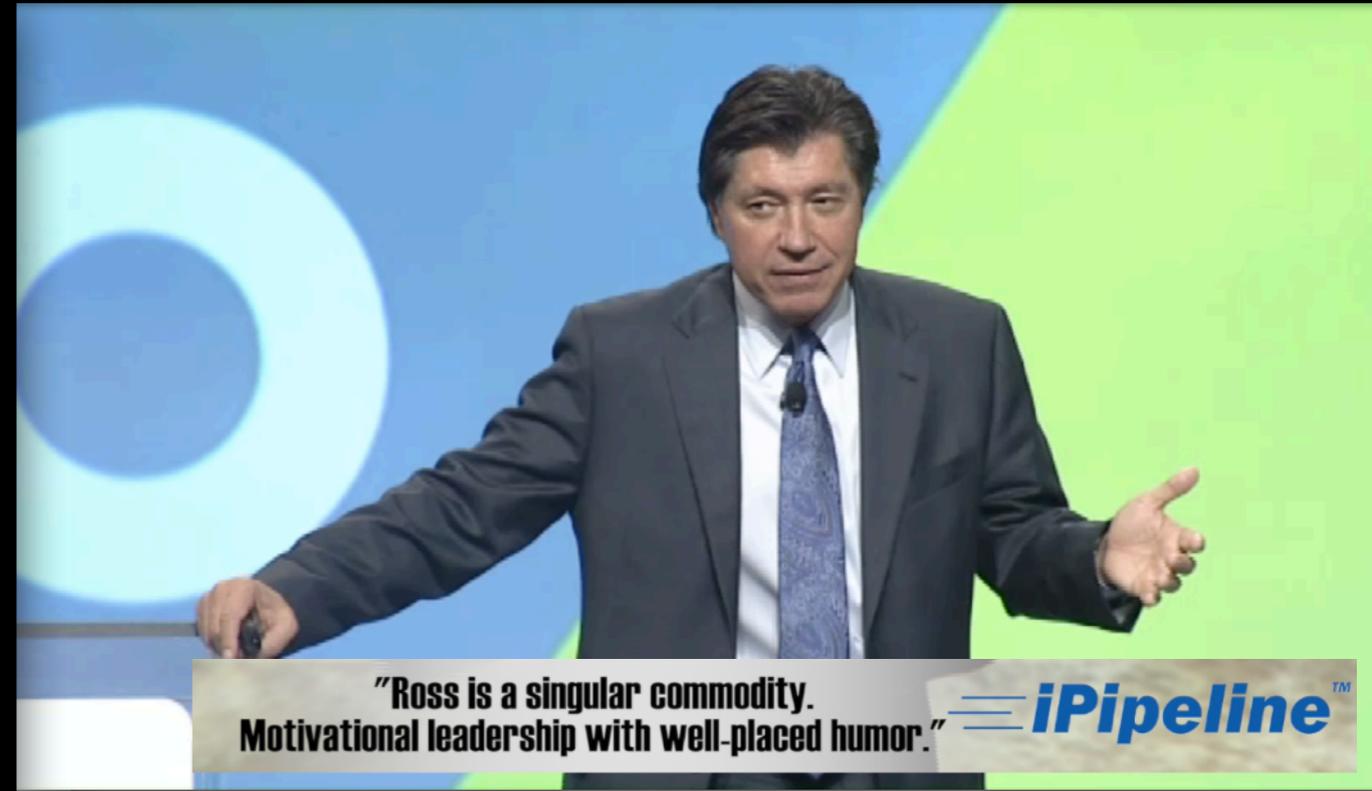


BDA
Evolving Branded Merchandise™

THE CLIENT EXPERIENCE



"Brilliant!" Even our CEO said, "Ross had the right message for the times we're in."



"Ross is a singular commodity. Motivational leadership with well-placed humor."



CONTENT IS HIGHLY CUSTOMIZED



"Ross brought a huge amount of energy and humor and we appreciated how he customized for us."



Ross was excellent! Truly on the mark with regard to relevancy and innovation."



OPEN/CLOSING KEYNOTE



Brand Launch for 1,200



Social Sales for 3,400



User Conference for 2,500

WHEN YOU NEED A 'ROCK STAR'



Intl. Sales Meeting for 26,000



Awards Banquet for 1,700

INTERACTIVE BREAKOUTS



WHEN YOU WANT IT UP CLOSE & PERSONAL



KEYNOTE TOPICS

HOW TO STAY RELEVANT

Relevance is a moving target. As soon as we get what we want, we realize that our competition has moved onto something new. In this program you will learn how to create a culture that is able to adapt and evolve with trends; as well as realign to your customer's shifting buying habits.

***Ross can also create a custom topic for your event**

BEHAVE LIKE A STARTUP

If you are a legacy organization and you feel like complacency is creeping in, you will be interested in the guerrilla tactics of young startups. You'll learn how startups fearlessly defy convention... and why you should, too.

ELIMINATE CUSTOMER FRICTION

In a recent 60-day customer engagement immersion assignment, Ross transformed a 700-employee company from their last place industry customer satisfaction scores...to FIRST. Their J.D. Power ratings went up 21 points. Learn what Ross did to achieve this.

SUCCESS: IT'S ON YOU

Too often our team members stall their own growth until they get validation and encouragement from their leaders. This program will inspire your team members to take charge of their own careers...*when nobody is around to guide them*. They must learn to be accountable/responsible to and for... *themselves*.

KEY TAKEAWAYS

NOTE: Ross can combine content to support your individual initiatives

HOW TO STAY RELEVANT

1. How to harvest an endless trove of innovative ideas
2. How to find (*and respond to*) competitors hiding in your blind spots
3. How to predict the future of your industry before it's too late

BEHAVE LIKE A STARTUP

1. How to cure complacency and know what to do to regain your “mojo”
2. Lessons you can learn from the Startup mentality
3. Why you should break the bonds of perfection to launch ideas faster

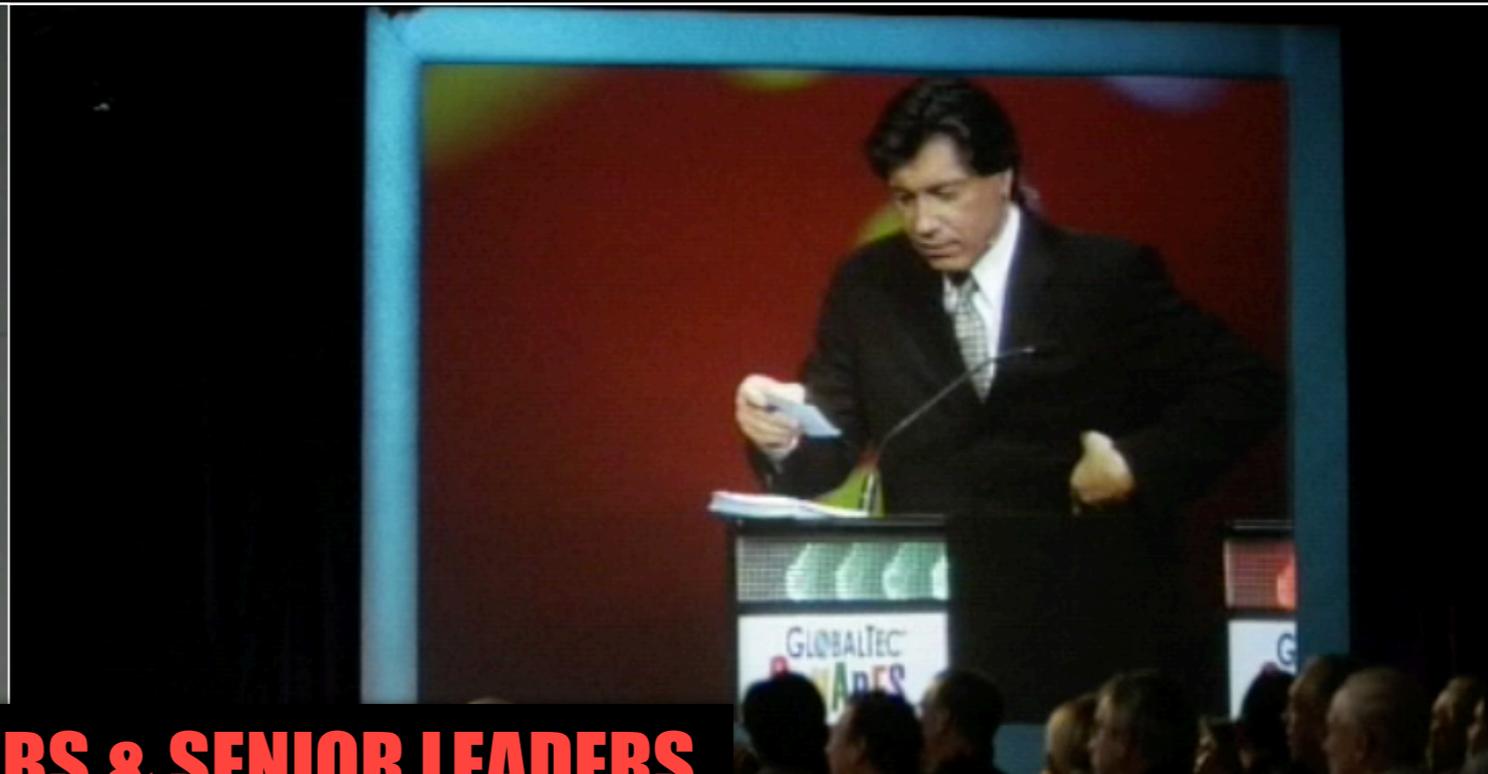
ELIMINATE CUSTOMER FRICTION

1. How the Pow-vs-Wow effect ignites loyalty and viral recognition
2. How reducing transactional friction makes you the ‘company of choice’
3. Simple techniques for empowering your workforce to attract repeat business

SUCCESS: IT'S ON YOU

1. How to create a *No Blame, No Excuses* culture of accountability
2. How to take responsibility for your own success
3. How to ‘ramp up’ your resilience
4. How to get yourself noticed (*in a good way*)

EMCEE - MODERATOR



AT HOME WITH CELEBS & SENIOR LEADERS



SELECT CLIENTS



UNITED 

 Microsoft

 
in the box

 WELLS FARGO

 GOLD'S GYM


BlueCross BlueShield


Hilton

 KPMG


Shell

Honeywell



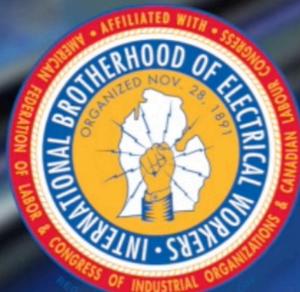
TOYOTA



 Aflac


MDRT®

 U.S. NAVY

 INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS

 7-ELEVEN

 gsk
GlaxoSmithKline

2,500+ CLIENTS

ROSS HAS SPOKEN & CONSULTED FOR THESE INDUSTRIES

HEALTHCARE & PHARMA

MANUFACTURING

RETAIL (in store & e-commerce)

TECHNOLOGY & TELECOM

FRANCHISE OPERATIONS

DIRECT & SOCIAL SELLING

HOSPITALITY

AUTOMOTIVE & TRANS

ALL FINANCIAL SERVICES

AGRICULTURE & FOOD PROCESSING

ENERGY & UTILITIES

CONSTRUCTION & ENGINEERING

SUPPLY CHAIN MGMT.

MUNICIPALITIES

FASHION, BEAUTY & FITNESS

BROADCAST MEDIA & ENTERTAINMENT

FOOD & BEVERAGE

and MANY MORE...

SAMPLE OUTCOMES

Proof that Ross listened to his client's objectives...and OVER-DELIVERED

ROSS SHAFER
CONSULTANT

CLIENT: Ace Hardware Corp.
INDUSTRY: Retail Hardware Chain
BUSINESS MODEL: B2C
WEBSITE: www.AceHardware.com



Dan Miller
V.P. Retail Operations & Business Development

THE CLIENT: The Ace Hardware Corporation is a retailers' cooperative based in Oak Brook, Illinois. Ace has over 4,600 locations, and does over \$13 billion in annual retail sales.

THE CLIENT'S OBJECTIVES: Each year, Ace Hardware invites their top 200 retailers to *The Pinnacle Event* in Las Vegas, Nevada. The event is considered an "awards trip" where owners, spouses, and senior executives can network with other Pinnacle members for fun, celebration, and education. The keynote speaker for this event must be able to enlighten these small to medium size retailers on how to keep improving their customer experience scores, train and retain skilled staff members, and share innovative practices from outside the retail hardware industry. Ross Shafer was chosen for several reasons.

1. Ross has a background as a successful multi-store retailer.
2. He has done extensive research relevant to the customer experience (as evidenced by his six business books).
3. Ross is highly entertaining for all audiences; which ACE found especially appropriate considering that spouses would be in attendance.

"Pinnacle Ace Hardware Retailers were galvanized to six-time Emmy award-winning comedian and writer Ross Shafer. He brought business insights and humor to his presentation that totally engaged the audience. Ross spoke passionately to the importance of "remaining relevant in our fast-paced and ever-changing world of retail landscape." He made it clear, "It's not about us ... it's about our customer!" He urged everyone to "Stay innovative under pressure and to embrace the strengths that come with being small and nimble."

Dan Miller - V.P. Retail Operations & Business Development



ROSS'S DELIVERABLES: Ross was able to highly customize his 75-minute Keynote speech based upon two phone conversations with client representatives. Ross outlined how to design and engineer a predictable customer journey map - to better predict customer experience outcomes. He coached the leaders how to adopt a mindset results in "other-centered" organizations. Ross's message demonstrated the home-town advantage smaller retailers have over the "big box" outlets. Ross gave specific case study examples of how each of us can marry our individual strengths to our local/regional demographics. He reminded team members to remain accountable for their own success and *Win With What You Have*; rather than assign blame to management, the supply chain, government regulations, or competition.

ROSS SHAFER
CONSULTANT

CLIENT: iPipeline
INDUSTRY: Financial Cloud Services
BUSINESS MODEL: B2B
WEBSITE: www.iPipeline.com



Mike Persiano

THE CLIENT: iPipeline is a leading provider of cloud-based software solutions for the life insurance industry (including financial advisors). Through our SaaS solutions, we accelerate and simplify insurance sales, compliance, operations and support. We provide process automation and seamless integration between every participant in the life insurance industry including carriers, agents (such as financial advisors and independent insurance agents), distributors (such as banks, broker-dealers and general agencies) and consumers.

iPipeline provides the process automation and seamless integration needed on a global basis to make a sale by aggregating more than 120 carriers, 875 distributors and financial institutions, and their producers and licensed advisors in a cloud-based environment.

THE CLIENT'S OBJECTIVES: Each year iPipeline conducts an annual user-group appreciation conference in Las Vegas. The theme was *Connections Are Everything* and the primary objective was to bring together the entire business network; distributors, vendors, business development, and broker-dealers. The audience consisted of executives, case managers, sales, business development, and IT professionals. Because the iPipeline™ customer is typically a CEO, CIO, CTO, VP of Sales,

"Ross Shafer is a singular commodity. If you need a pro to deliver a great motivational and leadership message with well-placed humor, Ross is your man. My 600 customers left the event energized and ready to storm the hill!"

Mike Persiano - Chief Marketing Officer



Ross Shafer

Managing Partner, Principal, or company President, the keynote speaker must approach his/her content from a very high-concept level - yet keep it entertaining enough to hold the attention of a discerning crowd.

ROSS'S DELIVERABLES When Ross Shafer was chosen as the keynote, the client invited Ross to attend the opening gala reception; which was a unique opportunity to meet CEO Tim Wallace, other senior leaders, as well as a good many user members. Those conversations informed Ross's remarks for the next day's keynote program, "Nobody Moved your Cheese." (No excuses. No blame. No surrender). Ross enlightened the audience about best practices that can be cross-pollinated from outside the insurance and financial services industries (become a peripheral visionary). Ross's tone revolved around accountability and taking responsibility for one's own success. He reinforced the advantages of iPipeline's cloud-based software as "the most relevant solution in a world where fast is the new slow." Ross also gave practical techniques for finding competitors that are hiding in your blind spot.

ROSS SHAFER
CONSULTANT

CLIENT: Hilton Worldwide
INDUSTRY: Hospitality
BUSINESS MODEL: B2B & B2C
WEBSITE: HiltonWorldwide.com



Mark Komine

CASE STUDY

THE CLIENT: Hilton Worldwide (formerly, Hilton Hotels Corporation) is an American global hospitality company. It is owned by the Blackstone Group, an American private equity firm. As of March 2014, Hilton brands encompass 4,112 hotels with over 680,117 rooms in 91 countries. The company owns, manages, and/or franchises a portfolio of brands, which includes Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Inn, Homewood Suites by Hilton, Home2 Suites by Hilton, Hilton Grand Vacations and Waldorf Astoria Hotels & Resorts (The brand's flagship--and first--Waldorf Astoria property in New York City was sold to Chinese investors in 2014). On December 12, 2013, Hilton again became a public company.

THE CLIENT'S OBJECTIVES: Hilton Worldwide has several large scale sales, marketing, and general manager meetings each year. They hire a professional Emcee to handle a variety of duties - i.e., keeping the meetings on task and energized. The host must be able to contribute some relevant business knowledge as well as conduct panel discussions with senior executives on a variety of Hilton Worldwide go-to-market topics.

"Sales events at Hilton are critical to the culture of our team and its success. Our extremely high performance expectations created a lot of moving parts to juggle, and Ross's expertise helped us make it look effortless. He "got" us and our culture. He felt like a part of the family."

Mark Komine - Sr. Vice President, Head of Sales - The Americas



Ross Shafer

ROSS'S DELIVERABLES: Ross Shafer was hired as the Host/Emcee for three major Hilton Worldwide sales, marketing, and state-of-the-union meetings (Washington DC, Dallas, Texas, and Vienna, Austria). These multi-day events were attended by the CEO, C-Suite executives, and senior leaders from Sales, Marketing, Construction, and IT. Ross's duties not only included managing the meeting components on stage (in a fun way)...but also attending key breakout sessions so that he could contribute "ad-libs" when the general sessions reconvened. Ross also gave keynote speeches at each event titled, "Are You Relevant?" and "Nobody Moved Your Cheese." In his keynotes, Ross not only provided new ideas and case study examples for remaining relevant, but he kept the energy high, the tone fun, and was able to organically champion the initiatives of Hilton Worldwide.

RESPECTED BLOGGER

ROSS SHAFER'S

RELEVANT LEADERS CLUB

Innovate. Motivate. Educate. Sustain.

Visit Ross Shafer's Website



ROSS SHAFER'S RELEVANT LEADERS CLUB

The Relevant Leaders Club (by Ross Shafer) uses innovative case examples to help both young and highly experienced leaders find relevant business solutions for motivating your workforce, creating leadership...

100+ leadership tactic blogs so far



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	DOW	16330.47	↑ 179.72	OIL	46.57	↓ 0.39	GOLD	1123.90	↓ 8.90
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ROSS SHAFER'S RELEVANT LEADERS CLUB

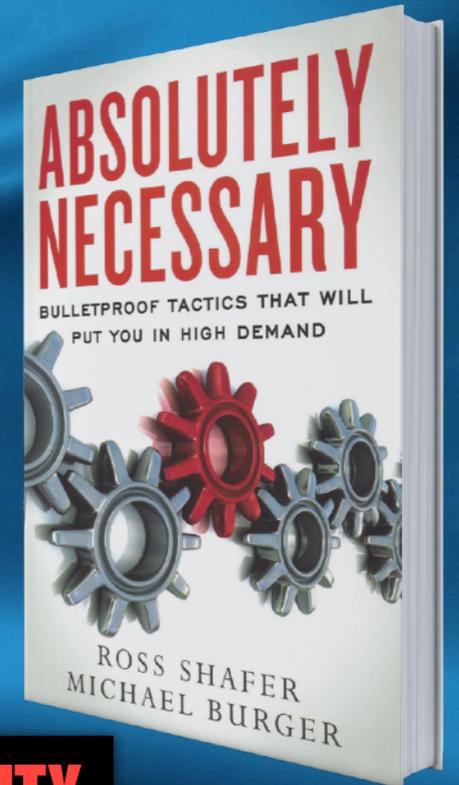
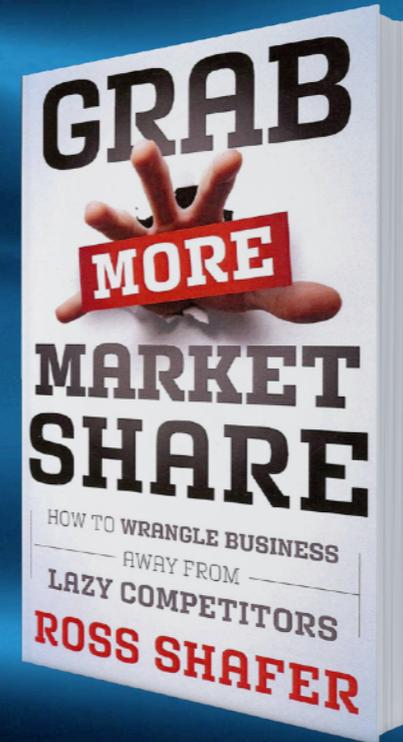
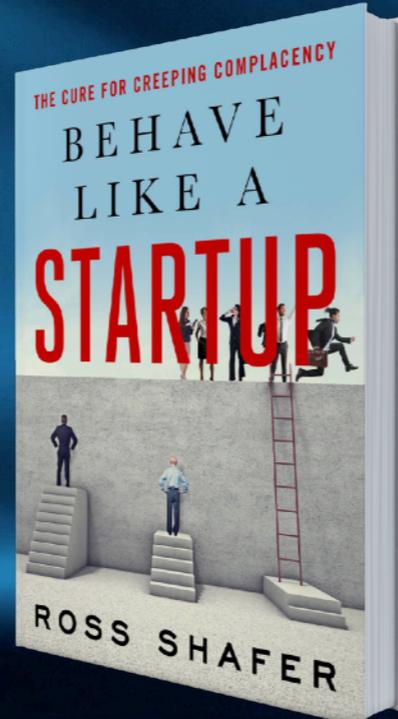
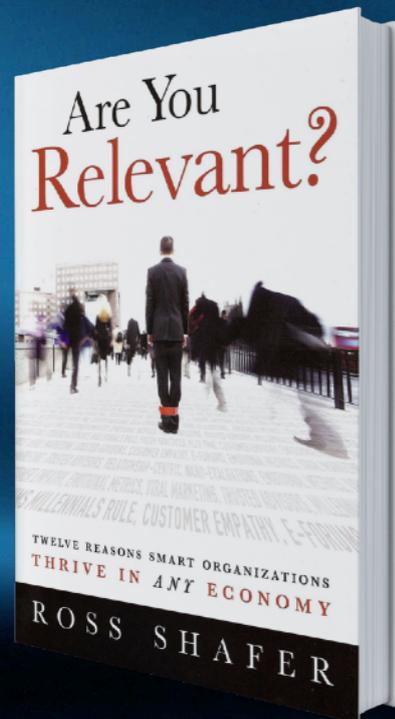
Reggie Rivers
 NFL Running Back/Biz Consultant

AWARDS

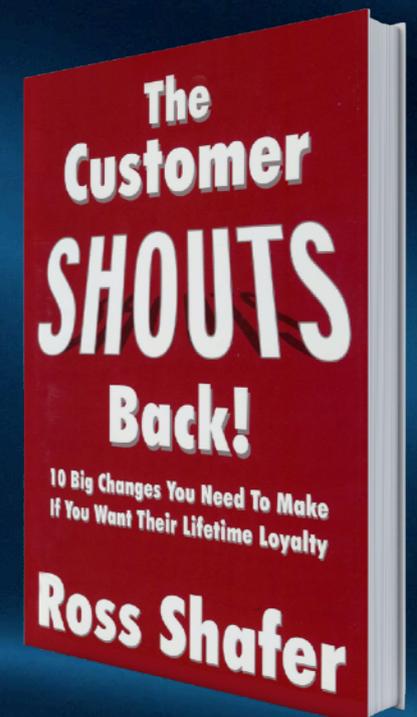
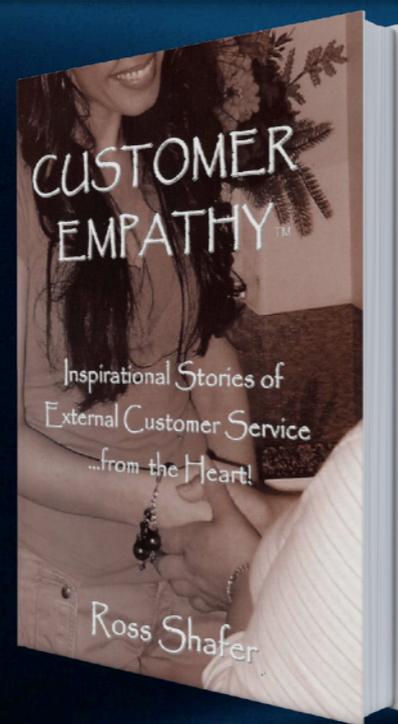
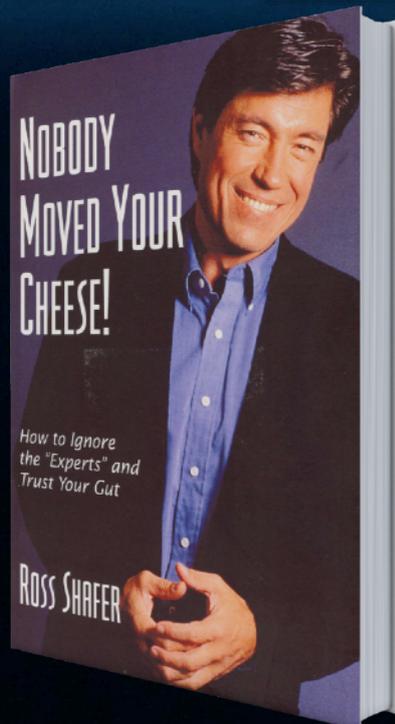
6 Television Emmys & Pro Speaker Hall of Fame



BOOKS



RELEVANT LEADERSHIP - CUSTOMER SERVICE - ACCOUNTABILITY



HIGH SCHOOLS

CAREER GUIDANCE & ENTREPRENEURSHIP

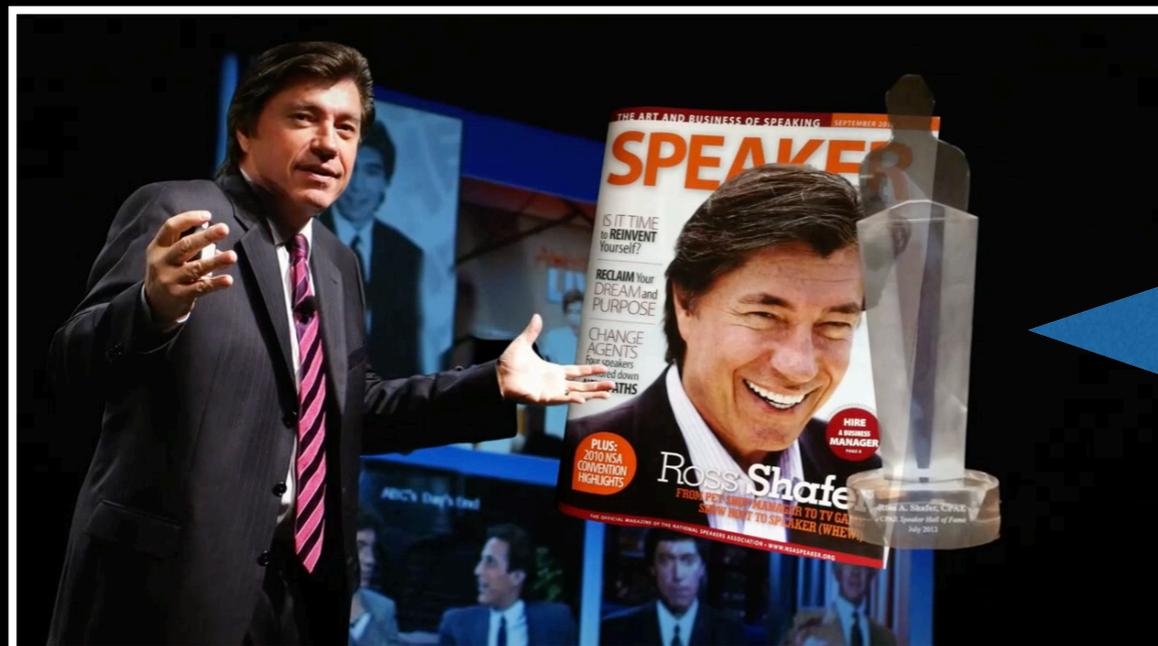


ROSS'S INTRODUCTION

LIVE INTRODUCTION:

Our keynote speaker today is Ross Shafer. Ross is an entrepreneur who's owned two-dozen businesses. He's also been a 6-time Emmy winning TV Host & comedian for ABC, CBS, NBC, USA, and COMEDY CENTRAL. 15 years ago, Ross began studying why some organizations failed miserably while others grew exponentially. To date, he has written (9) popular business books on motivation, growth, and customer experience. But, he is most proud of his bestselling cookbook, "*Cook Like a Stud*" - 38 recipes men can prepare in the garage...using their own tools. Please say Hello to Ross Shafer!

SOME CLIENTS PREFER TO SHOW THIS VIDEO INTRODUCTION INSTEAD: [Downloadable](#)



Click Here

LET'S HIRE ROSS!

To learn more...

CONTACT

Helen Broder

910-256-3495

Helen@RossShafer.com

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