



**If you would like to
have Ross give a
custom program for
your company...**

CONTACT:

SHAWN HANKS

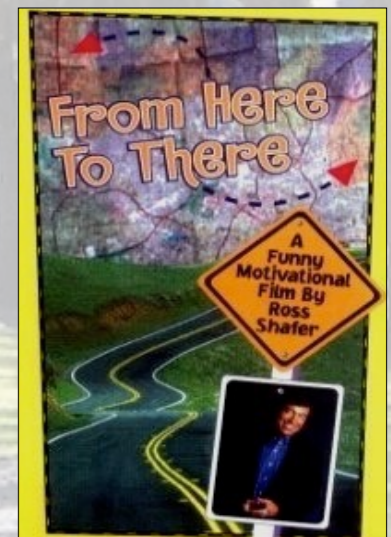
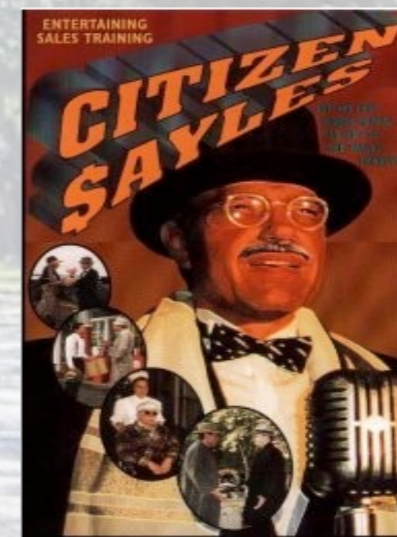
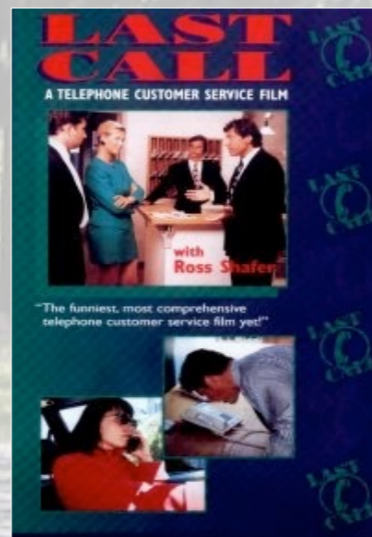
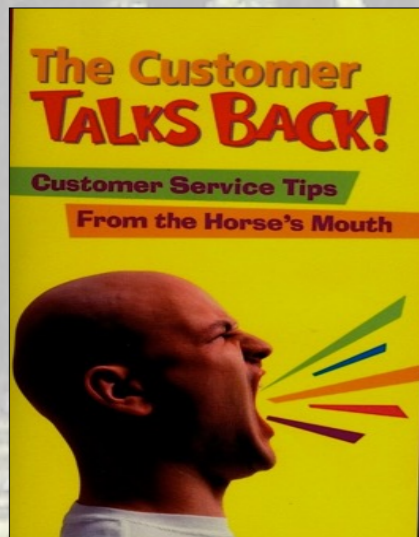
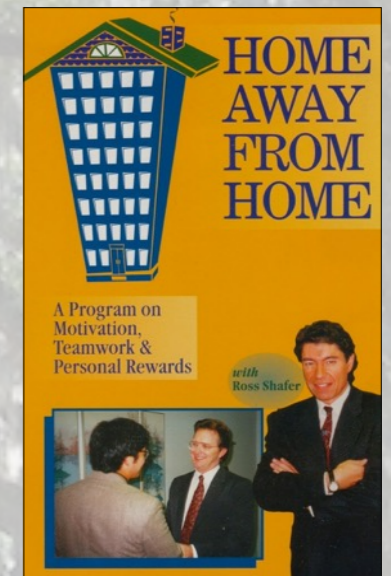
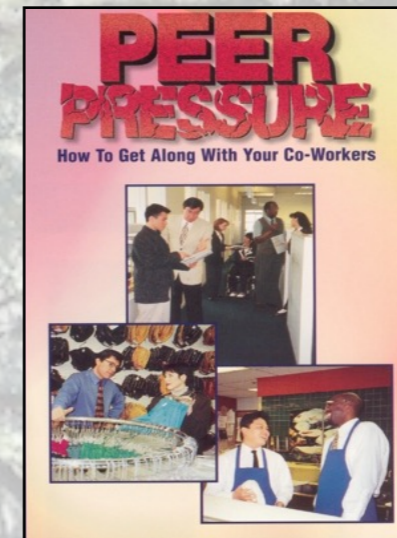
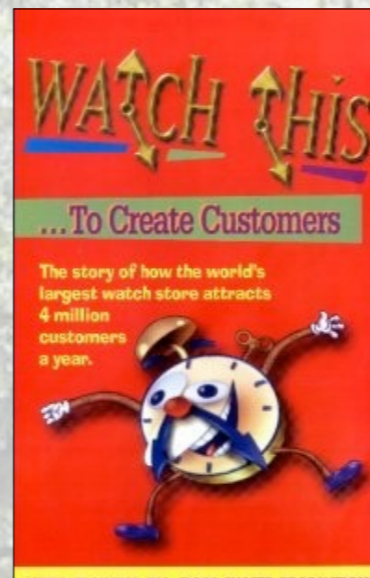
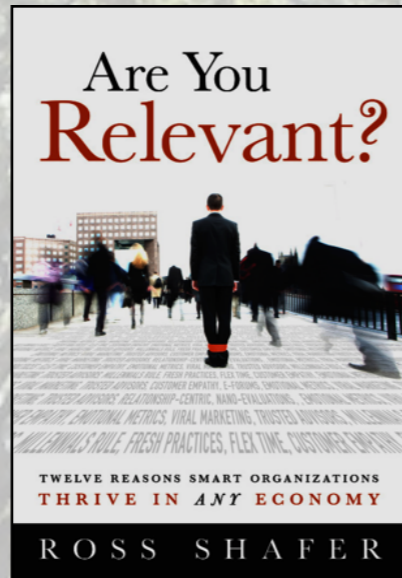
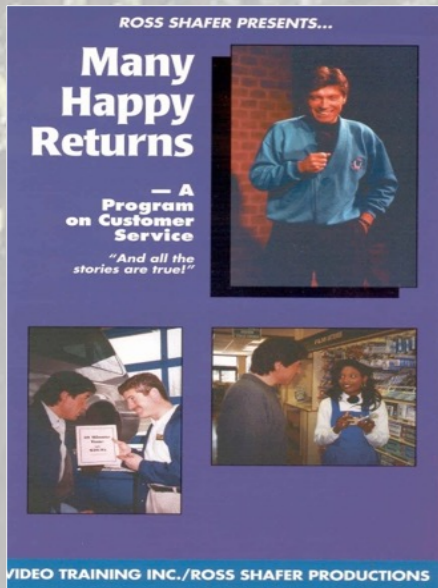
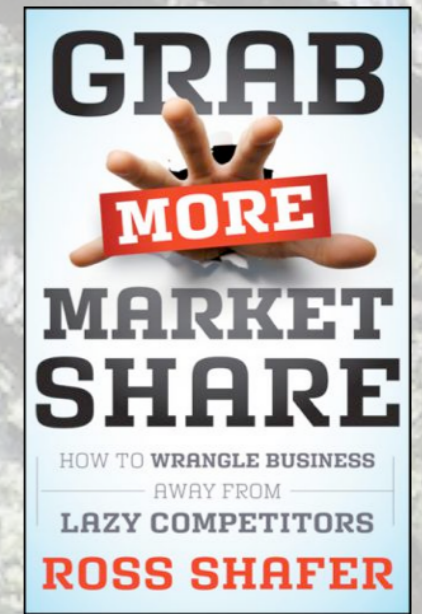
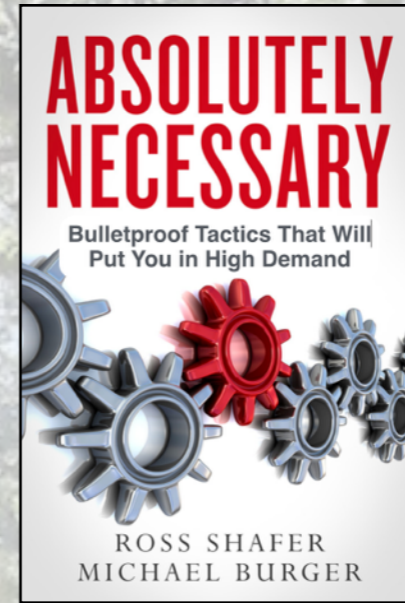
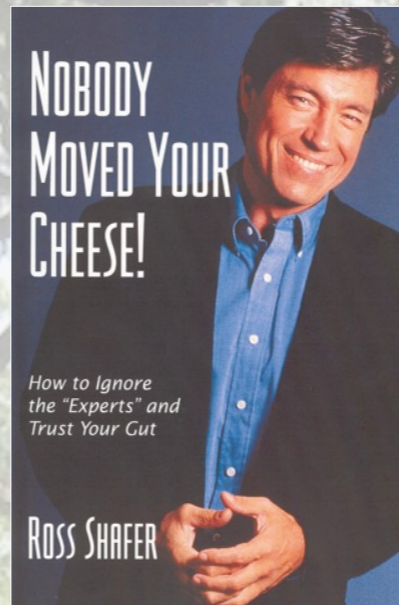
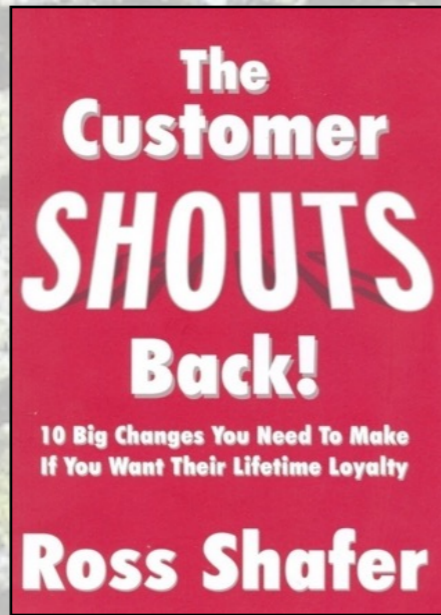
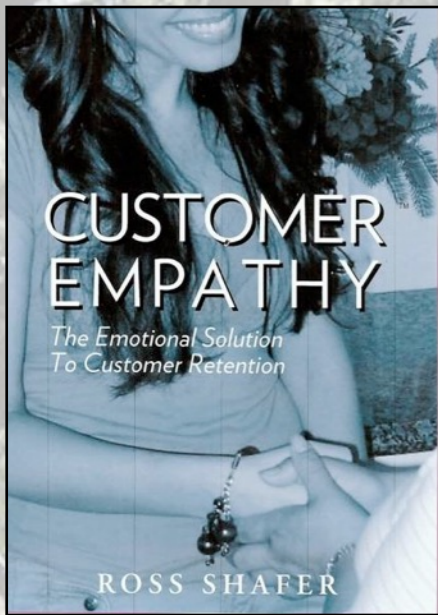
shawn@premierespeakers.com

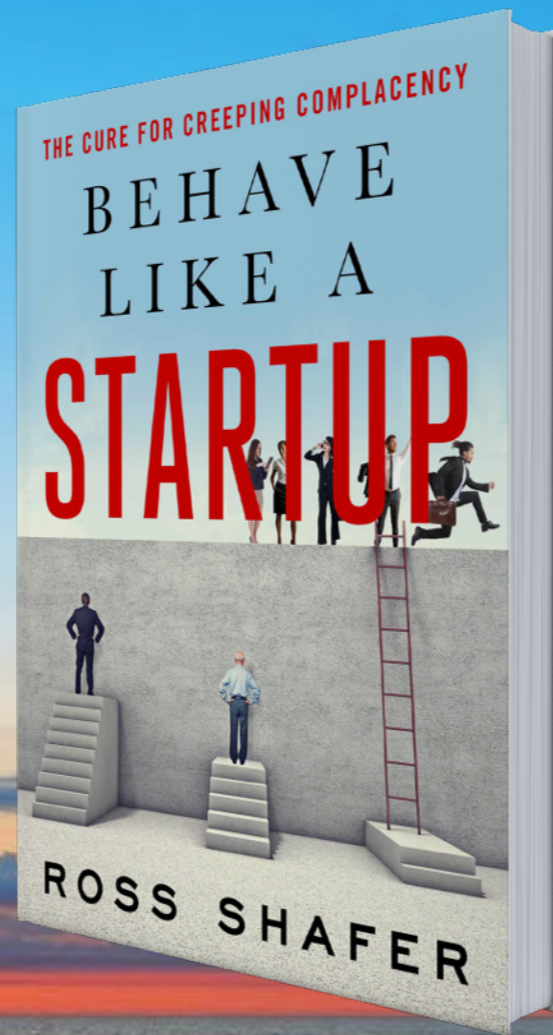
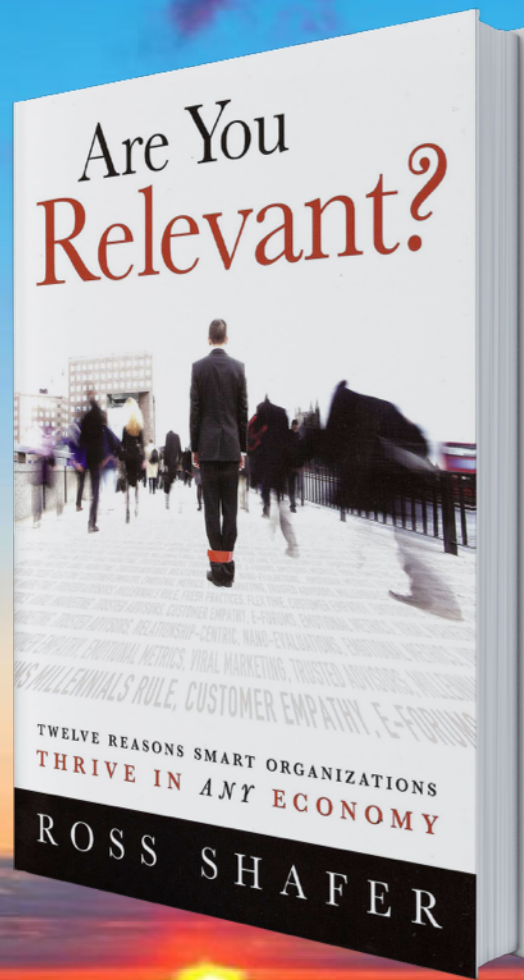
(615) 261-4000

ROSS SHAFER

**ARE YOU STILL
RELEVANT?**







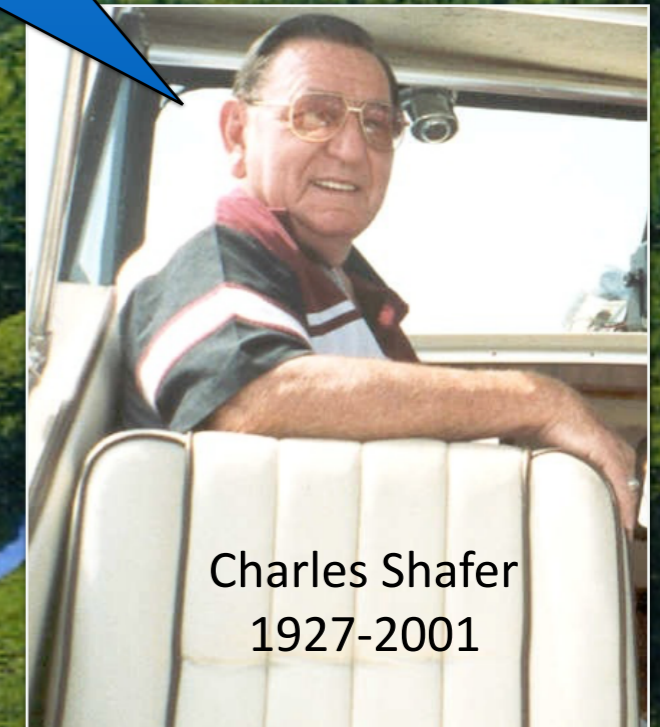
*“Don’t wait for me
to tell you
how to be successful.”*



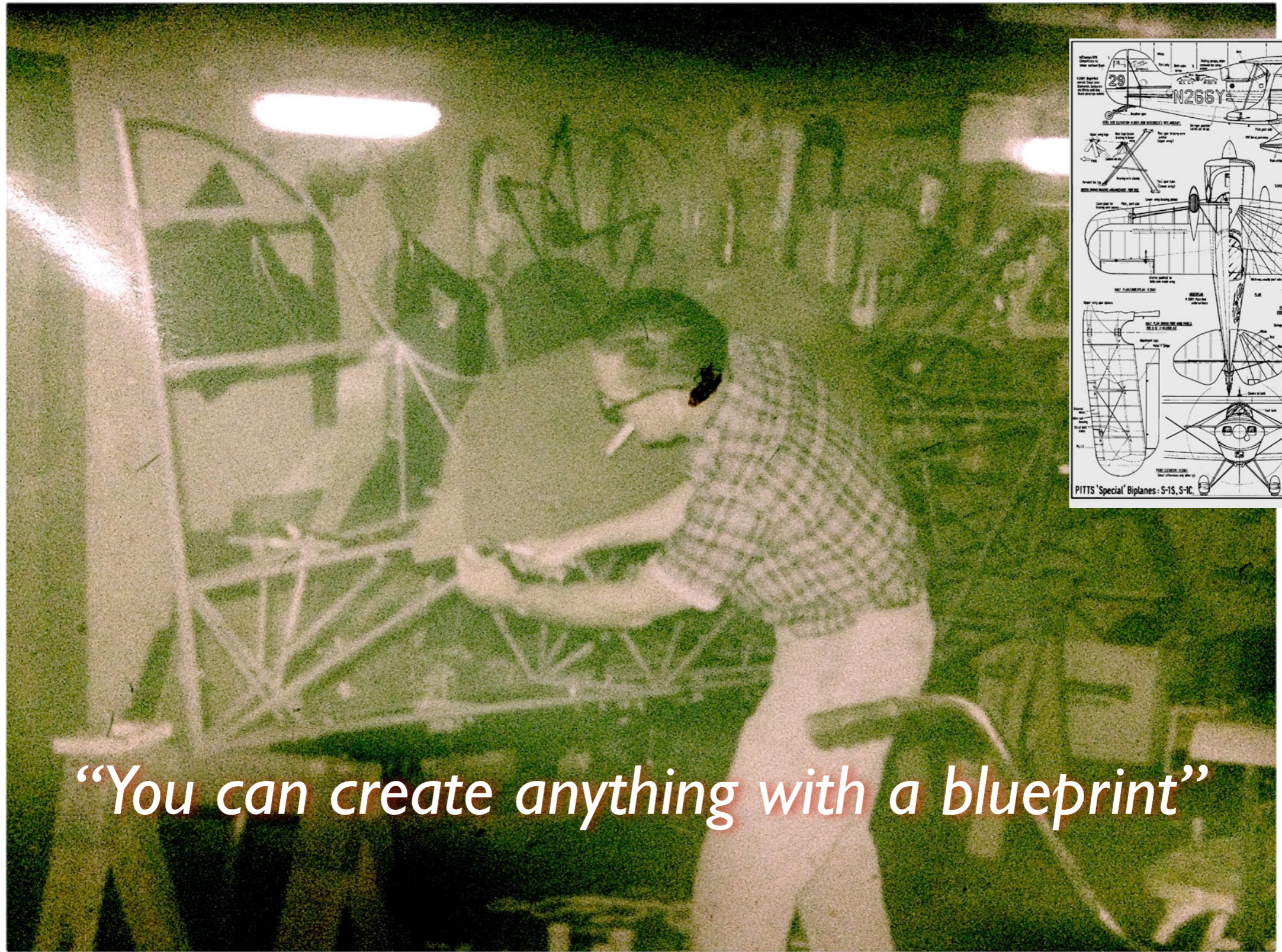
Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)



Charles Shafer
1927-2001



“You can create anything with a blueprint”



Maiden flight - May 1971



“Fear is the enemy of success.”

Chuck Shafer

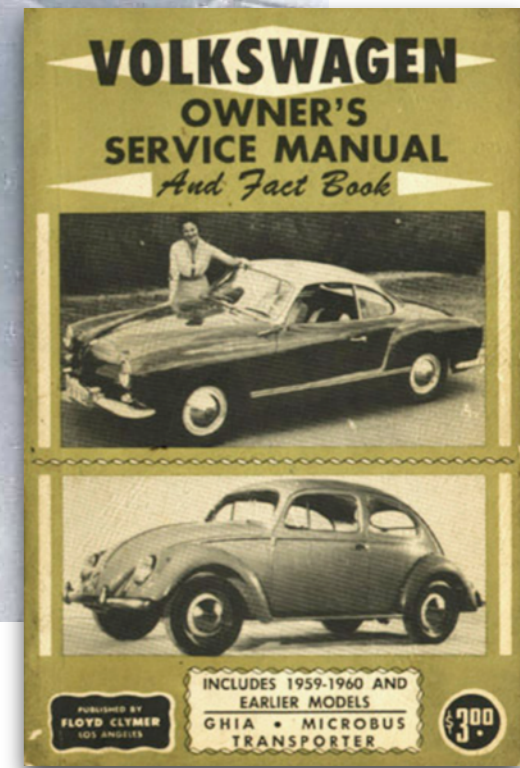


1961 Karmann Ghia

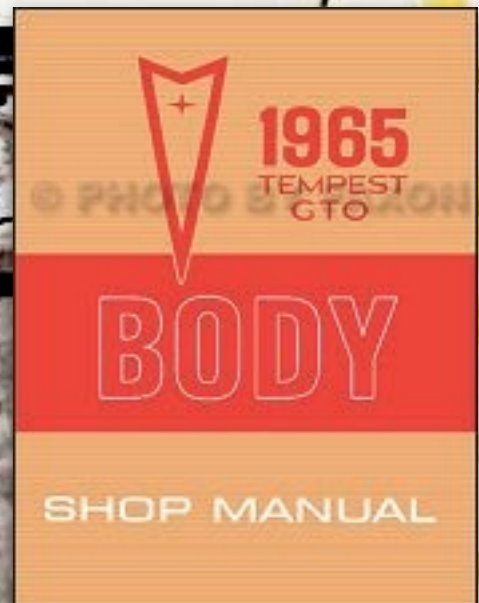
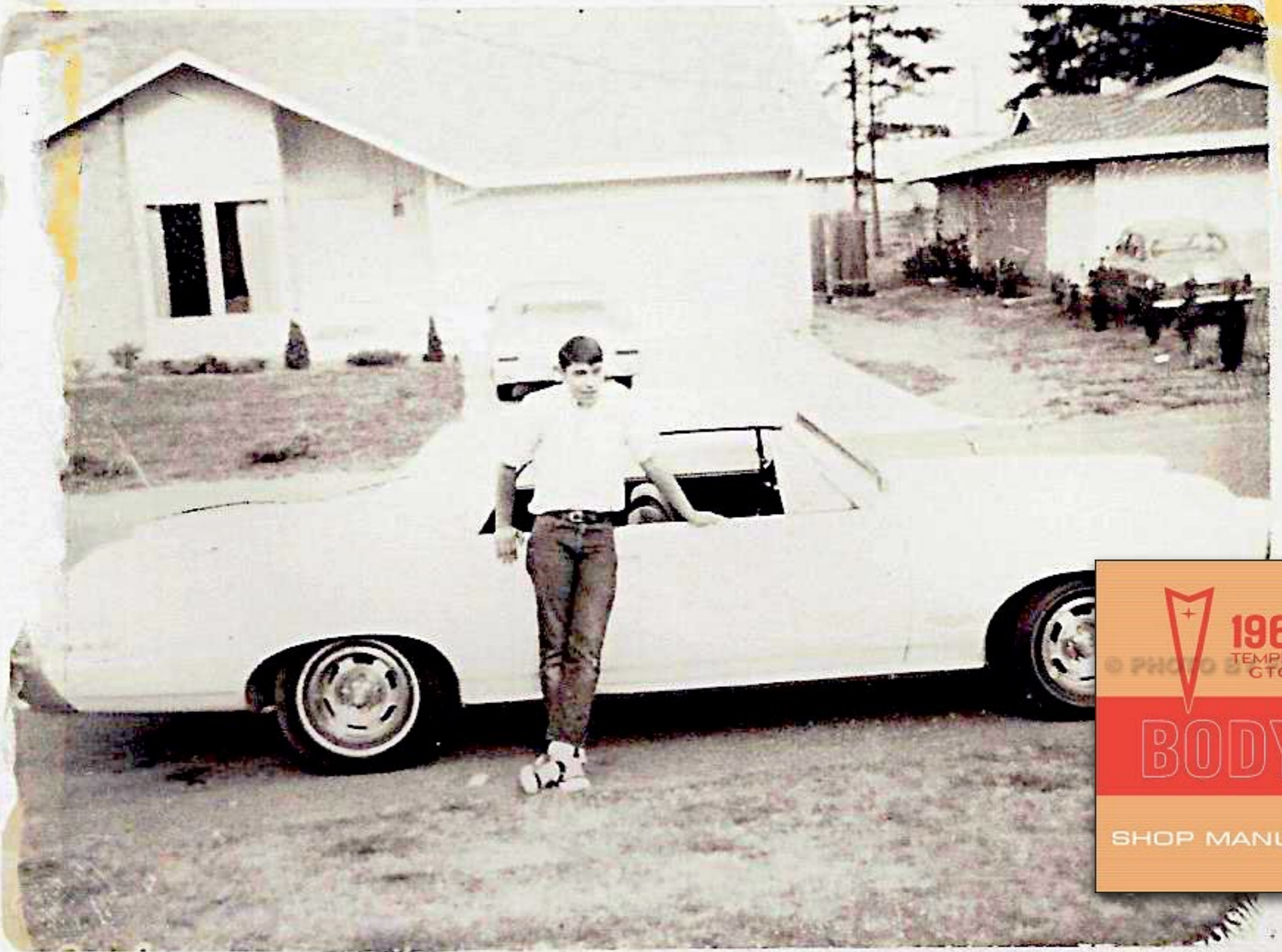
Bought \$25.....Sold \$450



Fixed rusted rocker panels with Bondo and Folger's "coffee cans"



1965 Pontiac GTO Convertible



Bought \$530....Sold \$1,900

Ferrari 308 GTS bought for \$9,800



Sold for \$38,500





SOLD \$360,750



Bought \$176,000





UNITED STATES BANKRUPTCY COURT Western District of Washington

Honorable Brian D. Lynch, Chief Judge | Mark L. Hatcher, Clerk of Court





Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1



Sam + Enrico



Restaurants/Food Service



Retail Clothing



Photography & Product Marketing



Building Industry



Manufacturing

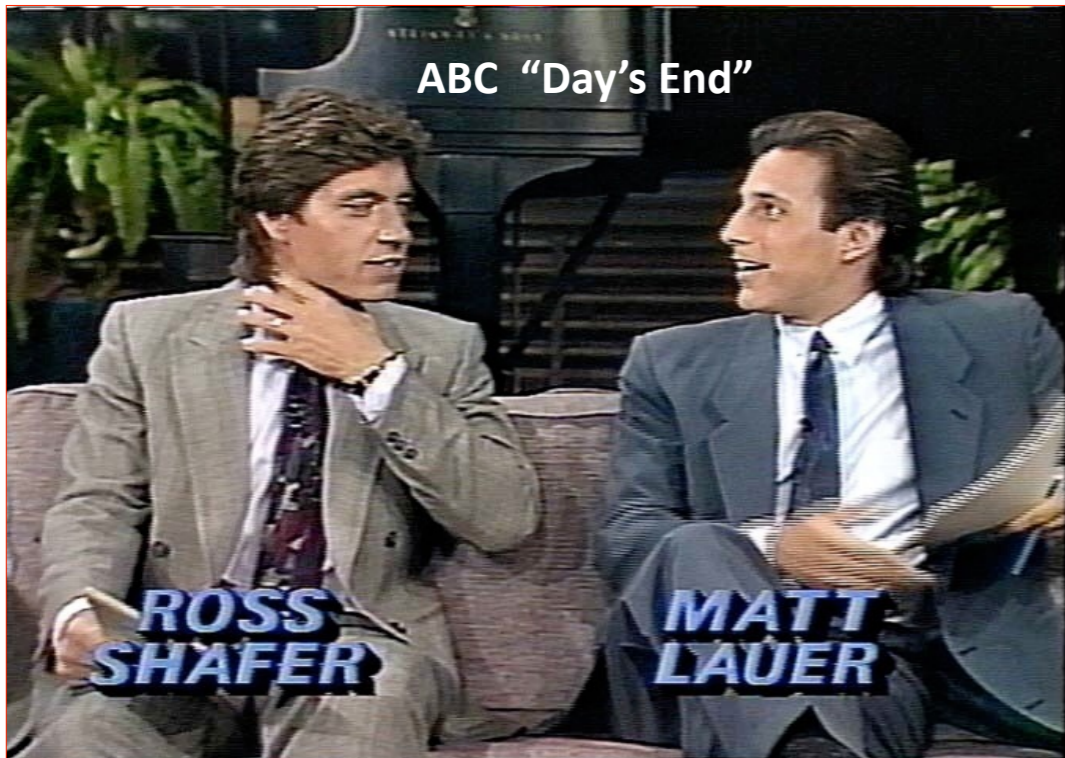
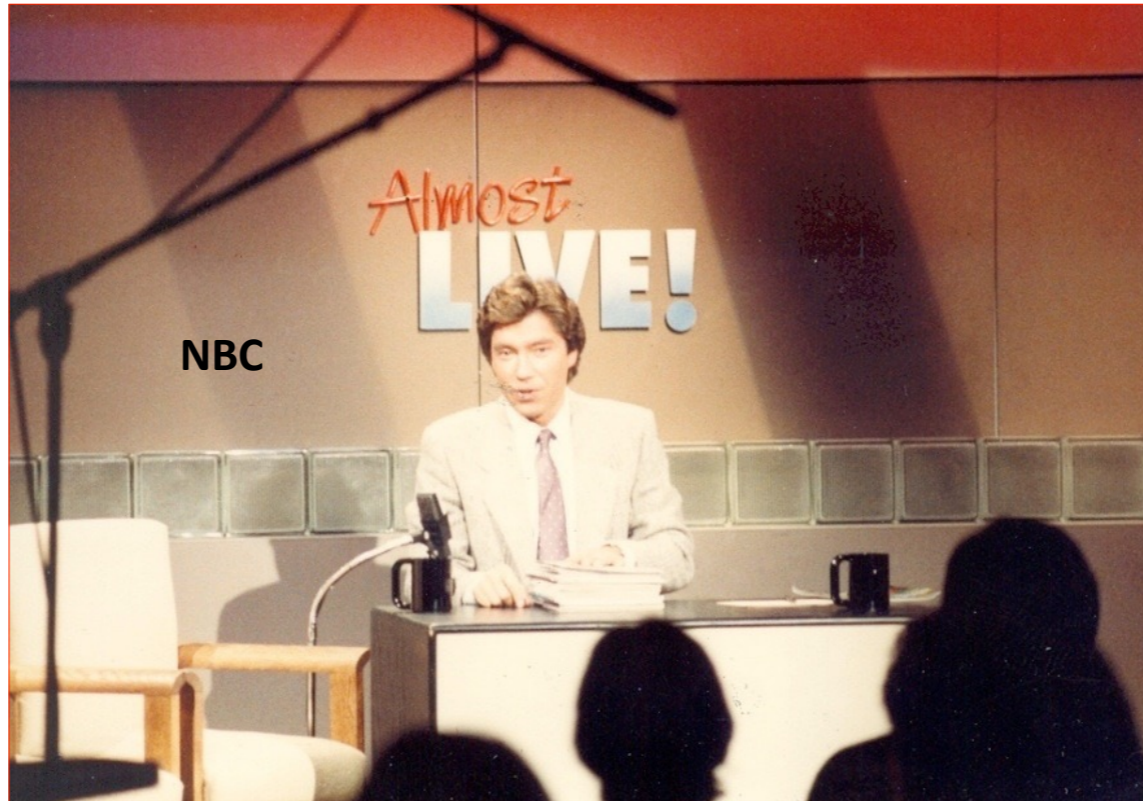
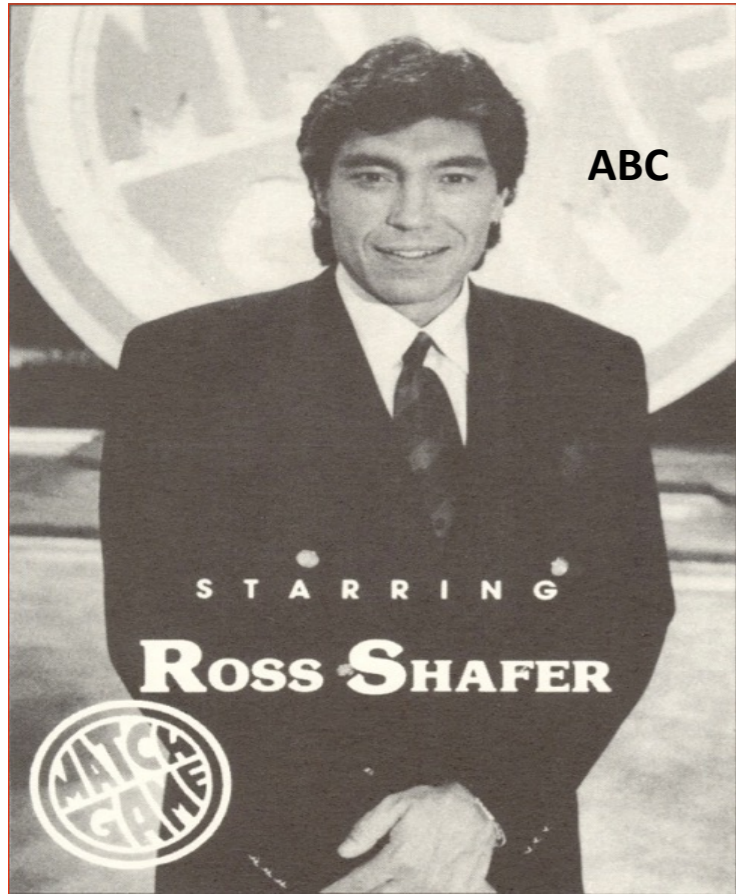


TV & Film Production

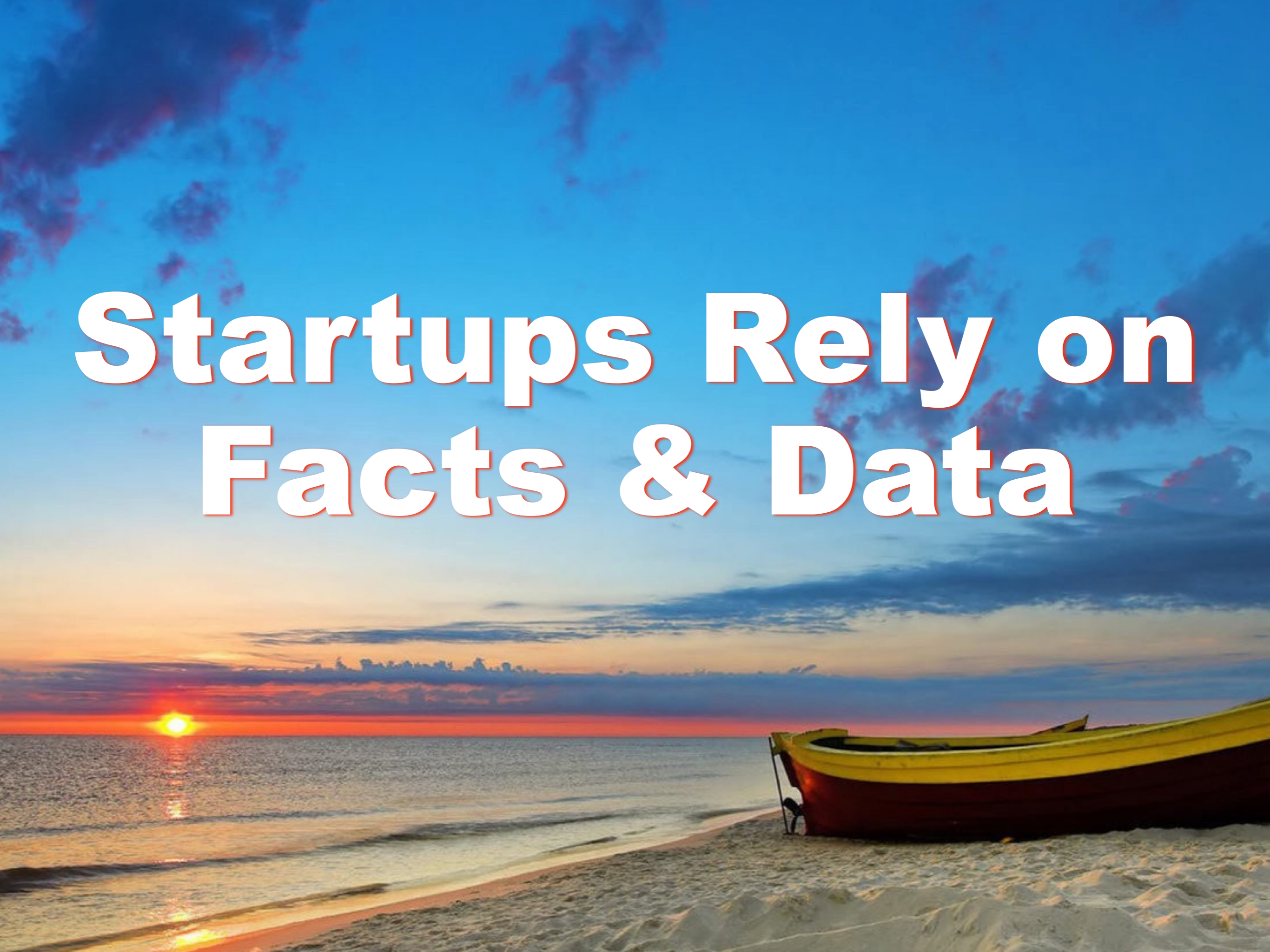


THE ICE CREAM SHOP





Startups Rely on Facts & Data










“Lifespan” of S & P 500 Companies

1968 - Companies lasted 70 years

2017 - Less than 15 years

NOTE #1: S & P replaces companies on average every two weeks! 75% of them will be replaced by 2027
NOTE #2 Standard & Poor's Index is an American stock market index based on the market capitalizations of 500 large companies having common stock listed on the NYSE or NASDAQ.

Source:<http://www.theatlantic.com/business/archive/2015/04/where-do-firms-go-when-they-die/390249/>

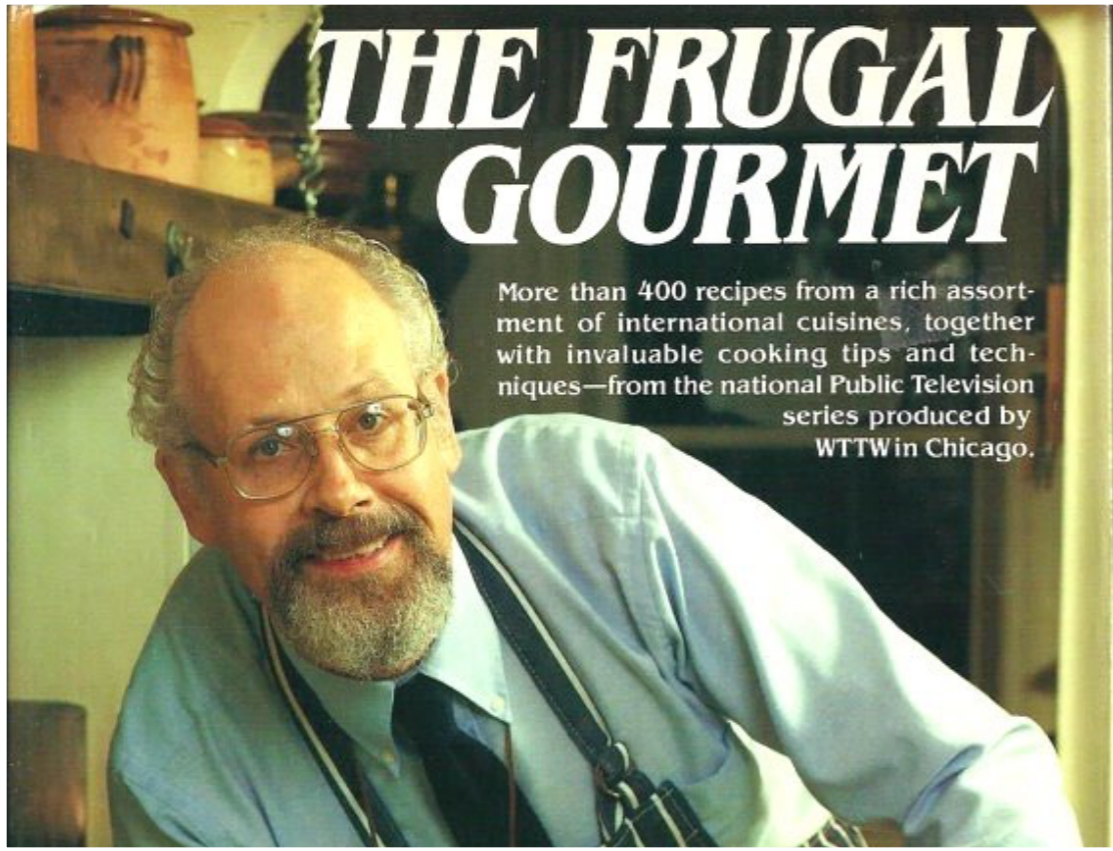
NOKIA	—	104 yrs old
 HEWLETT[®] PACKARD	—	77
	—	52
	—	47
 Microsoft	—	41
	—	40
ORACLE[®]	—	39
	—	31
	—	22

The Galloping Gourmet

“What do you think about a cooking channel?”

THE FRUGAL GOURMET

More than 400 recipes from a rich assortment of international cuisines, together with invaluable cooking tips and techniques—from the national Public Television series produced by WTTW in Chicago.



“If you’re afraid of butter, use cream.”

-Julia Child

COOK-LIKE- A-STUD

* 38 lip smackin' meals men can prepare
in the garage ... using their own tools!

Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer



Borrow Innovation from Unlikely Industries



Hotel Events

FRIDAY 78° HIGH 78° LOW 68°
SATURDAY 77° HIGH 67° LOW
SUNDAY 76° HIGH 66° LOW
9:34

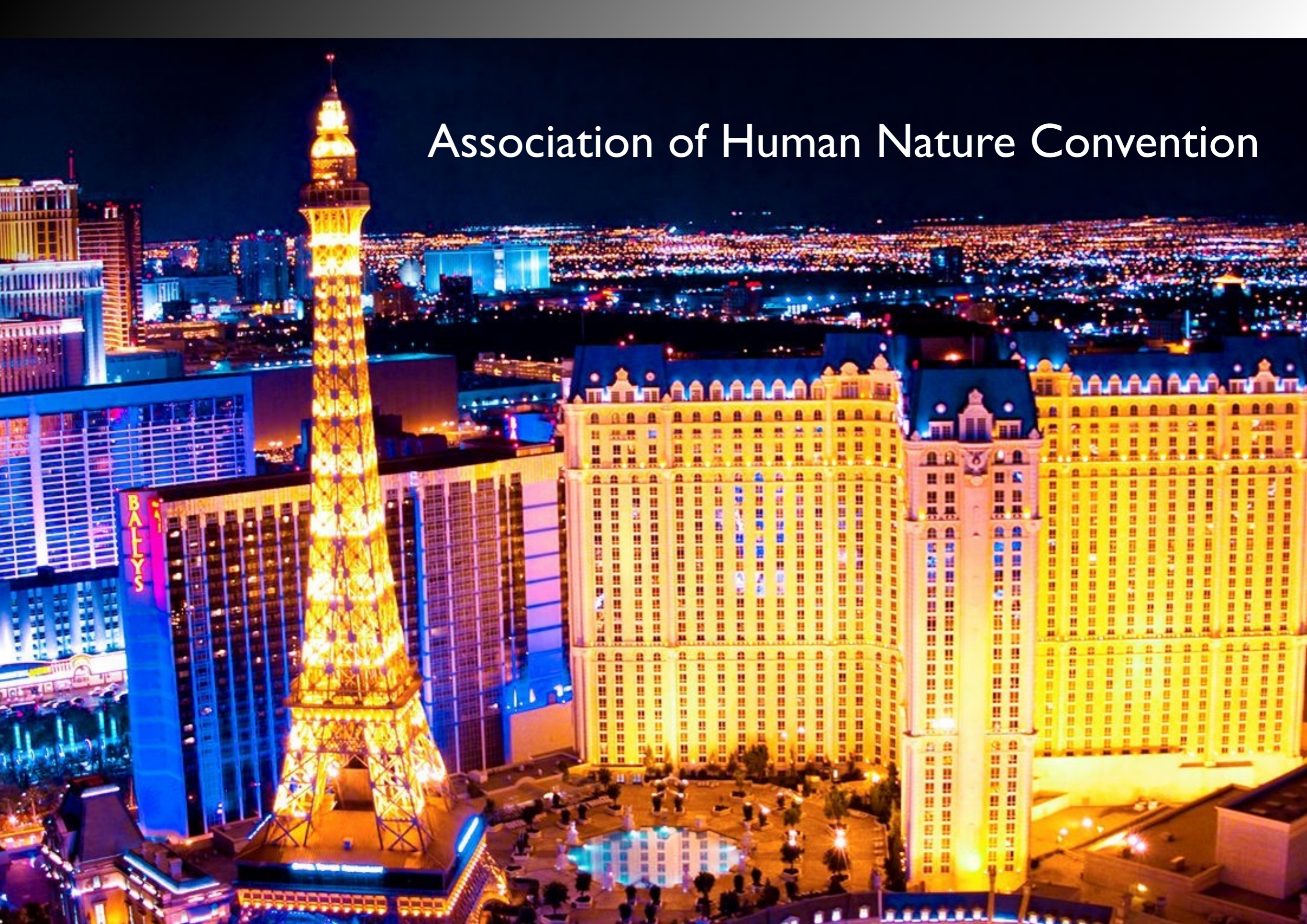
Events for March 24, 2017



GO TO THE WRONG MEETINGS

Group/Event	Room	Time
GENERAL ELECTRIC		
BREAK OUT SESSION		
Awards Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

Association of Human Nature Convention



McCORMICK & SCHMICK'S

SEAFOOD & STEAKS

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[Map & Directions](#)

[Hours of Operation](#)

[Menus](#)

[Corporate Events / Banquets](#)

[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)







Laramar Apartment Homes - 55,000 units

Over-Understand Your Best Customers



Women Buy Everything!

85% of ALL CONSUMER & B2B PURCHASES.

93% of OTC Pharmaceuticals

92% of Vacation & Business Travel Decisions

91% of New Homes, Remodels, & Building Design

91% of Consumer Electronics (TV's, phones, tablets, computers)

89% of Investment Services & Bank Accounts

86% of I.T. Infrastructure Decisions at work

80% of Healthcare & Dental decisions

73% of New Cars --- (45% of Light Trucks & SUV's)





She-Commerce

“Women over 50 currently control \$19 trillion in Net Worth...3/4** of the entire U.S. Financial Wealth.”**

And Female Wealth is Growing...

“By 2020, women will control between \$30-\$40 Trillion in U.S. consumer wealth.”

**“92% of women recommend quality & value
to 21 other people.”**
(not counting social media)



A scenic photograph of a sunset over the ocean. The sun is low on the horizon, casting a golden glow across the sky and reflecting on the water. The sky transitions from a deep blue at the top to a vibrant orange and red near the horizon. In the foreground, a sandy beach is visible, and a small, yellow and red boat is beached on the right side. The overall atmosphere is peaceful and serene.

Eliminate “Customer Friction”


R O S S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

**NO MORE
CUSTOMER
FRICTION**




SAVE ME TIME. I NEED CONVENIENCE.



EXPRESS
SERVICE
1-HOUR or LESS

Website New Vehicles Parts & Service

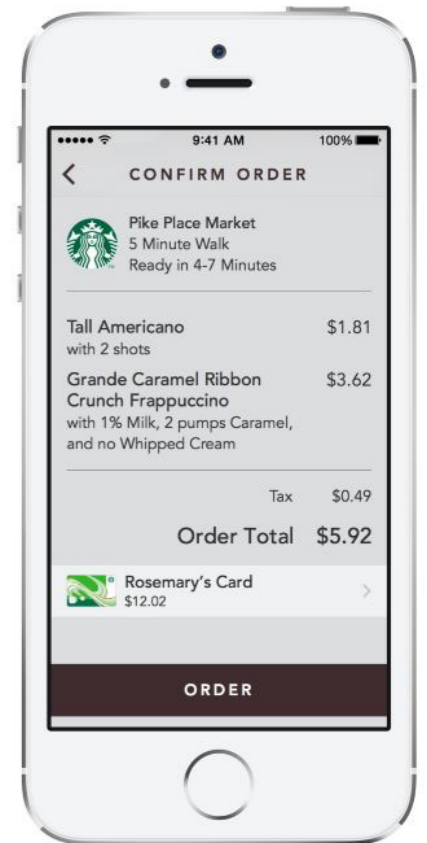
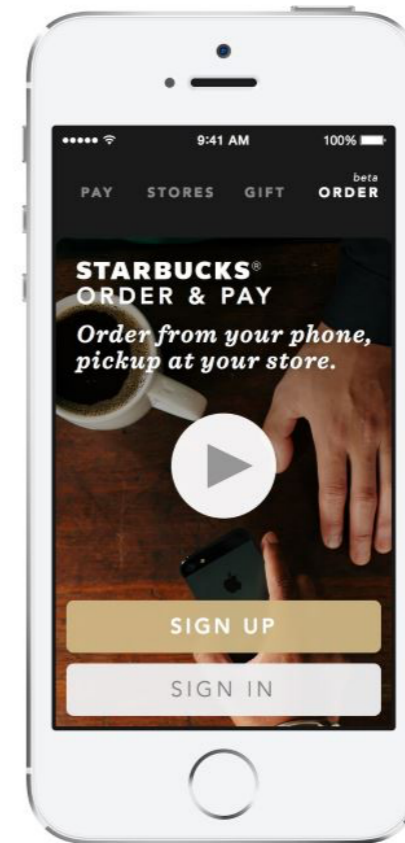


Your time should be just that. Yours.

[Request an Appointment](#)



U B E R



WOW!
Customer Service

WOW!
Service

THE
WOW
FACTOR®



to **WOW** you!

HOW TO
WOW
YOUR CUSTOMERS!



let's
WOW
your customers



whatever • wherever

THE
WOW!
awards®
for outstanding customer service...

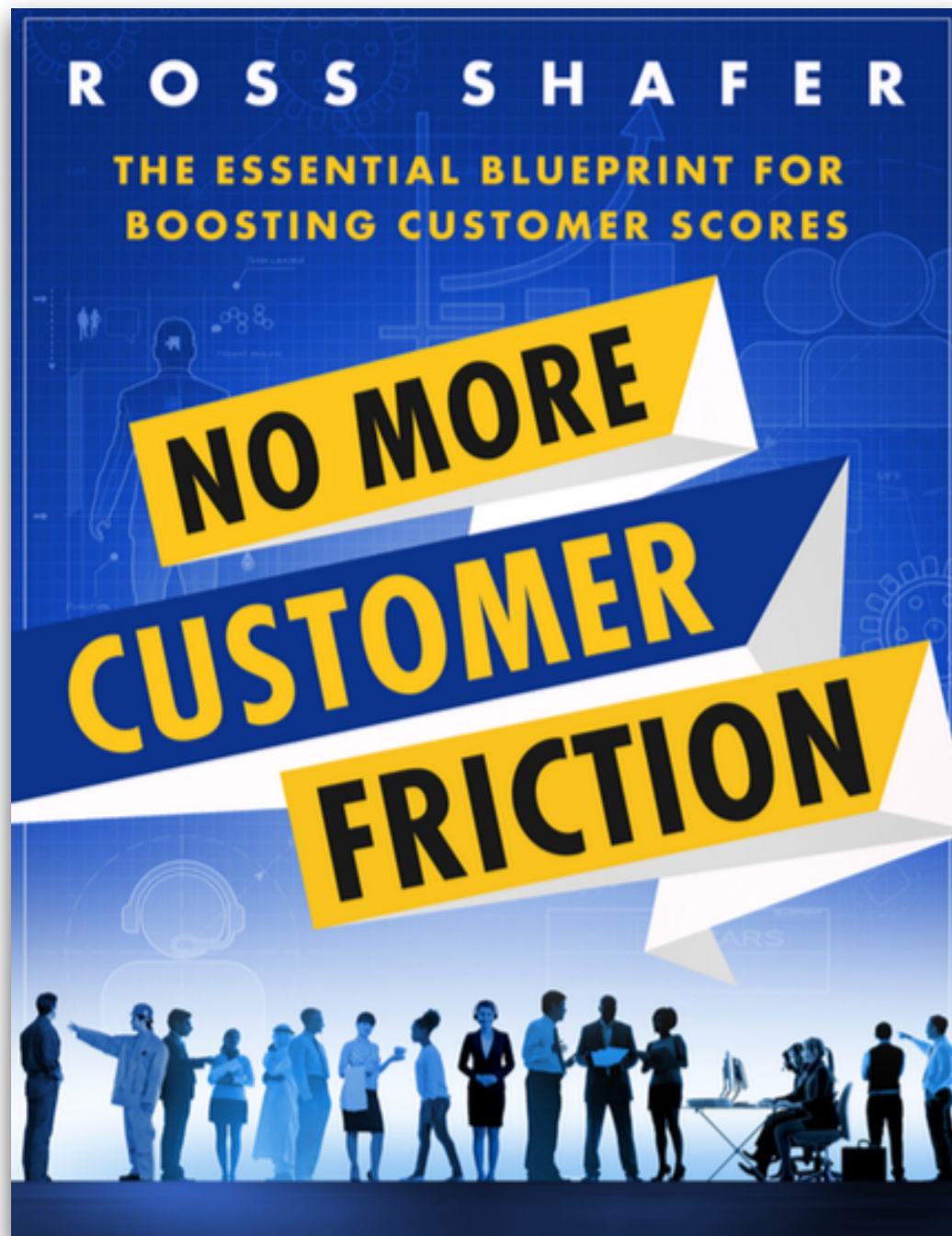




erases



source: Ross Shafer Consultants, Inc. 'wow survey' 2016



Does Eliminating Friction Work?



Lost 1,000,000 mil subscribers in one-quarter.

They hired more people & improved ALL processes. Today, billing, call centers, and installation teams are reliably rock-solid. Comcast has the highest sign ups & #1 customer retention stats in their industry.

10 yrs ago, Lego was on the verge of bankruptcy. Customers complained the toys were boring; had to sell products below cost. They hired designers who LOVED the toys & thought they should be tied to movie franchises (Harry Potter, Batman, etc). In the last two years, Lego has become the largest toy company in the world.

This company was *Last Place* in their industry. I coached the *No More Friction* system to Linemen, Call Centers, & Engineers - during 22 sessions in 10 cities. We attacked customer complaints and empowered on-the-spot fixes. Within 90 days, we raised their J.D. Power scores 21 Points...to become #1 in their industry.

**The Company with
the Best Brand Story
Always Wins**



“We don’t sell motorcycles. Instead, we sell...”





Fairmont Mayakoba - Cancun, MX
“Where Our Brand is You”

She'll tell you
size doesn't matter.
She's lying.



Super Star[®] with cheese



It's gonna get messy.



EAT
LIKE
YOU
MEAN
IT[®]



FREE STUFF. FUN STUFF.
FIND US AT FACEBOOK.COM/CARLSJR

Other-Centered People Build Lasting Revenue Streams





Maria Garcia



Talk Show Hosts: Masters of Curiosity

The Intentional Genius of Facebook

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.

facebook



Search for people, places and things



Ross Shafer
Edit Profile



Update Status



Add Photos/Video

What's on your mind??

FAVORITES

News Feed

Messages 99+

Photos

Browse

PAGES

Pages Feed 20+

Like Pages 20+

Create Ad

GROUPS

University of Puget Soun...

SORT ▾



Nancy Vogl

Is anyone else having problems posting on FB today?

Like · Comment · Share · 10 hours ago near Traverse City, MI ·

Monika Laschkolnig and 7 others like this.

View 21 more comments



Aileen Bennett Thank you - I thought i had broken the internet (again)

6 hours ago · Like · 1



Kathleen Hassan yup

5 hours ago · Like · 1



“48% of employers are dissatisfied with the oral communications skills of college students.”

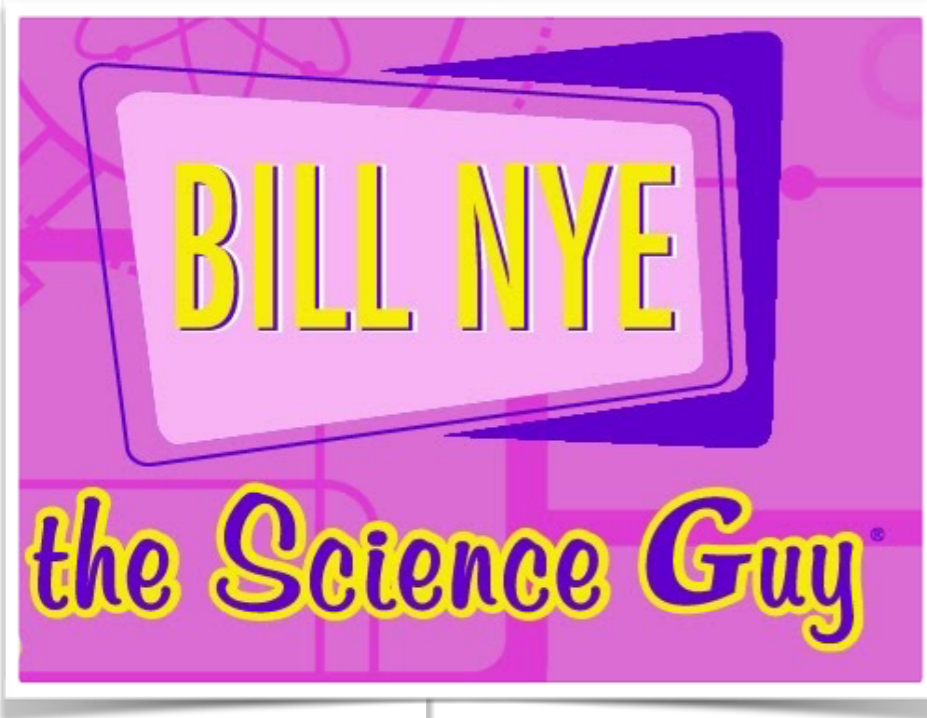
Source: Achieve Academic Standards

A scenic photograph of a sunset over the ocean. The sun is low on the horizon, casting a golden glow across the sky and reflecting on the water. The sky transitions from a deep blue at the top to a vibrant orange and red near the horizon. In the foreground, a sandy beach is visible, and a small, yellow and red boat is beached on the right side. The text "The Extreme Value of Being a 'Specialist'" is overlaid in large, white, bold letters with a slight shadow effect.

The Extreme Value of Being a “Specialist”

World's Greatest Shooter







FREE RESOURCES



ROSS SHAFER'S RELEVANT LEADERS CLUB
Innovate. Motivate. Educate. Sustain.

Ross Shafer | View as: Yourself

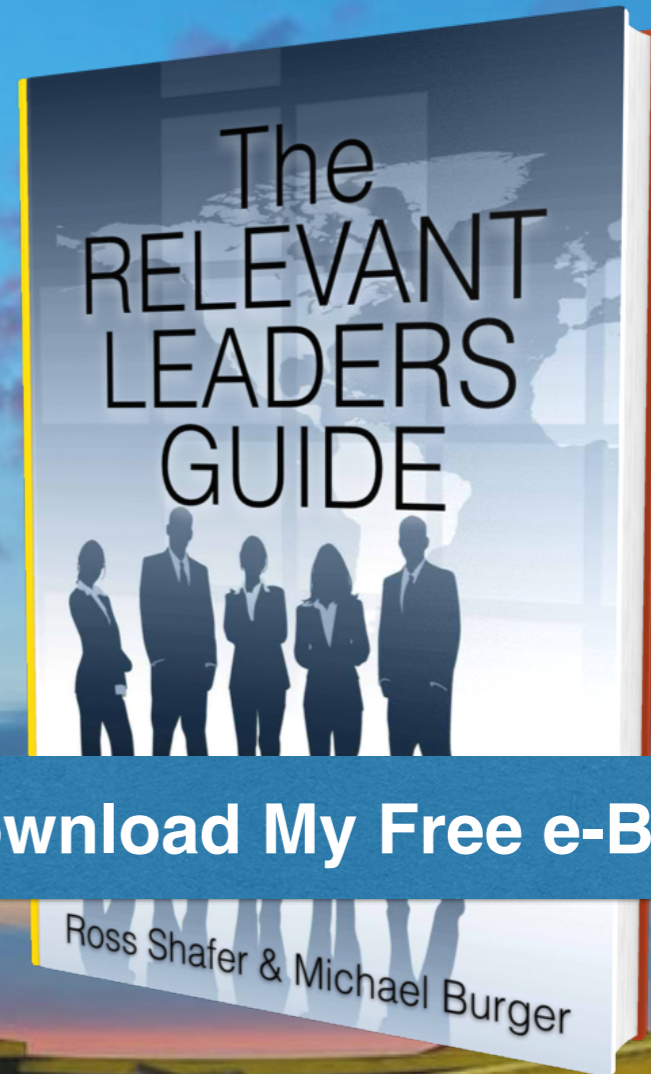
Home Videos Playlists Channels Discussion About

Relevant Leaders Club [Download All]

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...

- How to Sustain a Business for Over 15 Years?** | Leadership Speaker | Ross Shafer
by Ross Shafer | 4 days ago • 24 views
Why will your company only last 15 years? Leadership speaker and innovation author Ross Shafer describes...
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer
by Ross Shafer | 1 week ago • 31 views
In this short clip, leadership speaker and author, Ross Shafer, reveals his surefire Five-Step process for...
- How to Stop Driving Customers Away** | Leadership Speaker | Ross Shafer
by Ross Shafer | 2 weeks ago • 54 views
Are you indirectly driving customers away...and you don't have any clue you're doing it? Ross Shafer gives...
- Should You Change Your "Leadership" Persona?** | Leadership speaker | Ross Shafer
by Ross Shafer | 3 weeks ago • 68 views
Have you ever wondered if you should change your personality when you get a "big" new job? Then you...
- HOW GREAT LEADERS MAKE BETTER DECISIONS**

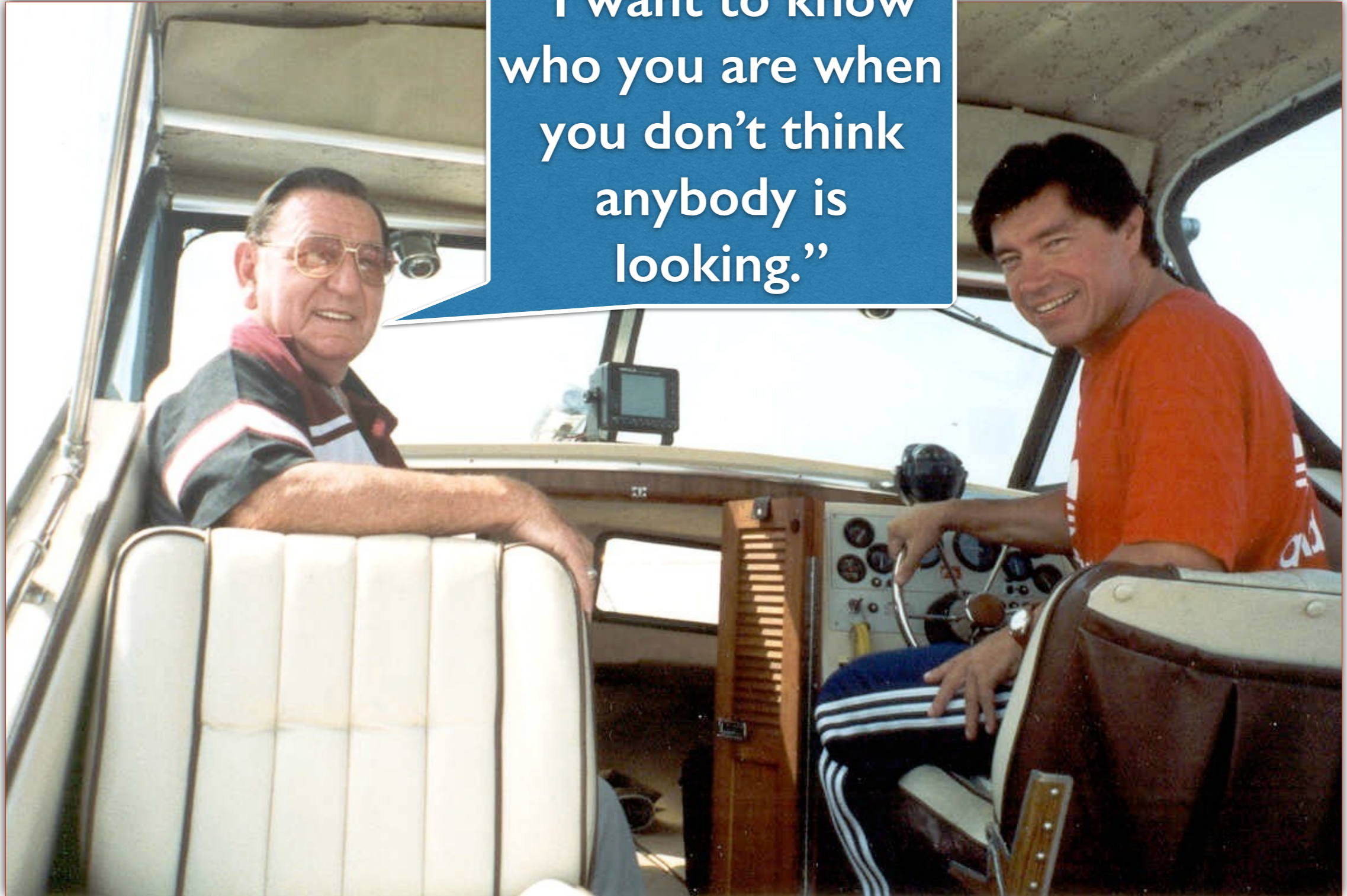
[Leadership Video Blog](#)



[Download My Free e-Book](#)

www.RossShafer.com

“I want to know
who you are when
you don't think
anybody is
looking.”



Chuck Shafer 1927-2001



Daddy/Daughter date
10th birthday!

Leah, Ross, Lauren (Lolo), Ryan & Adam Shafer

Ongoing Encouragement



**If you would like to
have Ross give a
custom program for
your company...**

CONTACT:

SHAWN HANKS

shawn@premierespeakers.com

(615) 261-4000

ROSS SHAFER