



If You Want a Custom  
Program for YOUR  
Organization...

**CONTACT:**

**RICH TILLER**

**800-222-1556**

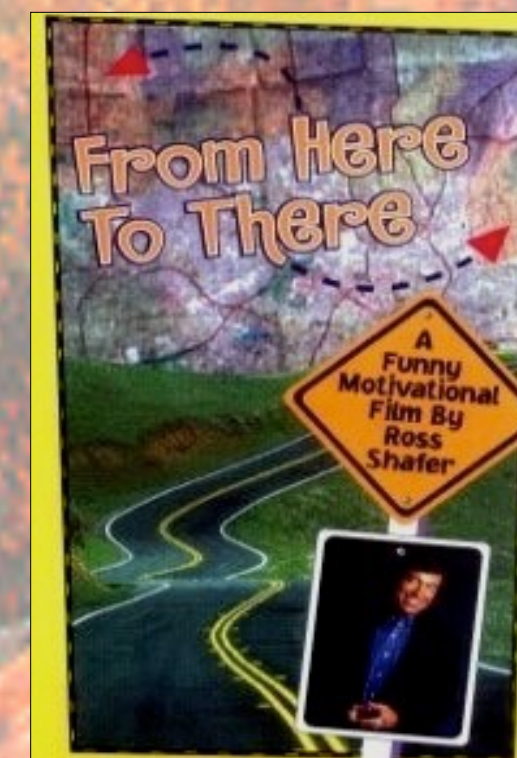
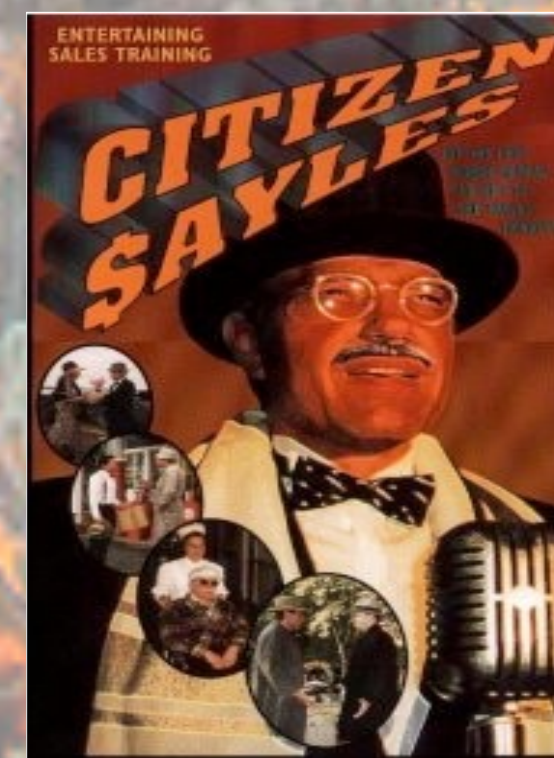
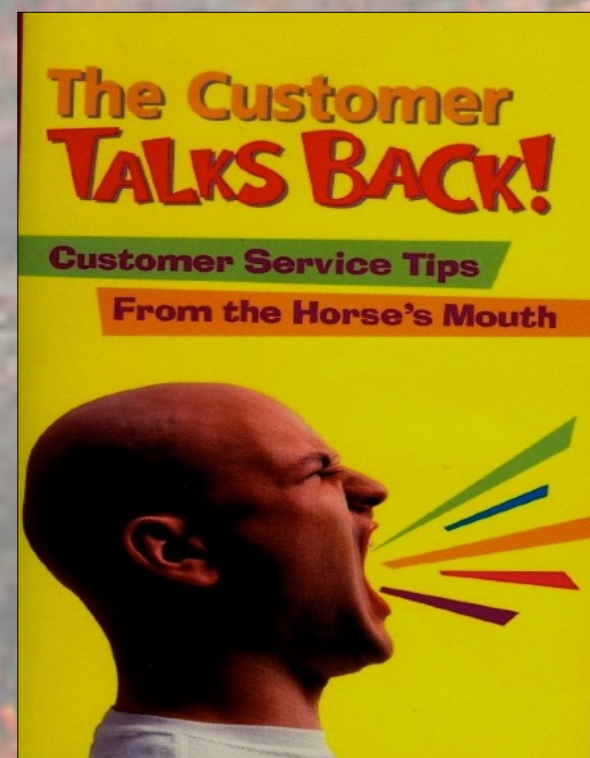
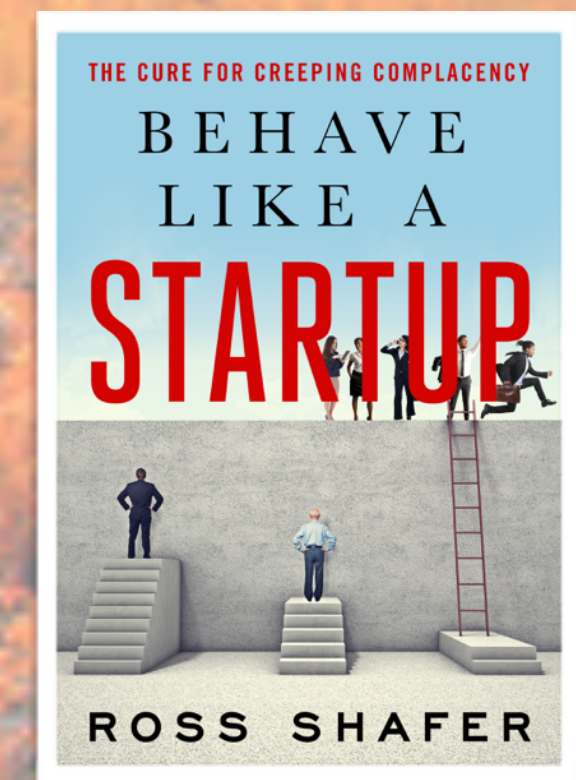
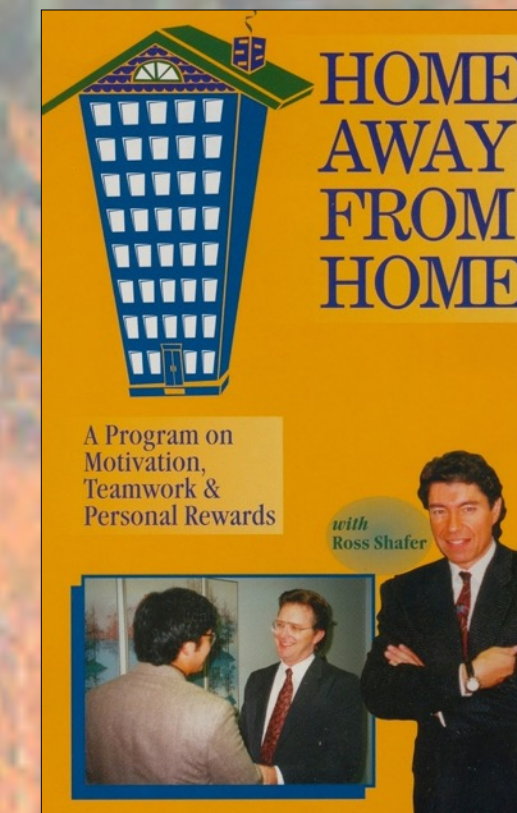
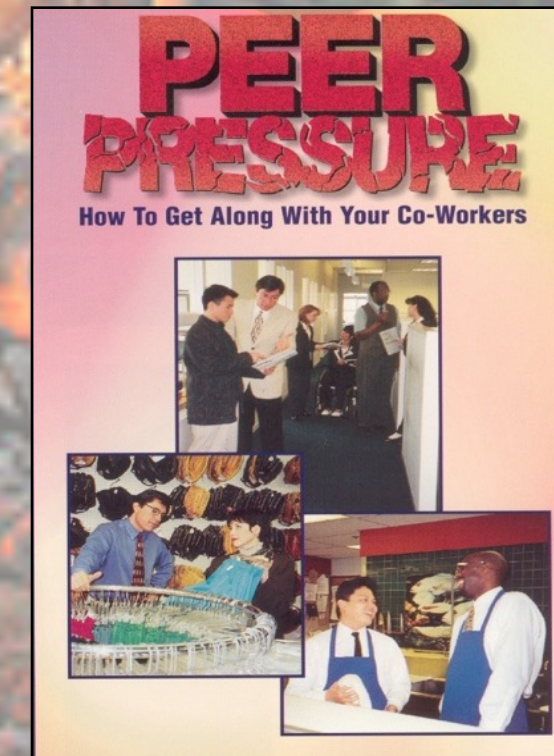
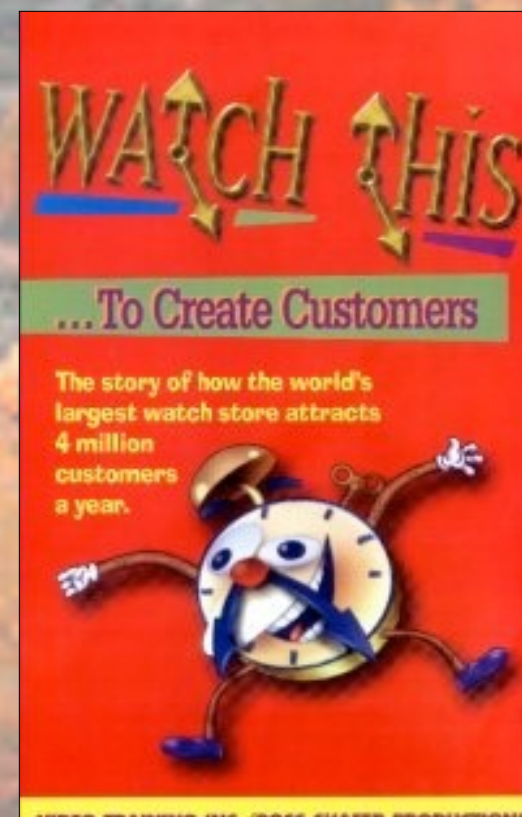
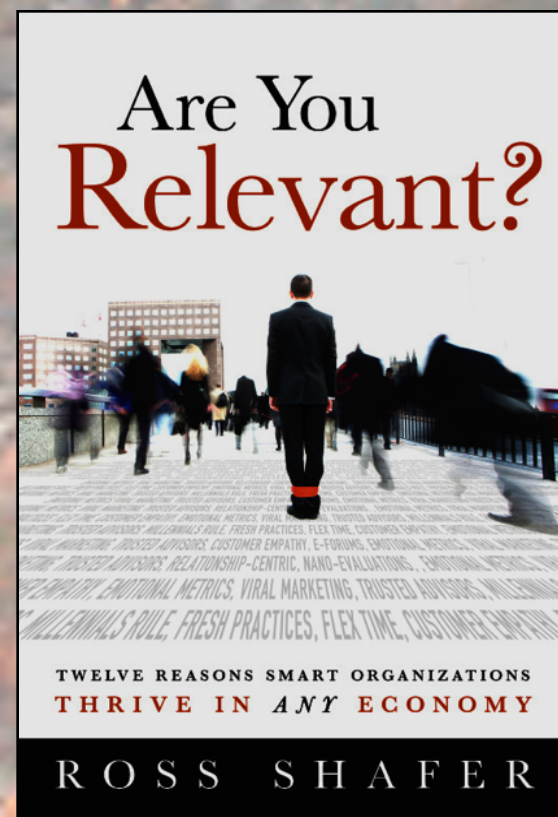
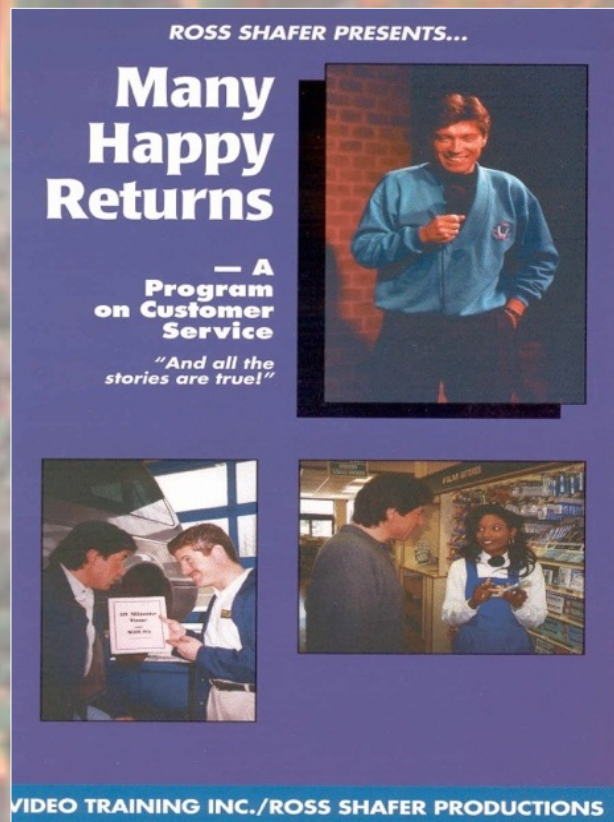
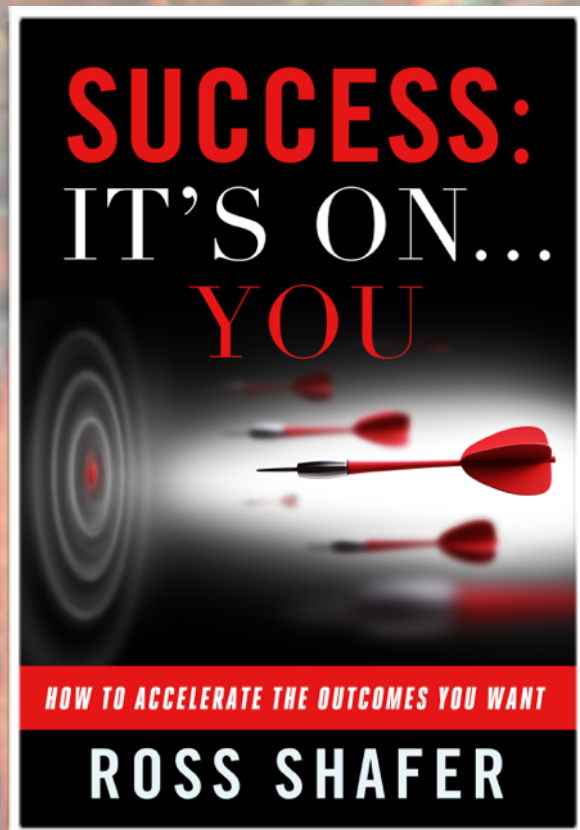
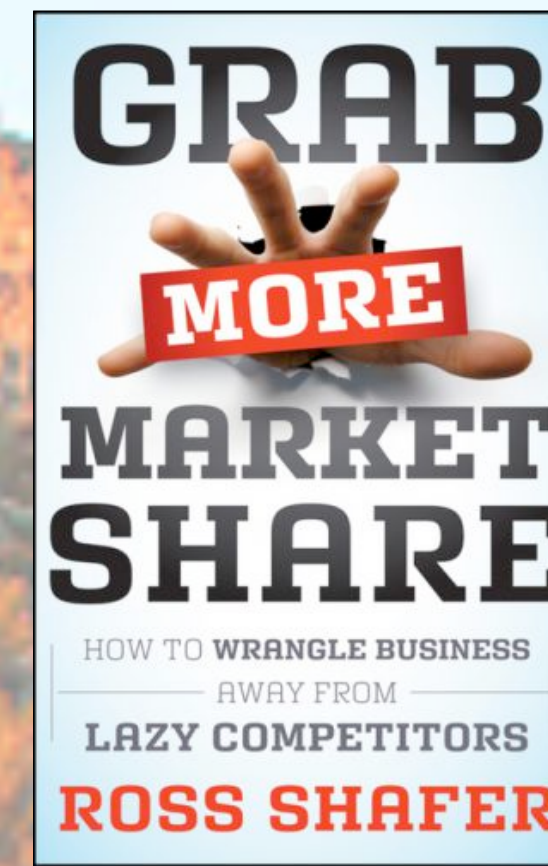
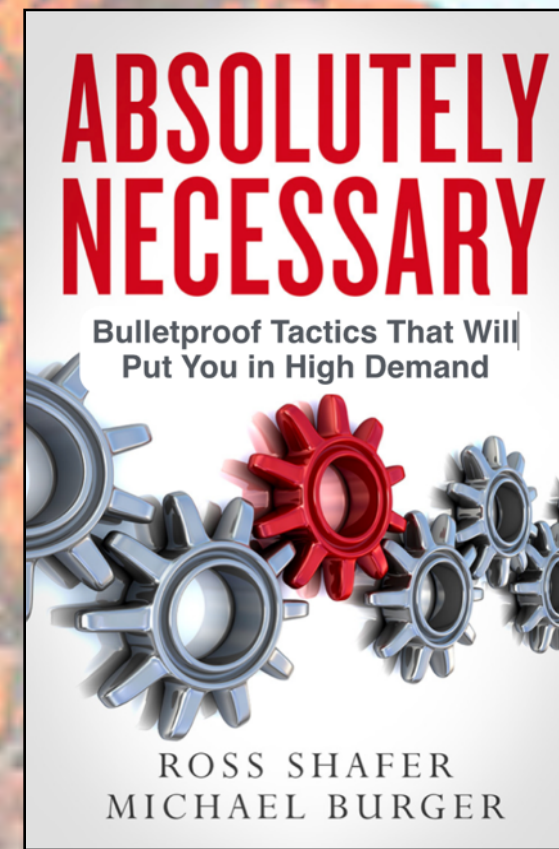
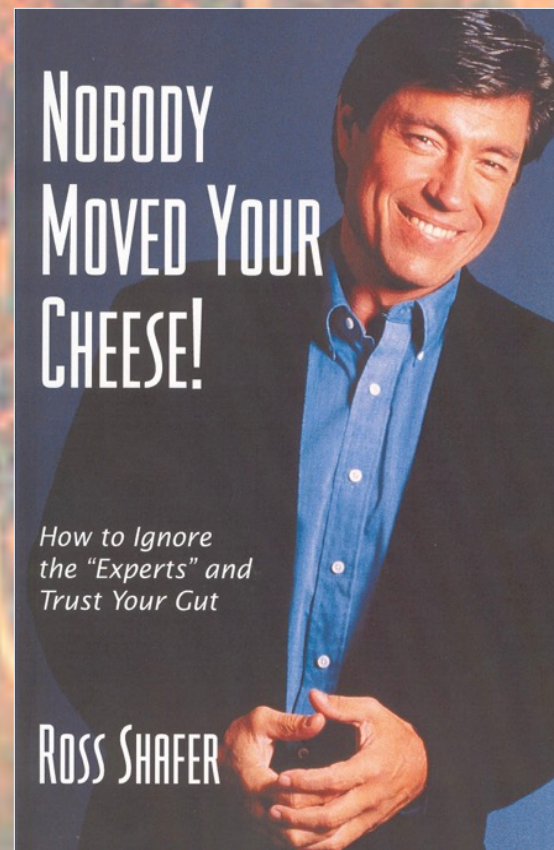
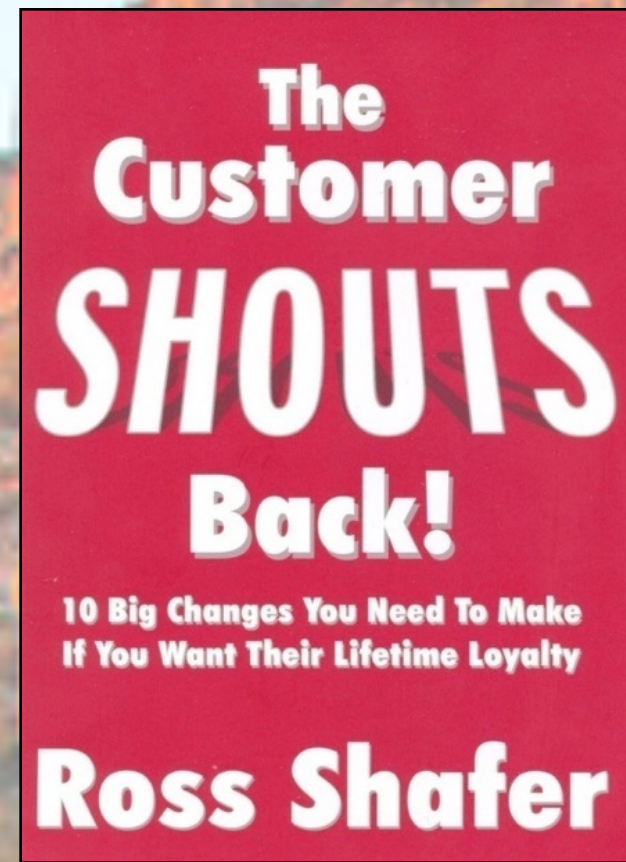
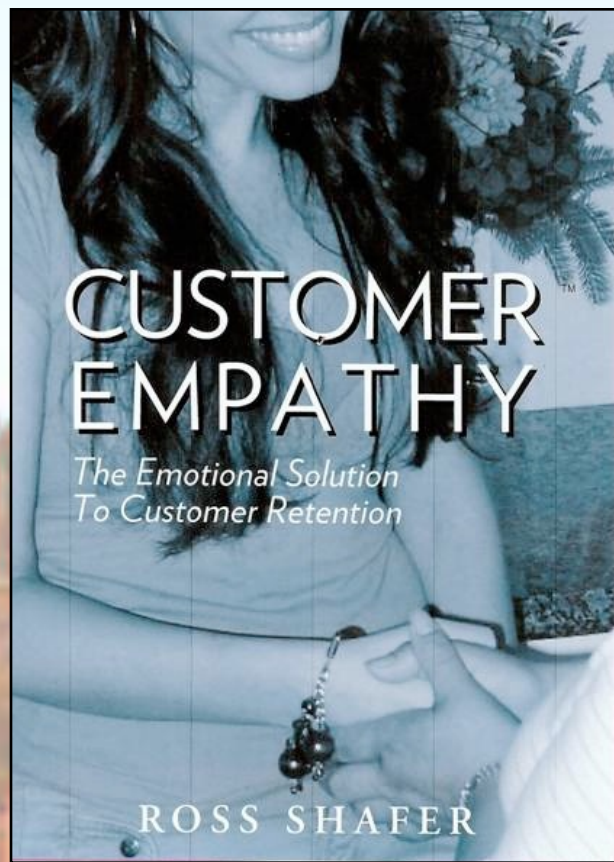
[rich@tillergroup.com](mailto:rich@tillergroup.com)

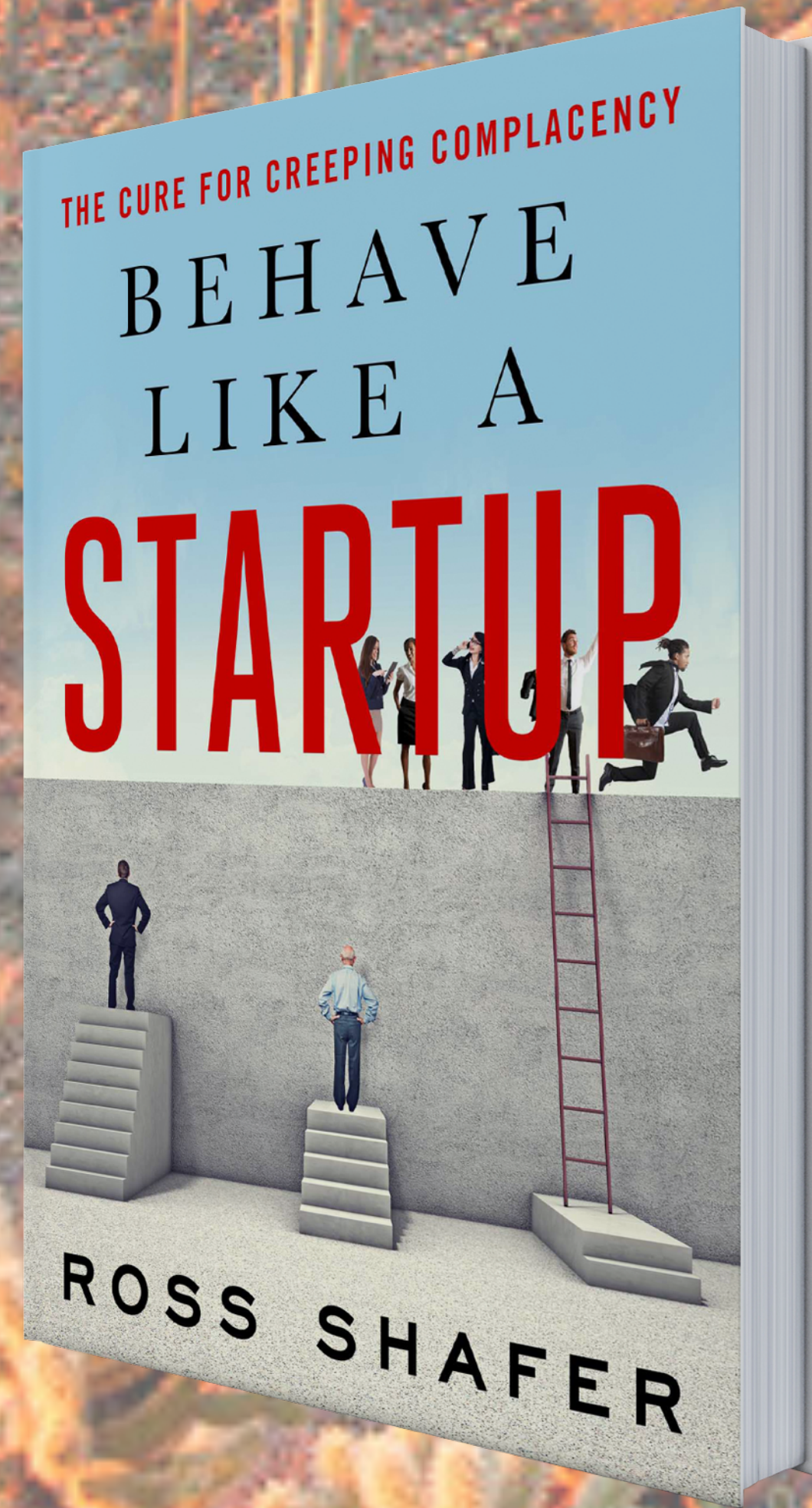
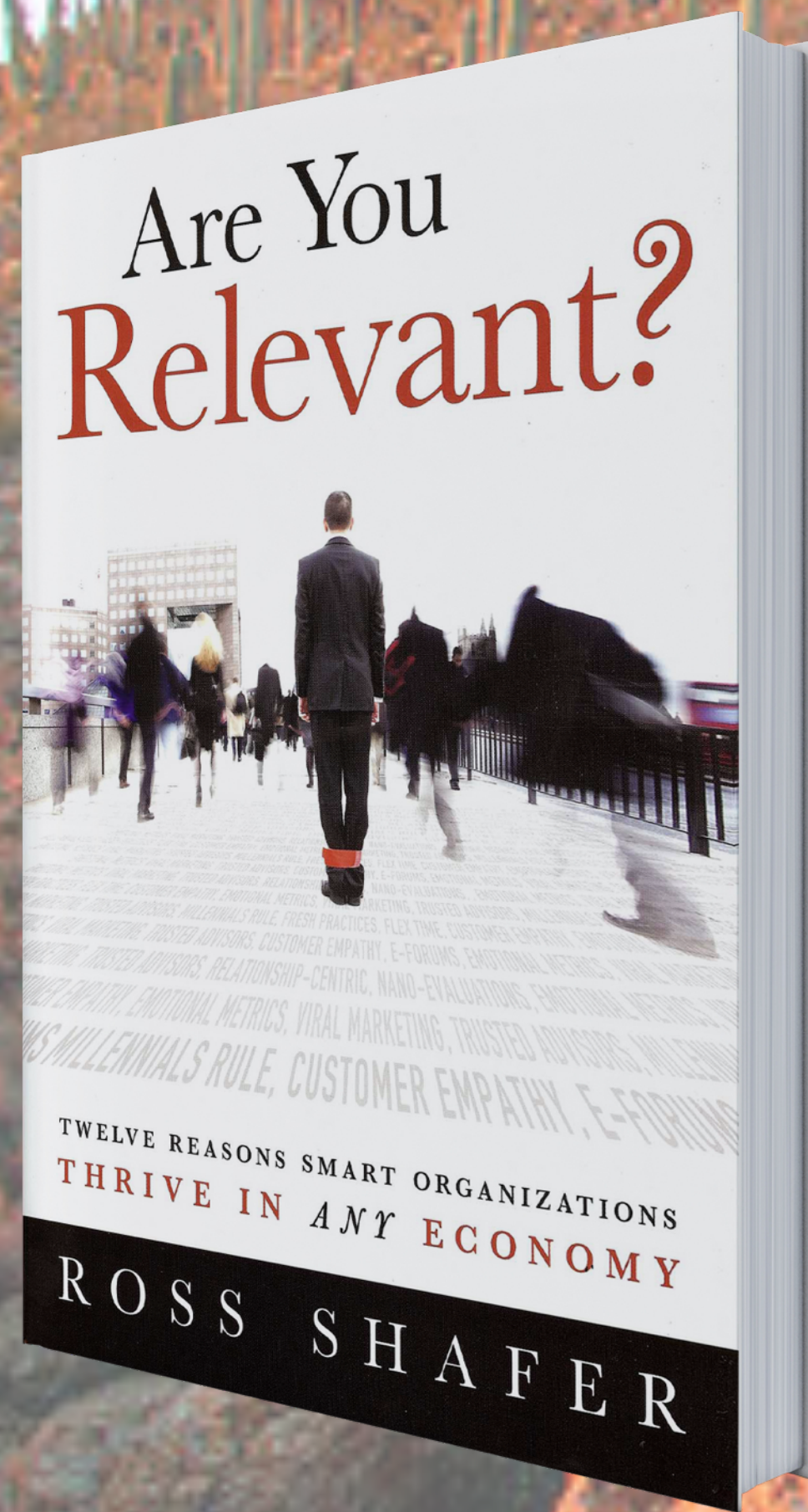
**ROSSSHAFFER**

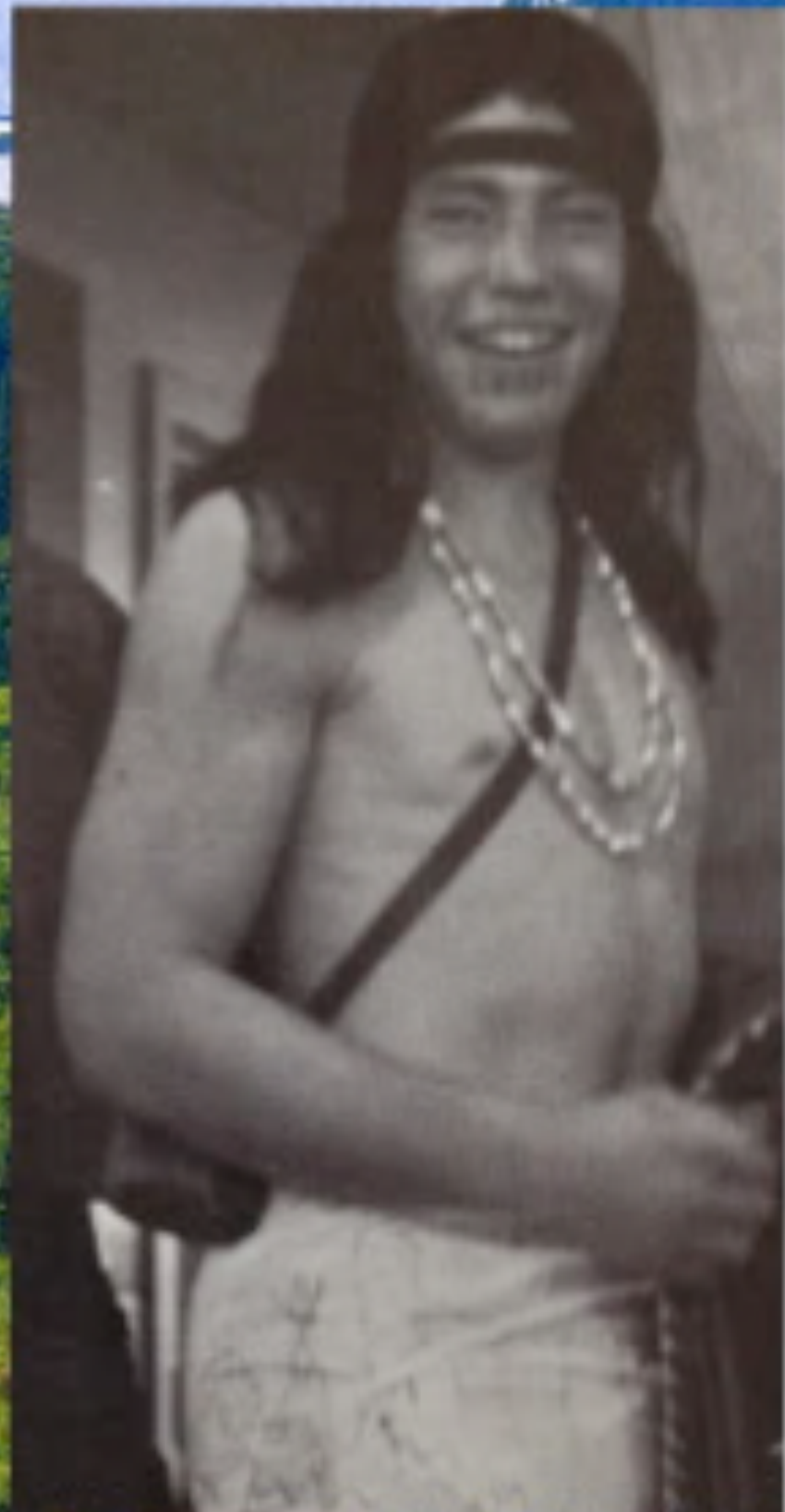


# HOW TO STAY RELEVANT

by Ross Shafer







**Ross Shafer**  
**Blackfeet Nation**

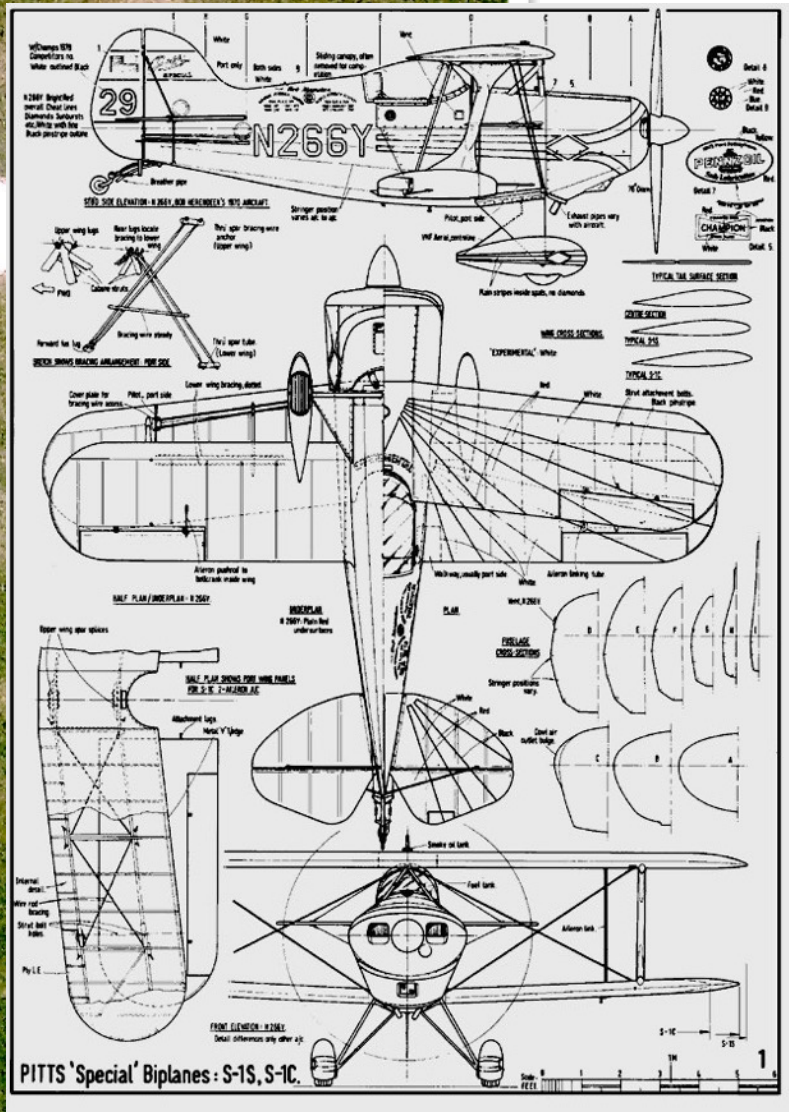
**Chemeketa Reservation land**  
(Salem, Oregon)

**Puyallup Indian Reservation**  
(Puyallup, Washington)

**How Well**  
**Can You Tell**  
**YOUR Story?**



Chuck Shafer 1927-2001



Chuck Shafer - Pitts Special Bi-Plane  
*“You can create anything when you have a blueprint.”*



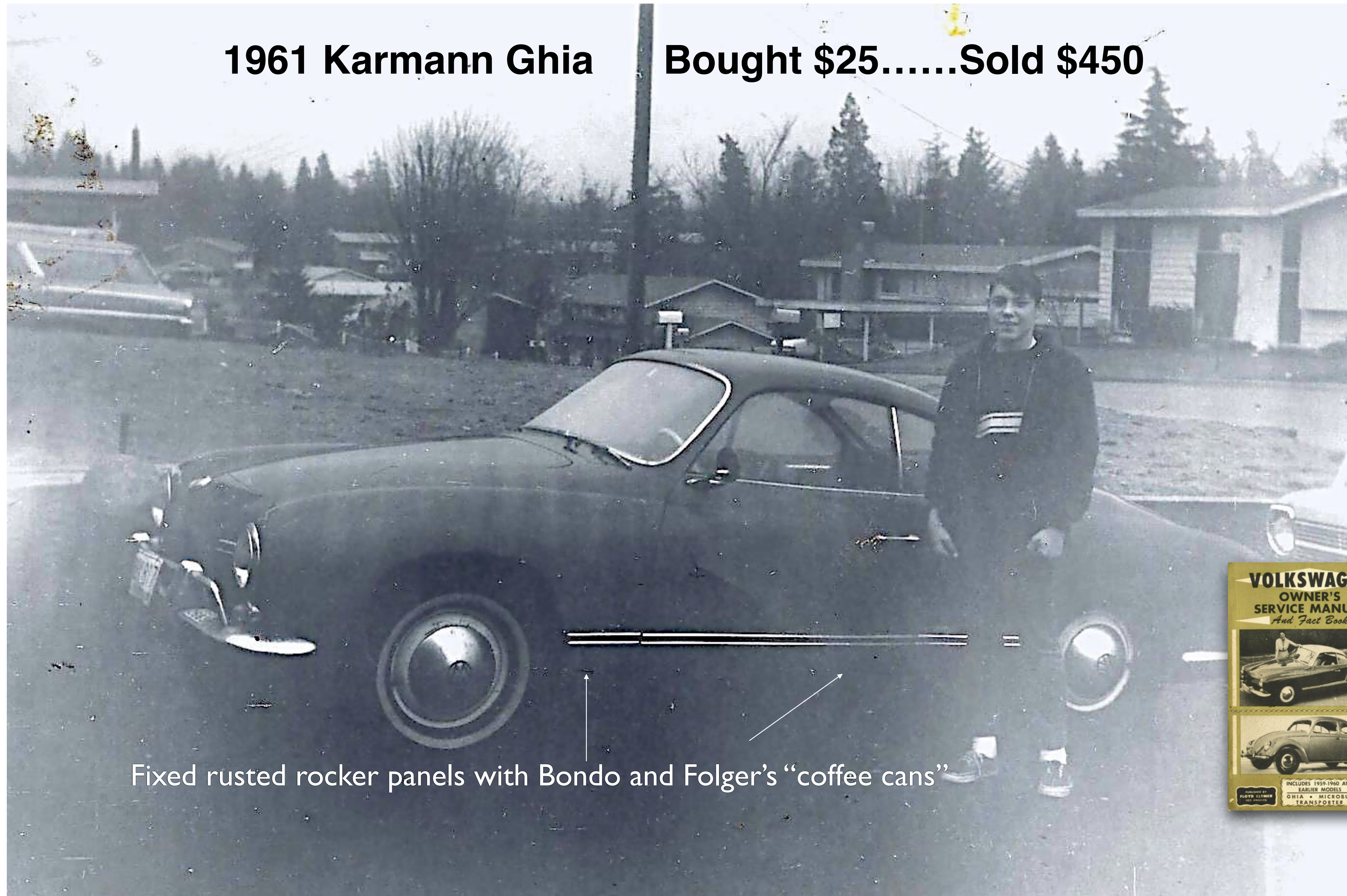


Maiden flight - May 1971

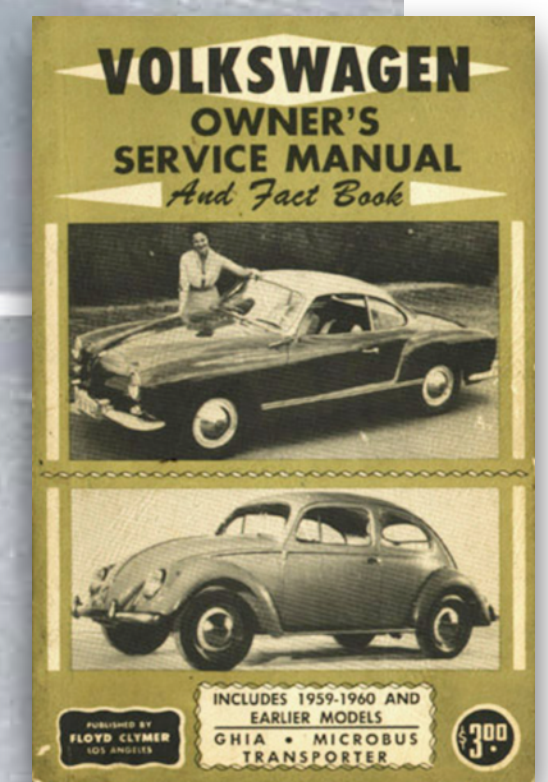


**1961 Karmann Ghia**

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



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



**Bought \$530....Sold \$1,700**



**1965 Pontiac GTO Convertible**

1965  
TEMPEST  
GTO

**BODY**

SHOP MANUAL



**purchased for \$4,800**



**sold 18 mos. later for \$17,500**



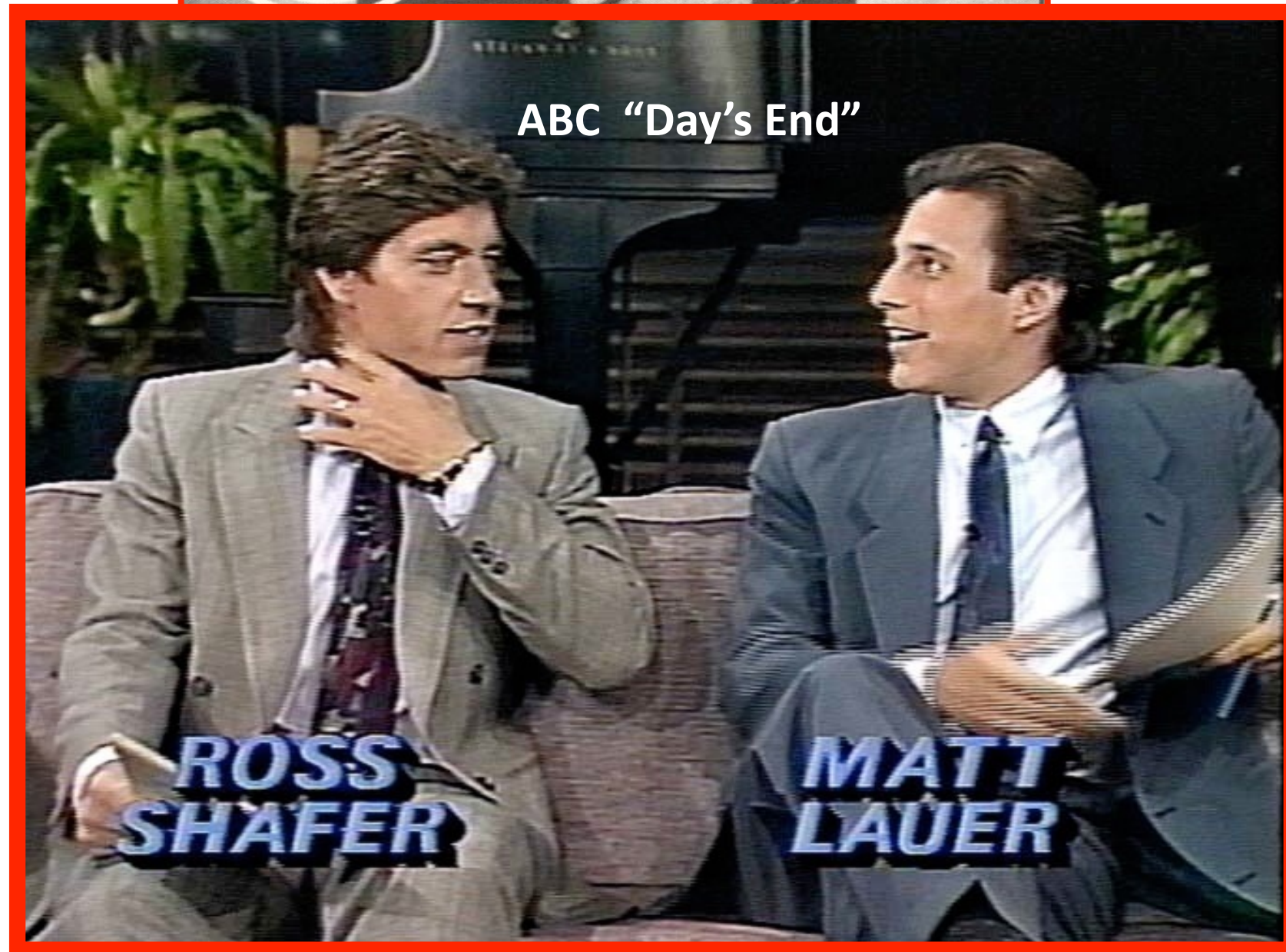
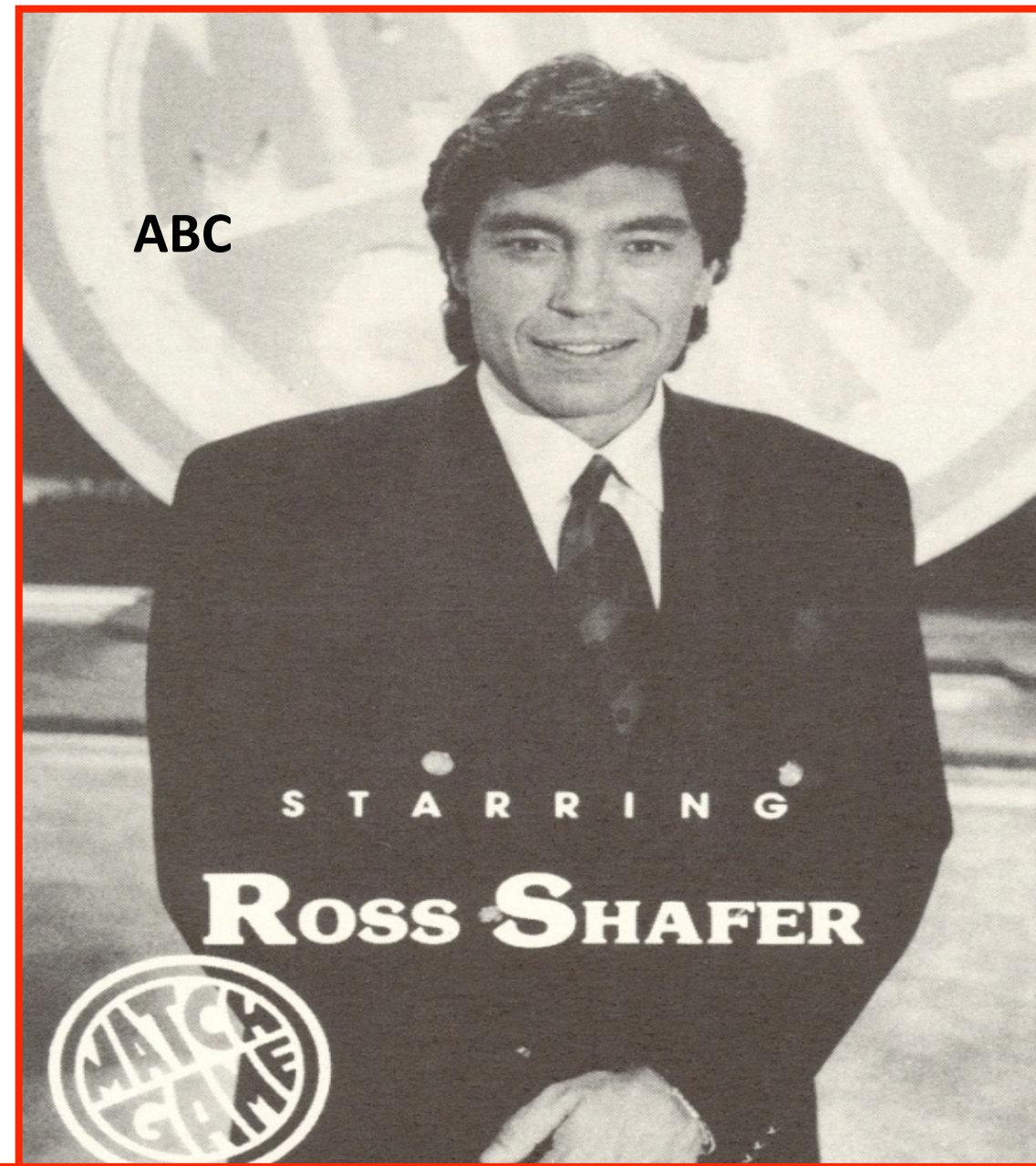
*Explaining things the easy way!*

**How to Start a Pet Shop (retail) Business**

**Advancing Beginners**

**The Beginners Guide Volume 1**







**Rule #1 of Success**



# Follow the Tracks of the Herd



# 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

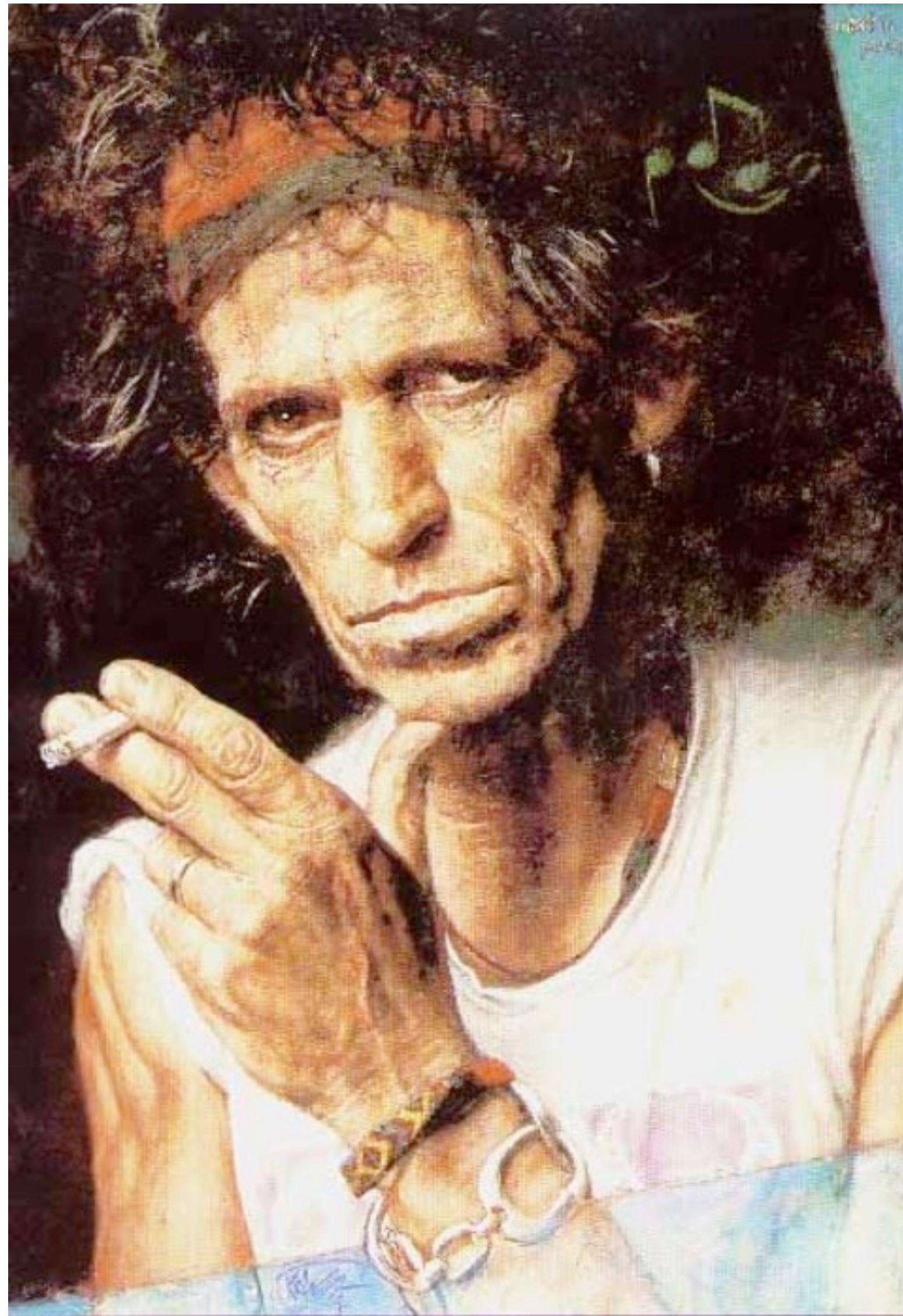
## Ross Shafer





**There is No  
Perfect Company**

For insight into what causes  
most organizations to fail,  
we always consult the  
wisdom of a man whose had  
50 years of uninterrupted  
success...



Keith Richards - Rolling Stones



**Innovation Inspires  
Your Company &  
Farmers**

# Hotel Events

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

## Events for September 28, 2016

**GO TO THE WRONG MEETINGS**

Group/Event	Room	Time
GENERAL ELECTRIC BREAK OUT SESSION		3:25 PM - 5:00 PM
RAYTHEON SIX SIGMA	Cascade 1	8:30 AM - 4:30 PM
Home Depot 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

[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

[ABOUT US](#)

[Restaurant Home](#)

[Make A Reservation](#)

[Map & Directions](#)

[Hours of Operation](#)

[Menus](#)

[Corporate Events / Banquets](#)

[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)





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





**ROSE 31**

90ml 3 FL. OZ.

conditioner/  
apres shampooing

For:

**Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York

**ROSE 31**

90ml 3 FL. OZ.

shower gel/  
gel douche

For:

**Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York

**ROSE 31**

90ml 3 FL. OZ.

body lotion/  
lotion pour le corps

For:

**Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York



## Laramar Apartment Homes - 55,000 units



**Which Farmer/Producers  
Are the Most Important?**

# Women Buy Everything!

93% of OTC Pharmaceuticals

92% of Vacation & Business Travel Decisions

91% of New Homes, Remodels, & Building Design

91% of Family Apparel (74% of men's clothing)

90% of Consumer Electronics (TV's, phones, tablets, computers)

89% of Higher Education Decisions

89% of Investment Services, Insurance & Bank Accounts

86% of I.T. Infrastructure Decisions at work

85% of Pet ownership (mean income \$65,000)

80% of Healthcare & Dental decisions

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



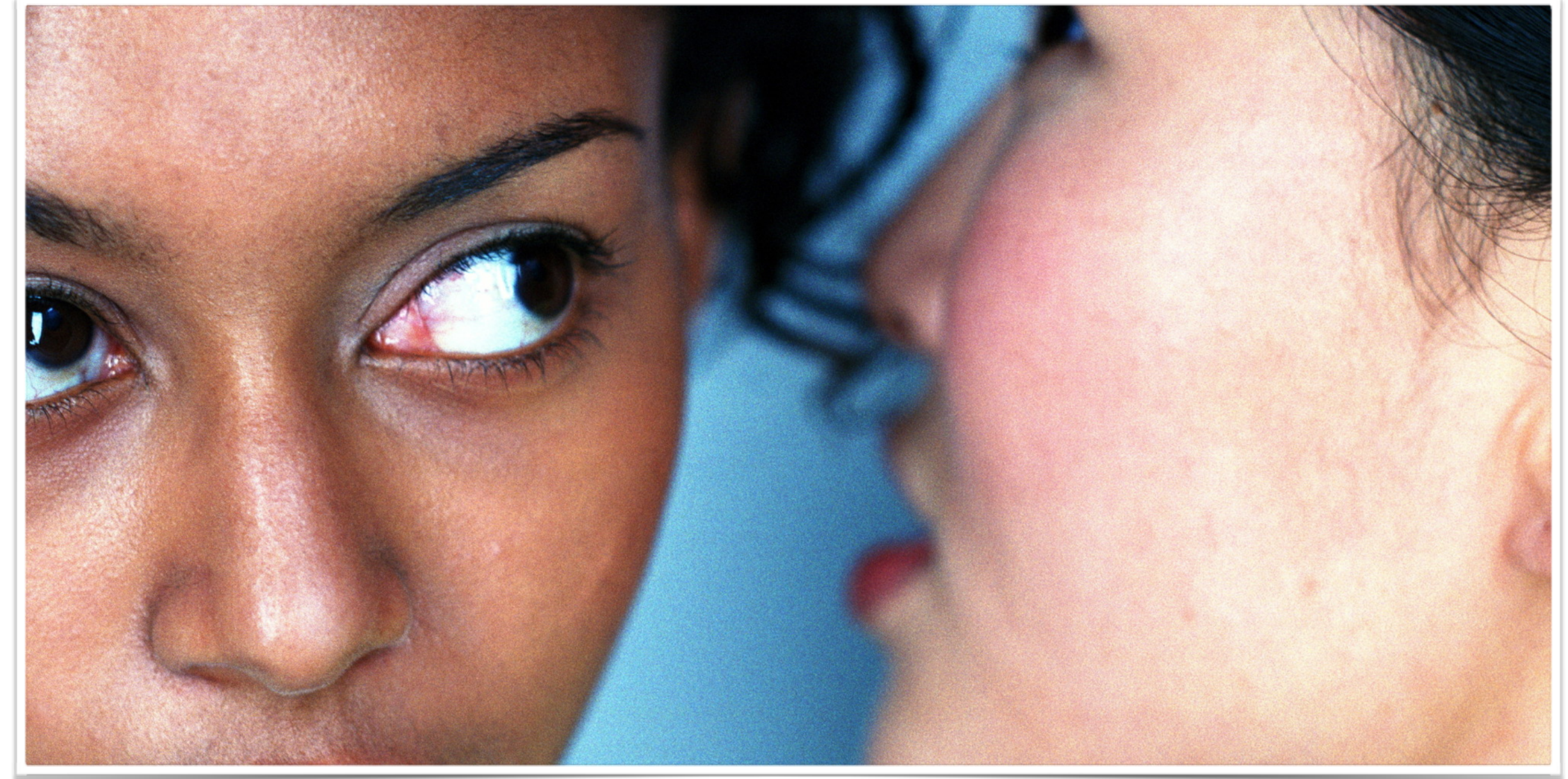
# She-Commerce

“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 will share information re: quality and value to an average of 21 other people.”**



**(not counting social media)**

“Men only  
recommend to  
2.6 other  
people.”





A desert landscape at sunset. In the foreground, a large, green saguaro cactus stands on the left. The ground is covered with various desert plants, including cholla cacti and low-lying shrubs. In the background, a large, rocky hill is illuminated by the warm, golden light of the setting sun. The sky is a clear, pale blue. The text "Simplify the Standards of the Experience" is overlaid in the center in a large, white, bold font with a thin black outline.

**Simplify the  
Standards of the  
Experience**

**\*Big Data**

**\*Digital Marketing**

**\*Customer Journey Mapping**



# 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...





We didn't give them what they wanted.  
**They got so upset they confronted us.**  
We ignored them.  
**We assigned blame to THEM**



erases



sources: The Customer Shouts Back - Ross Shafer Consultants, Inc. 'wow survey' 2016



*Makes you laugh.*  
KISSES YOUR FOREHEAD  
says he's sorry.  
makes an effort.  
HOLDS YOUR HAND.  
**WORKS HARD**  
attempts to understand you.

Gentle®  
Laser Hair Removal



RALPH



LAUREN



8 Gold Medals  
\$10,000,000 in  
Endorsements



A desert landscape at sunset. The scene is filled with numerous saguaro cacti of various sizes, some with arms. The ground is rocky and covered with sparse, low-lying desert vegetation. In the background, a large, rocky hill or mountain is illuminated by the warm, golden light of the setting sun. The sky is a clear, pale blue. The overall atmosphere is serene and majestic.

**Curiosity Can  
Eliminate  
POW Moments**



**Curiosity (in others) Shows Respect**

**“People want to  
feel valued and  
appreciated.  
They want to  
feel interesting.”**



**Katie Couric**



# Attracting & Retaining Talented Young People

# Millennials Look Like This now...



**Is Your Company  
Sexy Enough?**

**“Chief Trending  
Officer”**

# Don't Mentor Them

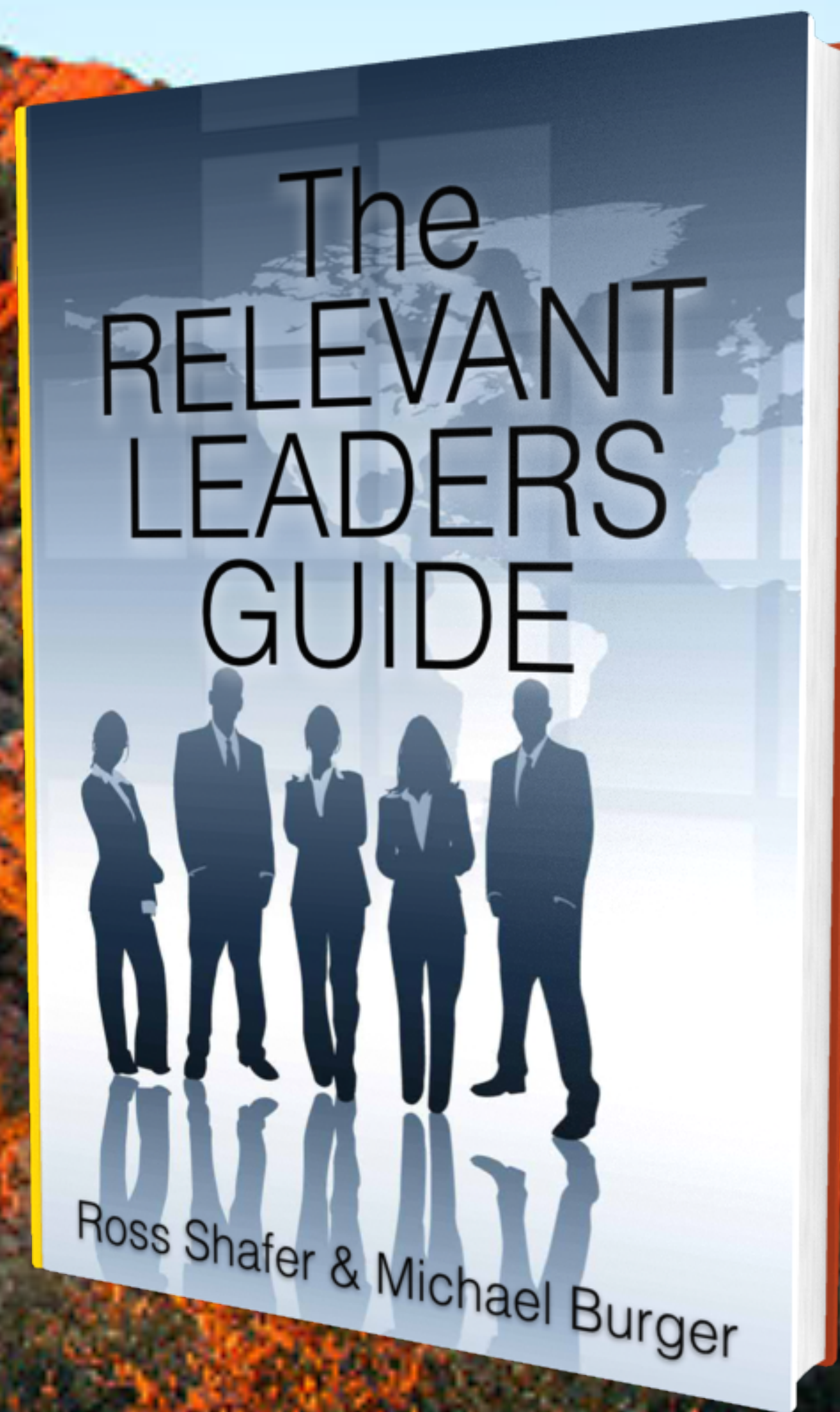




PROVIDE “QUICK WINS”

300,000 attended GamesCom

# Download My FREE E-Book



[www.RossShafer.com](http://www.RossShafer.com)

Relevant Leaders Club

The Relevant Leaders Club (by Ross Shafer) uses innovative case examples to help both experienced and new leaders find relevant business solutions for motivating your workforce, creating a high-performance culture, and building a strong leadership...

Download All



**Why is the Resignation of a Company only 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 expert Ross Shafer describes...



**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 Can Leaders Make Better Decisions? | Leadership Speaker | Ross Shafer**  
by Ross Shafer  
1 month ago • 85 views  
Leaders are paid to make good decisions over and over. This video by Ross Shafer will give leaders a repeatable...



**How Can Small Office Financial Advisors Beat The Big Guys? | Leadership Speaker | Ross Shafer**  
by Ross Shafer  
1 month ago • 62 views  
This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

My Weekly Leadership Video Blog

A desert landscape at sunset. In the foreground, a large, green saguaro cactus stands on the left. The middle ground is filled with numerous smaller cacti, including cholla and cholla cholla, scattered across a rocky, reddish-brown terrain. In the background, a large, rocky hillside is covered with many tall, thin saguaro cacti. The sky is a clear, light blue, and the overall scene is bathed in the warm, golden light of the setting sun.

**Resilience is Your  
Best Friend**



**“I Want to Know Who You are When You Don’t Think Anybody’s Looking.”**

Chuck Shafer 1927-2001



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



Daddy/Daughter date  
10th birthday!



If You Want a Custom  
Program for YOUR  
Organization...

**CONTACT:**

**RICH TILLER**

**800-222-1556**

[rich@tillergroup.com](mailto:rich@tillergroup.com)

**ROSSSHAFFER**