



**If you would like Ross to
create a custom program
for you,
CONTACT:**

Jeff Bigelow

jbigelow@SpeakInc.com

(858) 344-5262

ROSSHAFFER
CONSULTANTS, INC.

The background is a vibrant blue gradient. It features a complex technical drawing or blueprint in white lines, overlaid with a pattern of binary code (0s and 1s) in a lighter blue color. The drawing includes various geometric shapes, circles, and lines, suggesting a mechanical or engineering context. The overall aesthetic is modern and digital.

SUCCESS: It's on You

ROSS SHAFER



**Your Success
is a
Moving Target**

A group of Seattle Bicycle Police officers riding their bikes on a city street. The officers are wearing dark blue uniforms, helmets, and sunglasses. They are riding on a paved street with a crosswalk. In the background, there are trees, buildings, and a car. The image is framed by a blue border with white line art and binary code patterns.

Bicycle Police were a Cultural Evolution in Seattle

AGE 16



Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



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

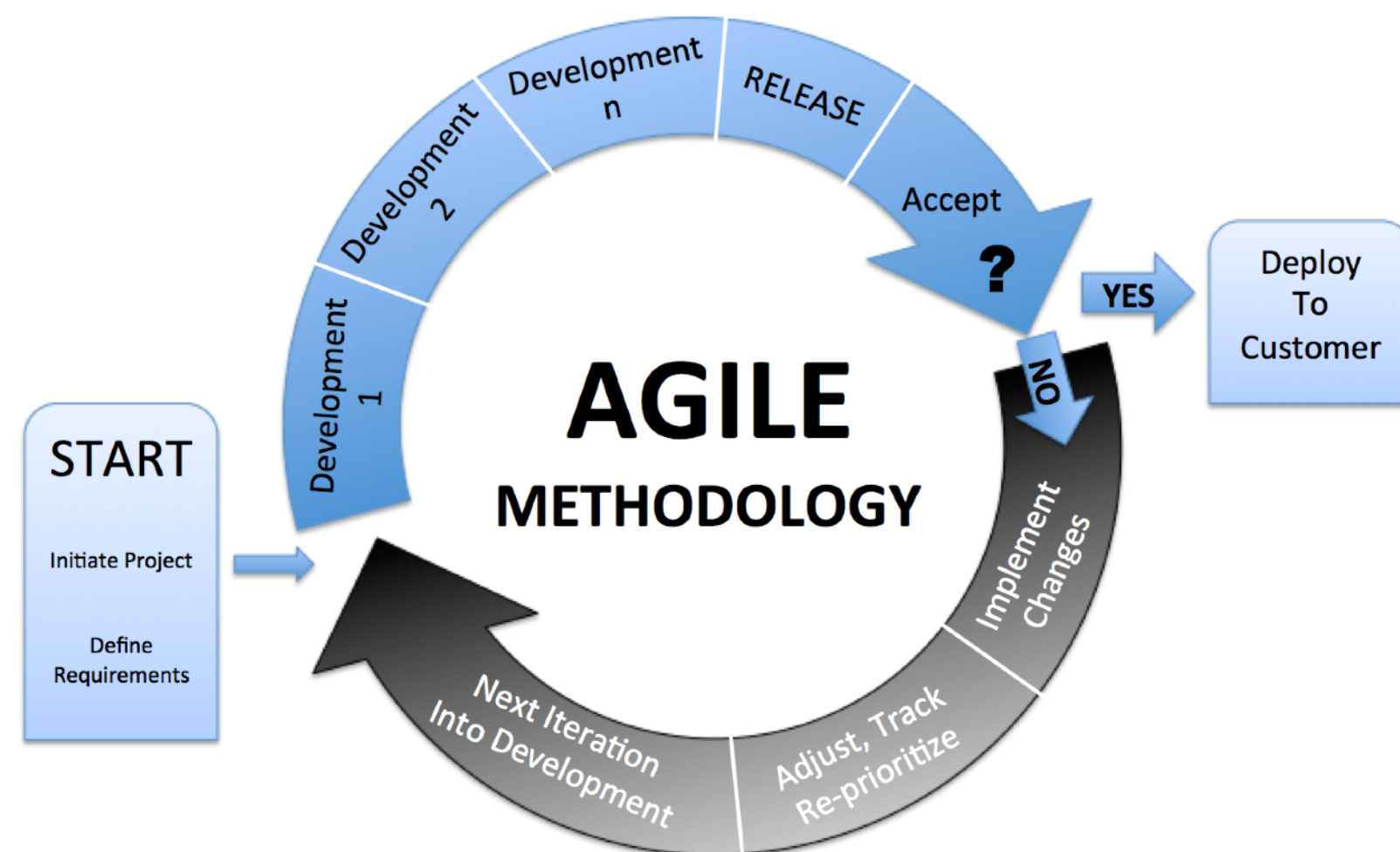
Ross Shafer







Ryan Shafer



Review order (1)

Pickup store
Parker & Hilltop ▾
Prep time 3 - 7 min

10 min ▾

Coffè Americano \$2.95

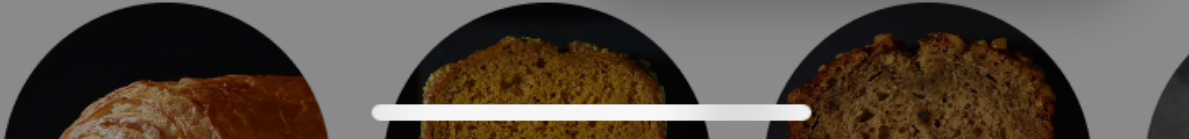
Your order may be ready before you arrive

It looks like your estimated travel time is longer than your order prep time. Consider placing your order when you're a little closer to the store.

[Back to order](#) [Continue](#)

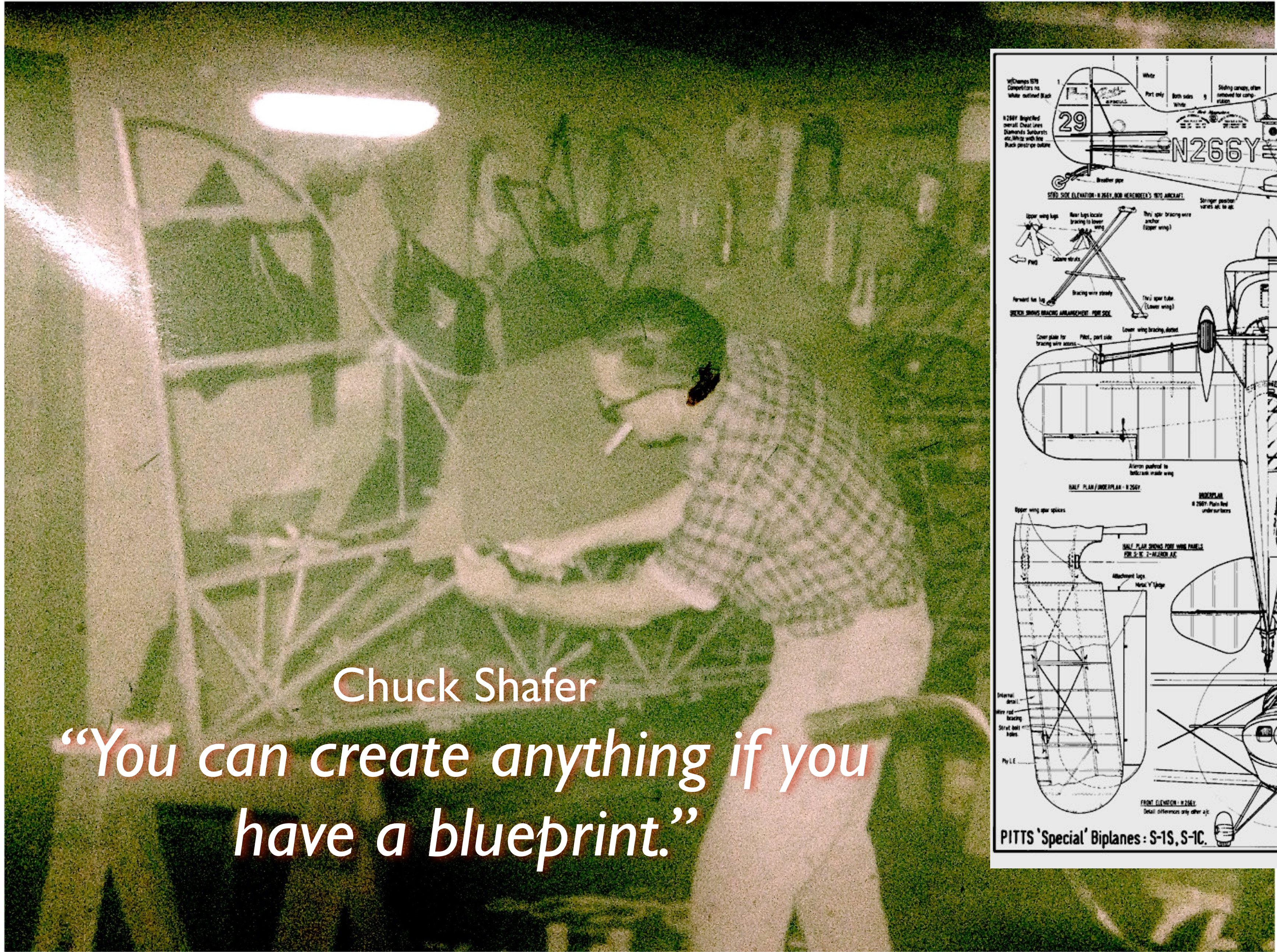
Subtotal..... \$2.95
Tax 8%..... \$0.24
Total..... \$3.19

YOU MAY ALSO LIKE [Checkout \\$3.19](#)



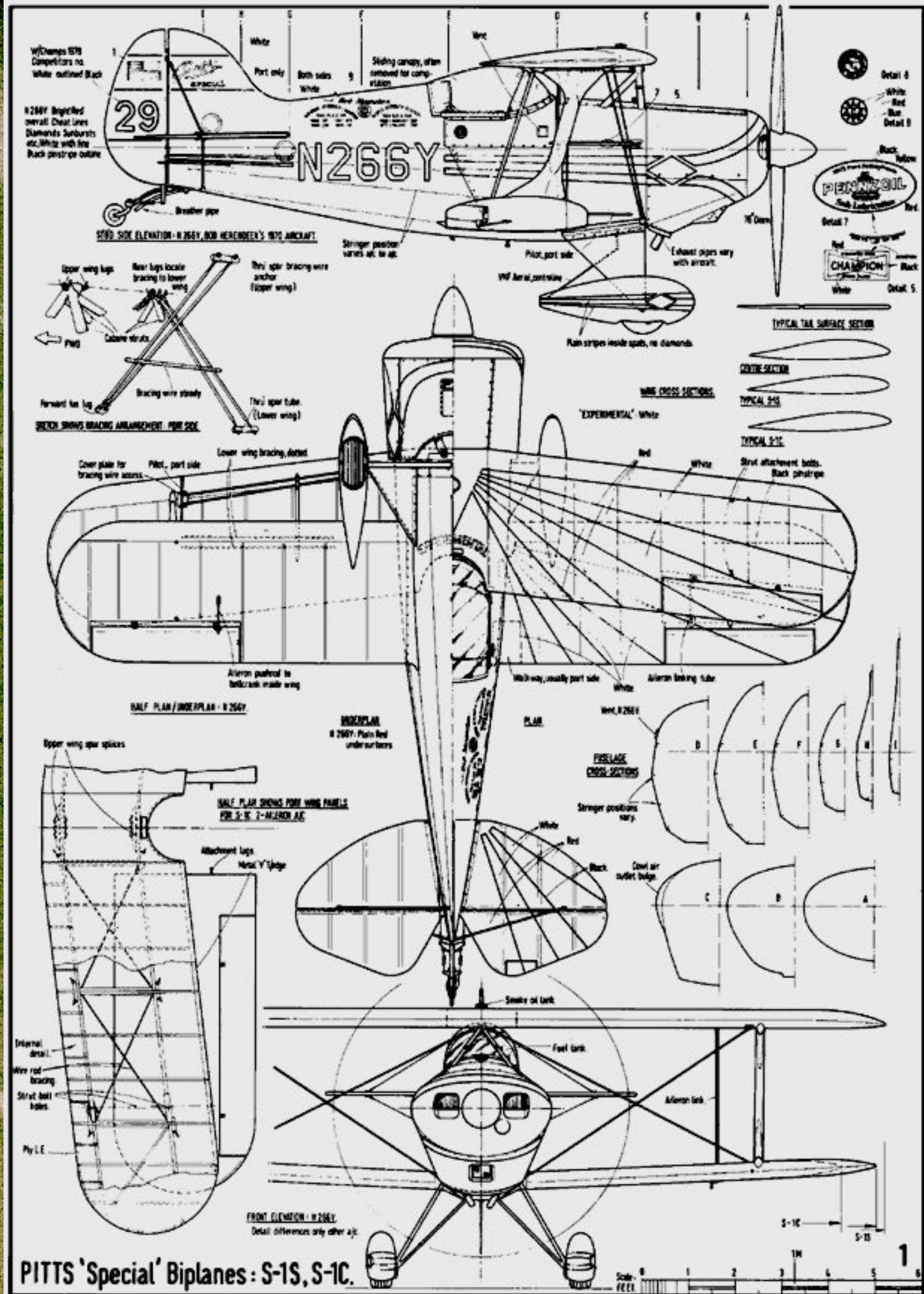


**Life is HARD:
How will You Stay
Energized? Let
Others Inspire You**



Chuck Shafer

“You can create anything if you have a blueprint.”



Maiden flight - May 1971



“Fear is the enemy of success”

CHUCK SHAFER



Restaurants/Food Service



SHAFER® PROJECTION TV

Turn your Den or Rec Room Into a Video Theatre

- 4 Ft. and 5 Ft. Screens
- Ceiling Models Available

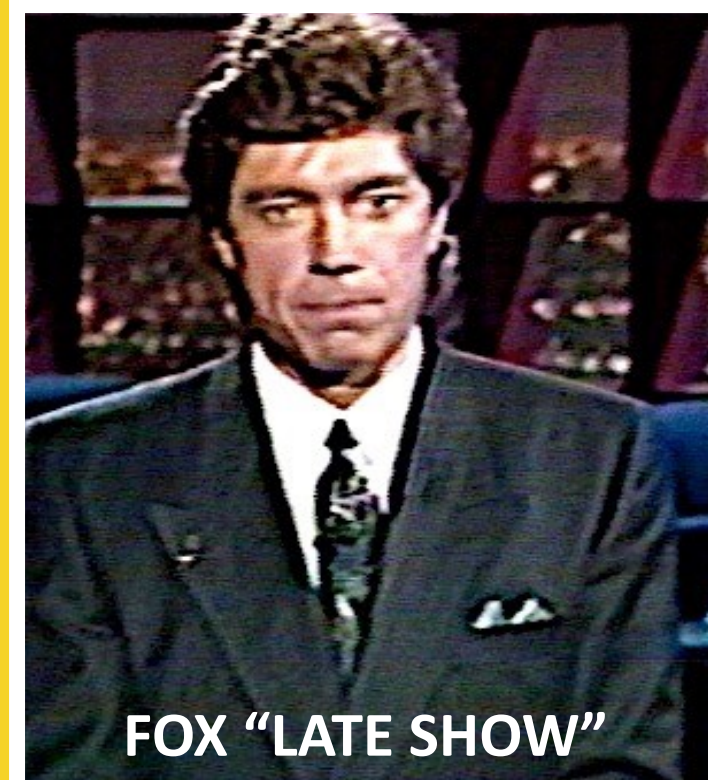
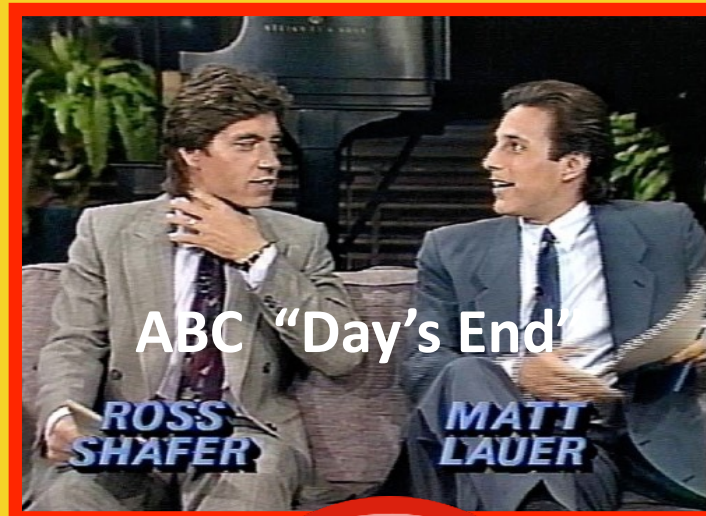
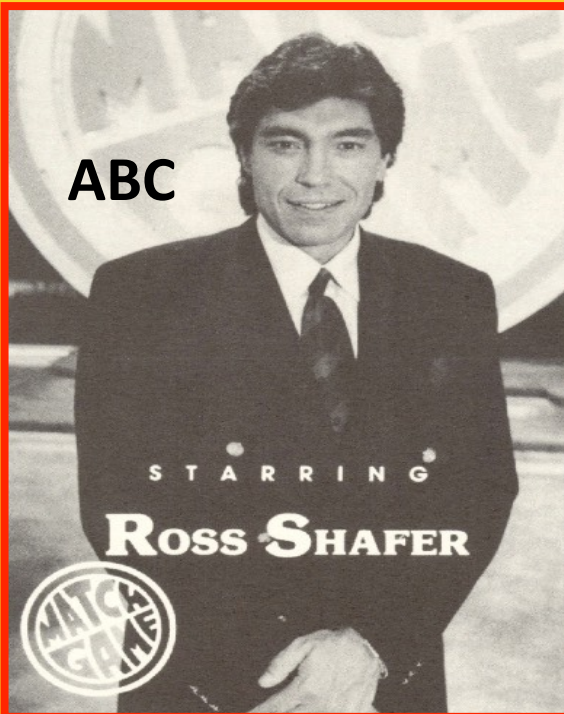
At last the Northwest's largest maker of Giant TV Screen systems is offering direct to you, for your home, the same Projection TV usually seen commercially. Come, see and compare during this sale!

AS LOW AS \$997

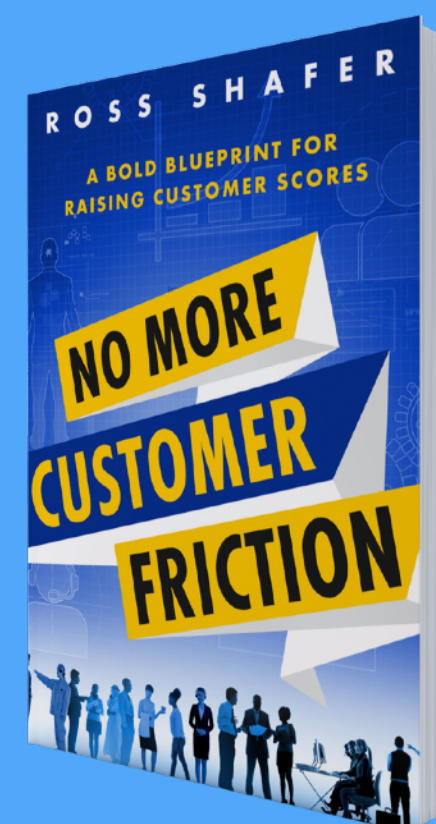
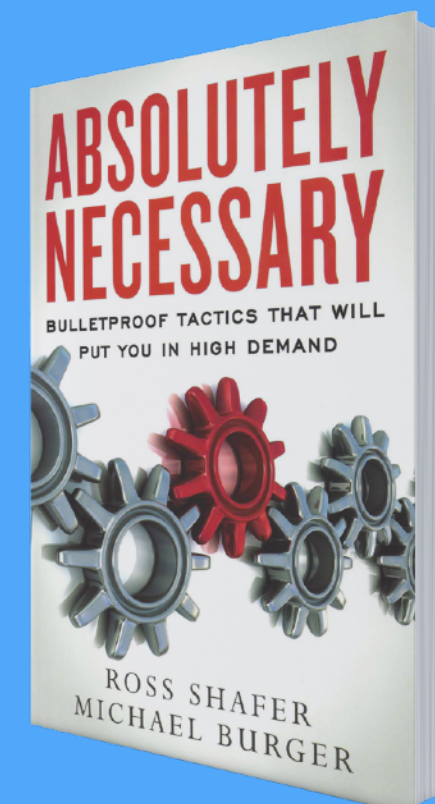
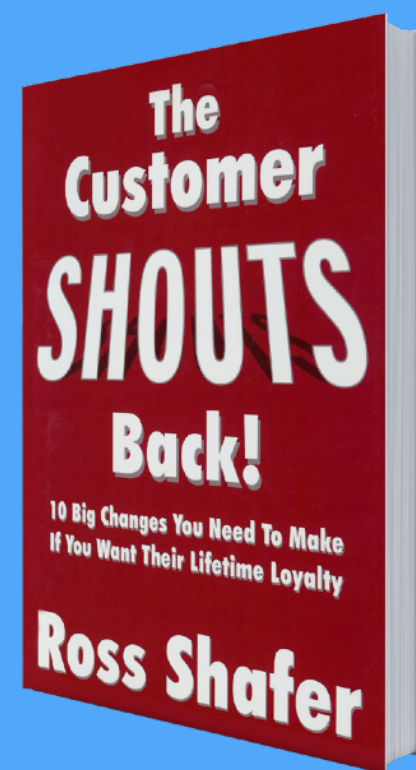
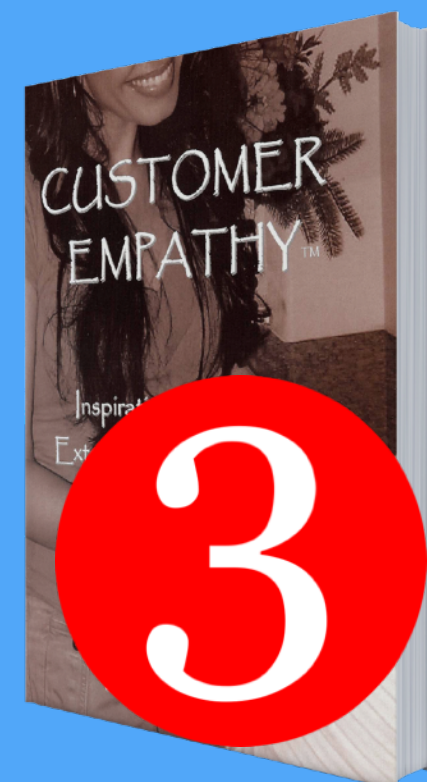
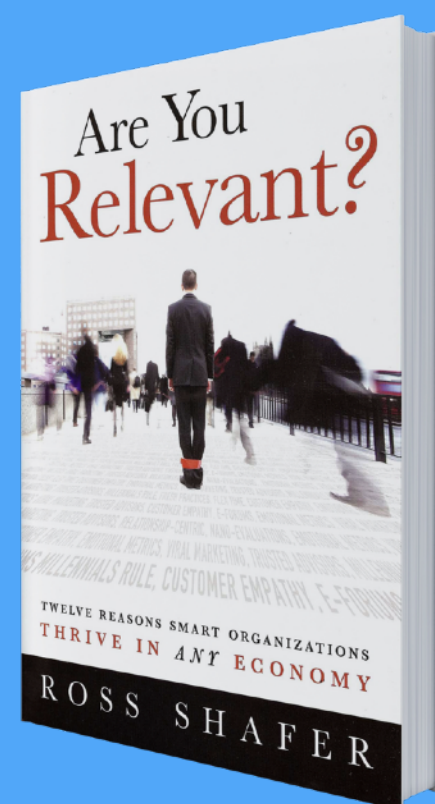
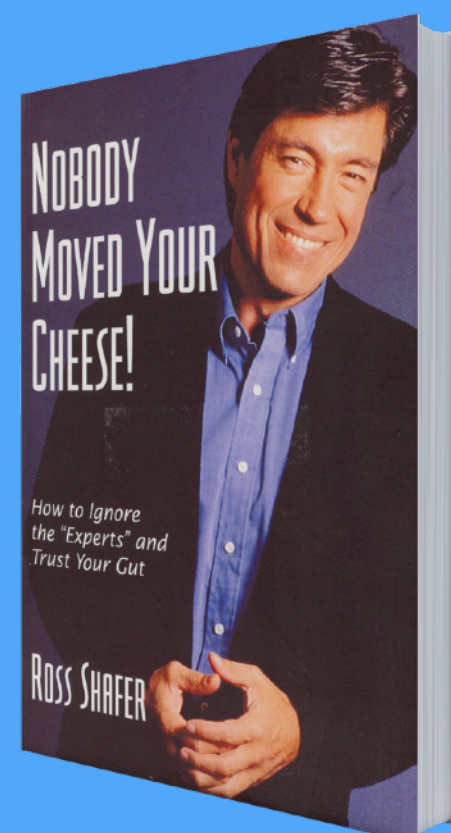
SOUNDS OK!

Manufacturing

STUDIO COLLECTOR
Puyallup, Wash. 98371



2





**How Can You be
More Valuable
Tomorrow than
You are Today?**

Hotel Events

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



Group/Event	Room
GENERAL ELECTRIC	
BREAK OUT SESSION	
A	

CRASH THE WRONG MEETINGS

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



[RESERVATIONS](#)

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[Hours of Operation](#)

[Menus](#)

[Corporate Events / Banquets](#)

[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

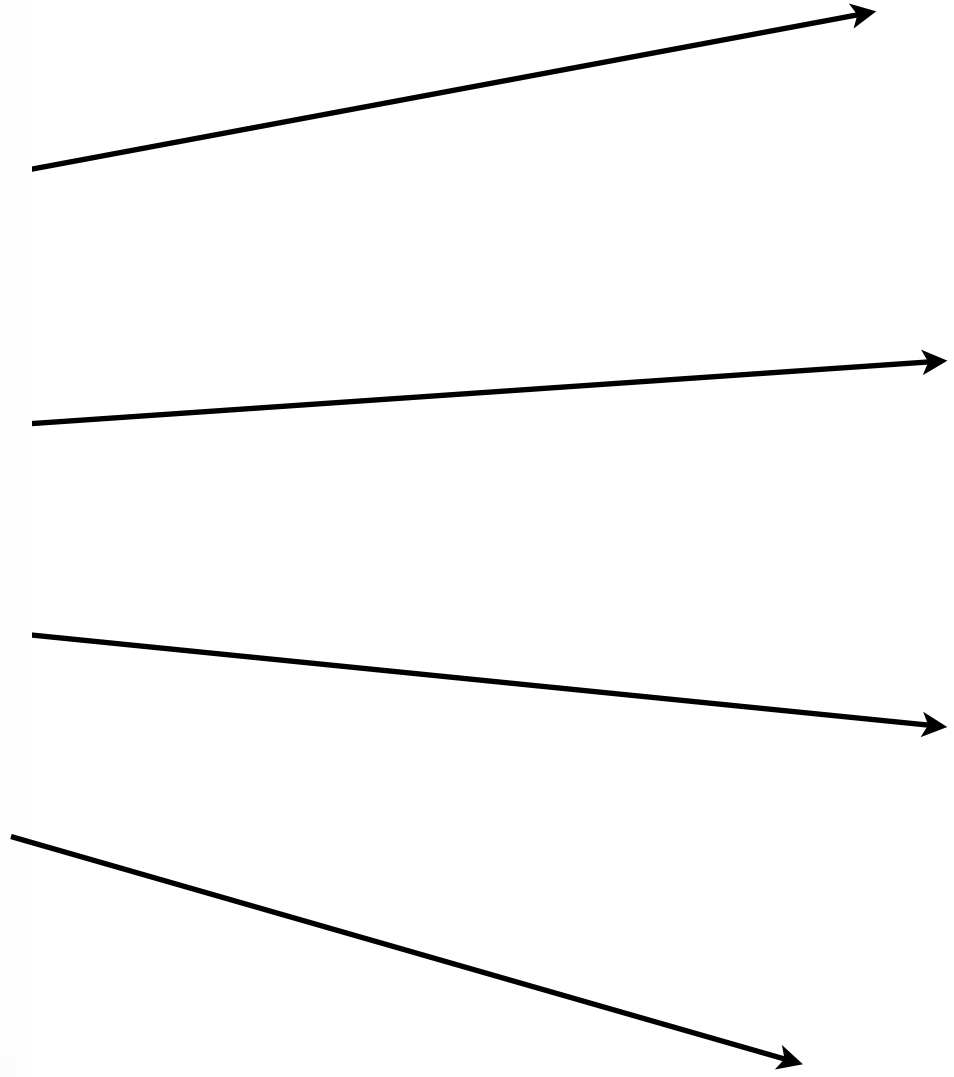
[View All Locations](#)





The “Empty Bag” Issue







LARAMAR

55,000 UNITS

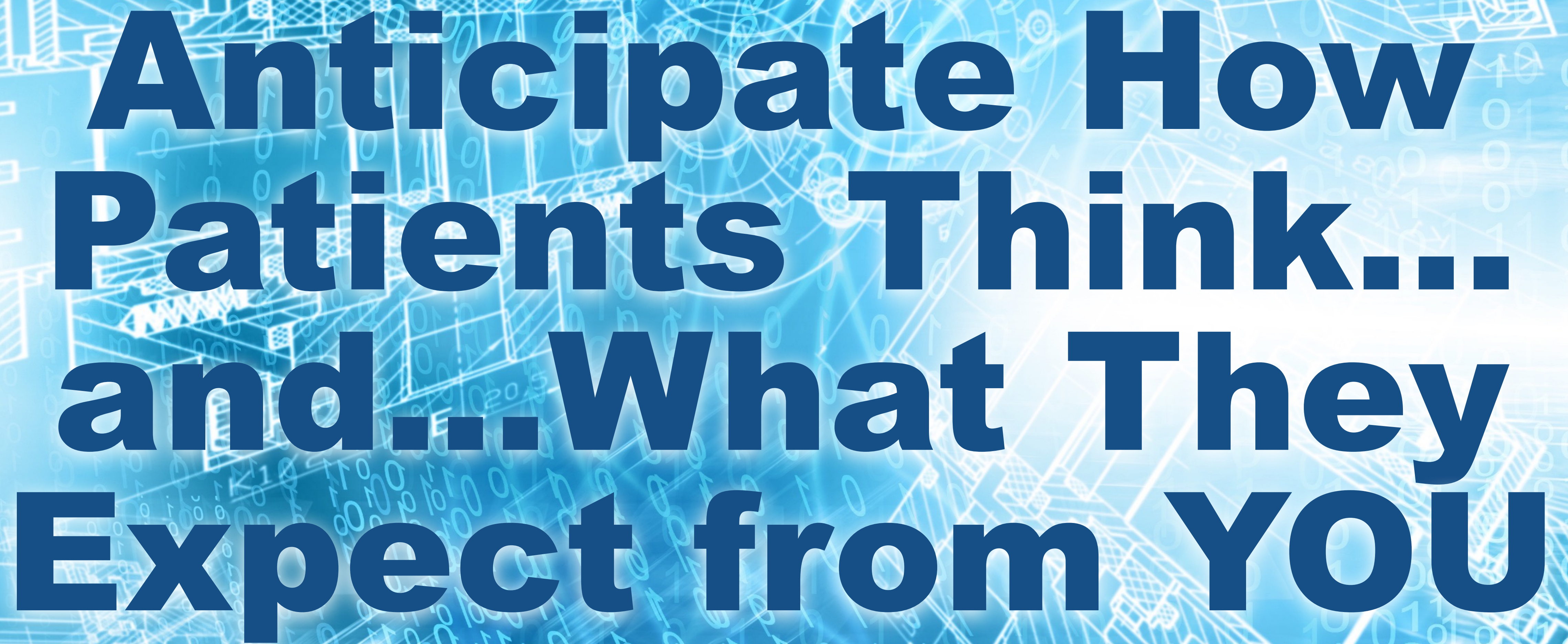


intentionally leverage

ahra

Be Courageous





**Anticipate How
Patients Think...
and...What They
Expect from YOU**

Comcast
xfinity

amazon

hulu

NETFLIX

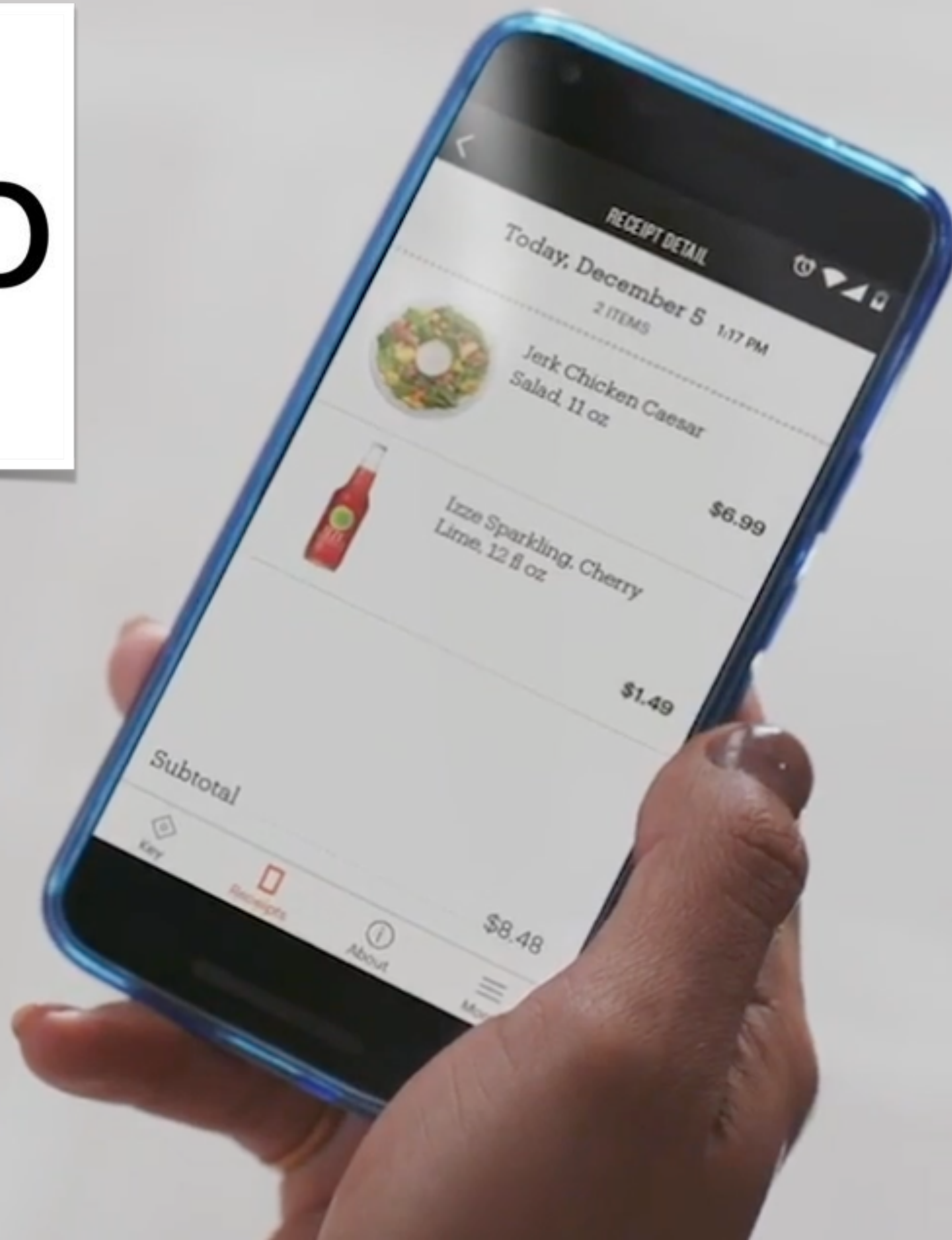
Google





amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



2,500,000+
patients love
“Virtual” Doctor
Visits

You Don't Have to



Your Patients

CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. You don’t necessarily have to exceed expectations.

The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)



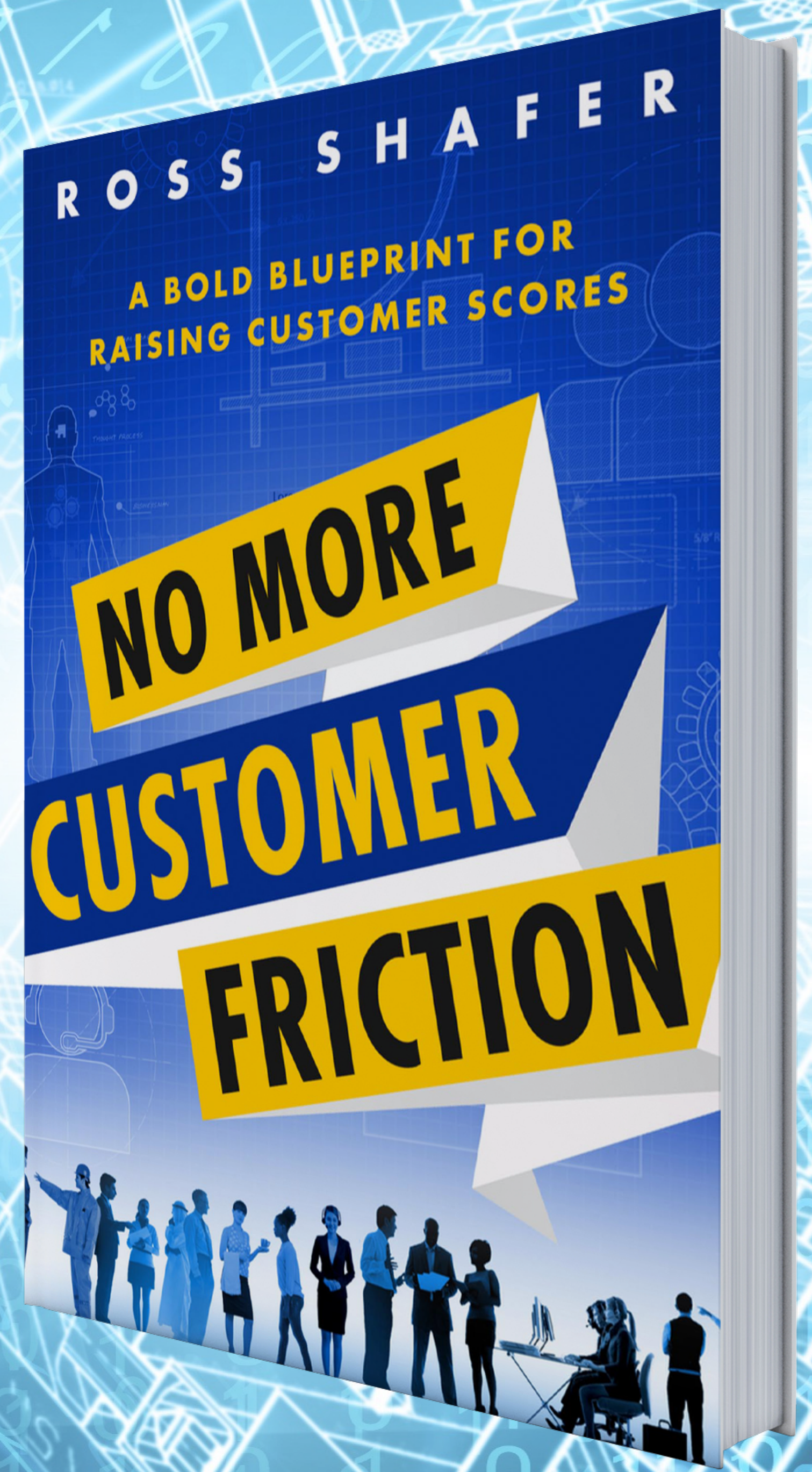
“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”

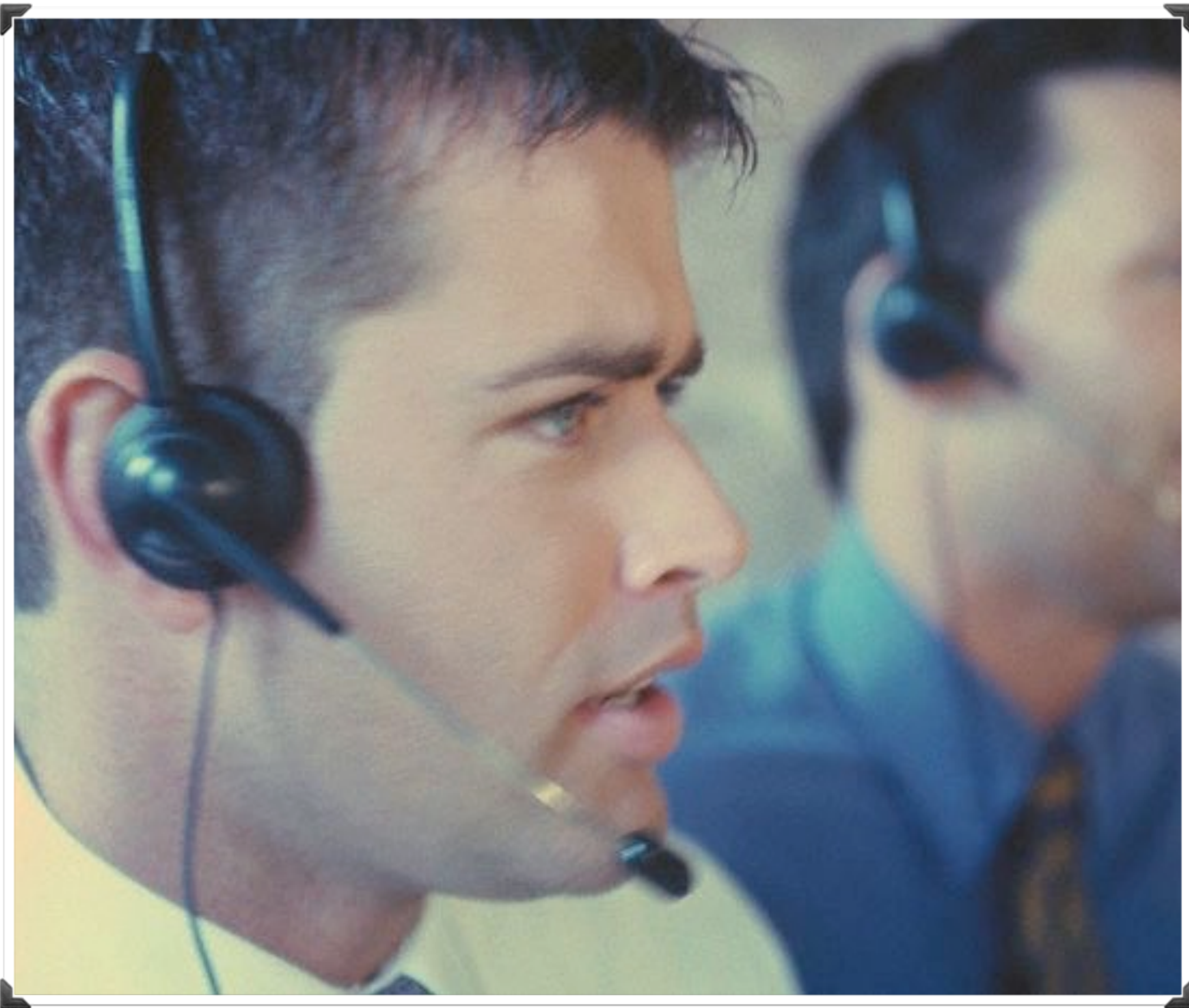
Eliminate the



Moments

Eliminate ALL Patient & Co-Worker Friction





**“Thanks for calling.
My name is Jason.
How can I
provide you with
outstanding
customer care?”**

(5)



cannot erase

(1)



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



TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.



**Don't Get Sucked
into The Social
Media Vortex**



BE PROFESSIONALLY CURIOUS

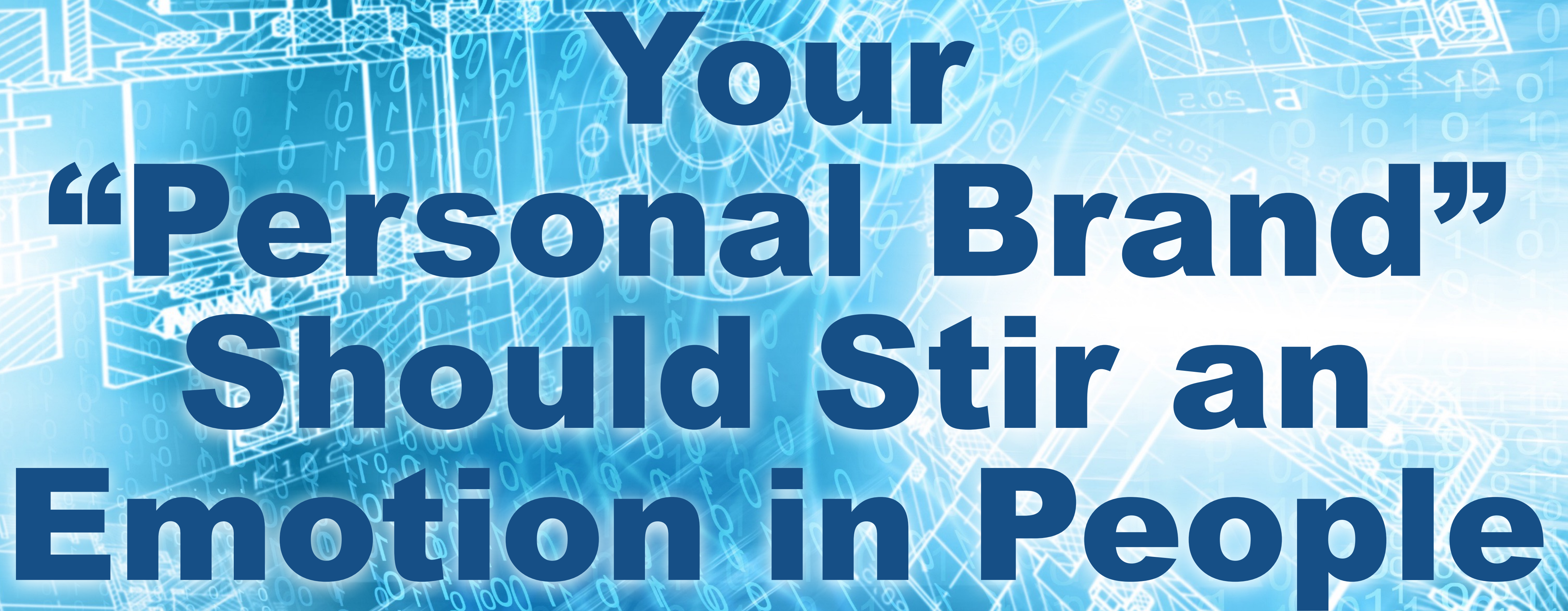




“73% of managers are discouraged by the communication skills of college-age students.”





The background is a complex technical drawing or blueprint in shades of blue and white. It features various geometric shapes, lines, and circles, resembling a mechanical or architectural plan. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, suggesting a digital or data-driven theme.

**Your
“Personal Brand”
Should Stir an
Emotion in People**

‘We don’t sell motorcycles. What we sell...







Celebrating Claudine G. Bowers 1922 - 2010



For Claudine's Closest Friends

Sugar.....2 cups
All Purpose Flour.....2 cups
Buttermilk.....1 cup
Water.....1/2 cup
Baking soda.....1 tsp
Crisco.....1 stick
Butter.....1/2 stick
Eggs.....3
Cocoa powder.....4 Tb
Vanilla extract.....1 Tsp
Pecans (chopped).....1/2 cup

FROSTING

Butter.....1 stick
Cinnamon.....1 Tsp
Cocoa powder.....4 Tb
Vanilla extract.....1 Tsp
Powered sugar.....1 box (16oz)
Pecans (chopped fine+sprinkled on top)

Oven 350 for 30 min.
Pan 13" X 9"



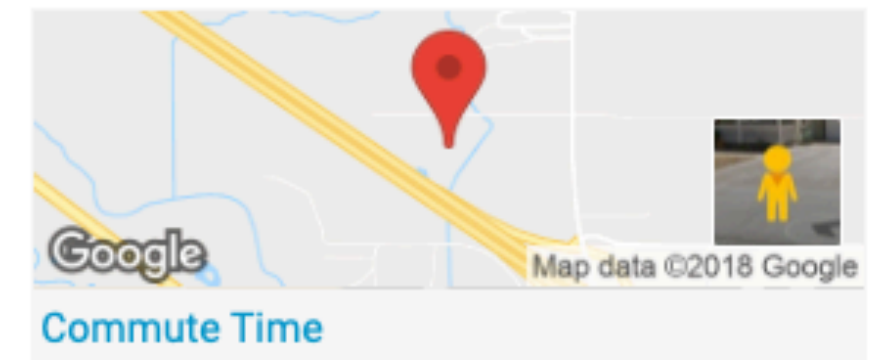
Chuck & Lois Shafer



\$549,900  Est. Payment [\\$2,349/mo](#)

455 W Butler Ln, Ashland, OR 97520

3 beds 2 baths 1,620 sq ft



Property Type	Single Family Home	Last Sold	\$84,000 in 1982	Days on Realtor.com	6 days
Year Built	1982	Price per sqft	\$339	Garage	8 cars



realtip

Home includes a 1,000 sf RV shop Did you find this useful?  

Ask a question

Share this home



Open Houses



Property Details




In 1983, Chuck and Lois Shafer bought the single level, 3-bedroom 2-bath home at 455 W. Butler Lane as their “retirement villa.” The 1,620 sq. ft home is located within minutes of Southern Oregon University and the Ashland fixed based airport; where Chuck’s two airplanes were only four minutes from home.

Lois, on the other hand, was crazy for golf. She could wave to her best friends, from her cart, as she sped to the Ashland Golf Club; just five blocks away.

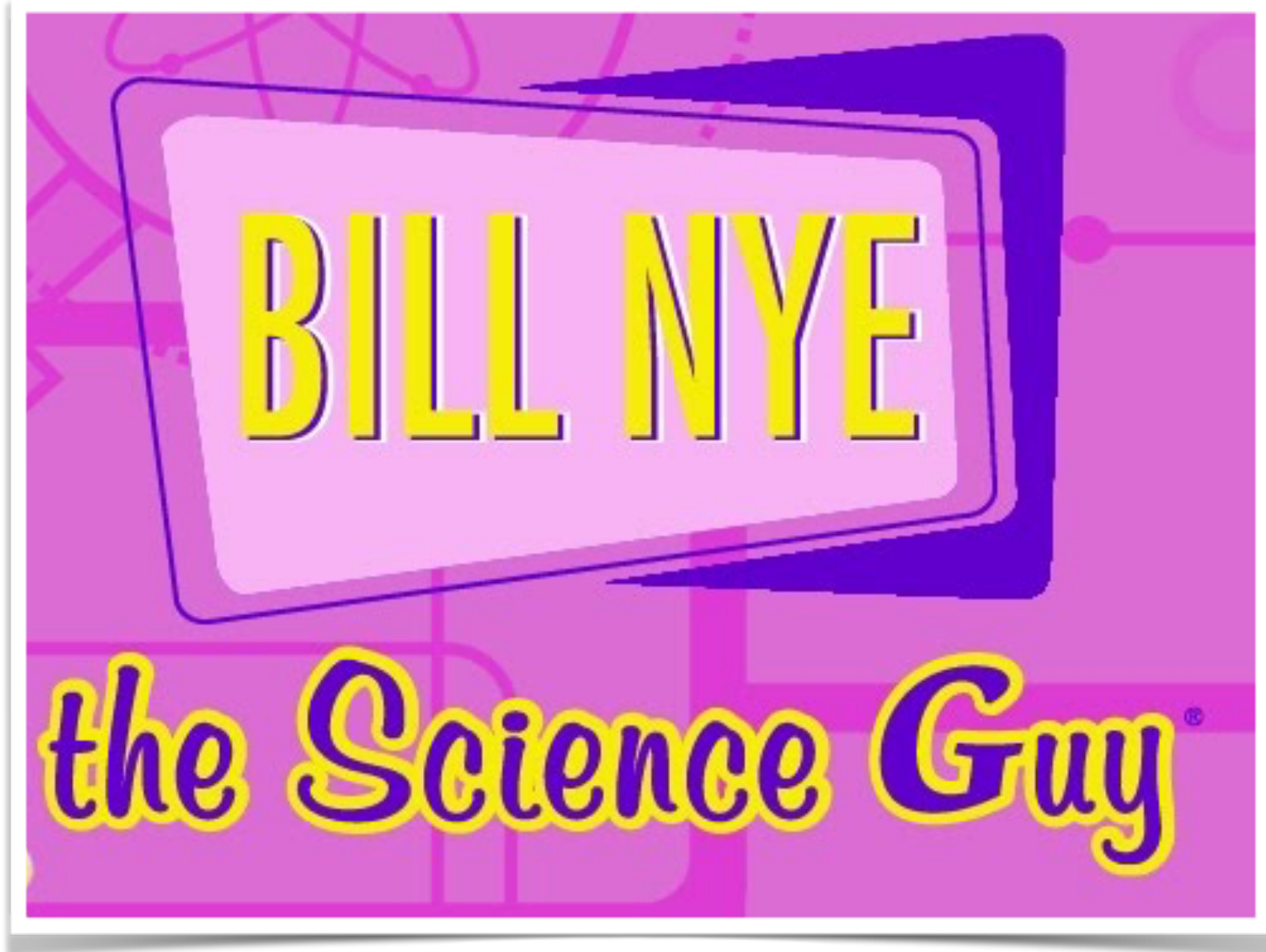
Chuck not only loved his planes but anything with a motor. So, in addition to their two car garage, he built a 1,000 sf matching shop where he could tinker on his cars, boats, and motorcycles. There is even a motorized trap door that elevates Chuck’s secret microwave; exclusively for his *Hot Pocket Pizzas*.

These days, Chuck undoubtedly tells his famous 'fish stories' in Heaven; while Lois recently celebrated her 91st birthday (with 64 friends) at a beautiful retirement community just two miles away.

Are you ready to create your own indelible memories here, too?

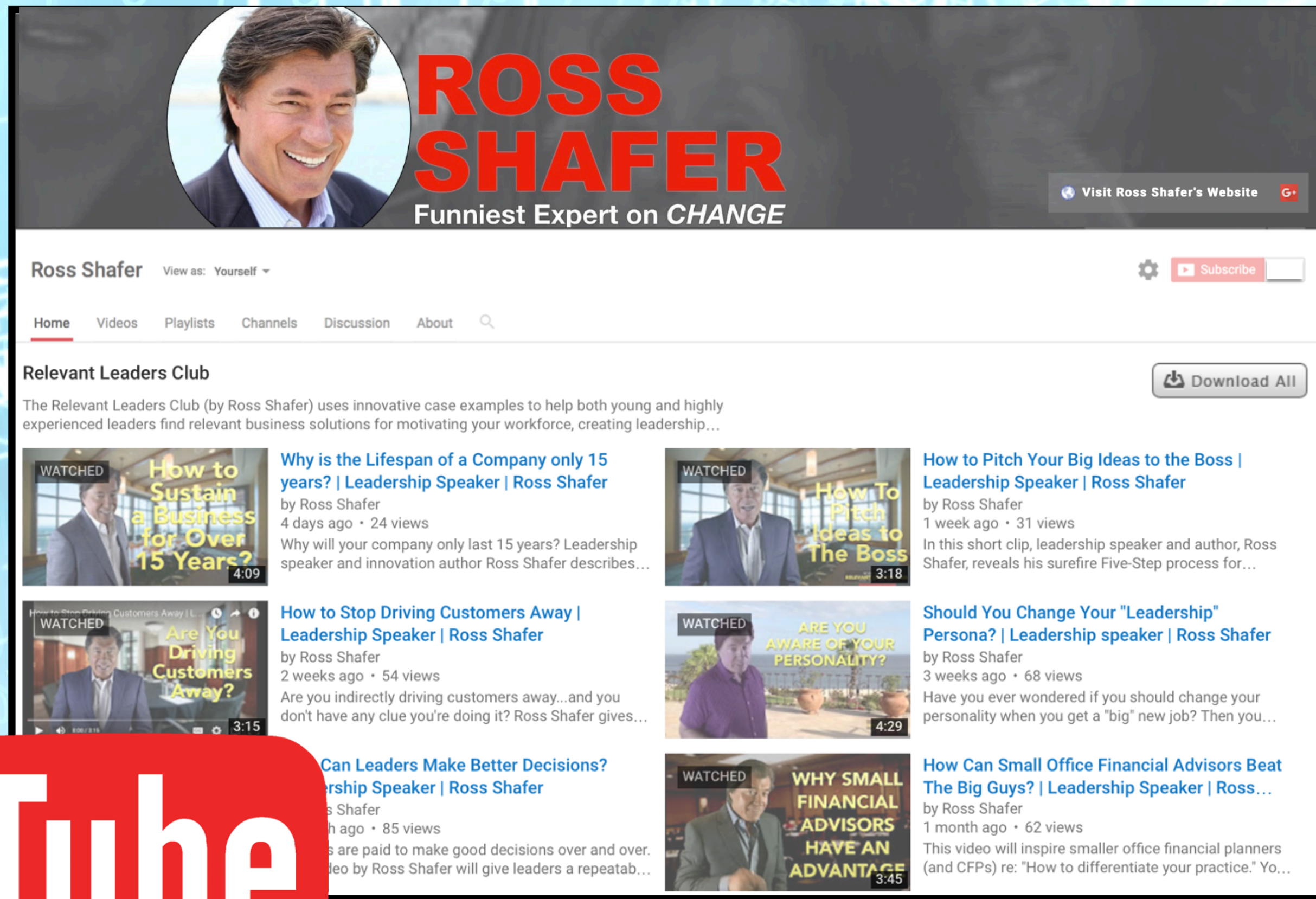


Elevate Superstar Co-Workers Quickly





GIVING BACK: FREE RESOURCES



The screenshot shows the YouTube channel for Ross Shafer. At the top, there is a profile picture of Ross Shafer, a man with dark hair and a beard, smiling. To his right, his name "ROSS SHAFER" is written in large, bold, red letters, with the subtitle "Funniest Expert on CHANGE" below it. A button says "Visit Ross Shafer's Website". Below the header, there are navigation tabs for "Home", "Videos", "Playlists", "Channels", "Discussion", and "About". A "Subscribe" button is visible. The main content area is titled "Relevant Leaders Club" and includes a description: "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...". Below this, there are several video thumbnails with titles and descriptions:

- 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...
- 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...



YouTube

Download (2) Free e-Books

www.RossShafer.com

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**Provide Ongoing
Encouragement**





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