



Ross
Shafer

WANT ROSS TO VISIT YOUR COMPANY?

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703-516-4000

STAYING RELEVANT

Keeps You

FUTURE PROOF

**(The Value of
Under-Thinking)**

Restaurants/Food Service



Retail Clothing



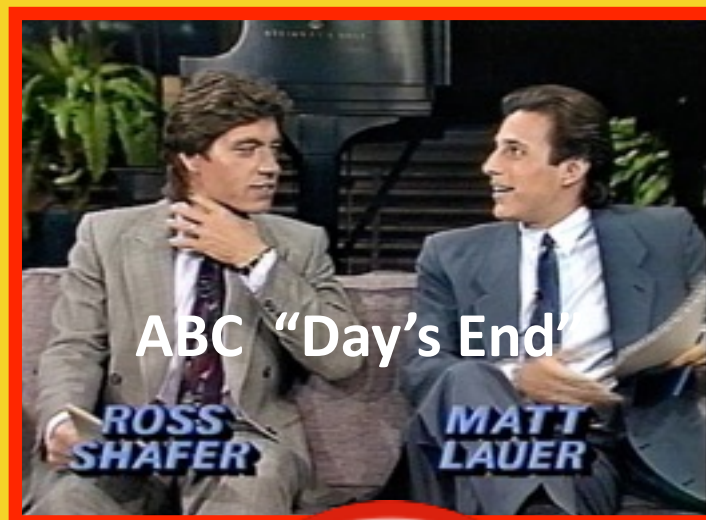
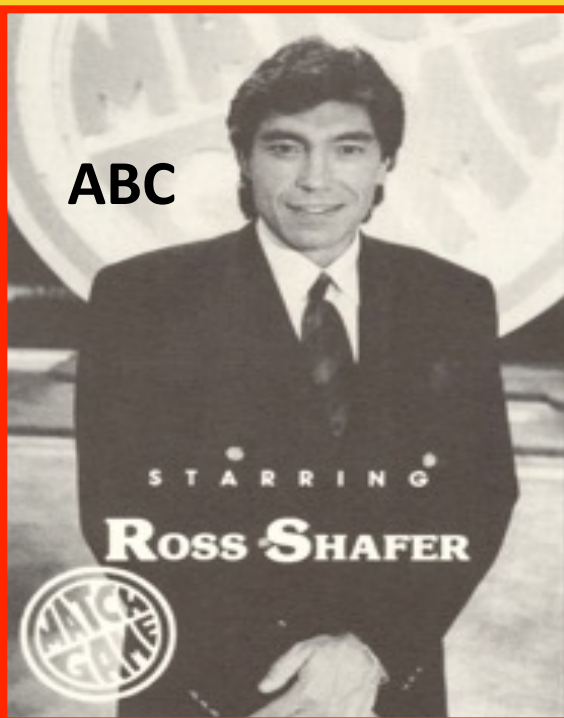
TV & Film Production



Building Industry



Manufacturing



ABC "Day's End"



USA

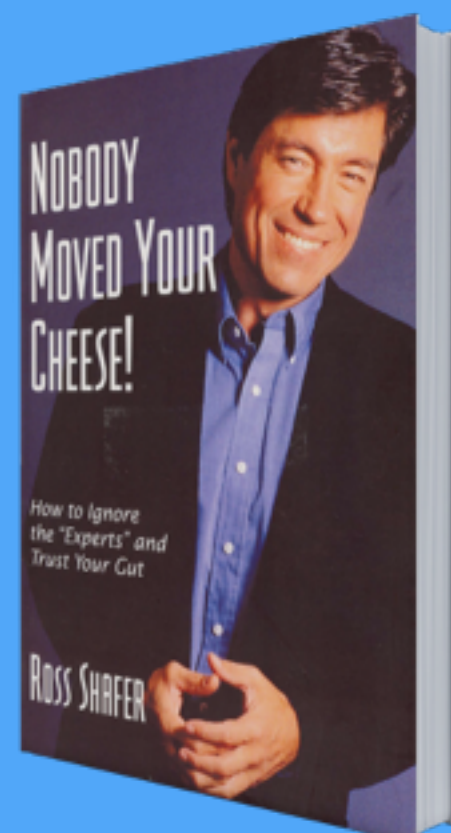
LOVE ME
LOVE ME
NOT



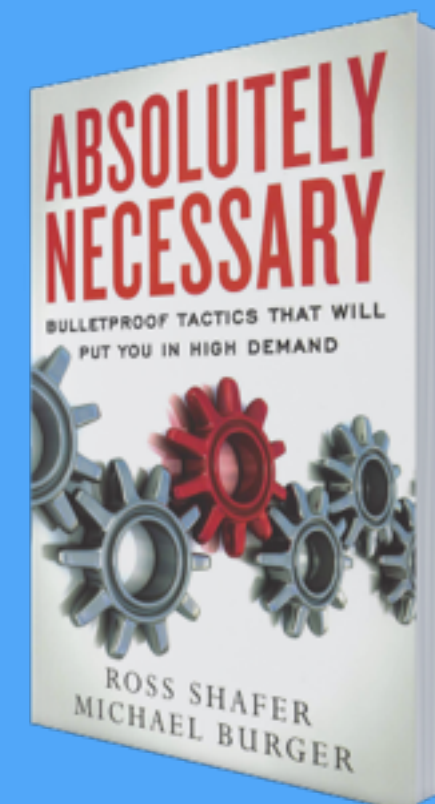
FOX "LATE SHOW"



2



3



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic. The text is centered horizontally and has a slight glow effect.

What I'm Not...



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!

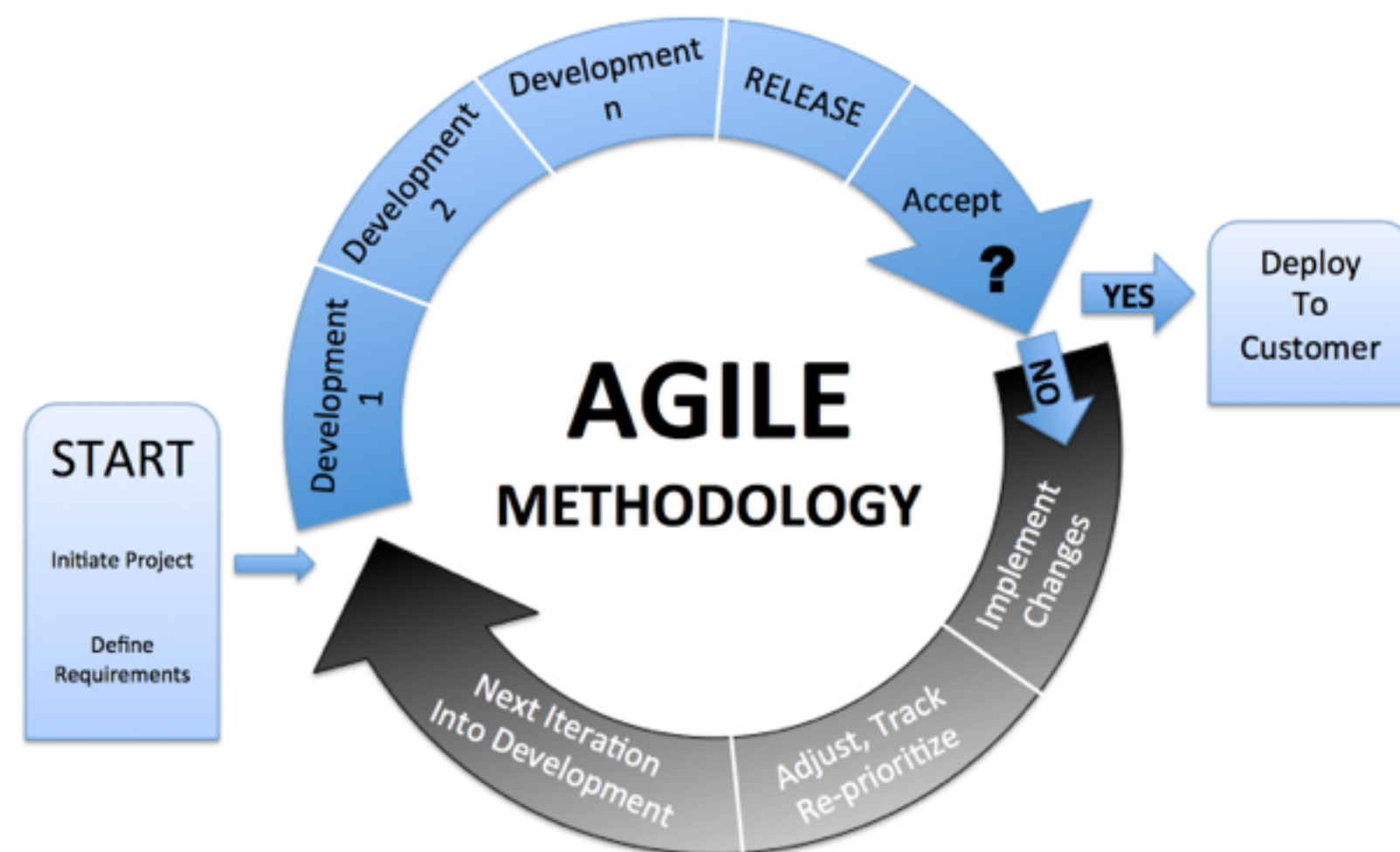
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





Ryan Shafer



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital and engineering atmosphere.

**Innovate Anytime
You Want**

Hotel Events

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

Events for June 12, 2018

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](#)

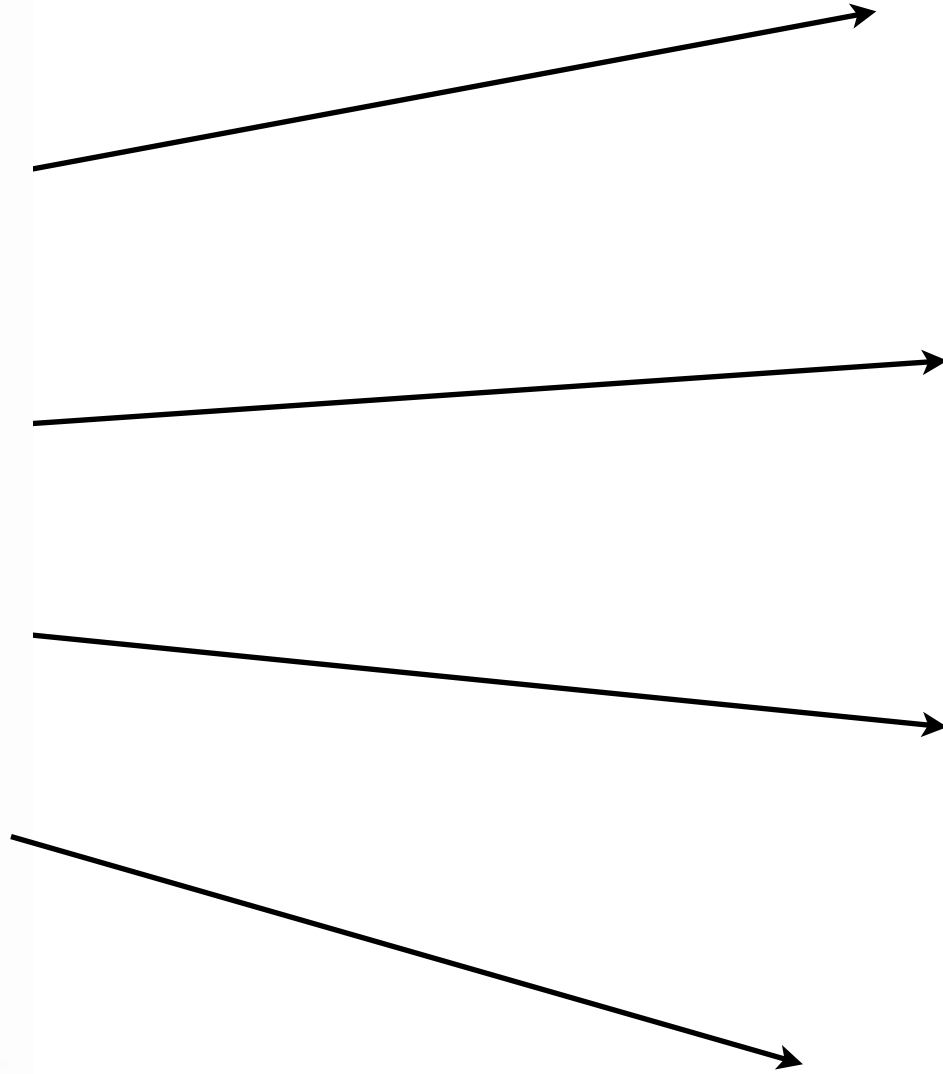
[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)









LARAMAR

55,000 UNITS





A Blueprint re: ‘Easier to Work With’

R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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



www.dhl.de

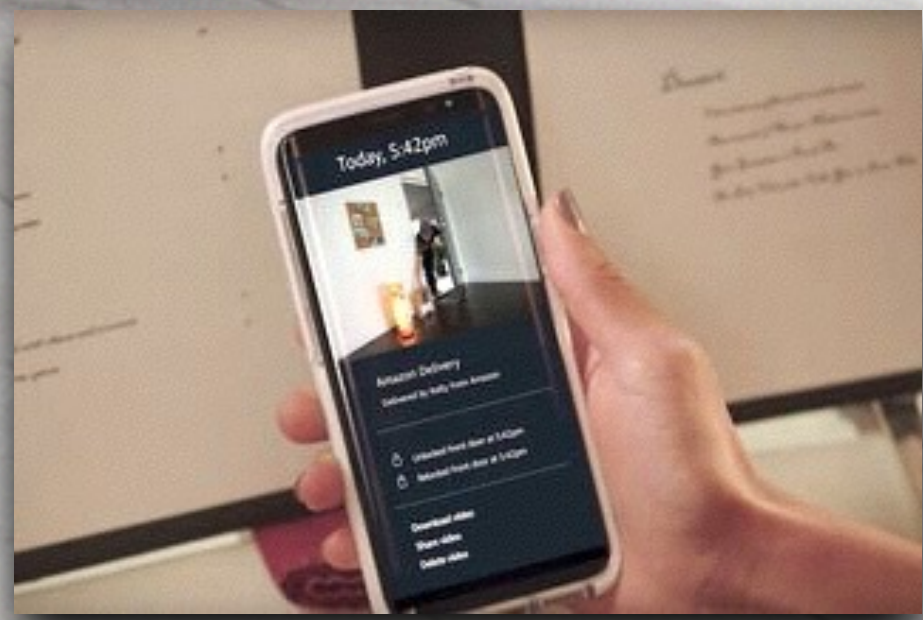
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KEY-IN-CAR



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...

POW!

A stylized comic book sound effect. The word "POW!" is written in large, bold, yellow letters with a black outline and a halftone dot pattern. It is set against a red, jagged starburst background, which is also surrounded by a white background with a black halftone dot pattern.

Is Common Sense Vanishing?



CSAT (Customer SATisfaction)



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

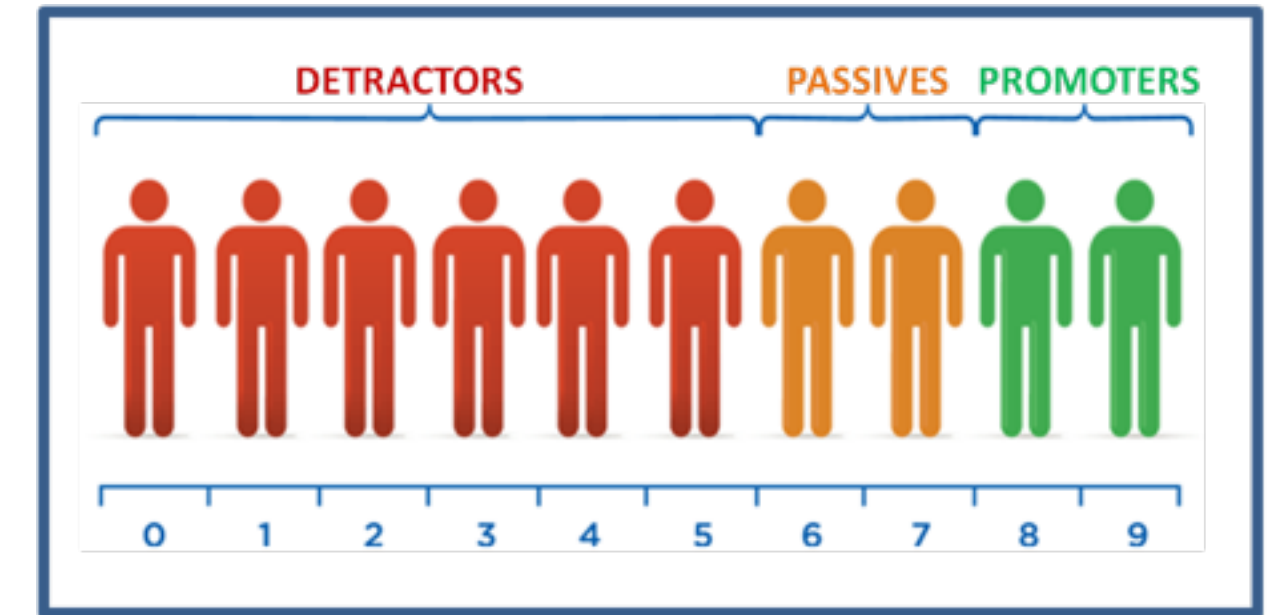
The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)

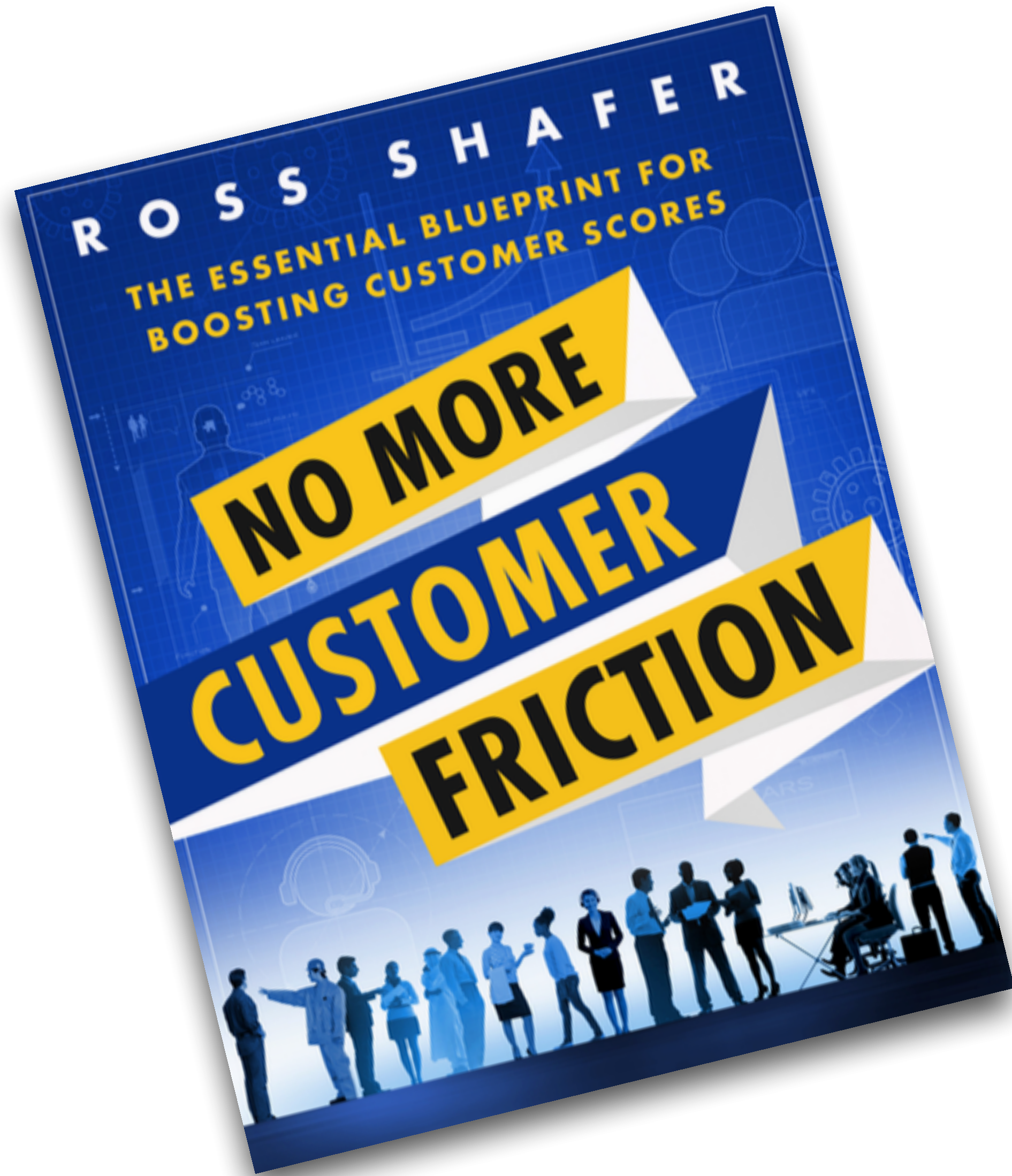


“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”

NPS (Net Promoter Scores)



“While we want customer scores of (9) and (10) ...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”



**Does it
Work?**

comcast[®]
xfinity[™]

10 yrs ago, on the verge of bankruptcy, customers said,
“the toys take long to build.”





**Scores UP 21 points
in 90 days**

Westar Energy®





erases



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

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

**Sell a Story;
Not a Commodity**



High Touch



Adding Value

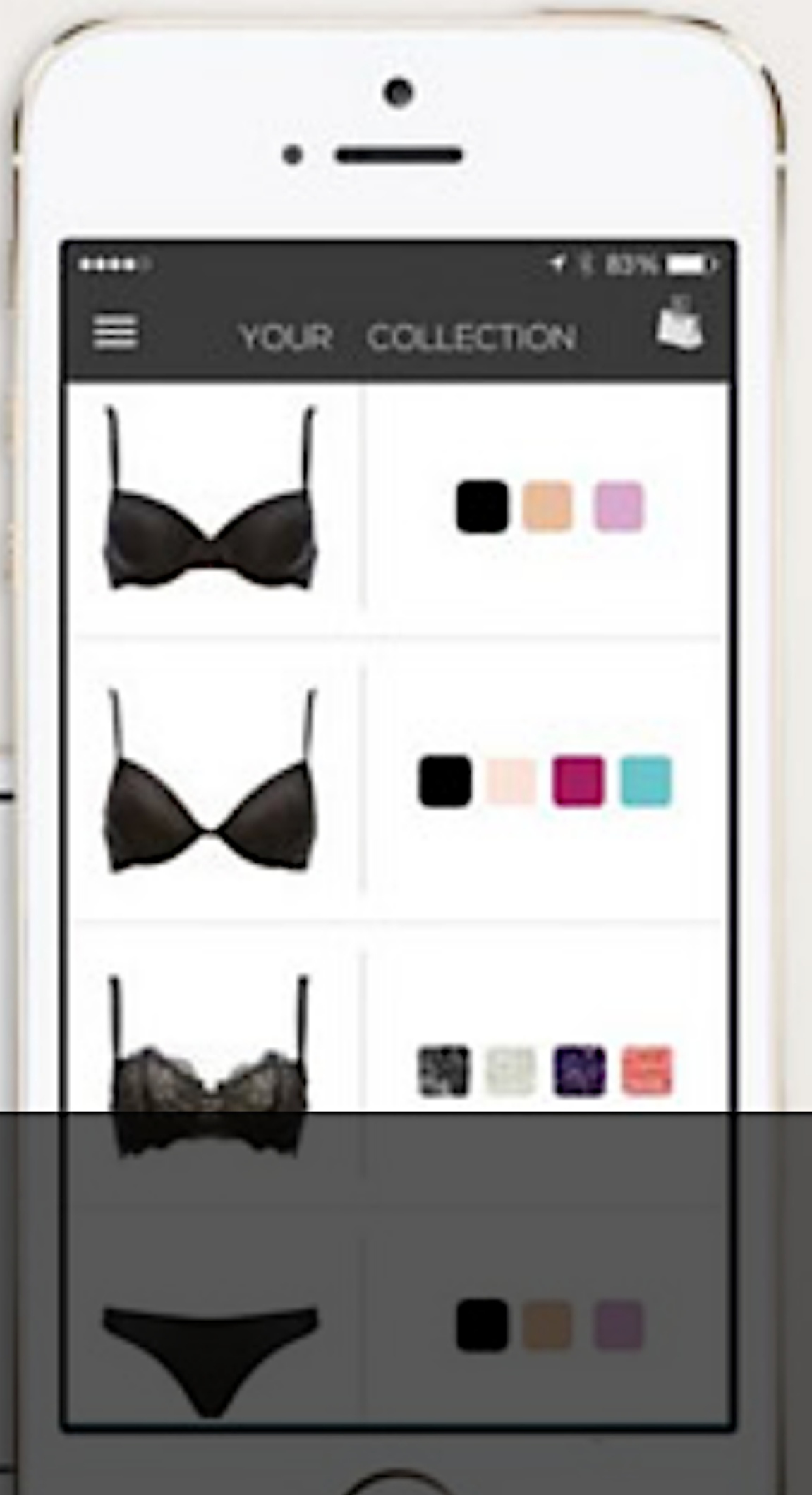
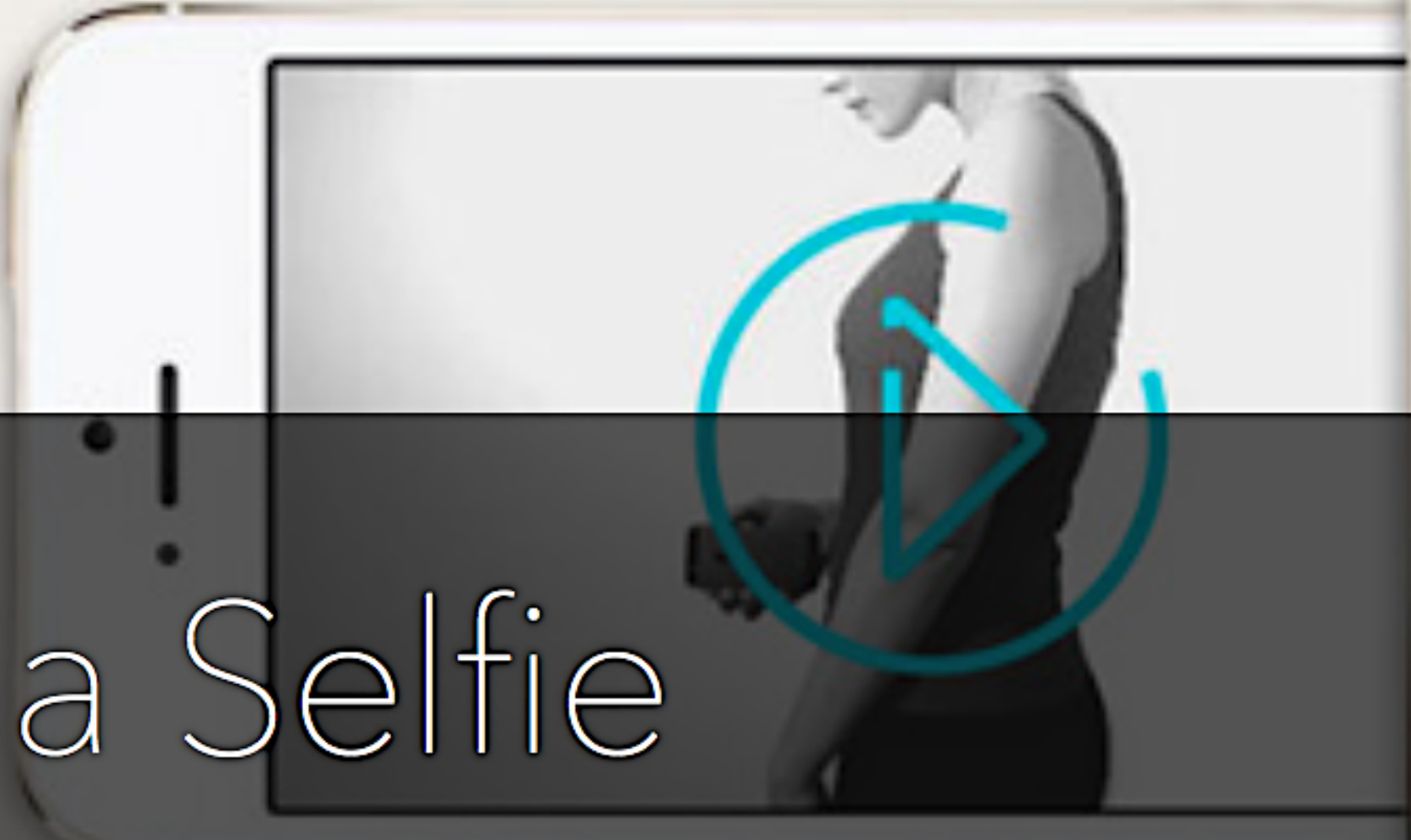
“We don’t sell motorcycles. Instead, we sell...”





 **THIRDLOVE**

Our Half-Cup Sizes Come
with a 100% Guaranteed Fit



Bra Shopping via Selfie

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



Super Star[®] with cheese



It's gonna get messy.



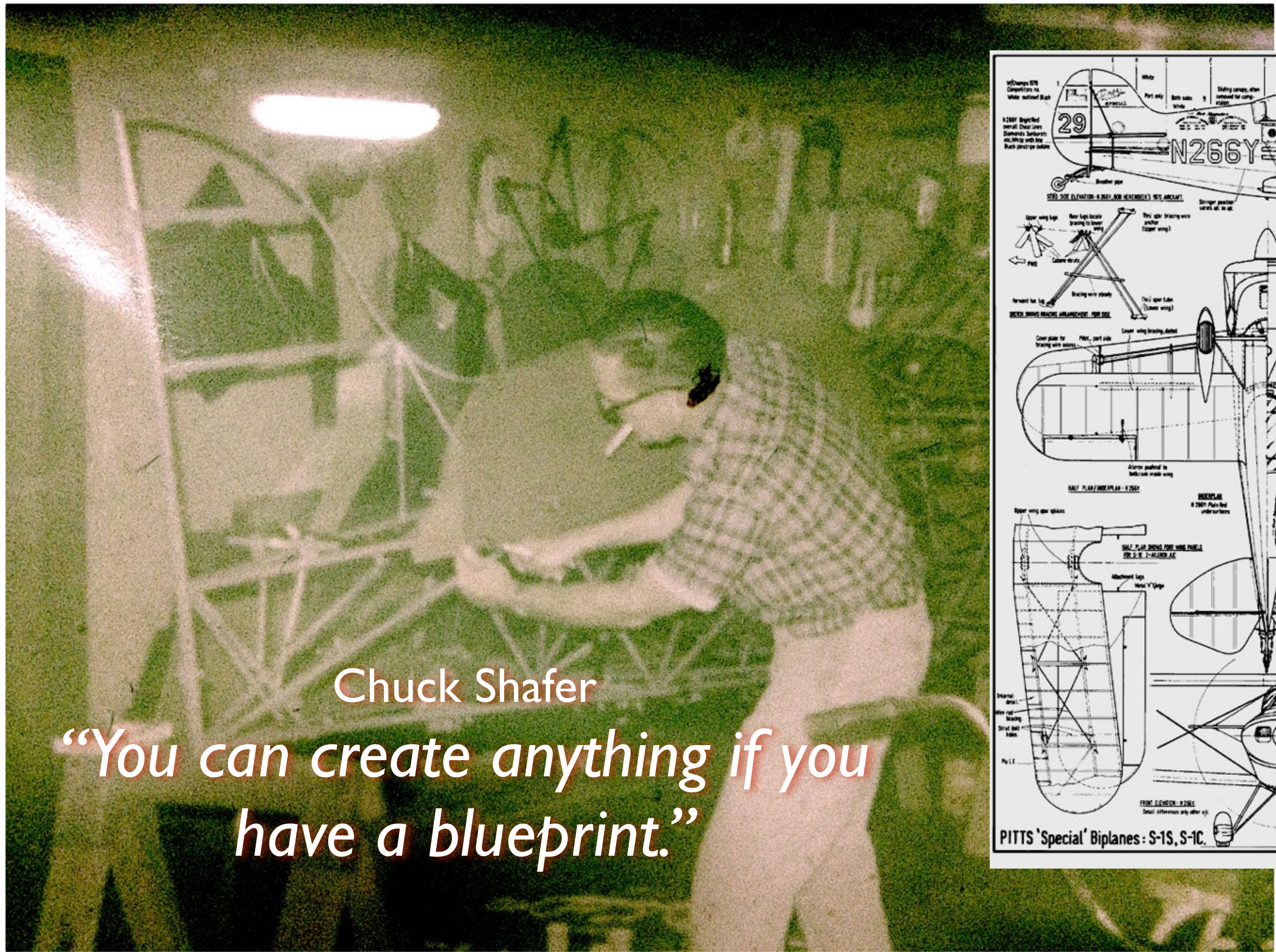
**EAT
LIKE
YOU
MEAN
IT[®]**



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

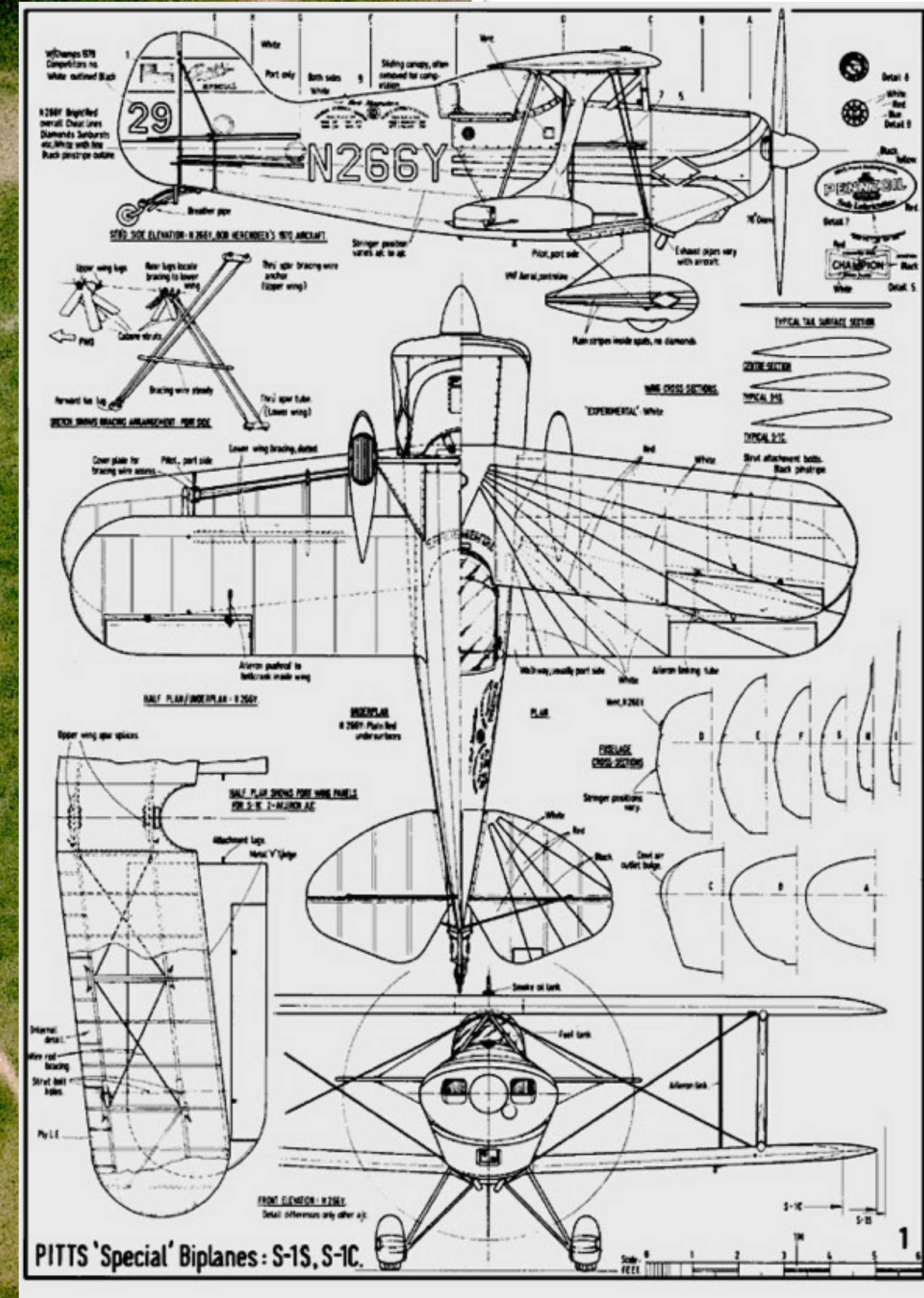


Success
(from change)
Inspires Everyone
to Get Better



Chuck Shafer

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



Maiden flight - May 1971



**“Never Fear Change. Fear is the enemy
of success.”**

CHUCK SHAFER

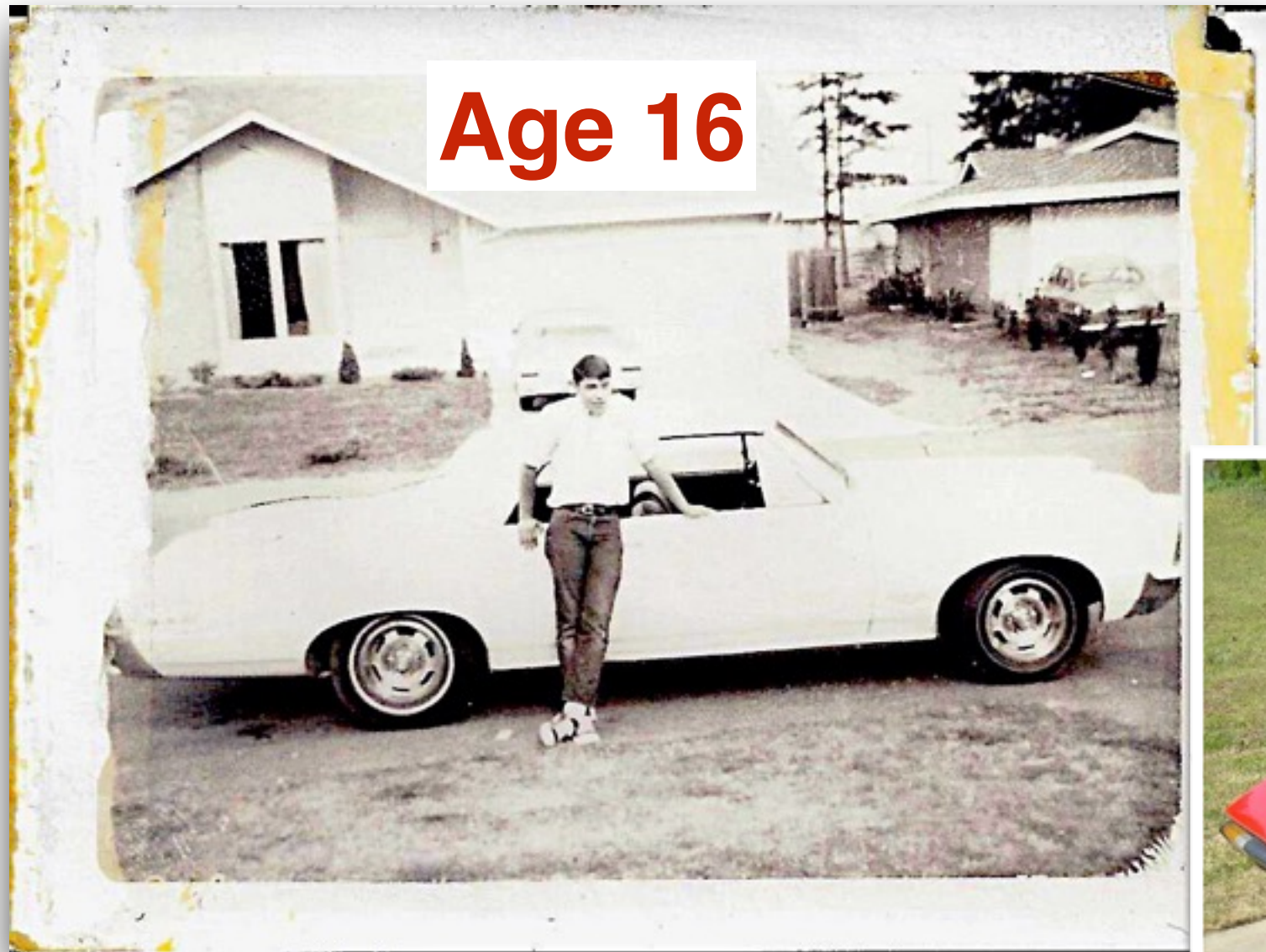


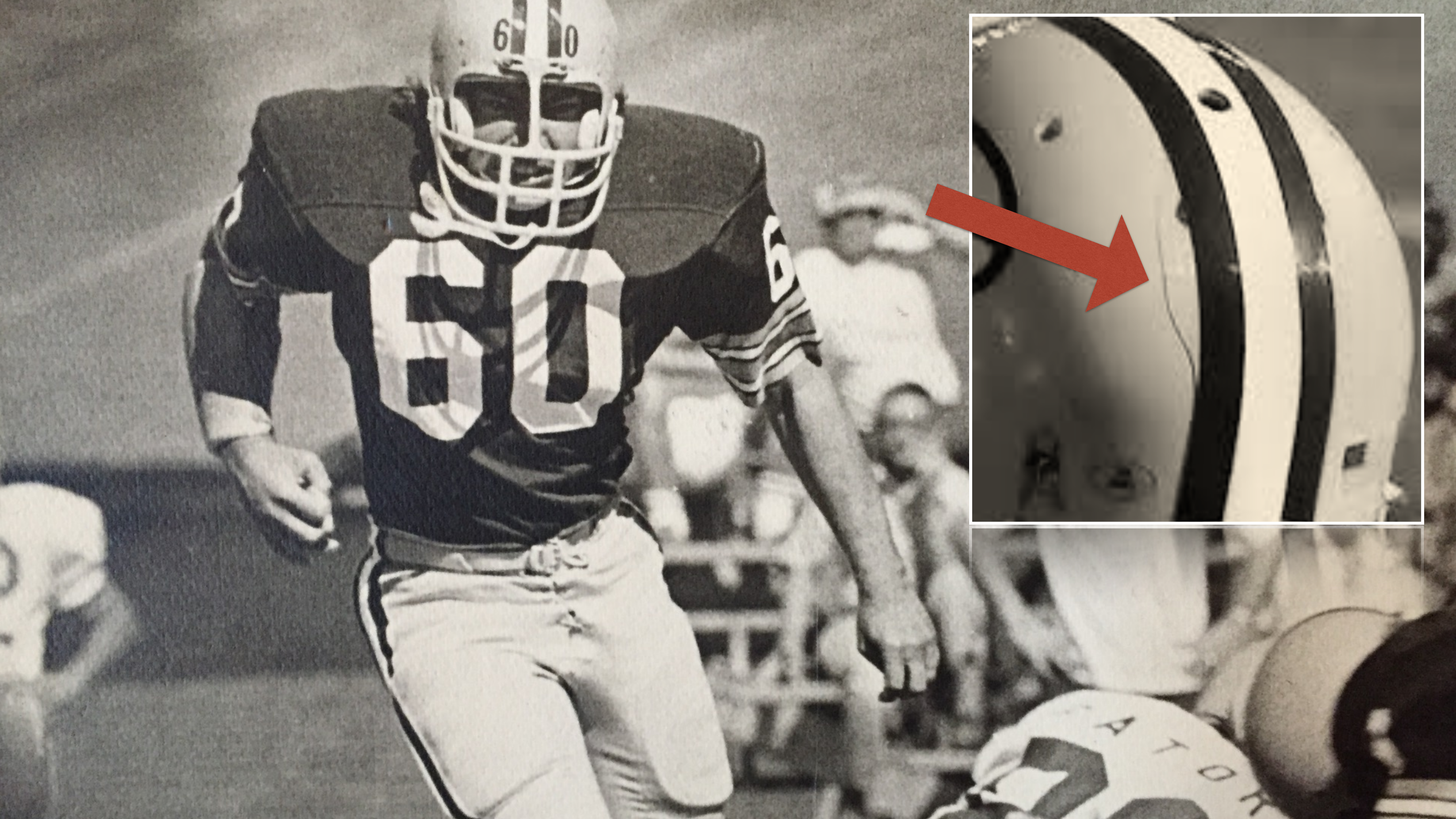
Age 13



Age 18

Age 16







UNITED STATES BANKRUPTCY COURT Western District of Washington

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



Restaurants/Food Service



Retail Clothing

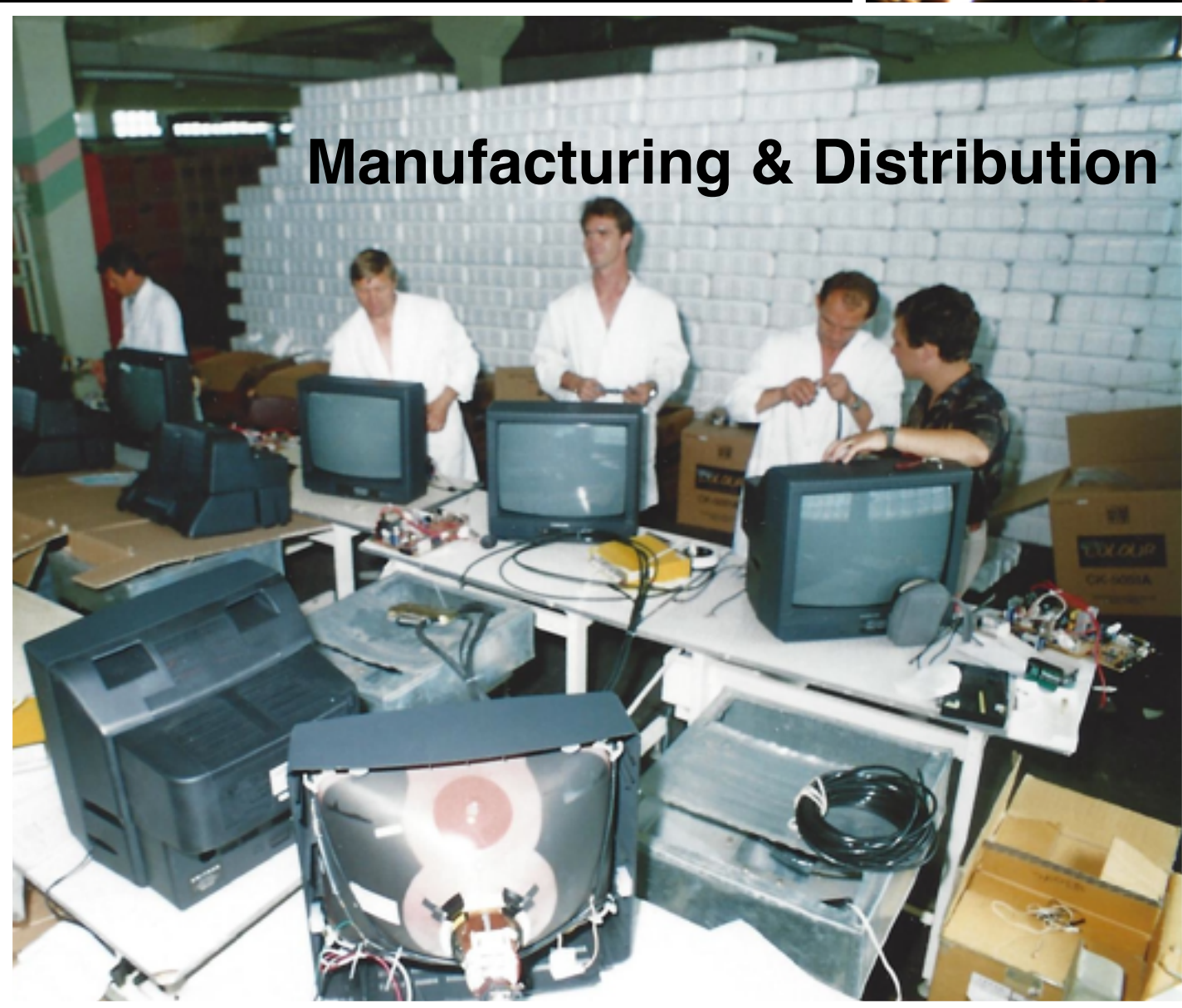
Photography & Product Marketing



Building Industry



Manufacturing & Distribution



TV & Film Production



A silver microphone on a black stand is positioned on the left side of the frame. The background is a vibrant red curtain with vertical folds. The text 'STAND UP COMEDY' is written in a large, white, serif font across the center-right of the image.

STAND UP COMEDY

(There is a blueprint for getting on TV)



Strong Relationships Have a Blueprint



Facebook interface showing a user profile for Ross Shafer and a post by Nancy Vogl. The post asks "Is anyone else having problems posting on FB today?" and includes comments from Aileen Bennett and Kathleen Hassan.

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...


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

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 patterns of binary code (0s and 1s) in a lighter blue color, some of which are slightly blurred or faded, creating a sense of depth and digital connectivity.

Know How to Attract Young Team Members

Millennials Will be 40 in 18 Months!



“Leveling Up”

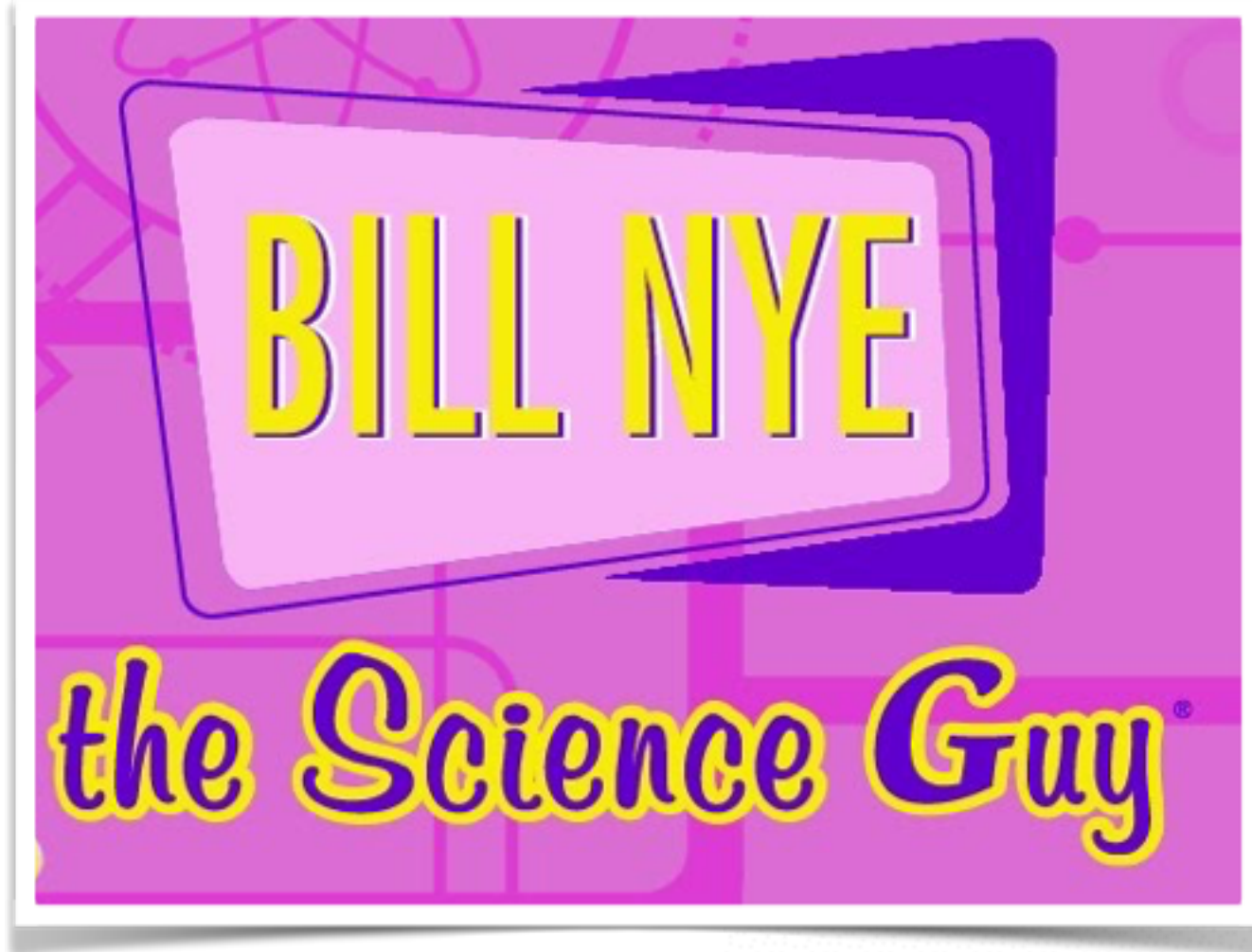
Keeps Young

Leaders Motivated

**Communication Skills
Will Keep Your Team
FUTURE-PROOF**



**Elevate Your
Superstars as
Quickly as
Possible**



AFTER TODAY'S MEETING: FREE RESOURCES

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

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

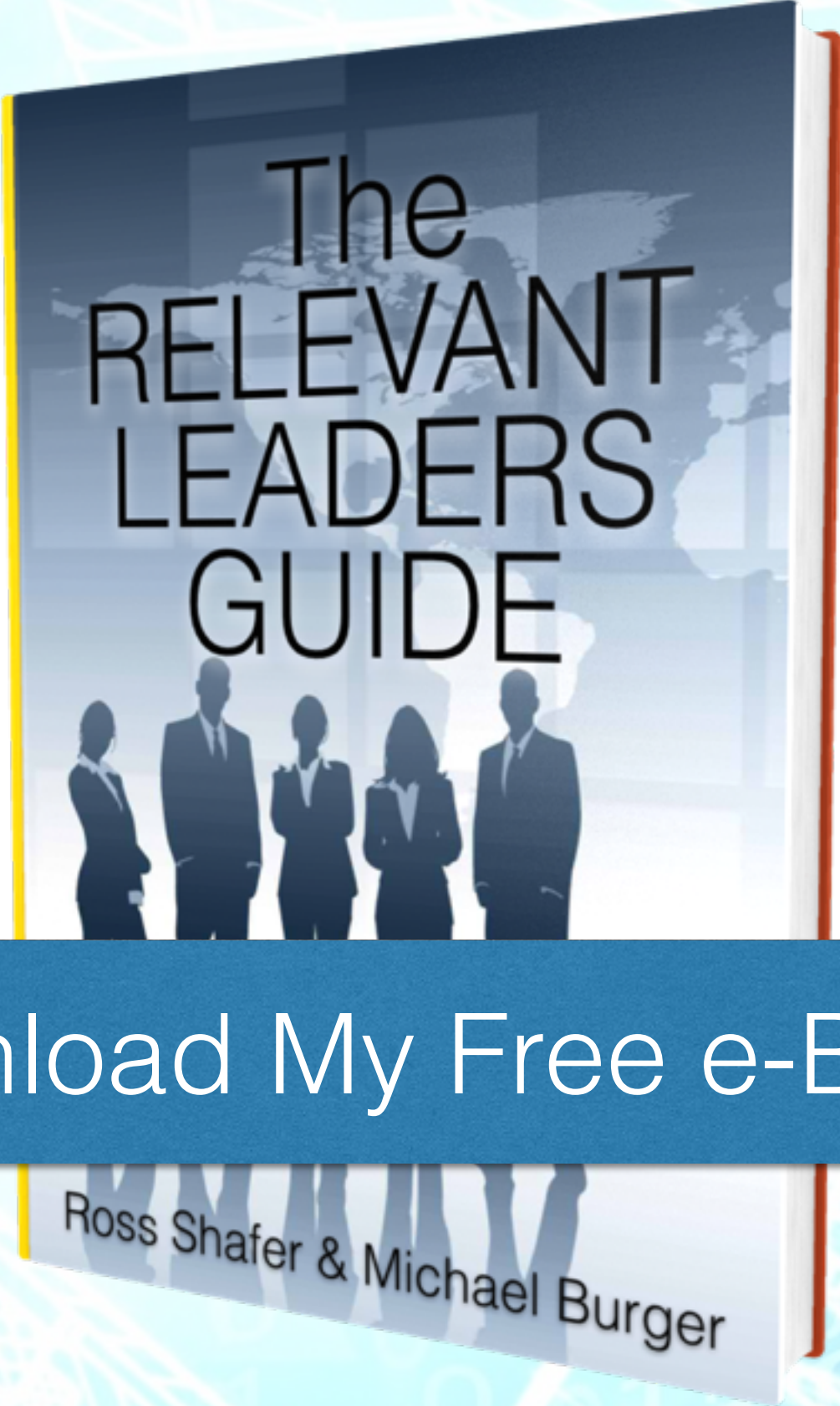
Relevant Leaders Club Download All

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
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Leadership Video Blog

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www.RossShafer.com

**‘Character’ Will
Sustain Your
Career 63%
Longer**



Chuck Shafer 1927-2001

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Promote Ongoing Encouragement



Ross
Shafer

WANT ROSS TO VISIT YOUR COMPANY?

CONTACT: Chris Clifford

CClifford@KepplerSpeakers.com

703-516-4000