

A close-up portrait of a middle-aged man with dark, wavy hair, smiling broadly. He is wearing a dark suit jacket over a light blue and white striped collared shirt. The background is a plain, light blue color.

If you would like a custom
program for your
organization contact:

jborello@eaglestalent.com

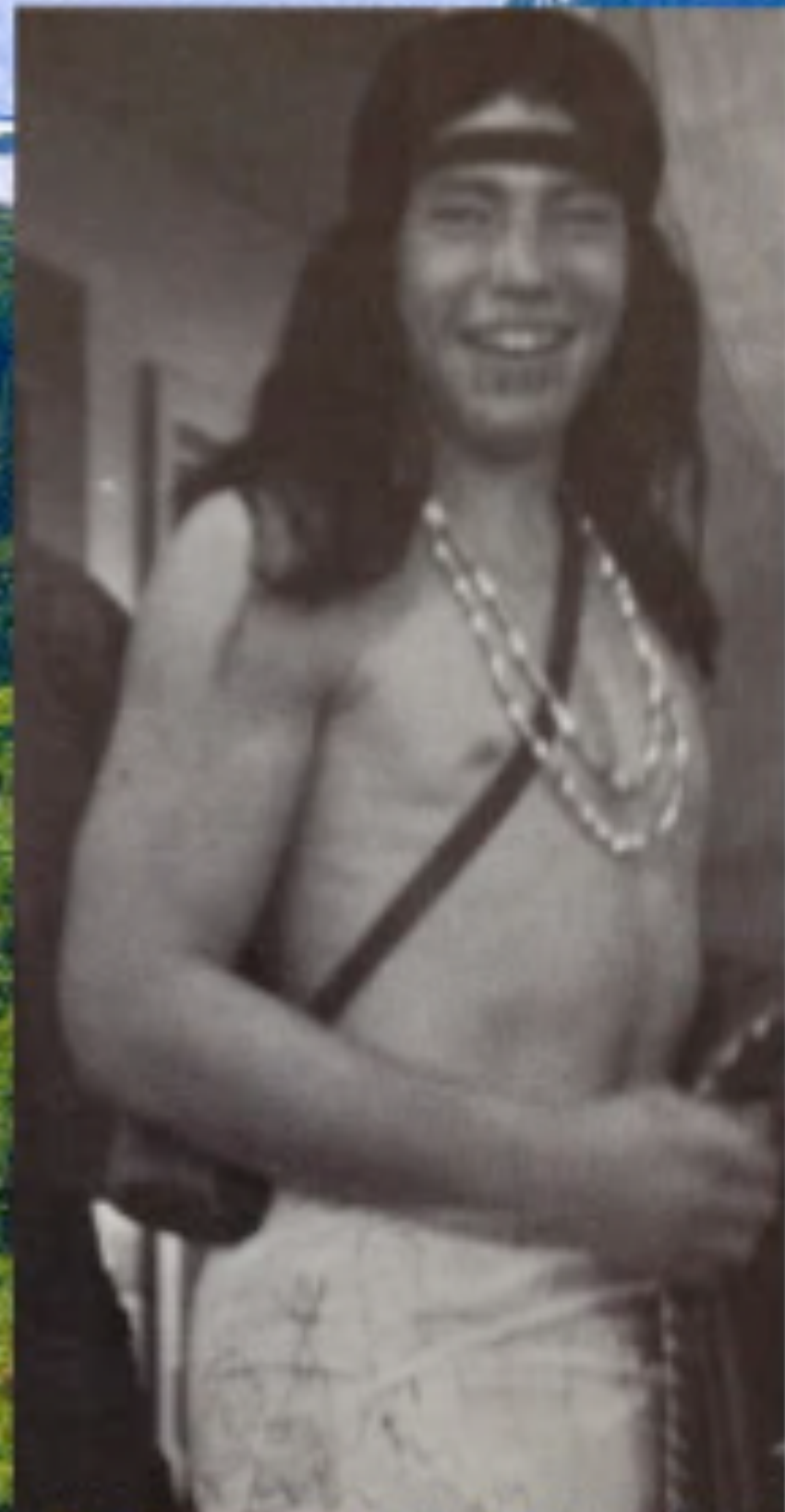
1-973-313-9800

ROSSSHAFFER

Relevant Companies 'Behave Like Startups'



“Don’t let anyone discourage the future you want for yourself.”



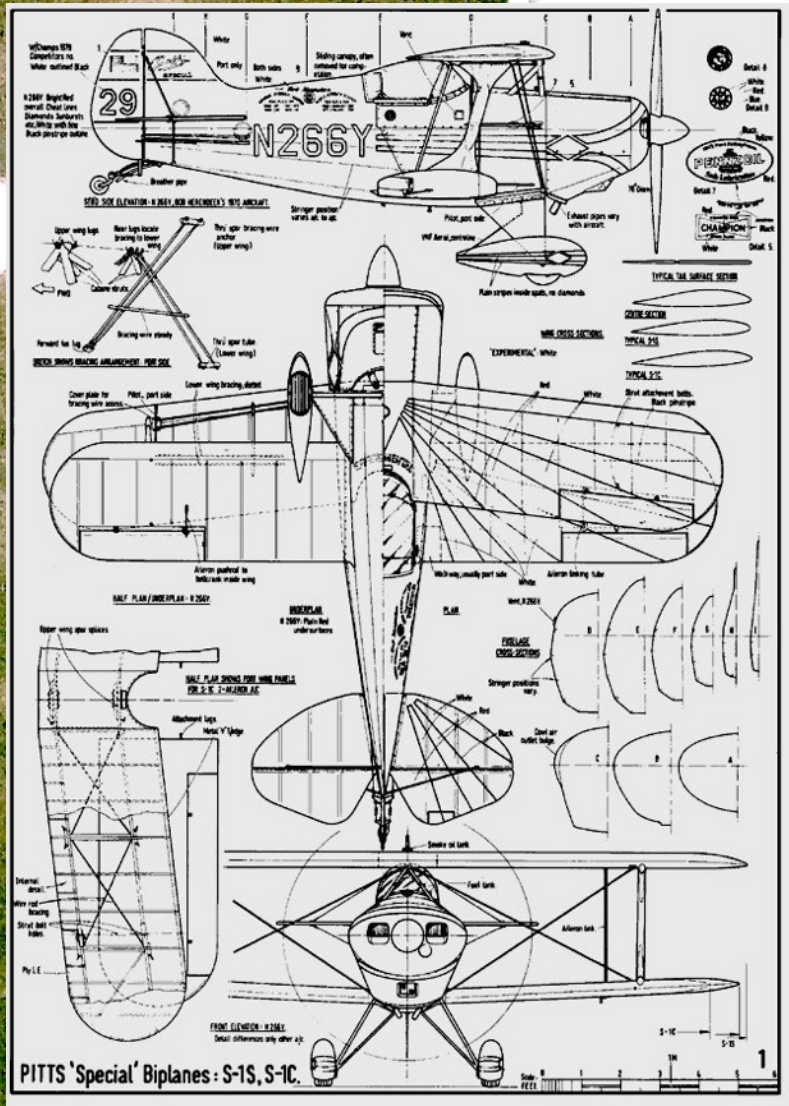
Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)



Charles Shafer
1927-2001



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



Maiden flight - May 1971



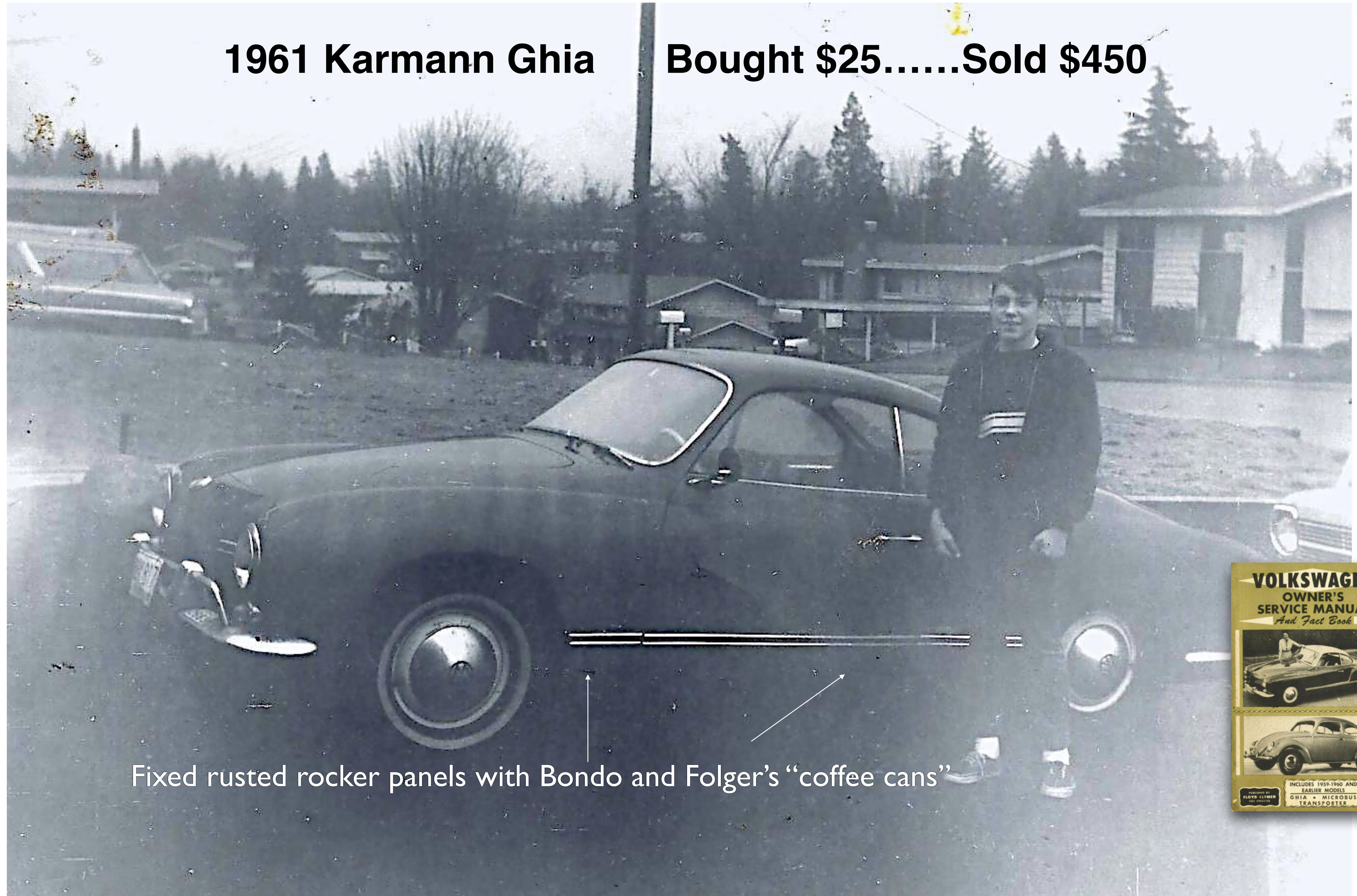
“Fear is the enemy of success.”

Chuck Shafer

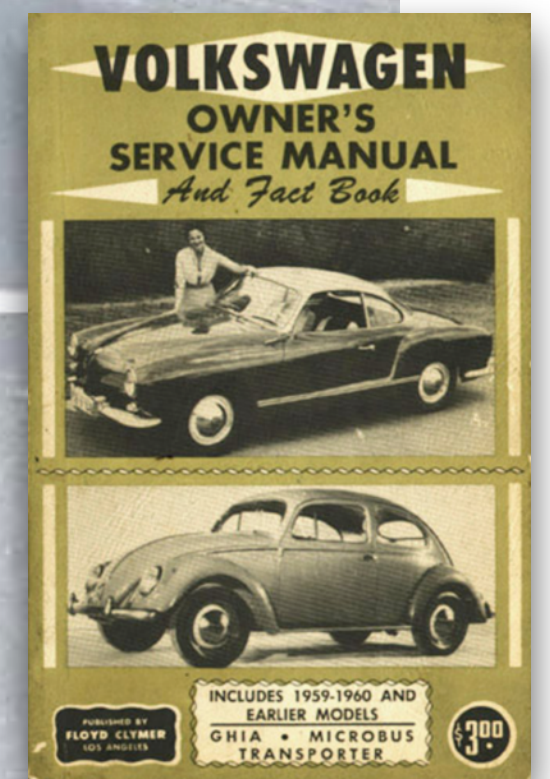


1961 Karmann Ghia

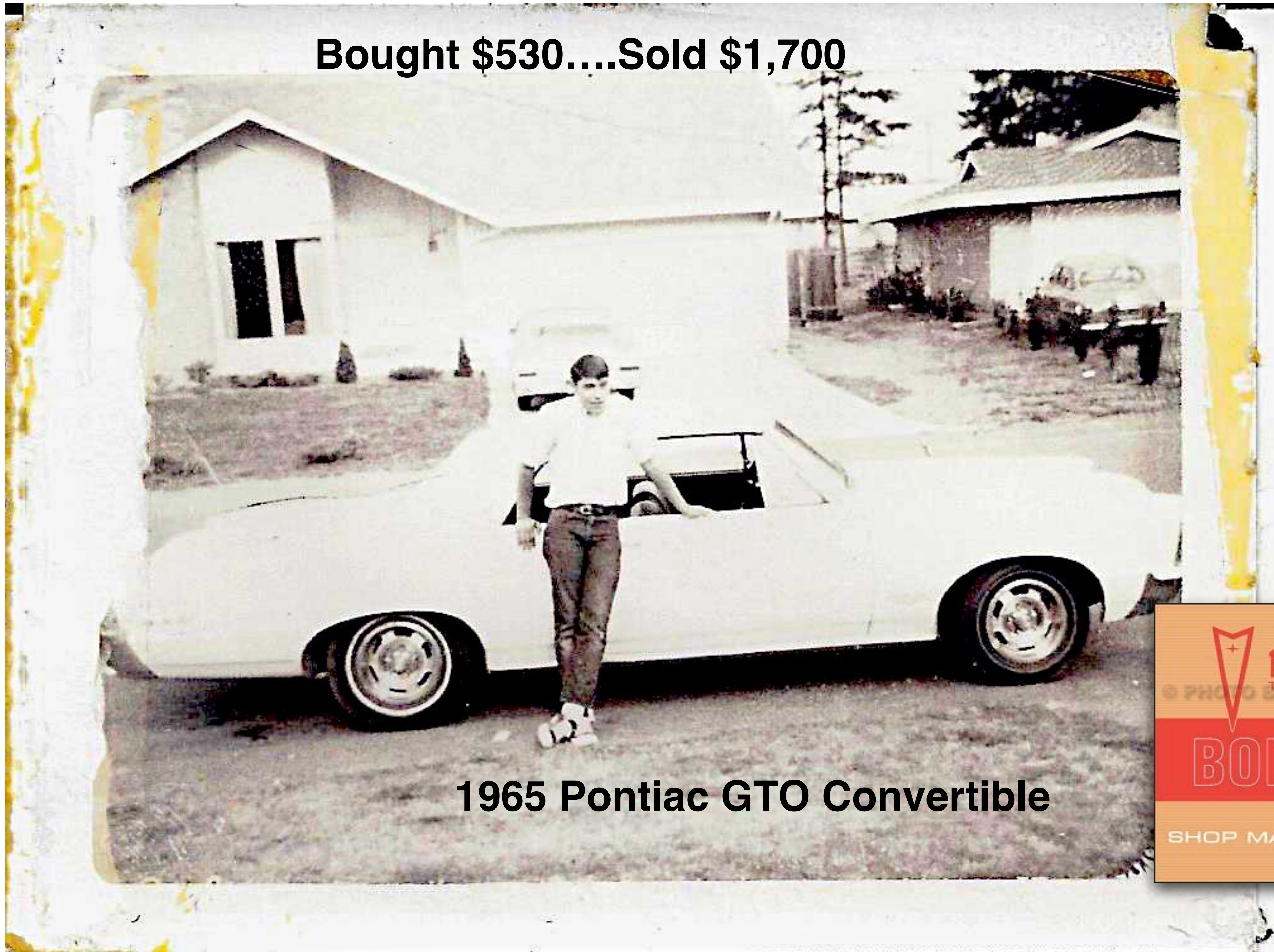
Bought \$25.....Sold \$450




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



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



1965 Pontiac GTO Convertible



© PHOTO BY PHOTON

1965
TEMPEST
GTO

BODY

SHOP MANUAL

Ferrari 308 GTS bought for \$9,800



Sold for \$38,500





purchased for \$4,800



sold 18 mos. later for \$17,500



sold \$360,750



bought \$178,000



University of
Puget Sound
NCAA Division 2



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



Restaurants/Food Service



Retail Clothing



Photography & Product Marketing



Building Industry



Manufacturing

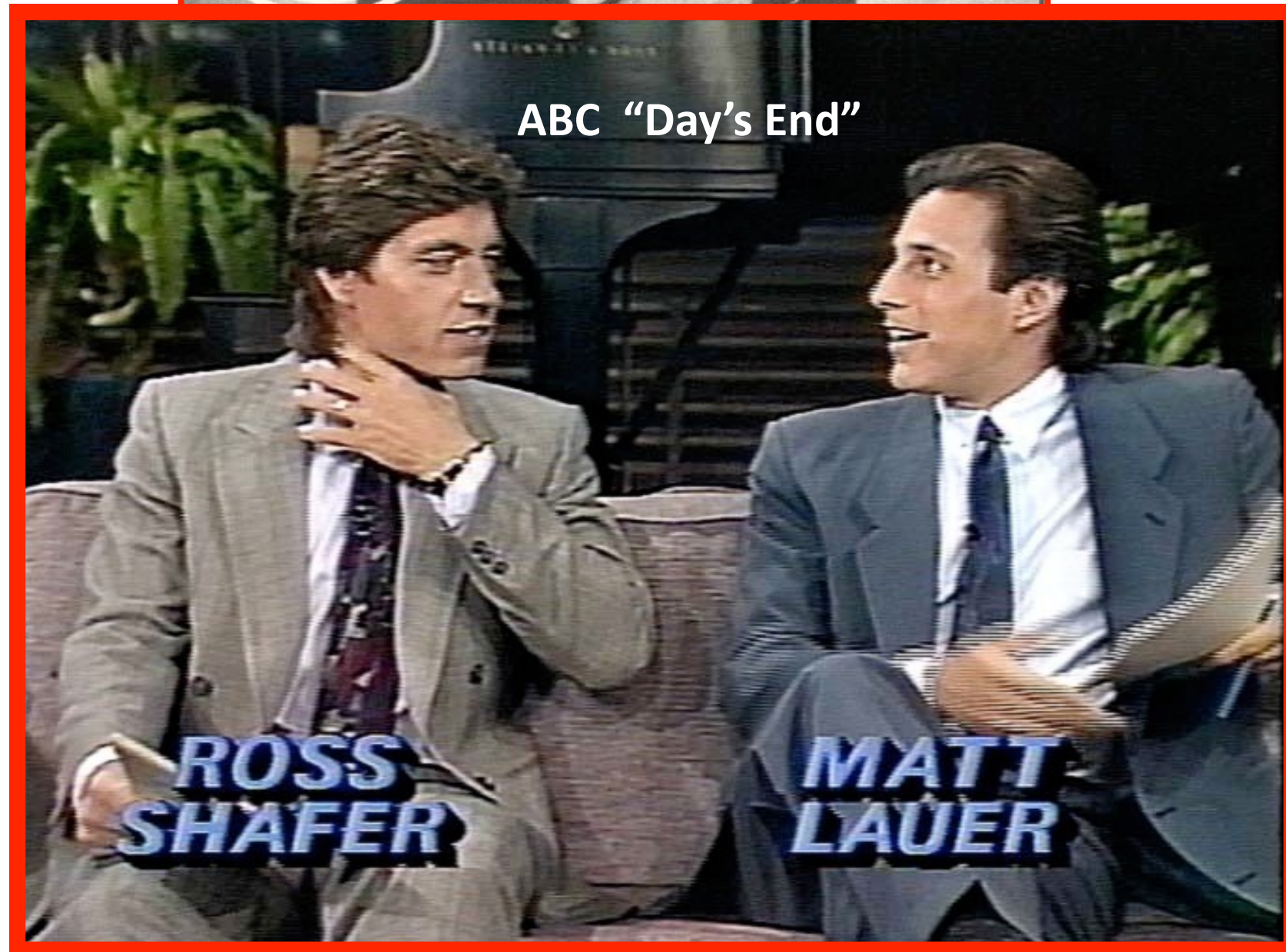
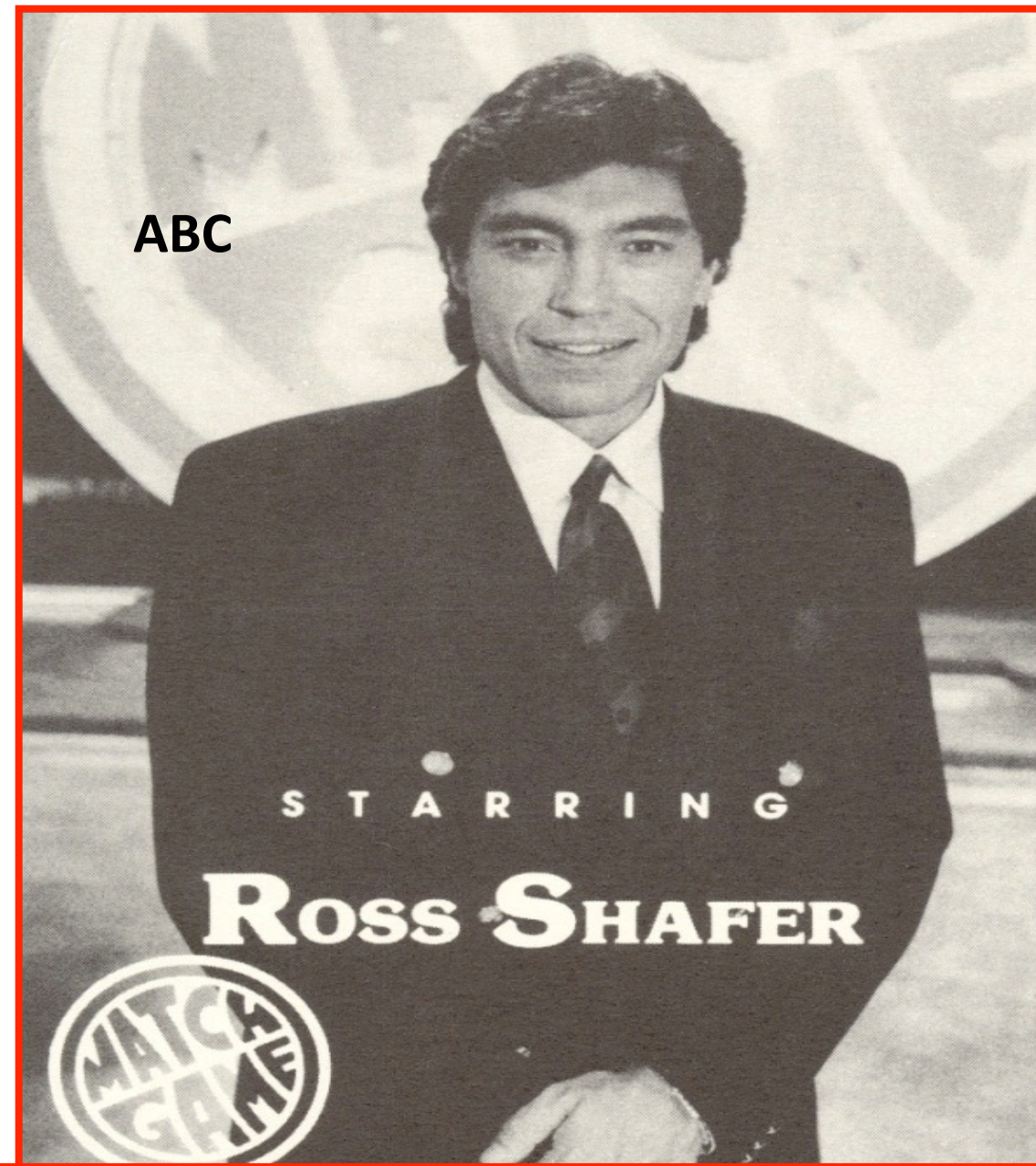


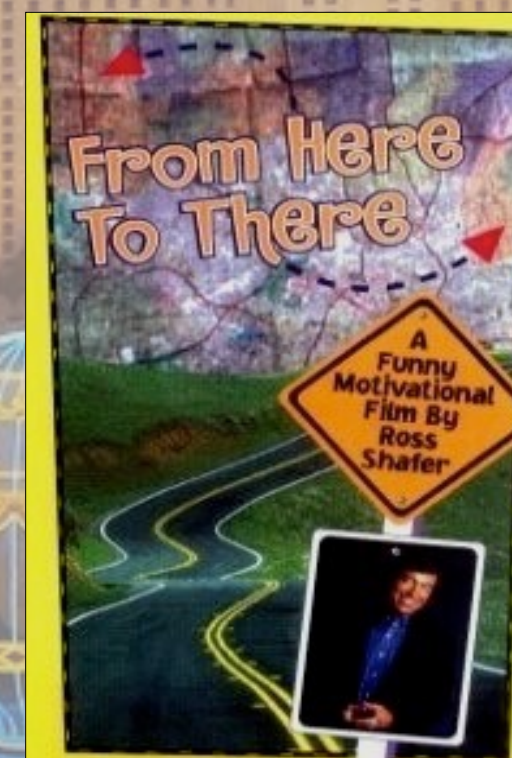
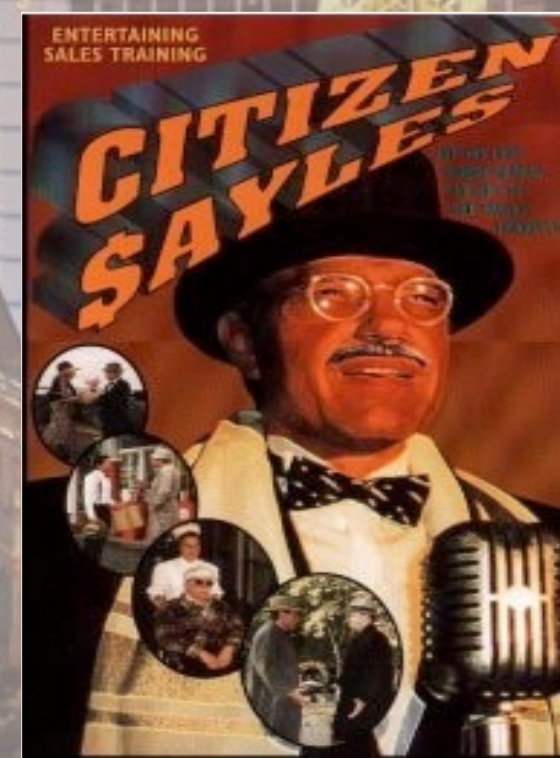
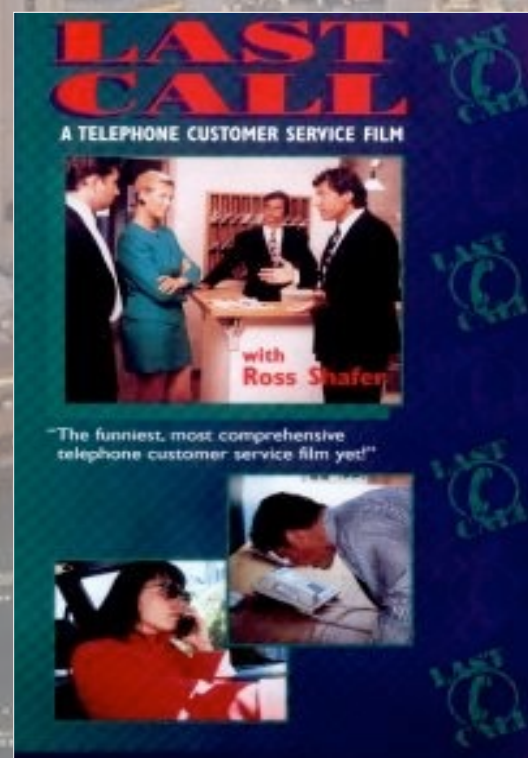
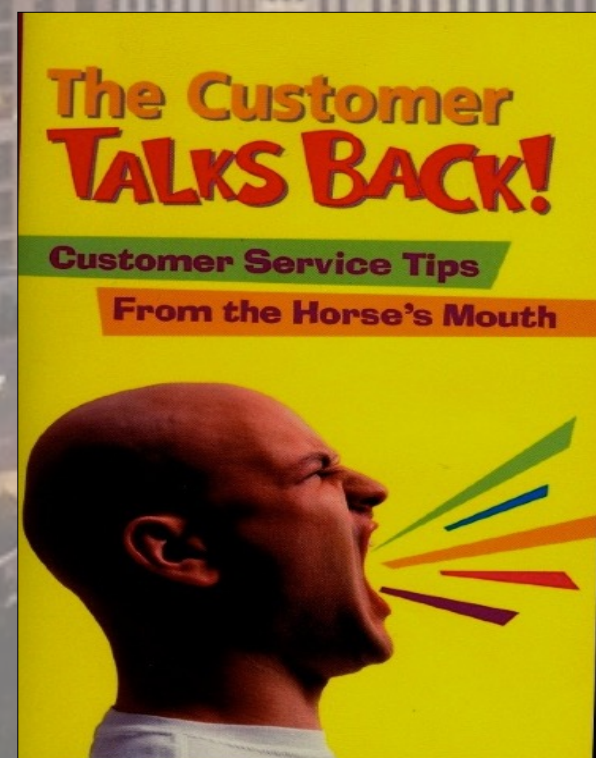
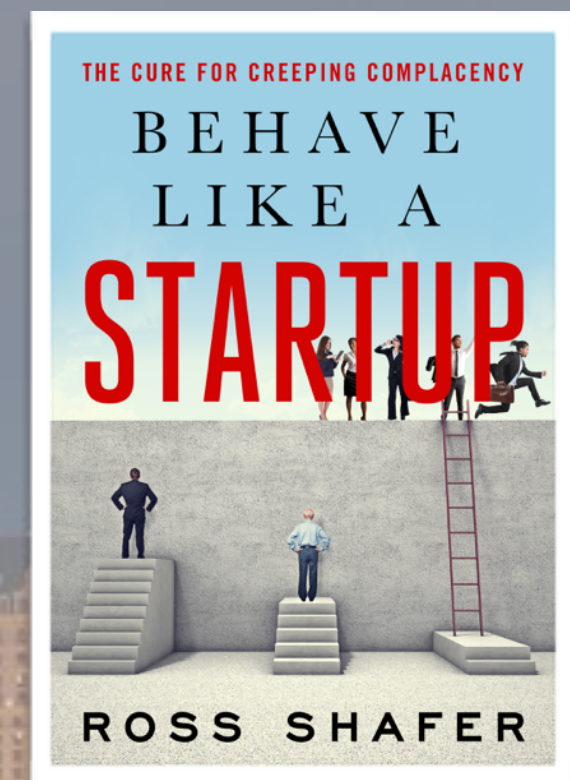
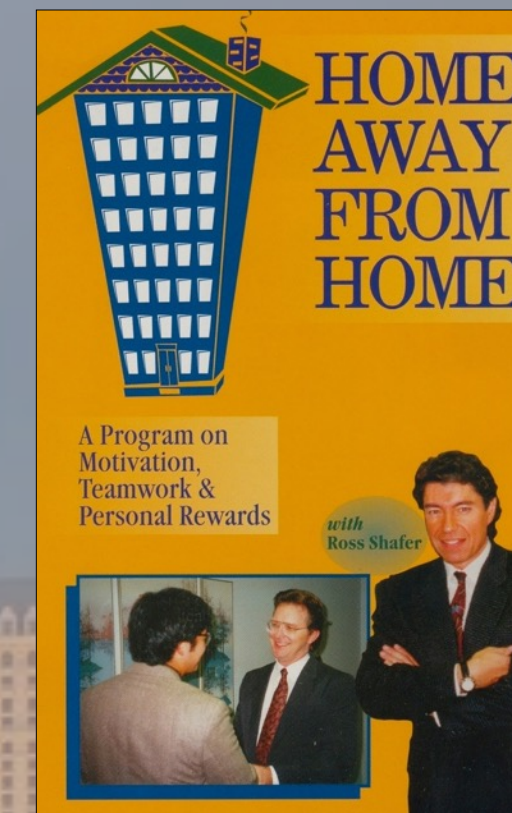
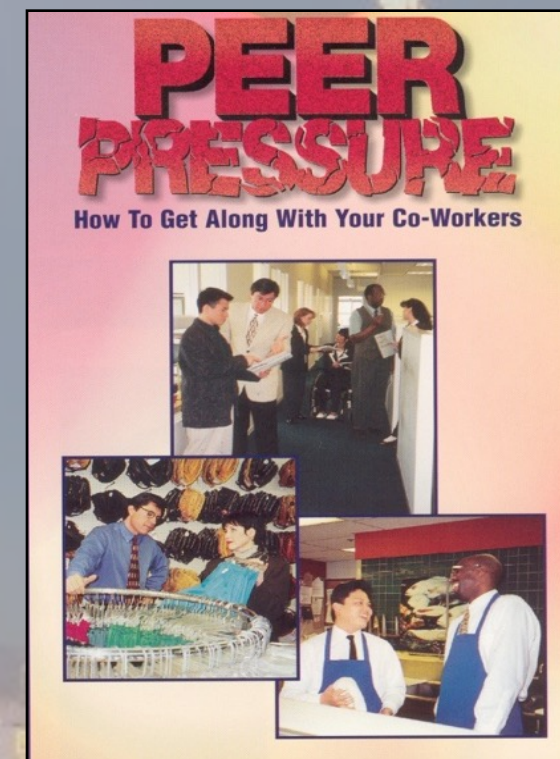
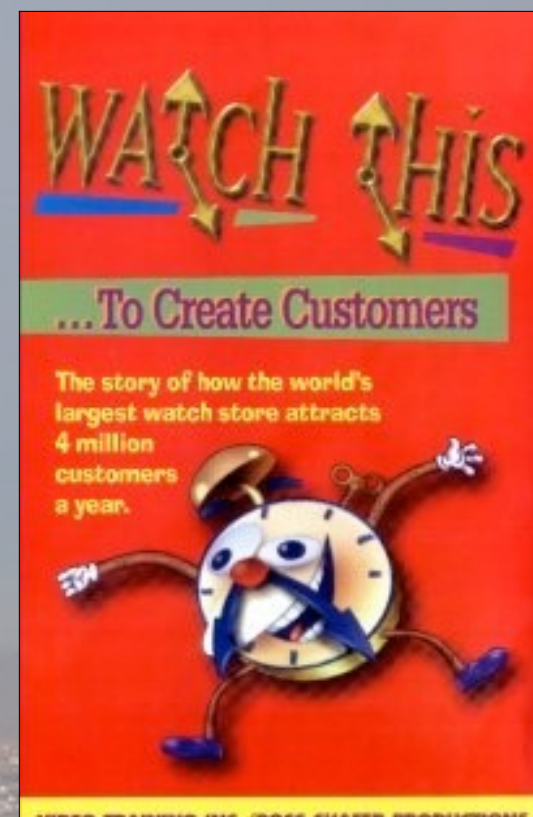
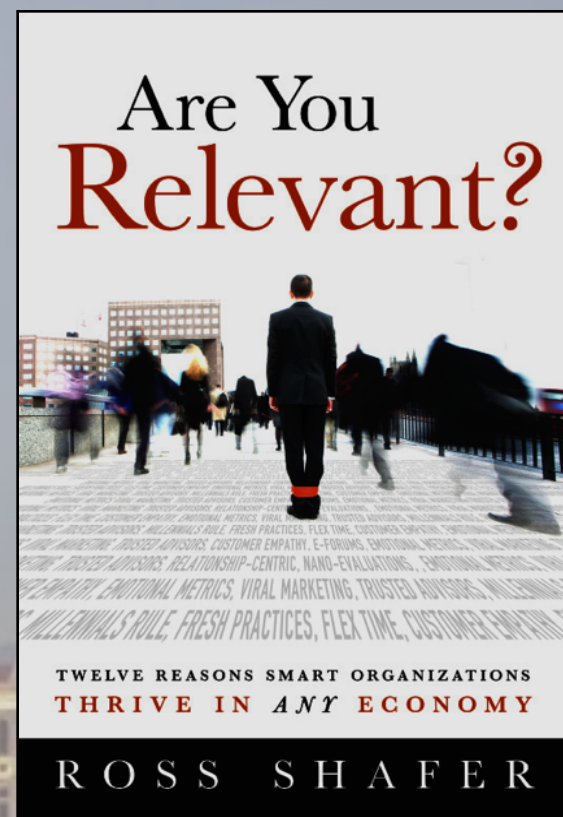
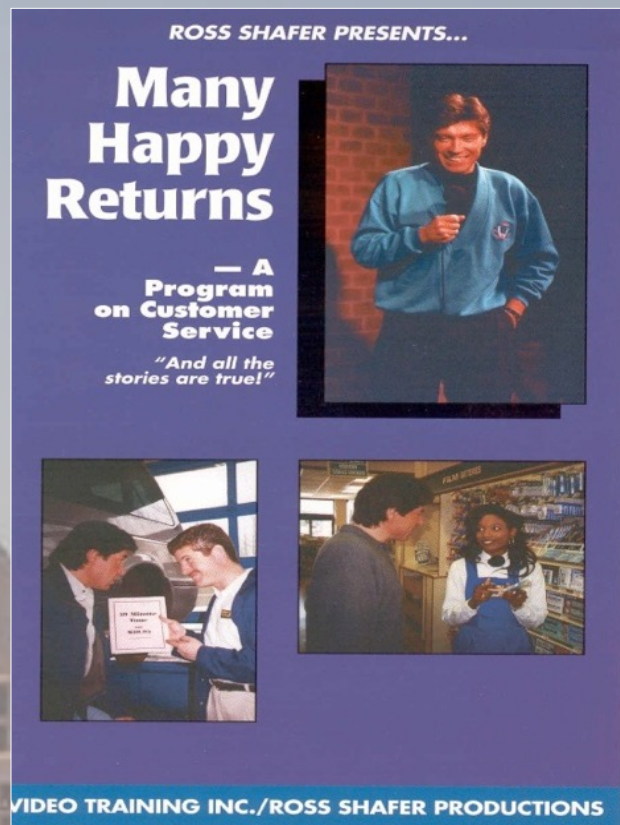
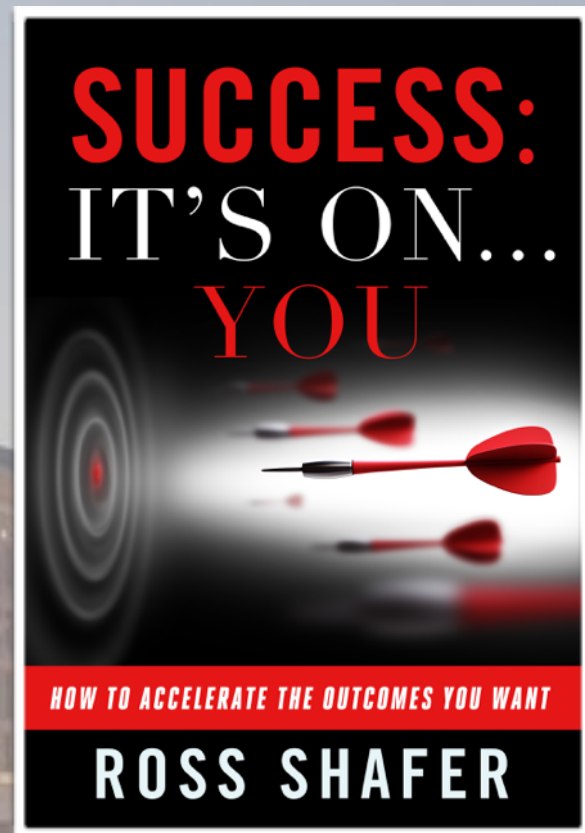
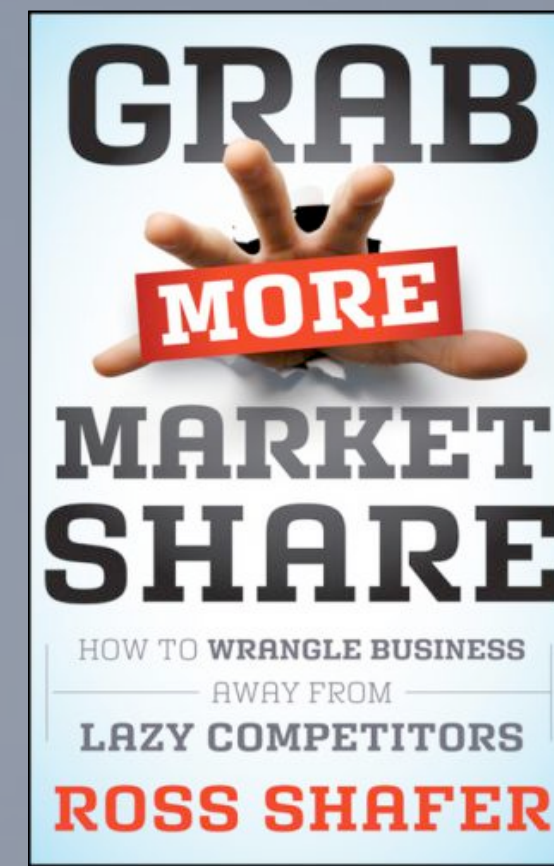
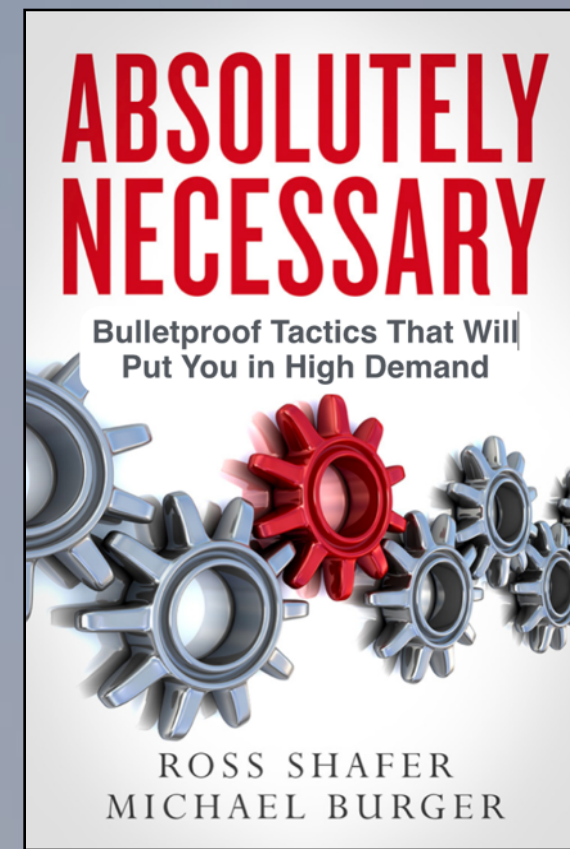
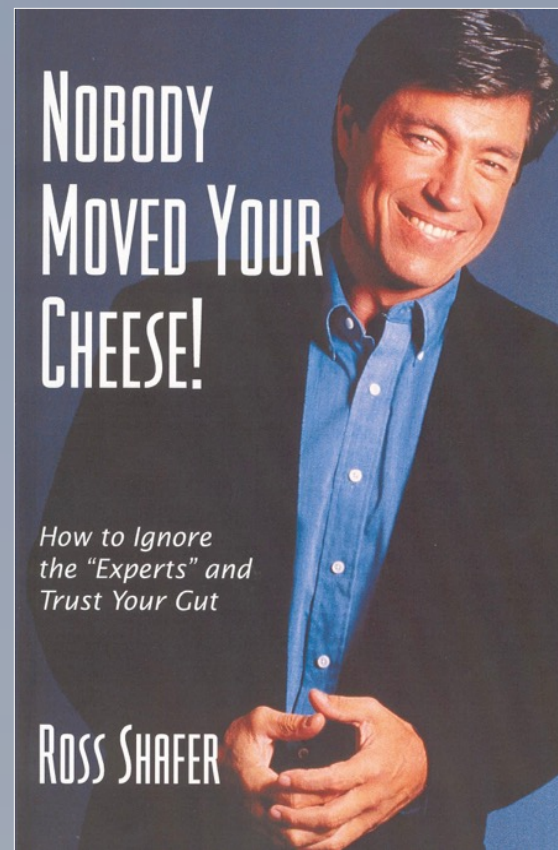
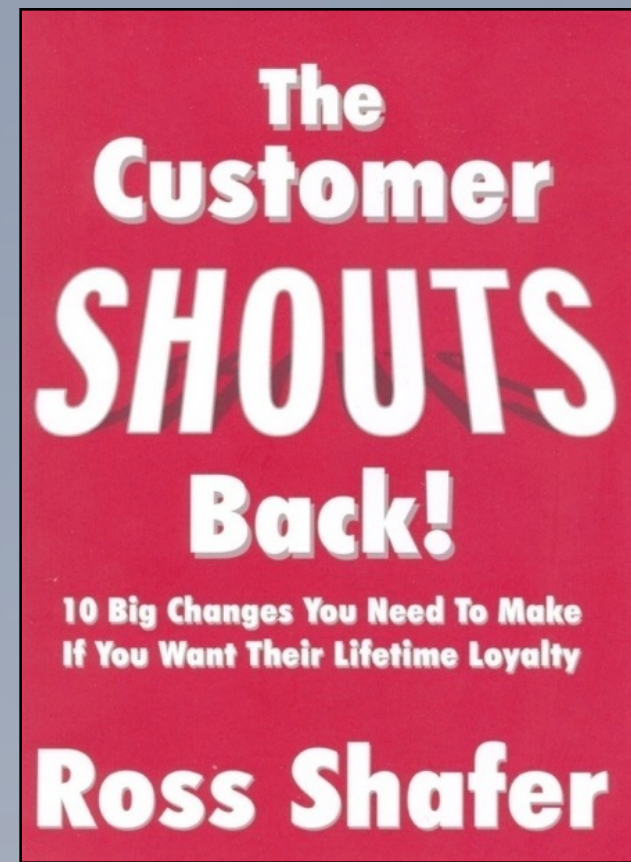
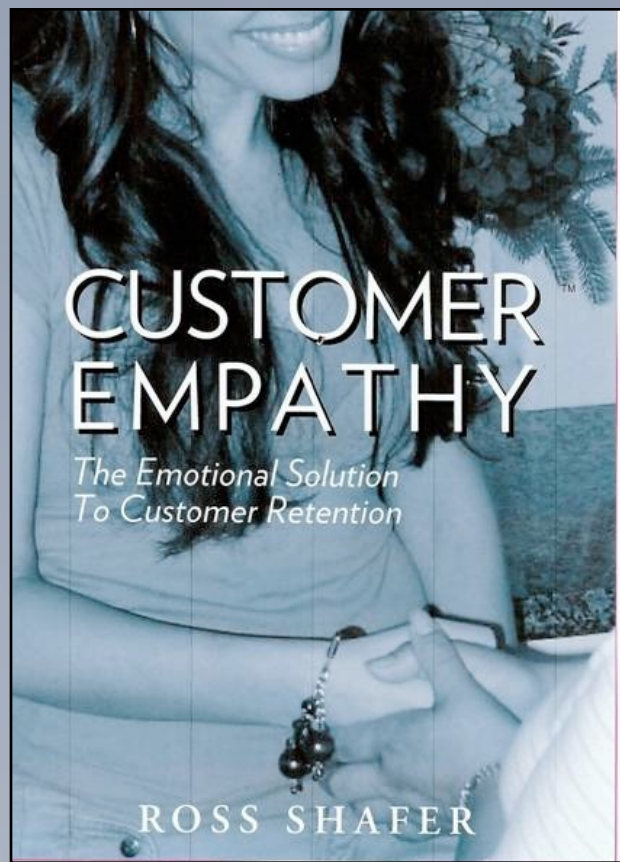
TV & Film Production

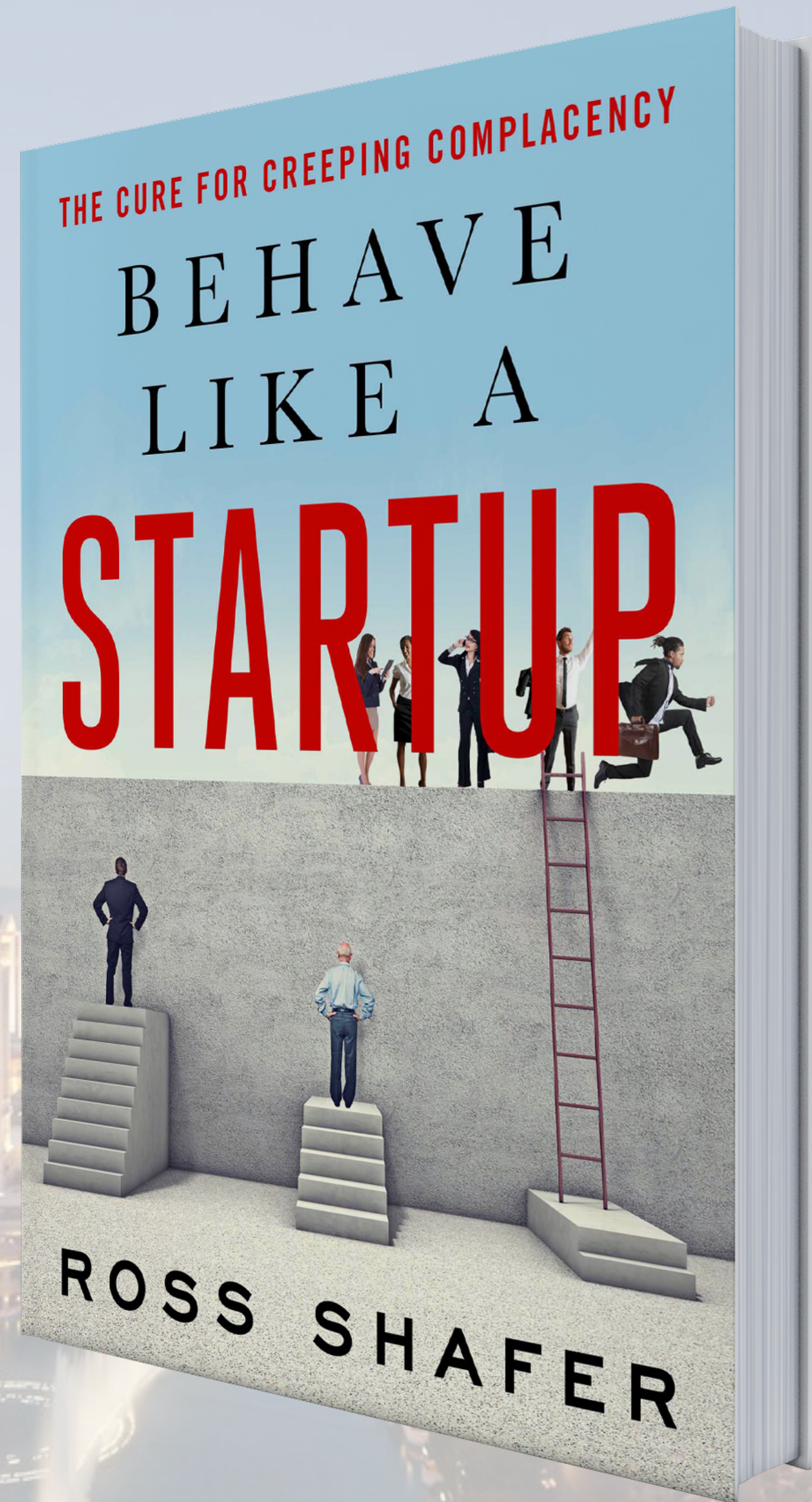
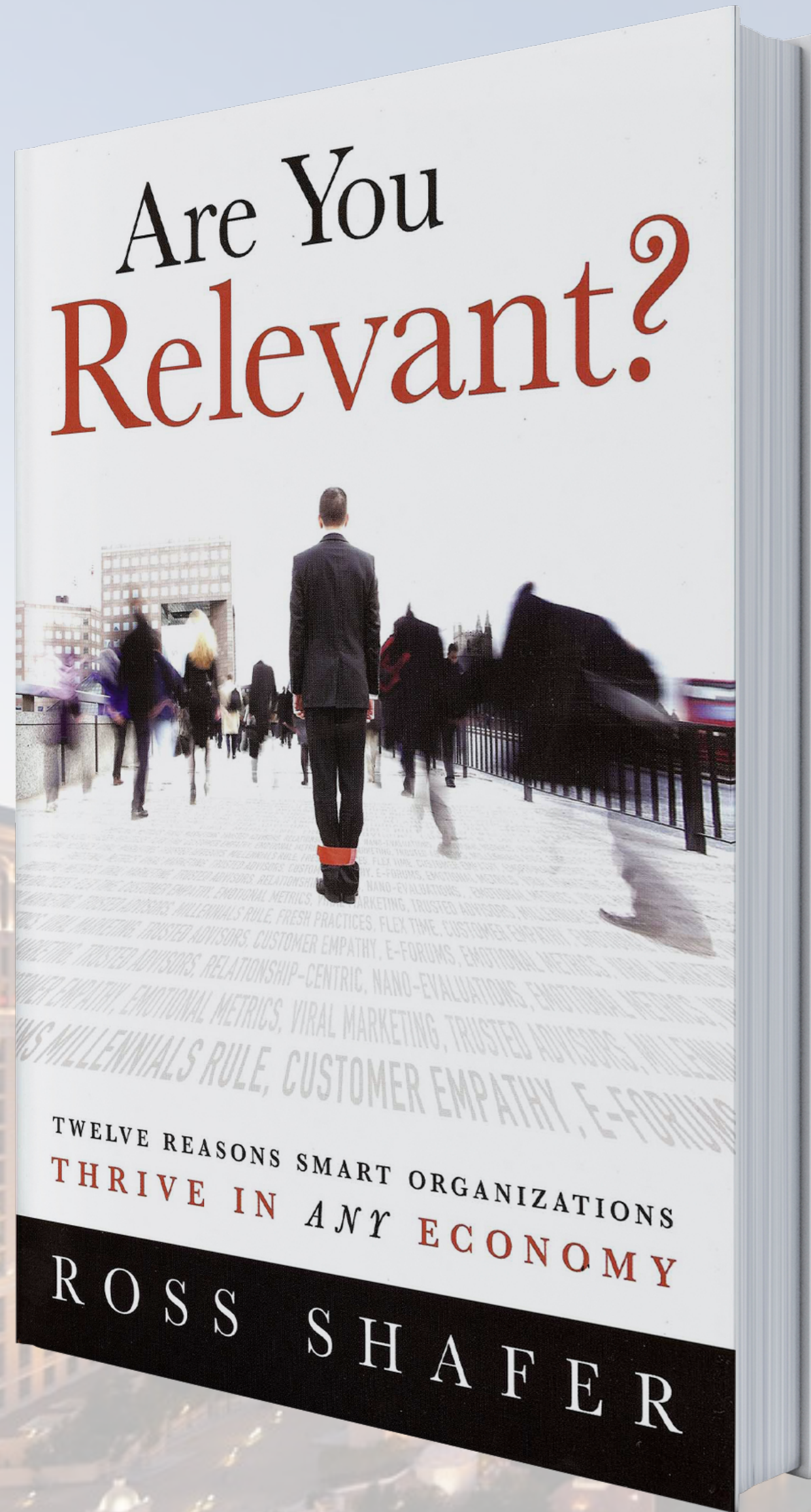


THE ICE CREAM SHOP









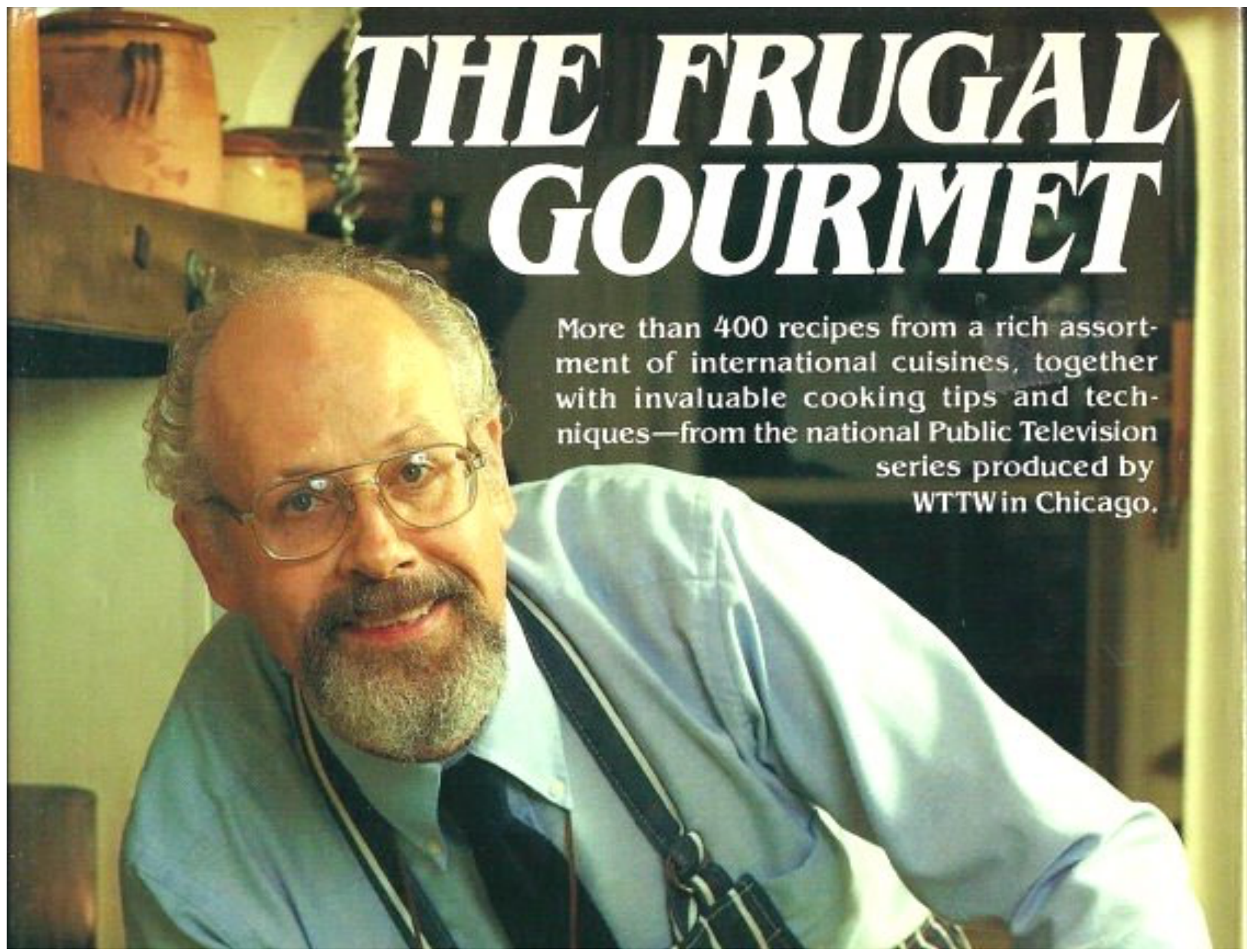
Startups Rely on Facts & Data



The Galloping Gourmet

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



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

“Lifespan” of S & P 500 Companies

In 1968 - Companies lasted an average of 70 years



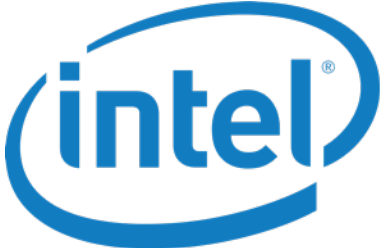






By 1980 - Companies lived only 25 years

2016 - 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/>

	104 yrs old
 HEWLETT® PACKARD	77
	52
	47
 Microsoft	41
	40
	39
	31
	22

Startups are Obsessed About Innovation



Hotel Events

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

Events for April 21, 2017

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

Association of Human Nature Convention



[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](#)



~~“Can I help you?”~~











Laramar Apartment Homes - 55,000 units

Over-Serve Your Most Important Customers



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 Insurance, Investment Services, Bank Accounts

87% of Office Expense Decisions at work

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.”

34% Felt Cheated or Lied to

27% Felt Ignored and/or
Treated Rudely

23% Company refused to
take responsibility

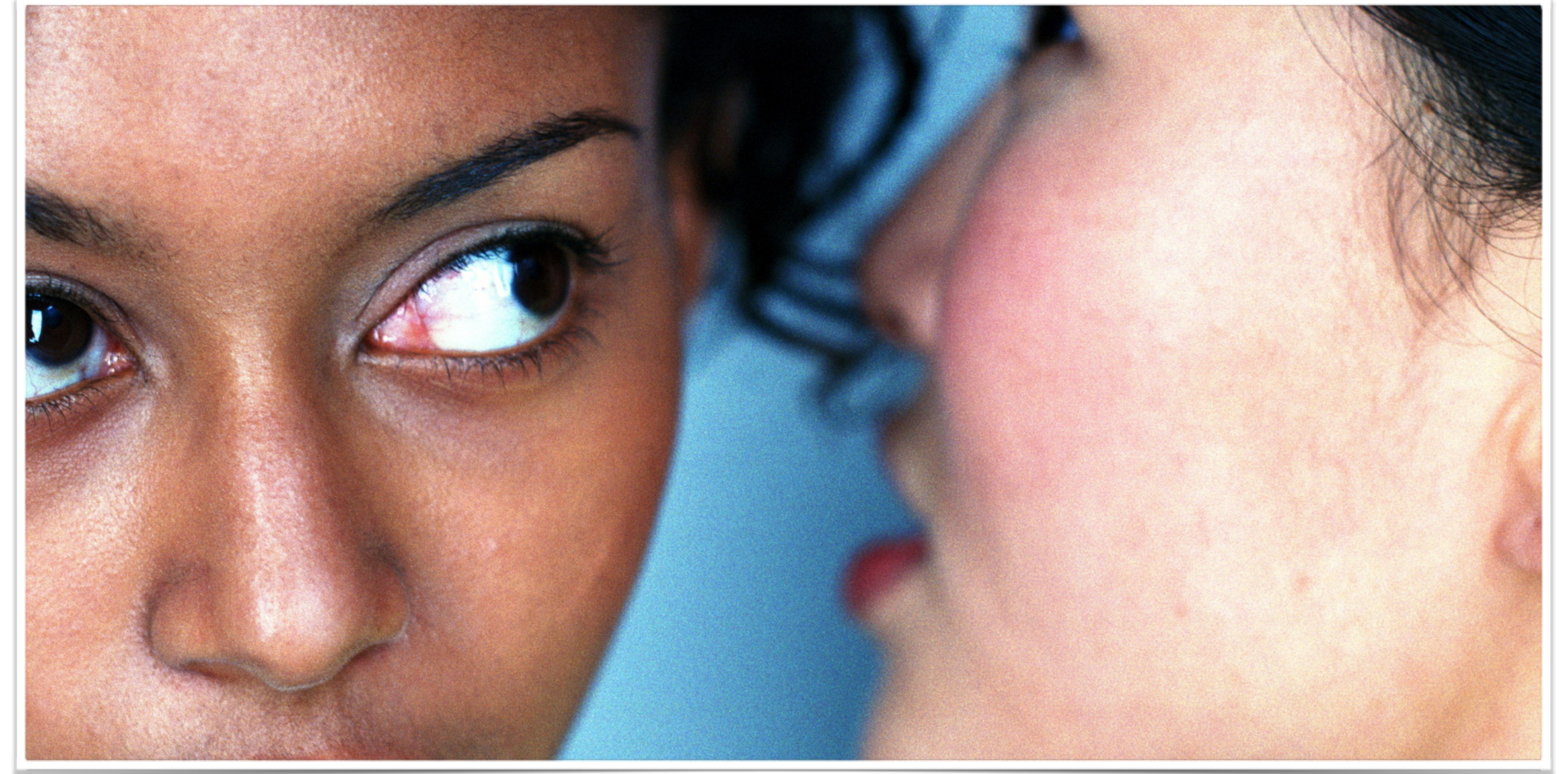
10% Dealt w/ Incompetence

6% Customer was Flat-Out
Unreasonable

A woman with long, dark, wavy hair is shown from the chest up. She has a frustrated or angry expression, with furrowed brows and a slightly open mouth showing teeth. A blue speech bubble is positioned in the upper right corner of the image, containing the text "I have a complaint!".

**“I have a
complaint!”**

“92% of women will share information re: quality and value to an average of 21 other people.”



(not counting social media)

Startups Know They Must Eliminate “Customer Friction”



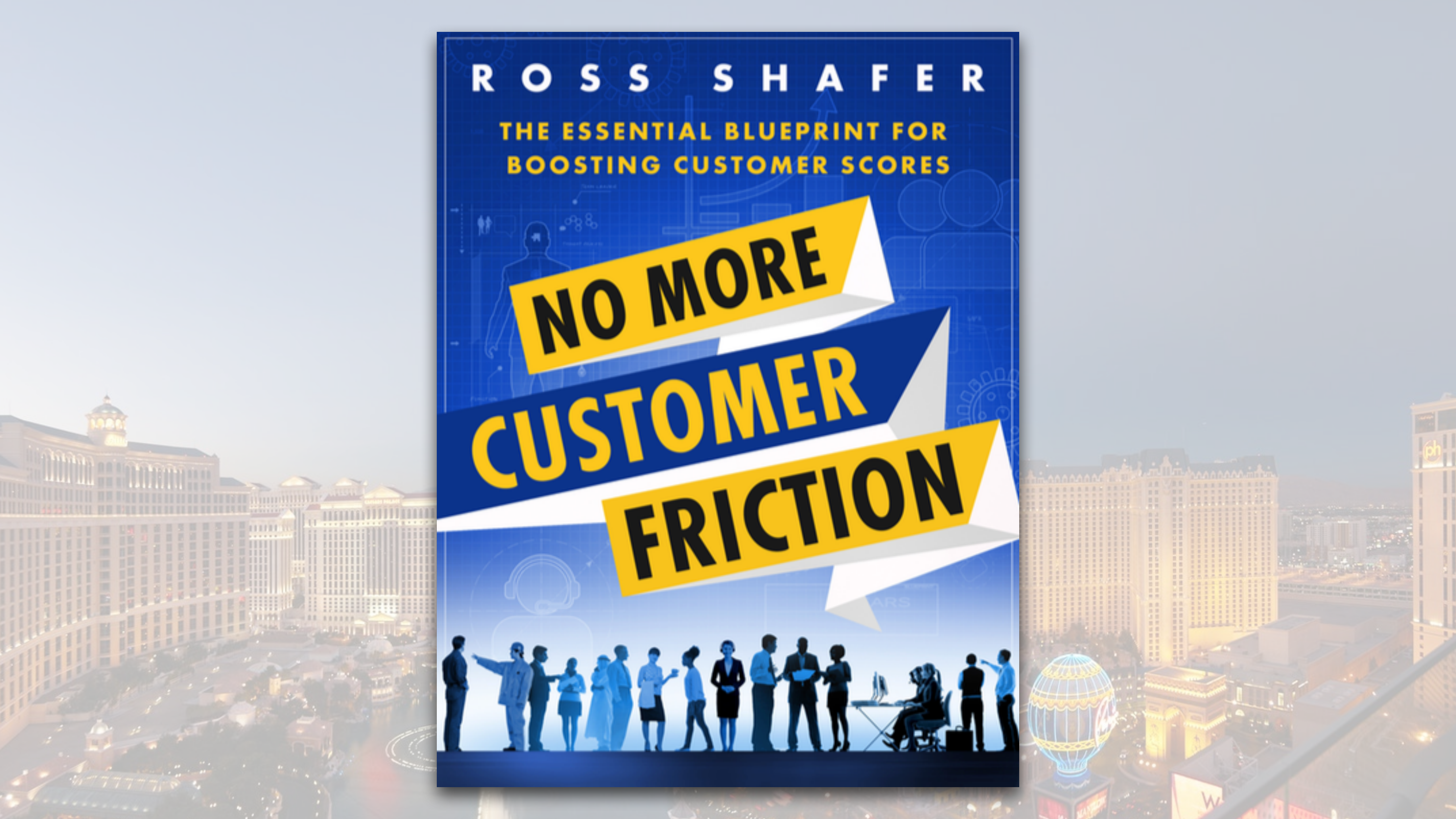
R O S S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

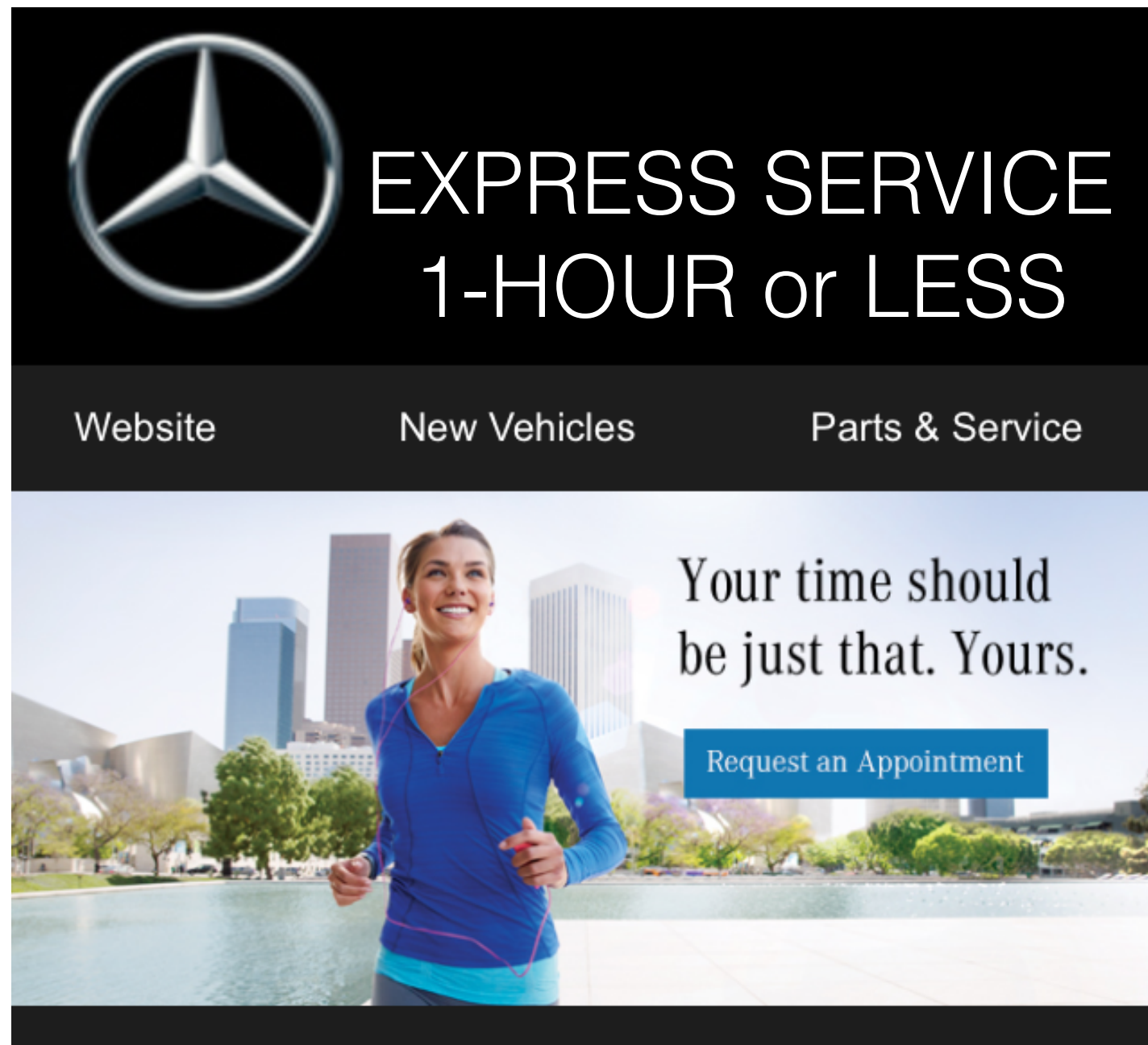
NO MORE


CUSTOMER

FRICTION



SAVE ME TIME. I WANT CONVENIENCE.



 **EXPRESS SERVICE**
1-HOUR or LESS

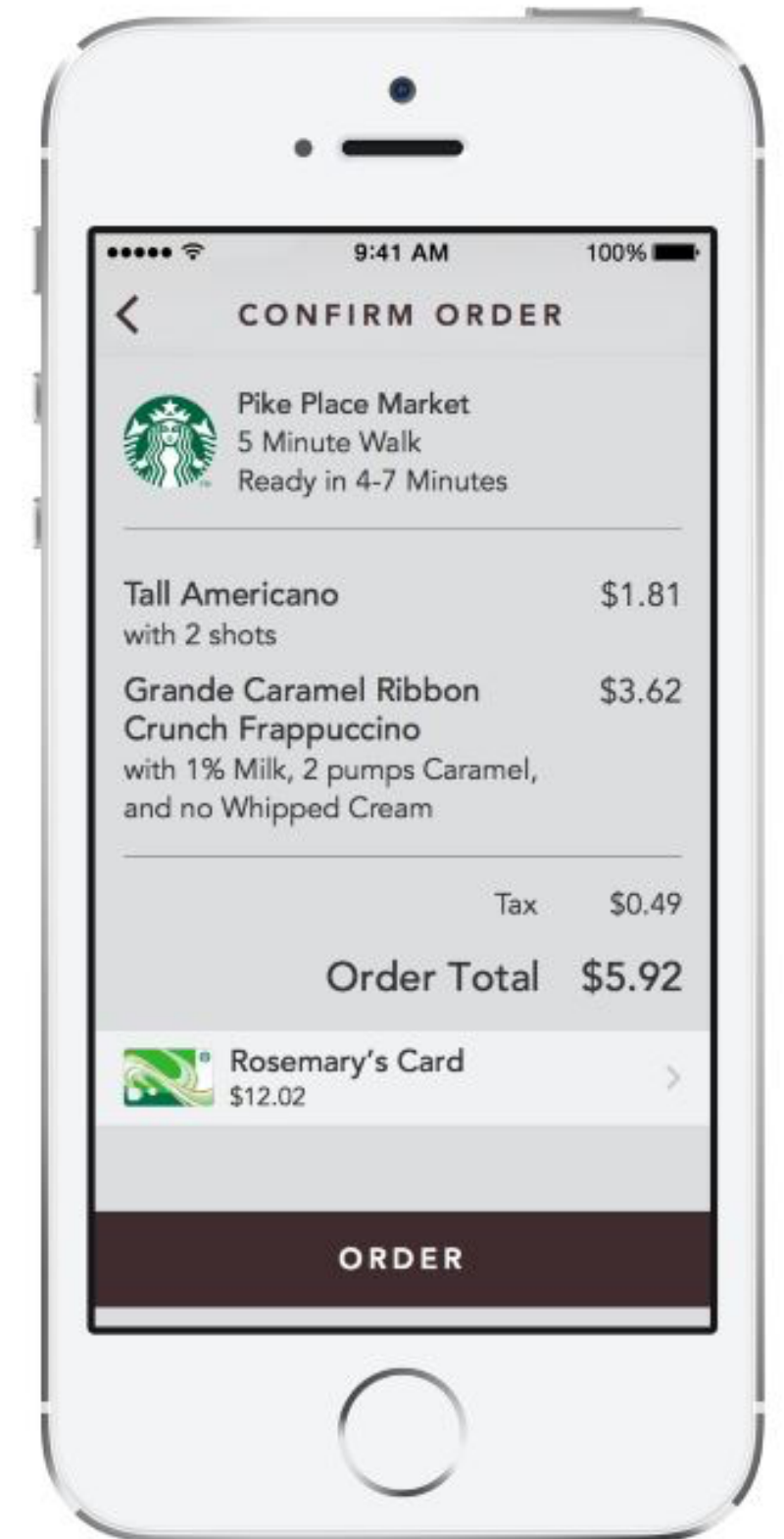
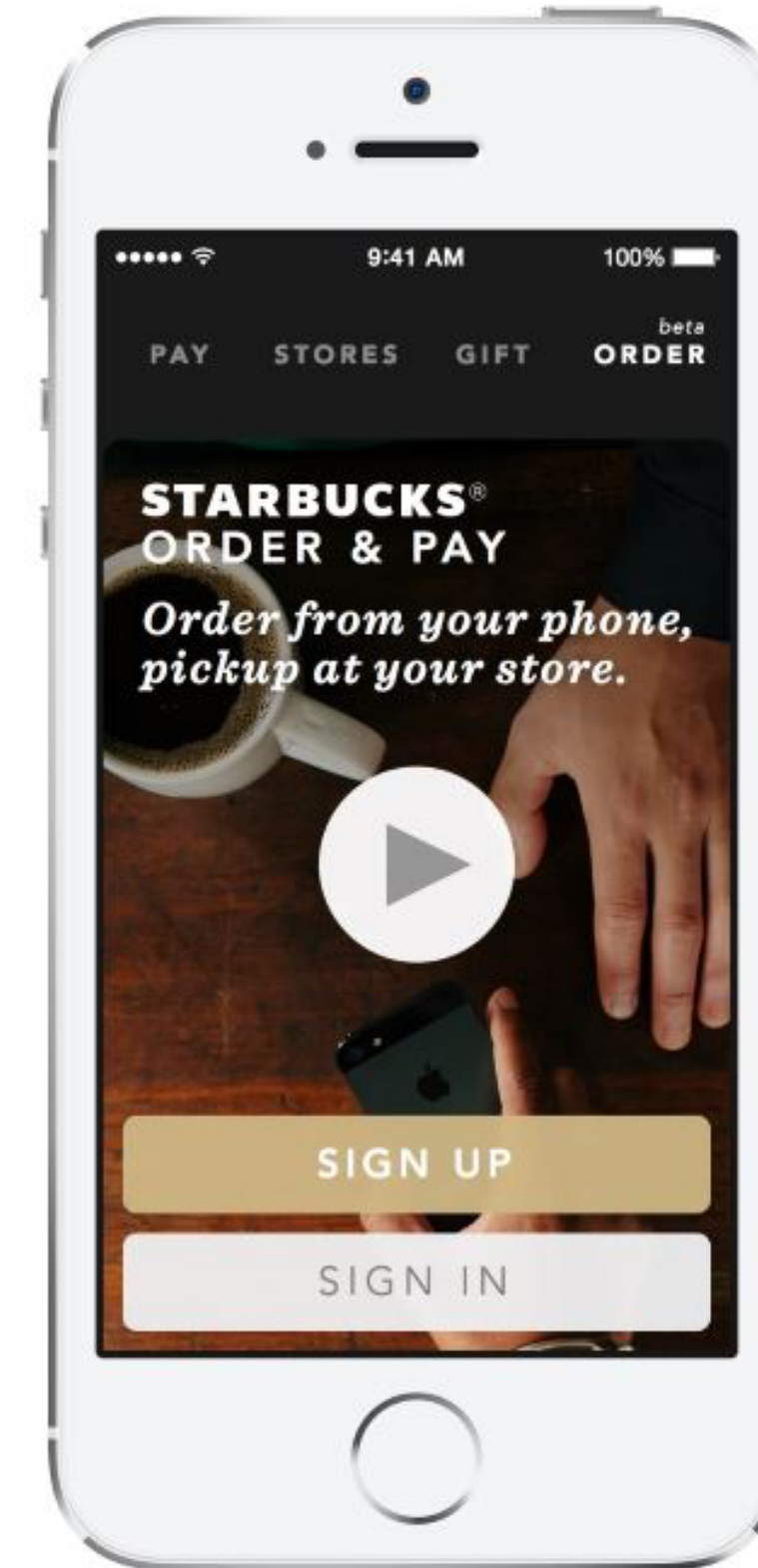
Website New Vehicles Parts & Service

Your time should be just that. Yours.

[Request an Appointment](#)



U B E R





amazon go

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®

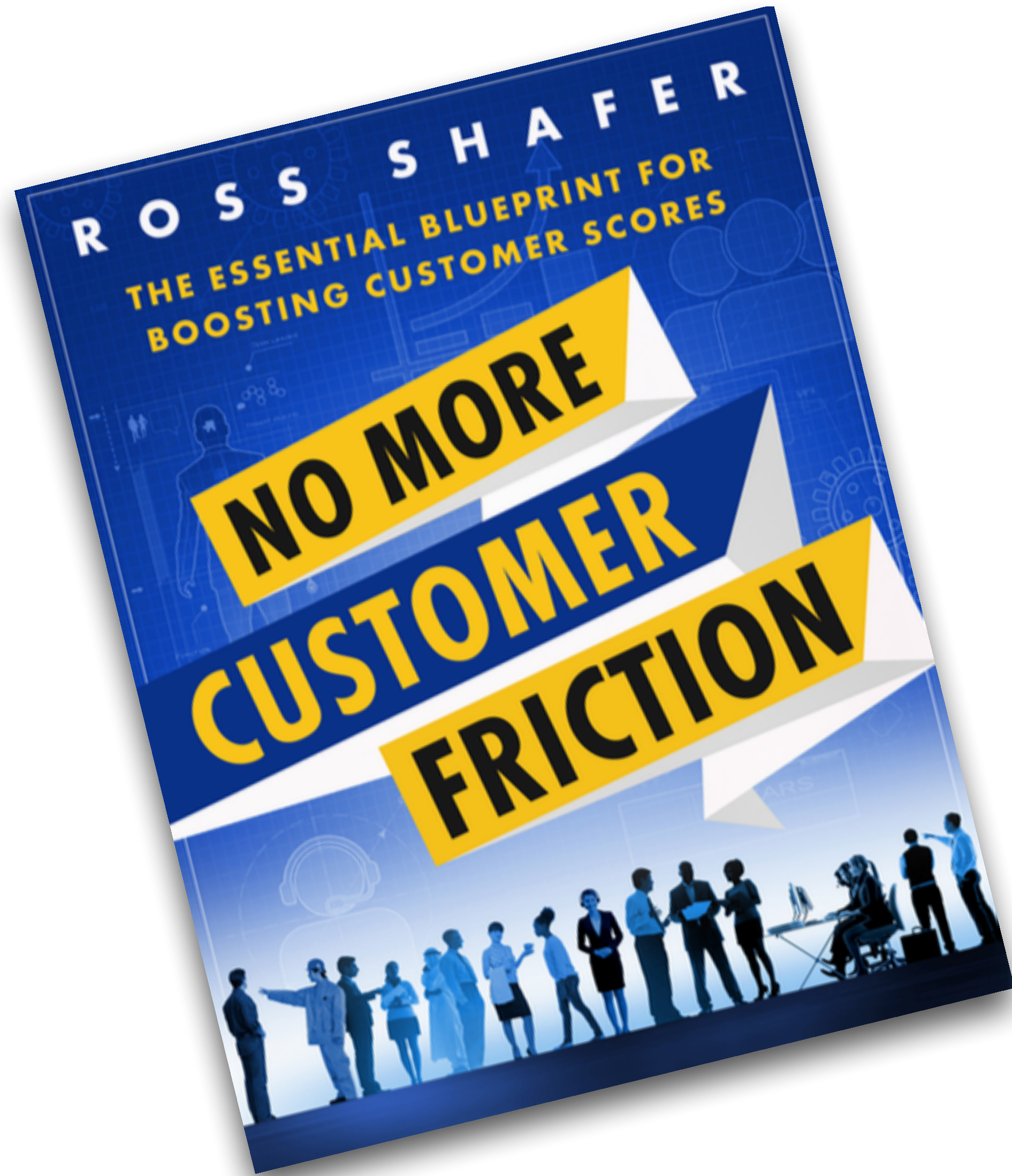
for outstanding customer service...



erases



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



**Does This
System
Work?**



Complaints led to losing 1,000,000m subscribers in one-quarter.

They spent \$300M to improve ALL processes.

Today, billing, call centers, and installation is rock-solid. Comcast is #1 in customer sign-ups & retention in their industry.

10 yrs ago, customers complained their toys were boring & prices were too high.

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.

***Last Place* customer care in their industry. I coached them to reduced friction for Linemen, Call Centers, & Engineers.**

We corrected customer complaints and empowered on-the-spot fixes. 90 days later we raised their J.D. Power scores 21 Points...#1 in their industry.

**Every Product & Service
Needs an
Emotional Story**



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



**cafe
press**™



LUSH
FRESH HANDMADE COSMETICS

NIKEiD. INDIVIDUALLY
DESIGNED



WHO CARES ABOUT WHISKEY?

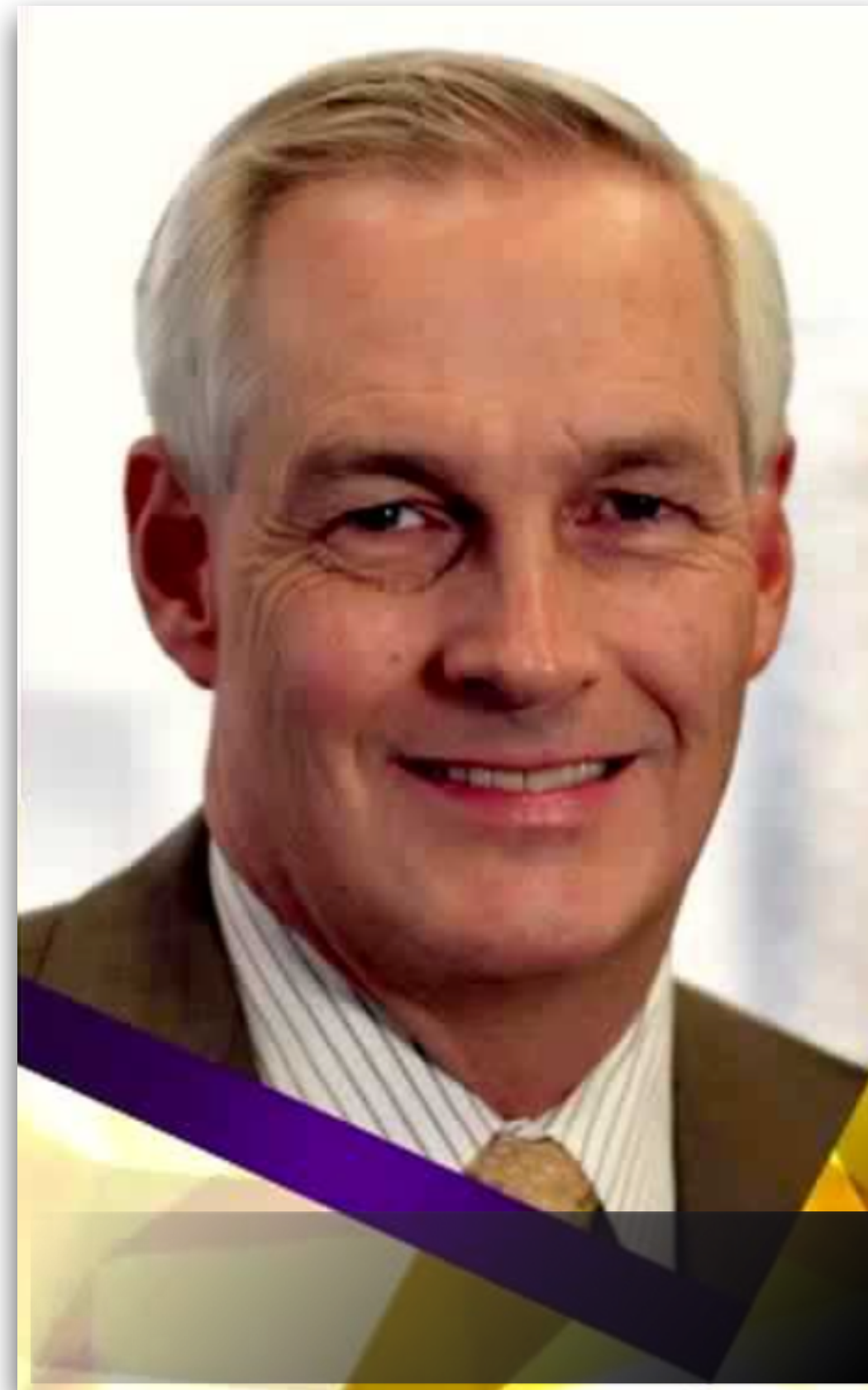
Startups Never Take Relationships for Granted



“We have an active data base of over 5,000 clients and we think of them as our friends.

Yet, we still send in the A-TEAM and treat every pitch like it’s our very first time.

We may win from our past work...but we prefer to win with our enthusiasm.”



John Magnusson
MKA Structural Engineering





Curiosity (in others) is seen as “Love.”



Maria Garcia



Search for people, places and things



Ross Shafer
Edit Profile

FAVORITES



News Feed



Messages

99+



Photos



Browse

PAGES



Pages Feed

20+



Like Pages

20+



Create Ad

GROUPS



University of Puget Soun...



Update Status



Add Photos/Video

What's on your mind?

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



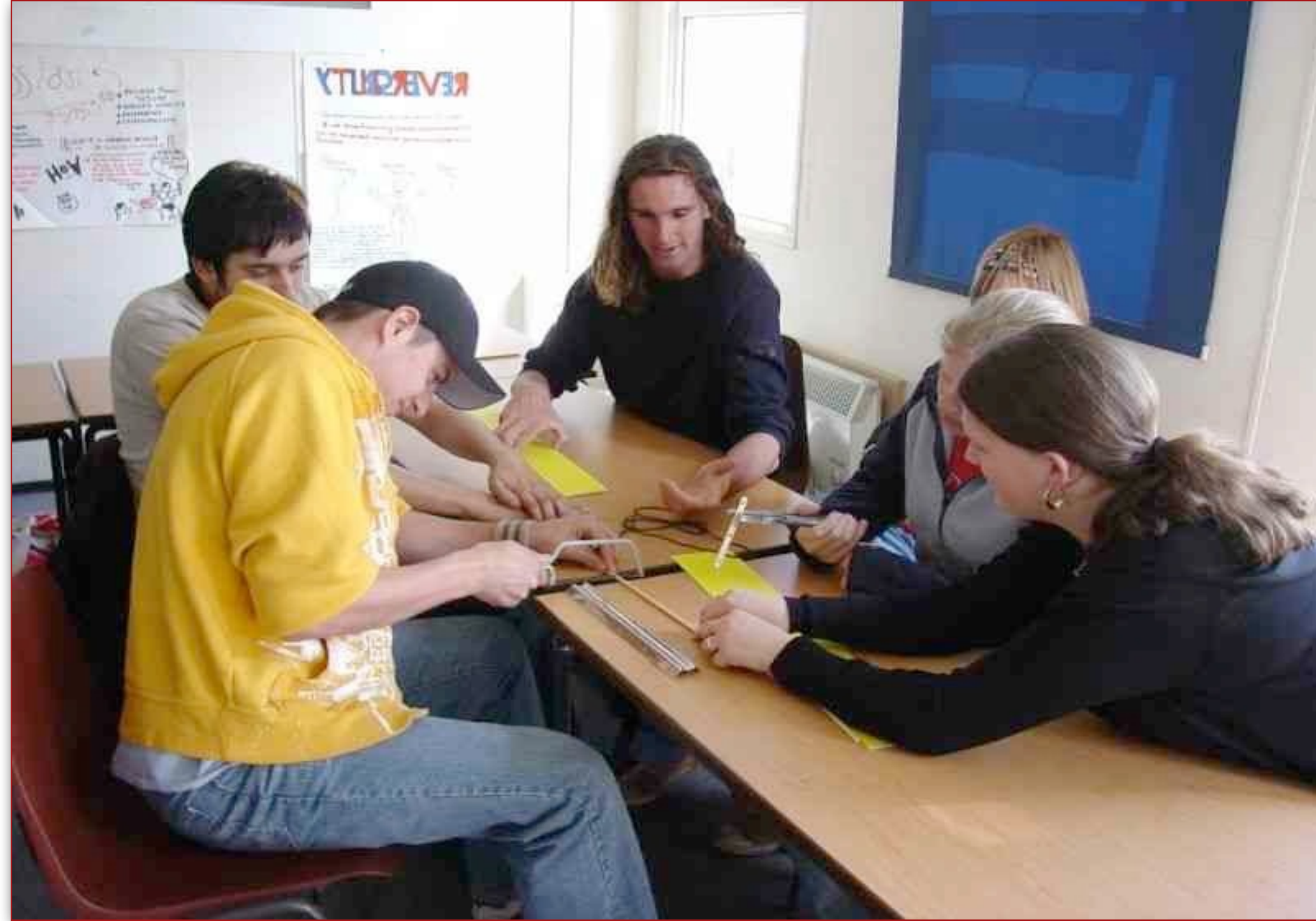
Aileen Bennett Thank you – I thought i had broken the internet (again)

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.”

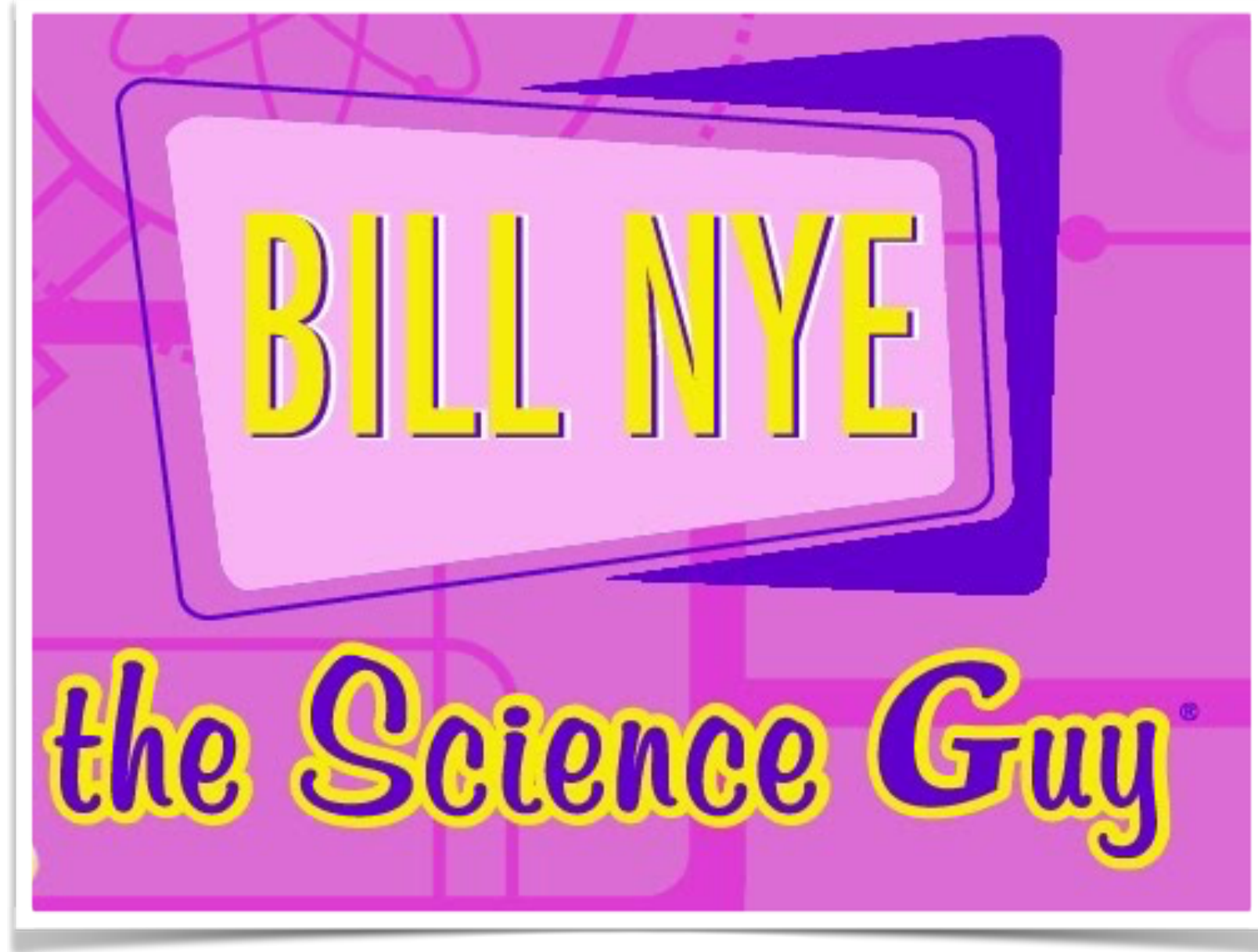
Startups Leverage Specialists



World's Greatest Shooter







Loyalty Happens in 'The Final Moment'





The "Kicker Story"

Which is why
we must be
careful re:
Customer/
Client
Evaluations



POST MEETING: FREE RESOURCES

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

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

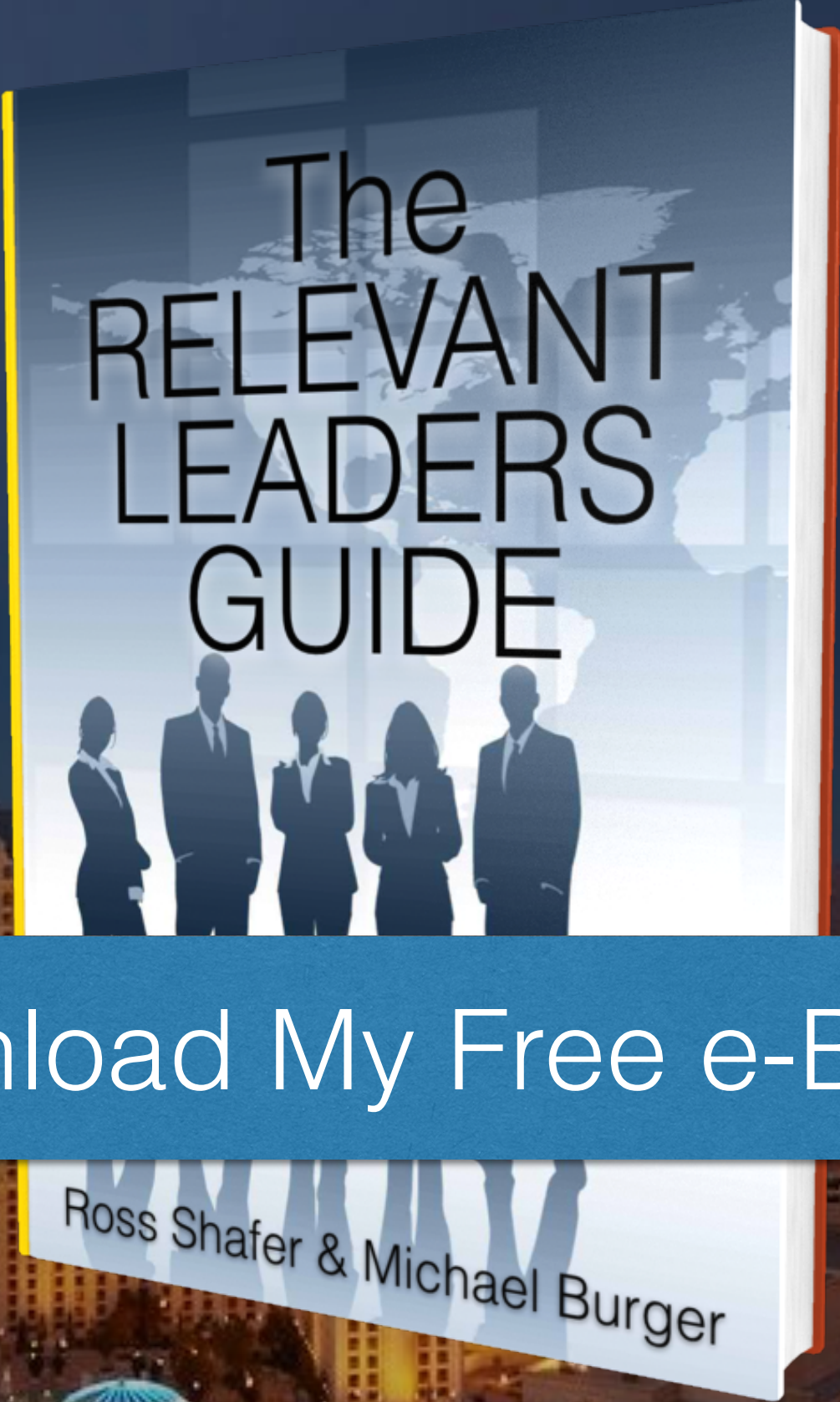
Relevant Leaders Club Download All

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
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...
- 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...

Leadership Video Blog

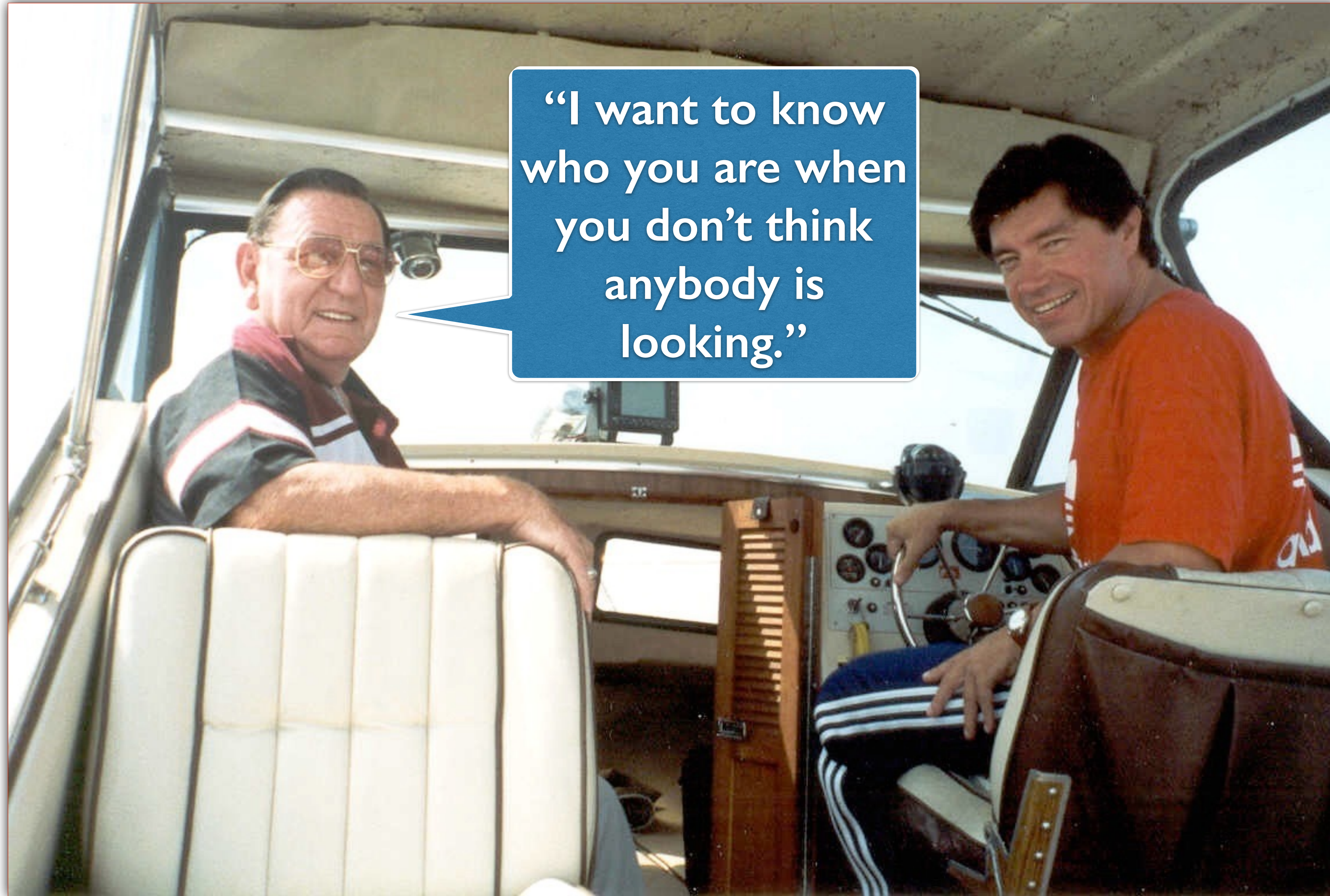
Download My Free e-Book



www.RossShafer.com

**Know Who You
Are...and Who
You Aren't**





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

Chuck Shafer 1927-2001



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



Ongoing Encouragement

A close-up photograph of a middle-aged man with dark, wavy hair, smiling broadly. He is wearing a dark suit jacket over a light blue and white striped collared shirt. The background is a plain, light blue color.

If you would like a custom
program for your
organization contact:

jborello@eaglestalent.com

1-973-313-9800

ROSSSHAFFER