

Contact Ross Shafer for a
customized event:

Andrea Gold

andrea@goldstars.com

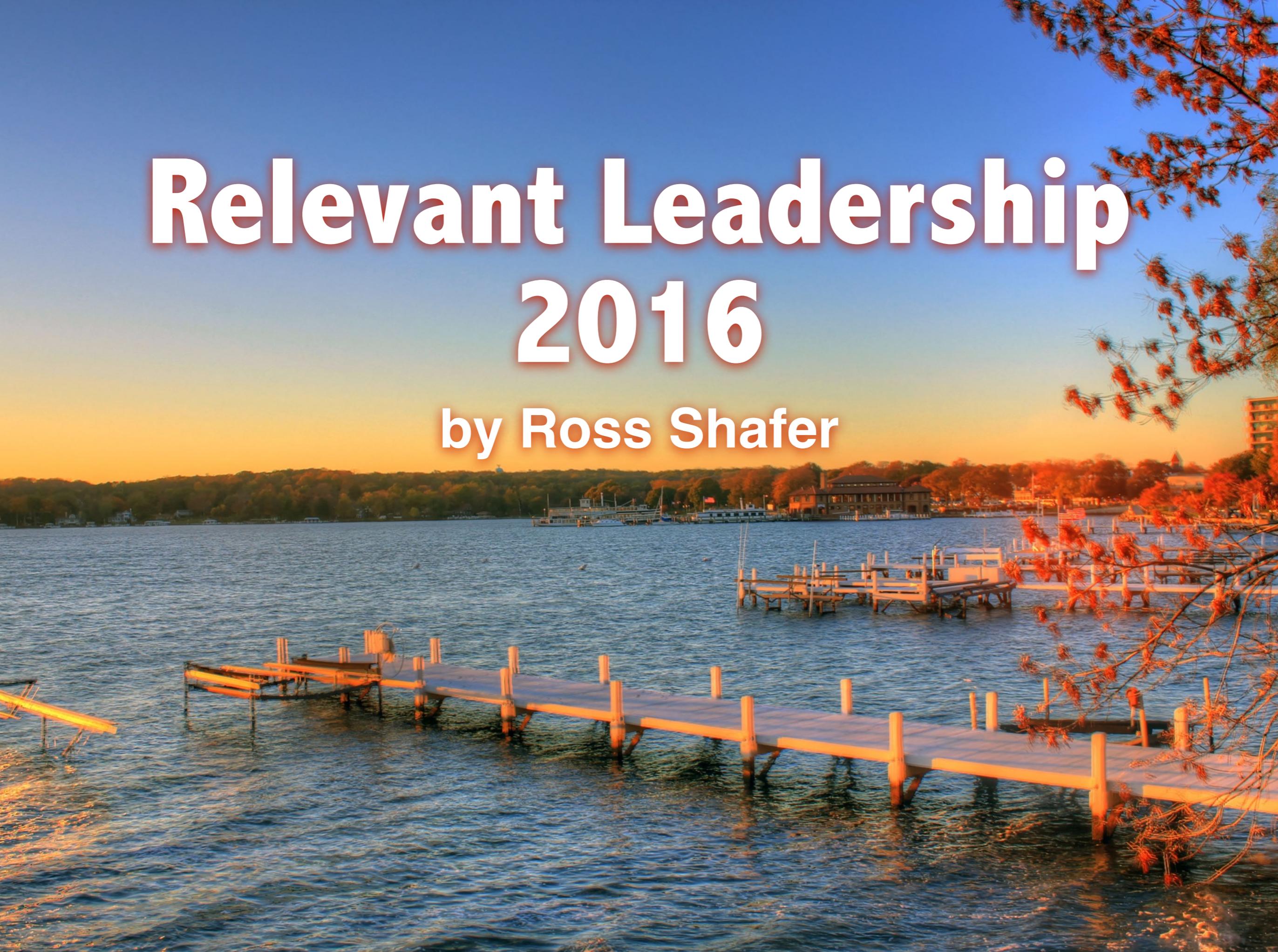
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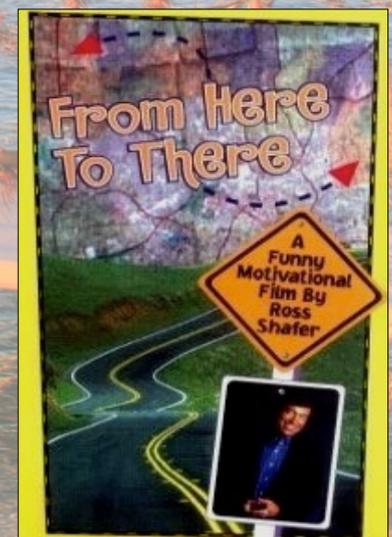
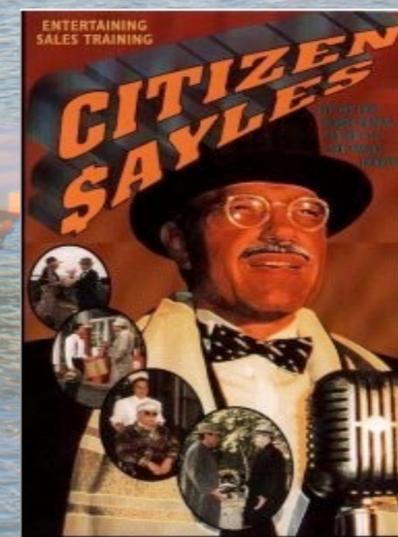
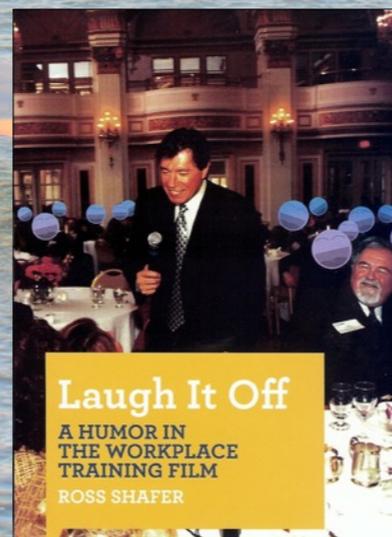
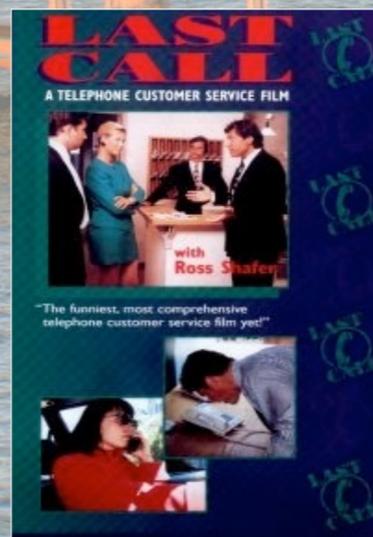
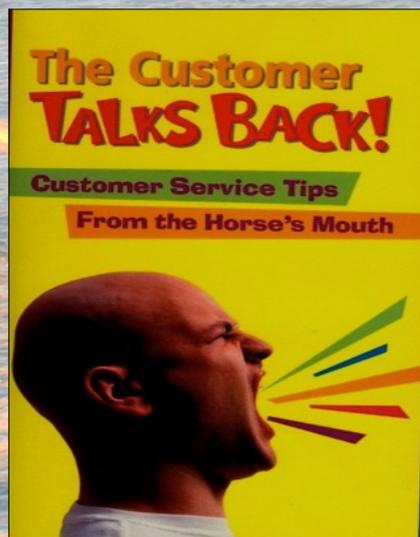
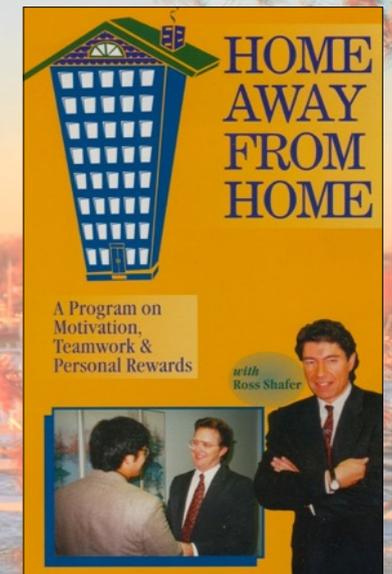
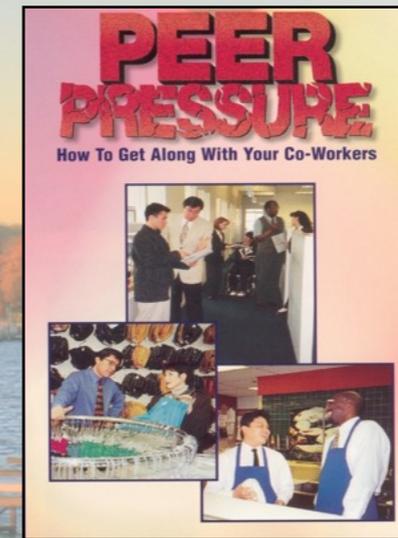
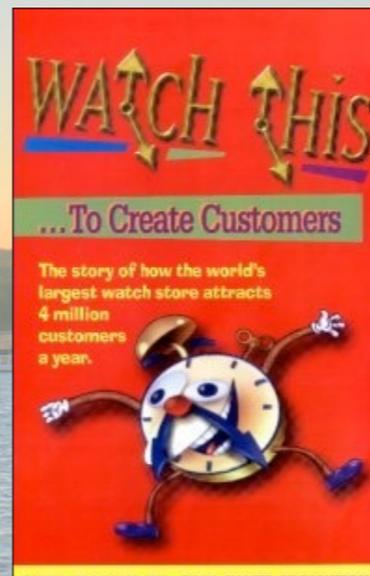
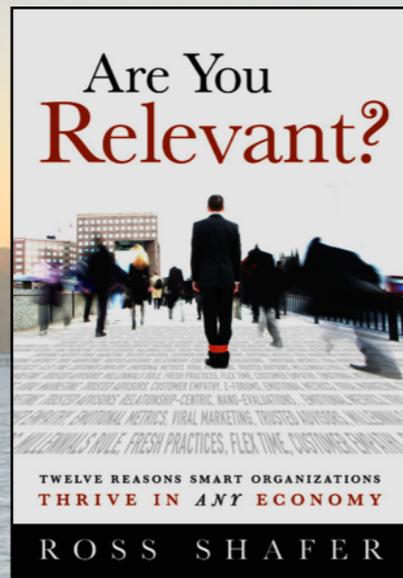
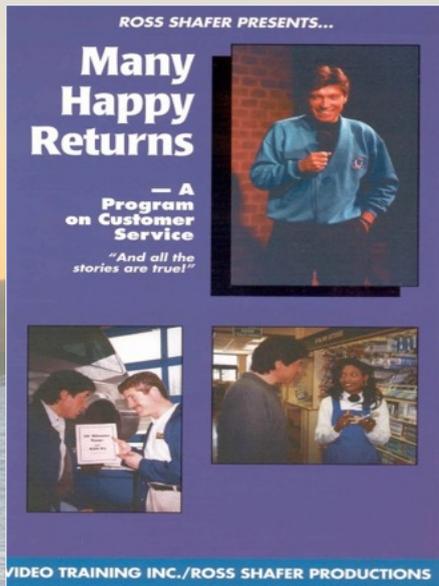
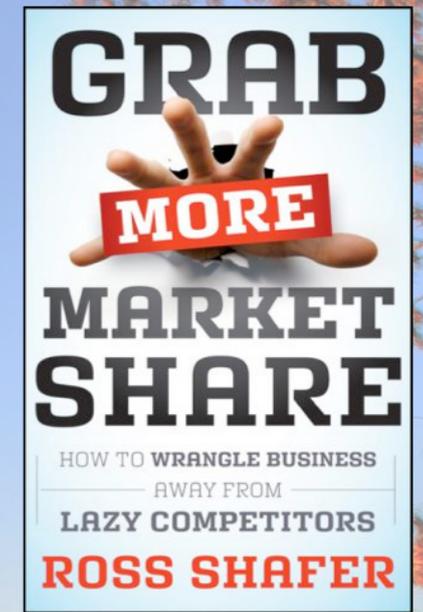
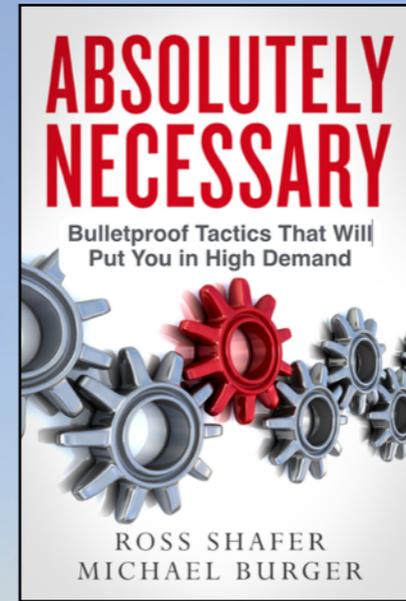
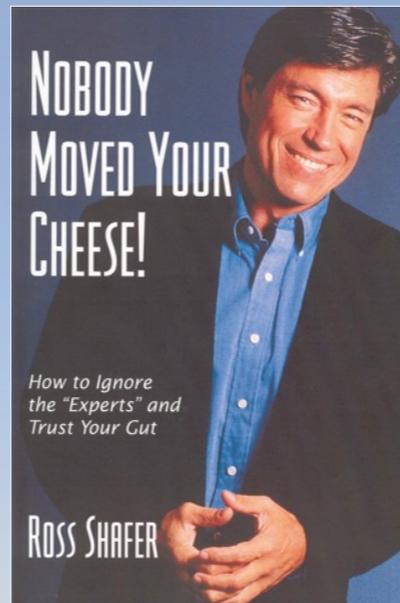
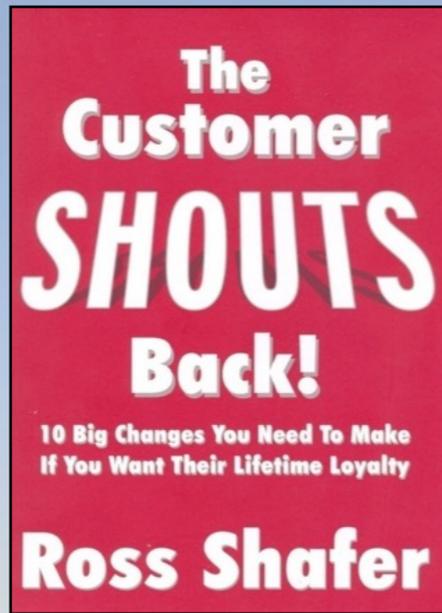
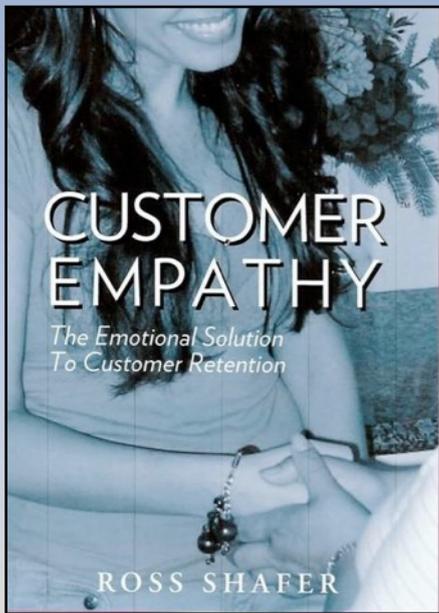
Ross Shafer
Ross Shafer
Consultants, Inc.

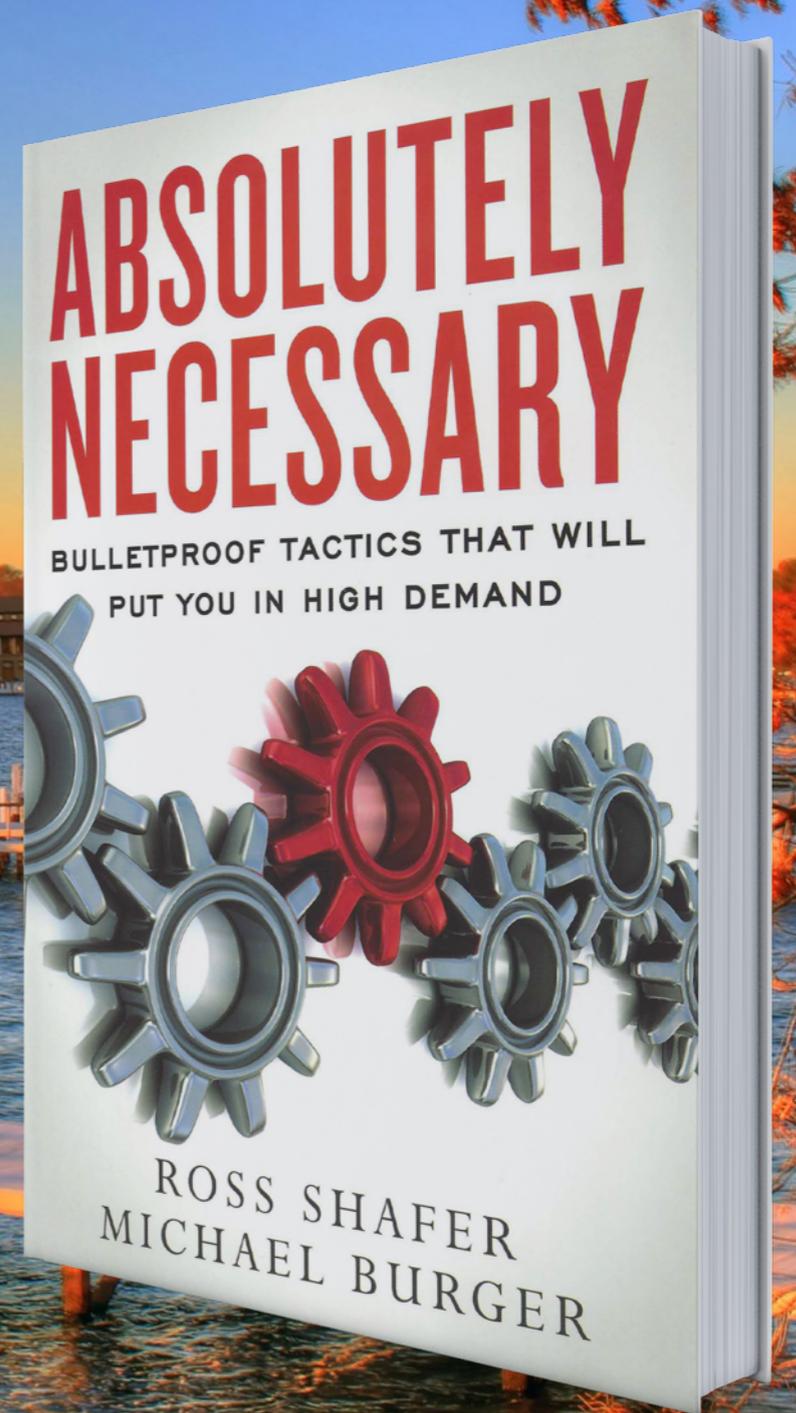
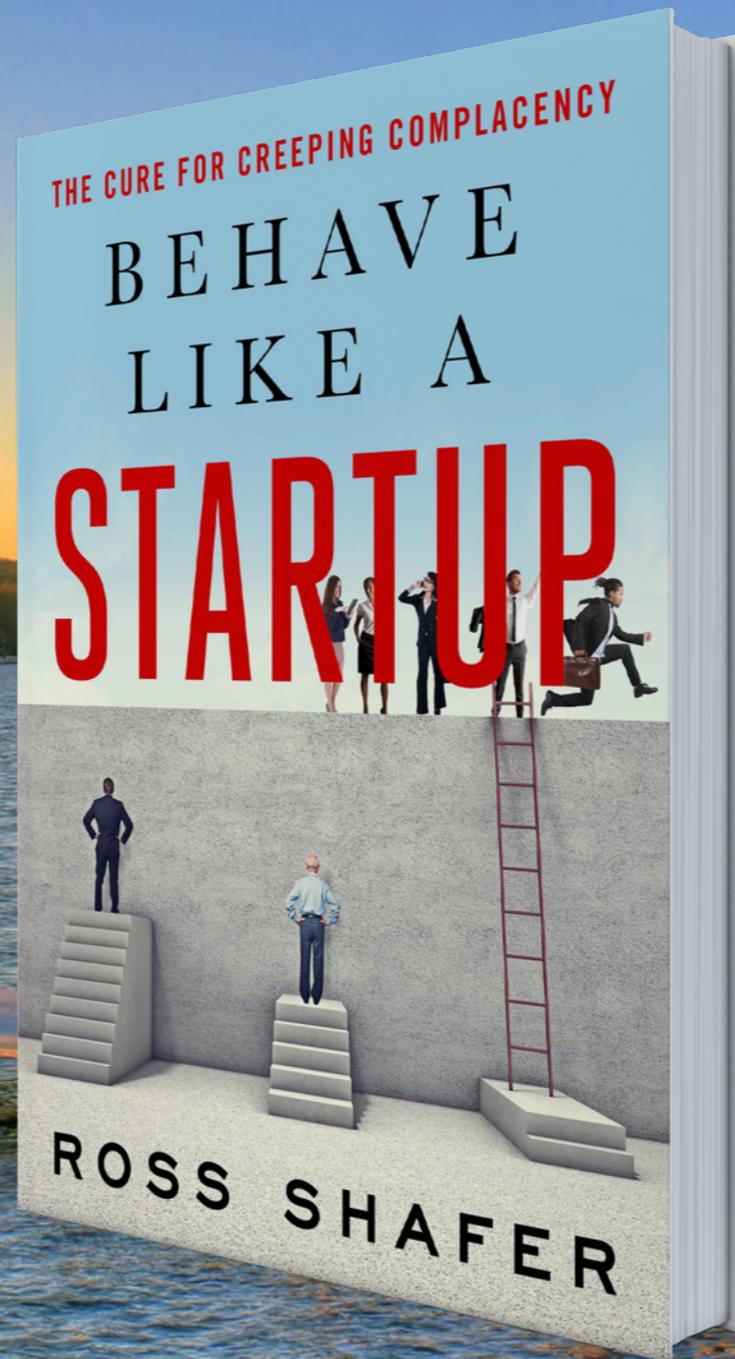
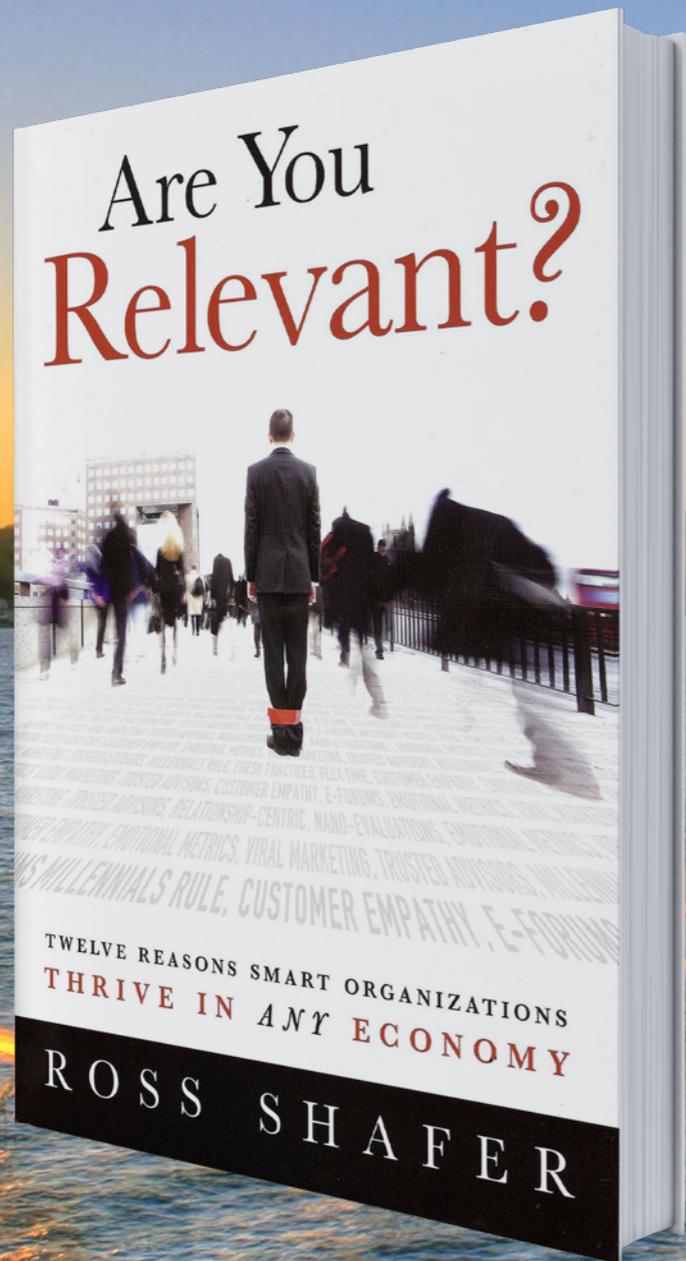


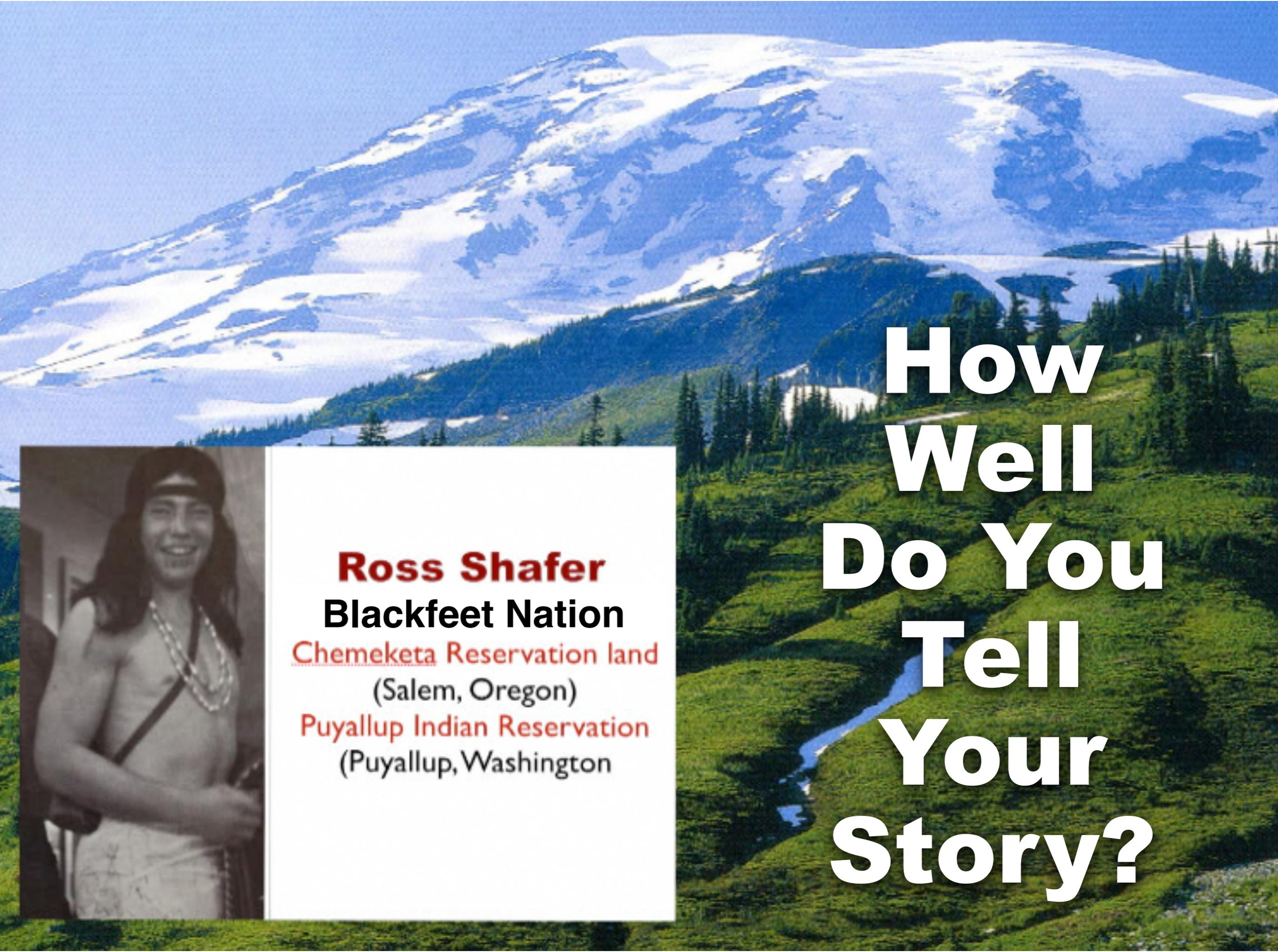
Relevant Leadership 2016

by Ross Shafer









**How
Well
Do You
Tell
Your
Story?**



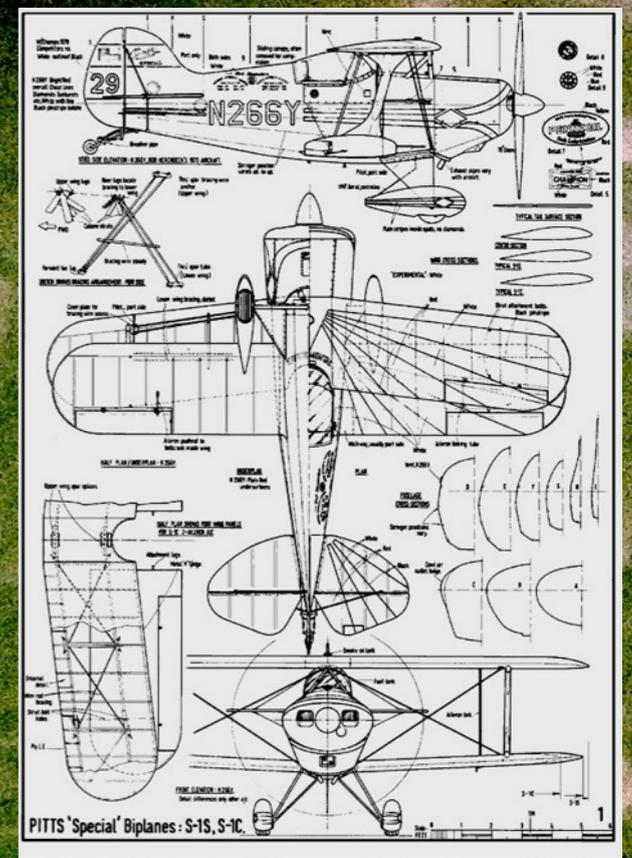
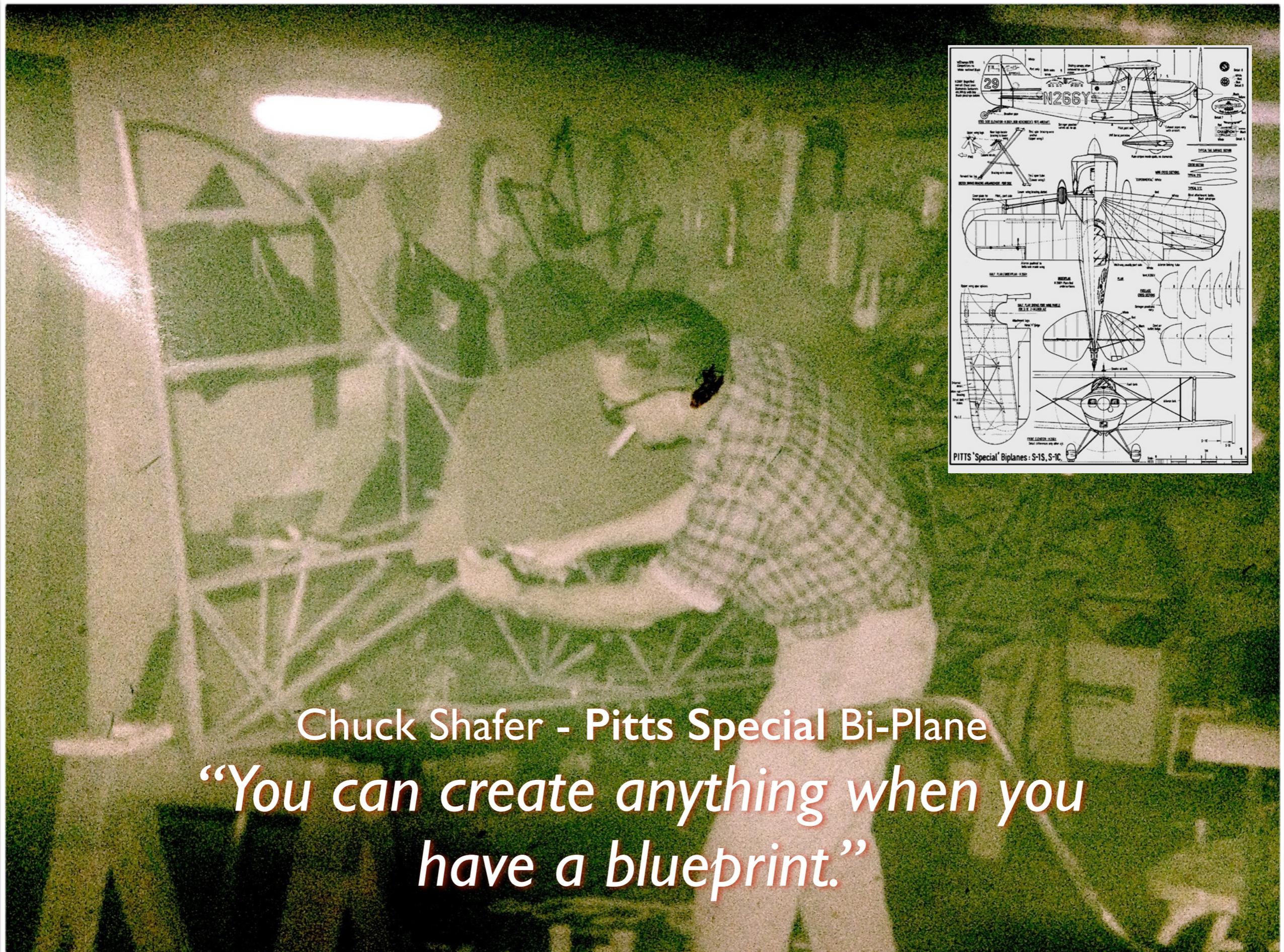
Ross Shafer
Blackfeet Nation
Chemeketa Reservation land
(Salem, Oregon)
Puyallup Indian Reservation
(Puyallup, Washington)

Profit Margin is Always Relevant





Chuck Shafer 1927-2001



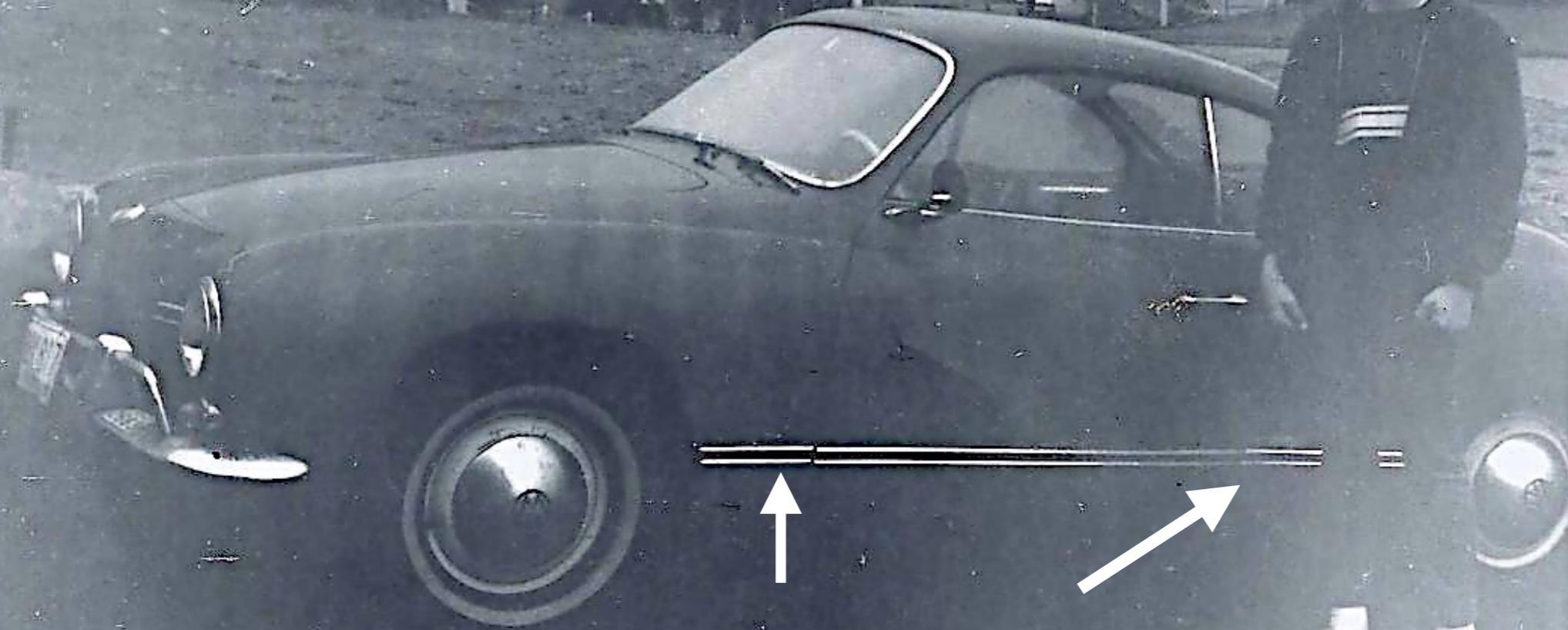
Chuck Shafer - Pitts Special Bi-Plane
*“You can create anything when you
have a blueprint.”*



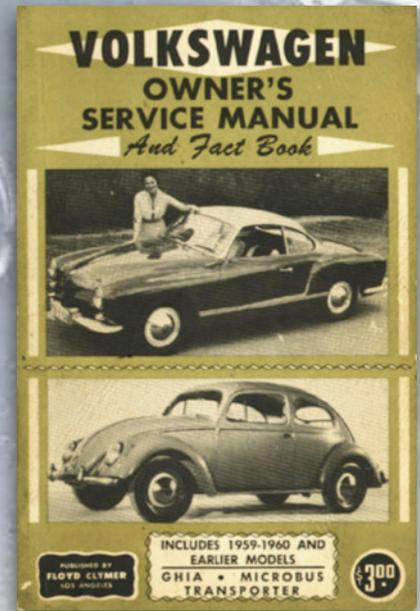
Maiden flight - May 1971



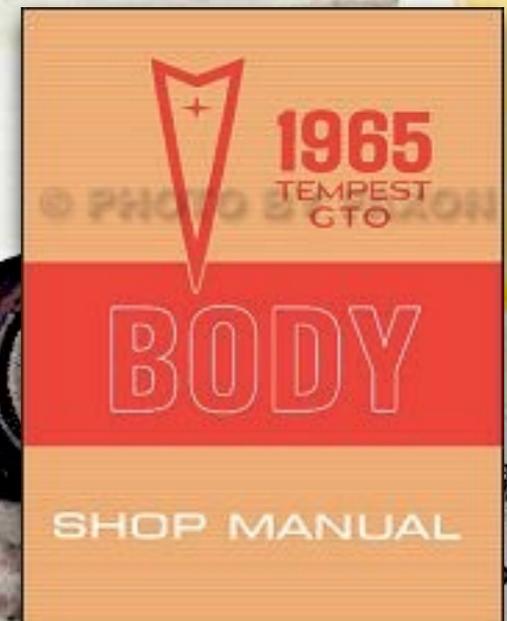
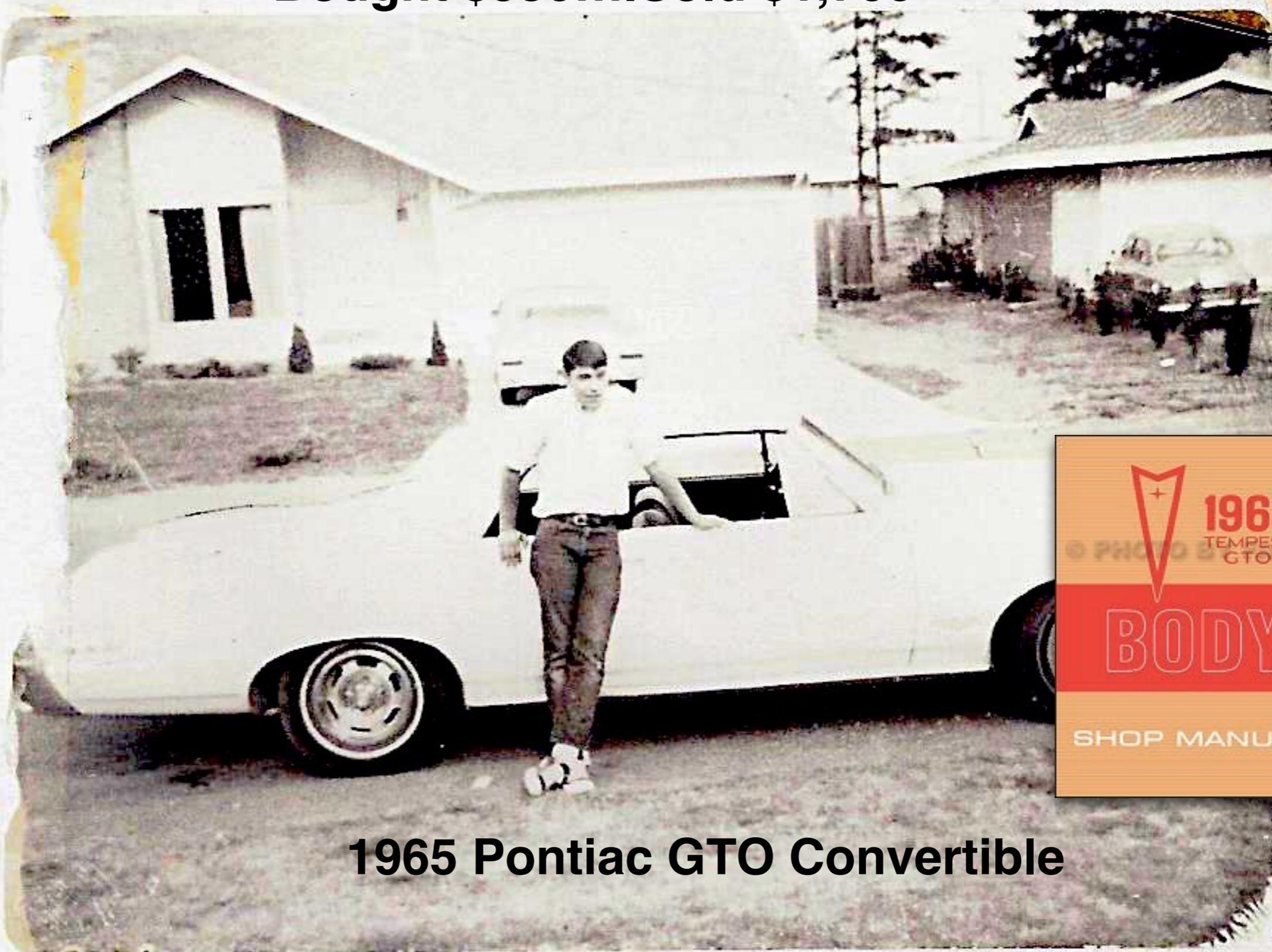
1961 Karmann Ghia Bought \$25.....Sold \$450



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



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



1965 Pontiac GTO Convertible

1984 Ferrari 308 GTS Bought \$9,800





Sold for \$38,500



purchased for \$4,800



sold 18 mos. later for \$17,500



Explaining things the easy way!

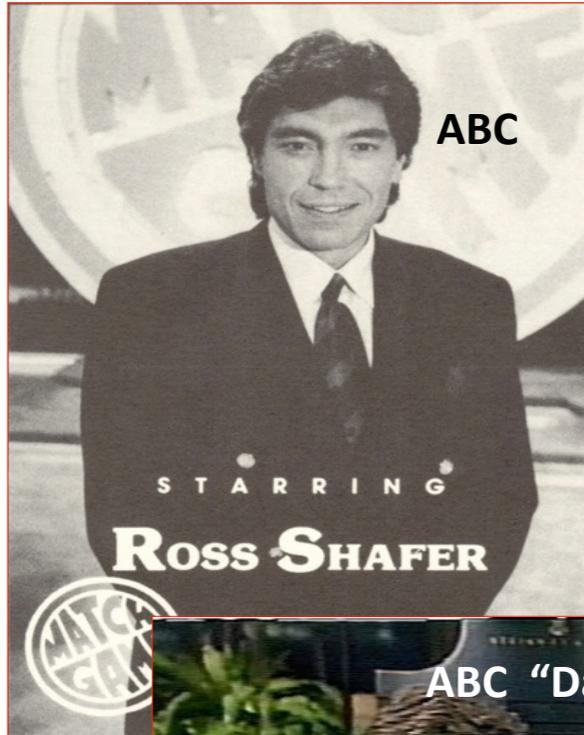
How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1



2014 © Enrico



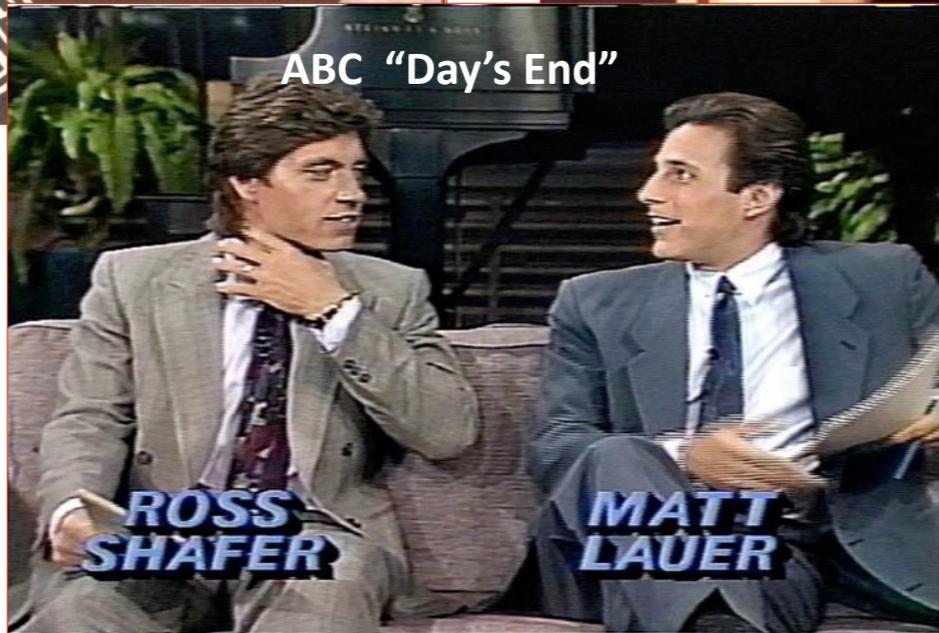
ABC

STARRING
ROSS SHAFER



NBC

Almost
LIVE!



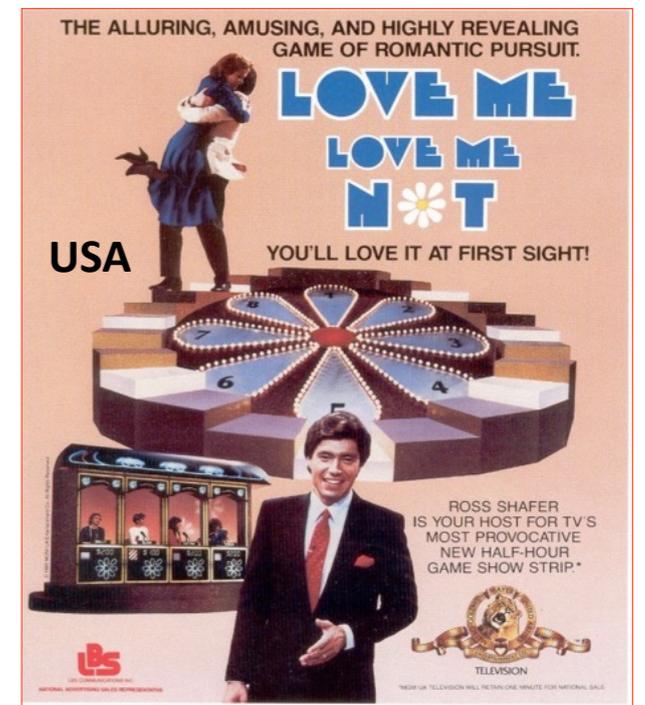
ABC "Day's End"

ROSS SHAFER

MATT LAUER



FOX "LATE SHOW"



USA

THE ALLURING, AMUSING, AND HIGHLY REVEALING
GAME OF ROMANTIC PURSUIT.
**LOVE ME
LOVE ME
NOT**

YOU'LL LOVE IT AT FIRST SIGHT!

ROSS SHAFER
IS YOUR HOST FOR TV'S
MOST PROVOCATIVE
NEW HALF-HOUR
GAME SHOW STRIP.*





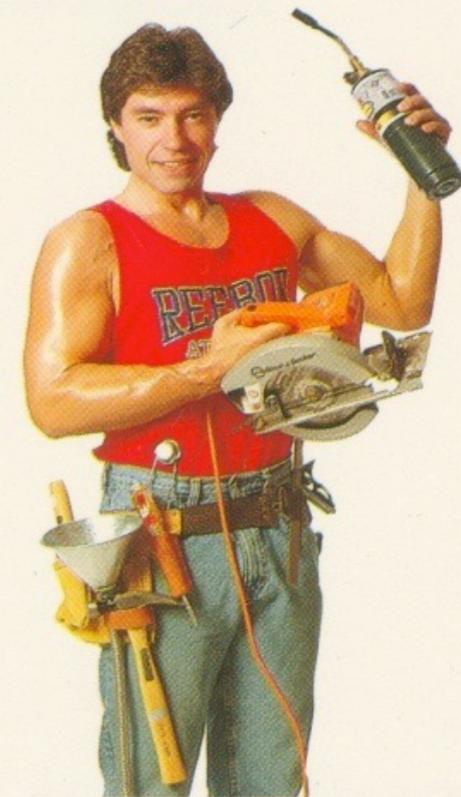
Follow the Tracks of the Herd

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



“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.

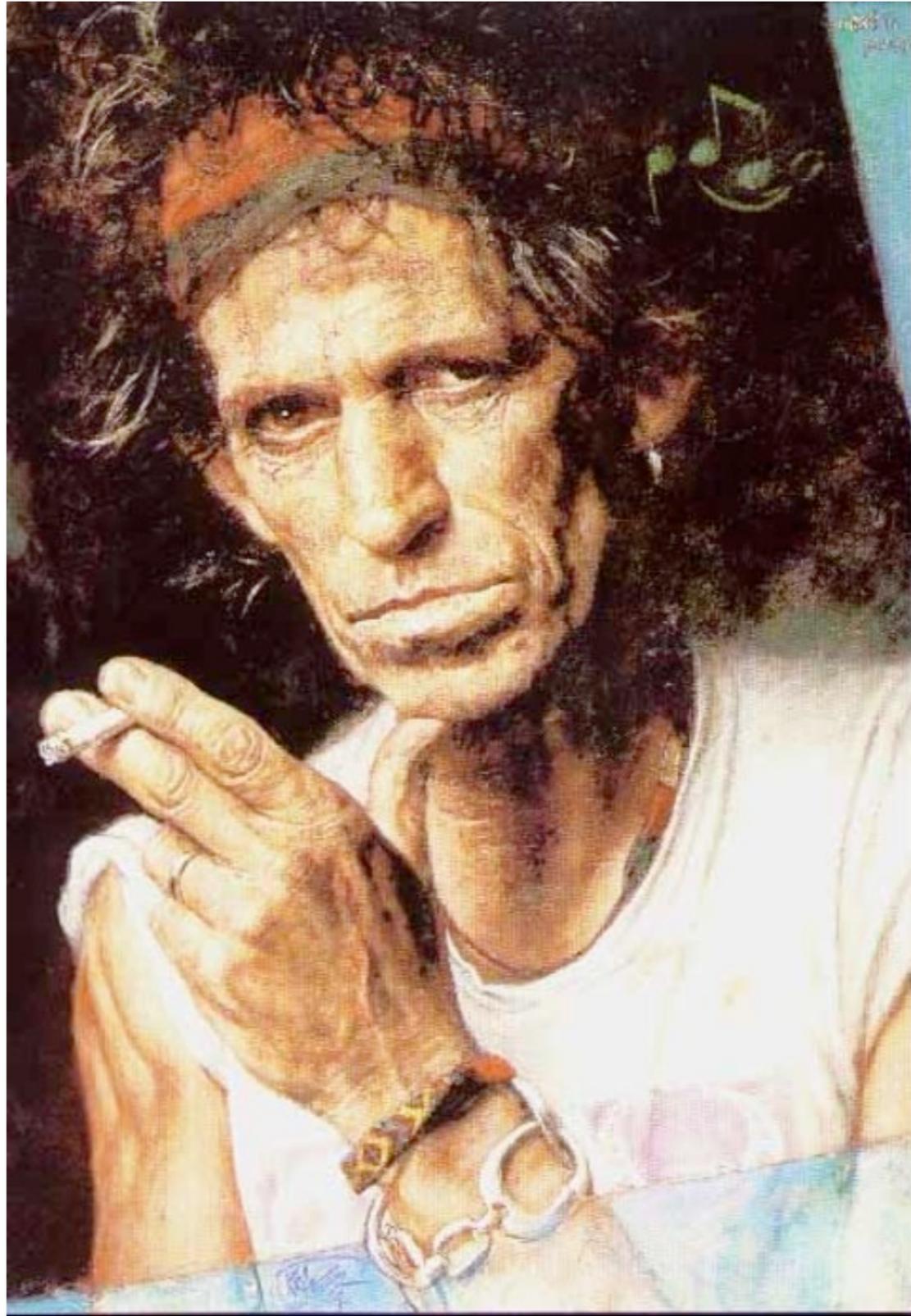
Source:<http://www.theatlantic.com/business/archive/2015/04/where-do-firms-go-when-they-die/390249/>

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



Galaxy Note 7

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

“Continuous Improvement” is Relevant

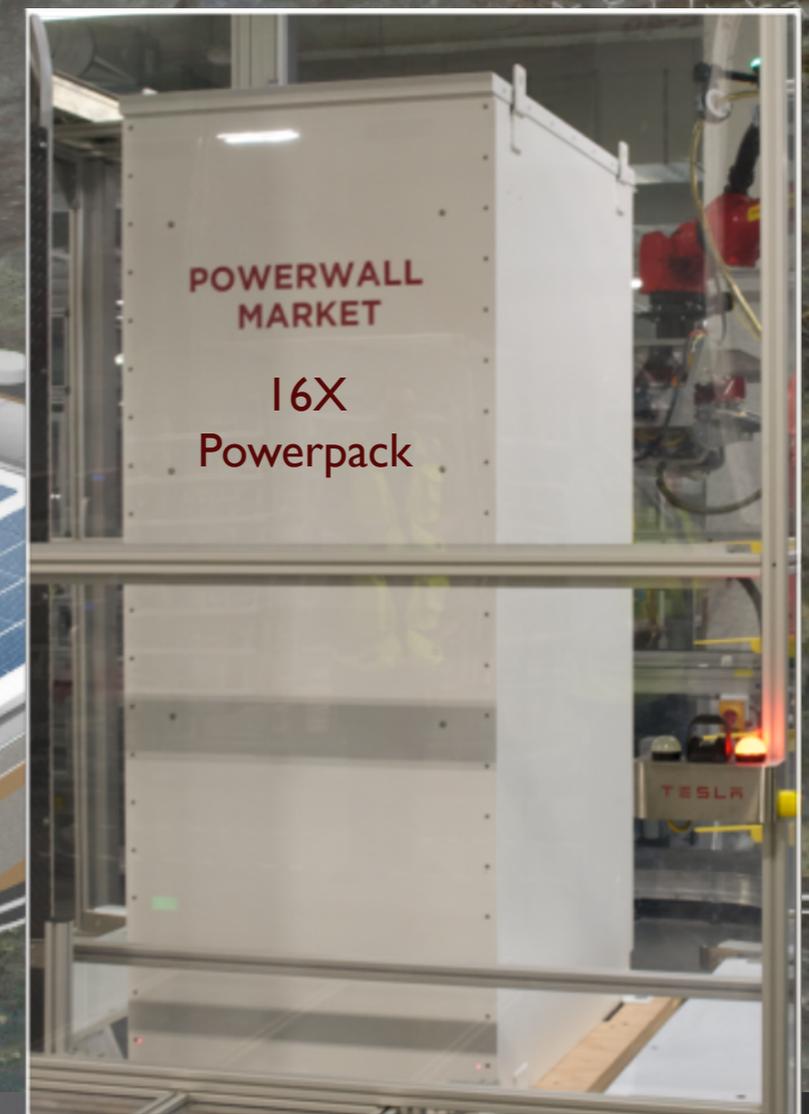


A Powerwall is a an enormous battery that hangs outside of your home for power outages or even just smoothing out energy consumption.

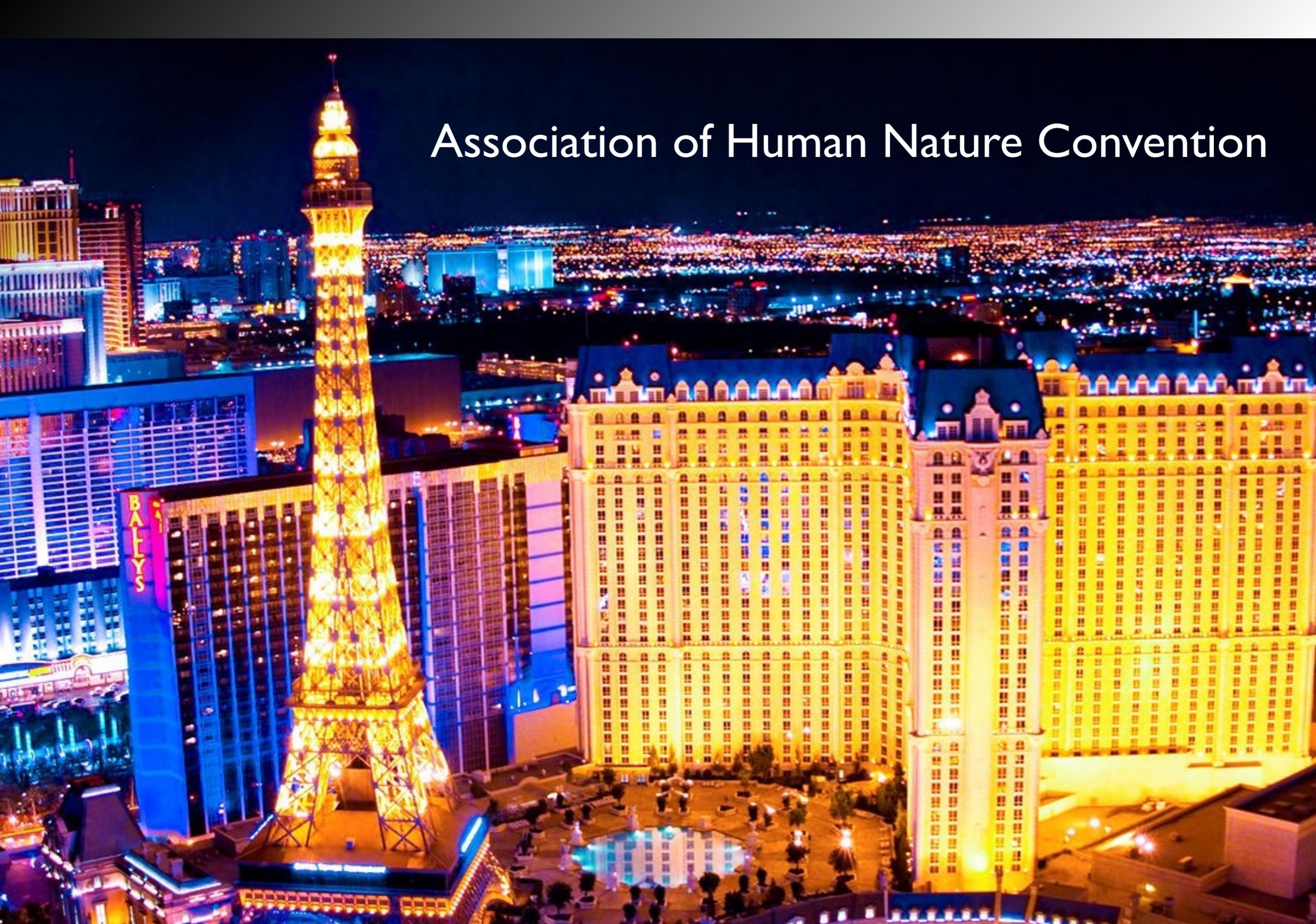
The energy stored inside 16 PowerWalls can power a typical American home for three days.



Elon Musk



Association of Human Nature Convention



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SEAFOOD & STEAKS

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[All Denver, CO Locations](#)

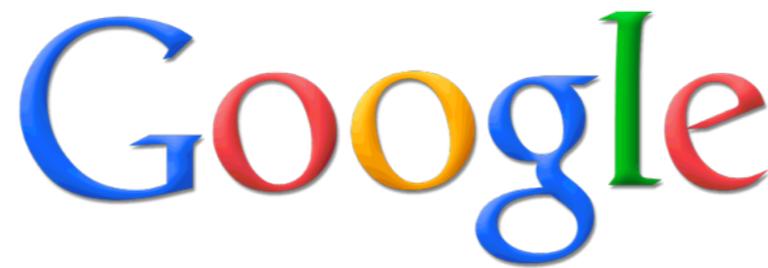
[View All Locations](#)



**Our Most Dangerous
Competitor is...Time**



Your REAL Competition



UNDER-THINK Innovation



Peripheral Vision Testing



Hotel Events

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

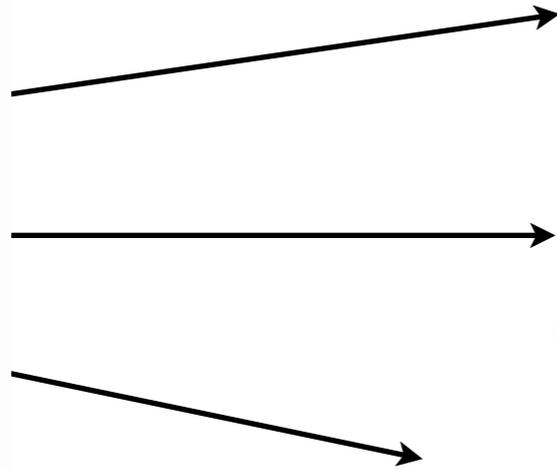
Events for October 11, 2016



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

GO TO THE WRONG MEETINGS





“We promise our plumbers will show up on time and smell good.”





Laramar Apartment Homes - 55,000 units

Who Are Your Most Influential 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, Int. & Ext. Design

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

89% of Investment Services & Bank Accounts

86% Infrastructure & Design Decisions at work

80% of Healthcare & Dental decisions

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





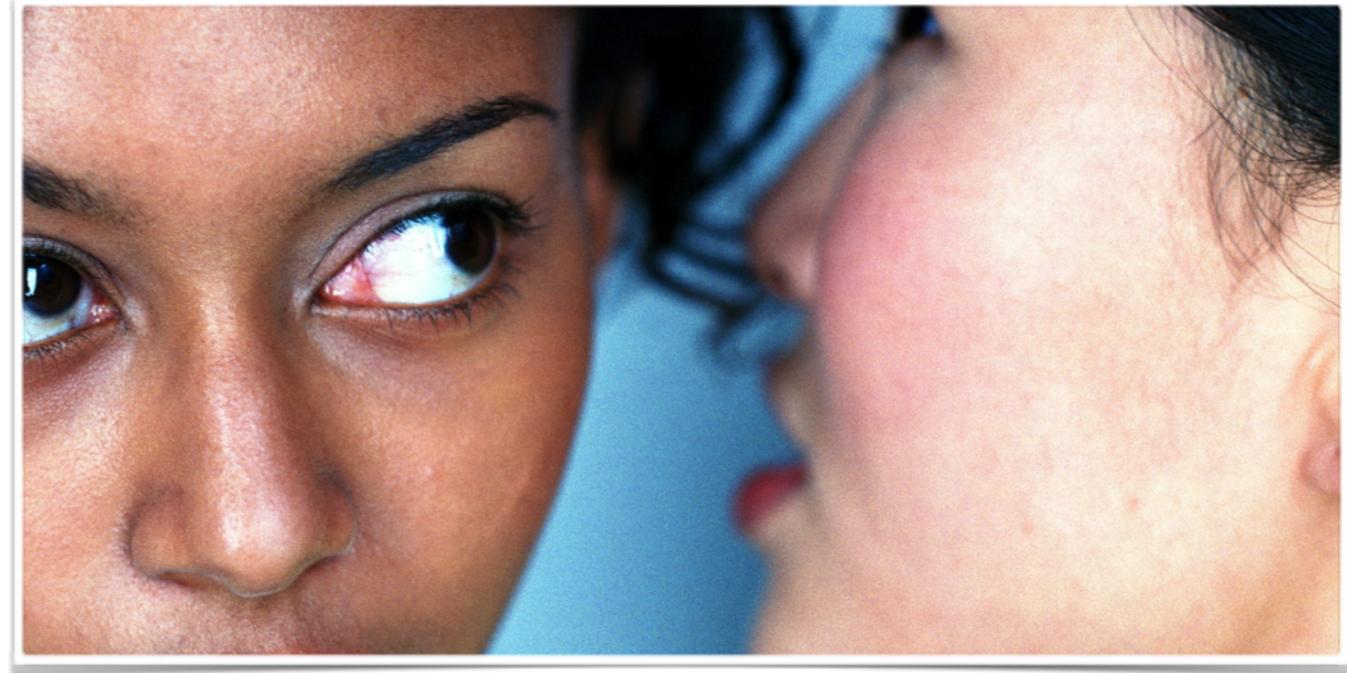
She-Commerce

“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)



**“Men only
recommend
to 2.6 other
people.”**



**Curiosity is Your
Unfair Advantage**





How to become a talk show host

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



Katie Couric

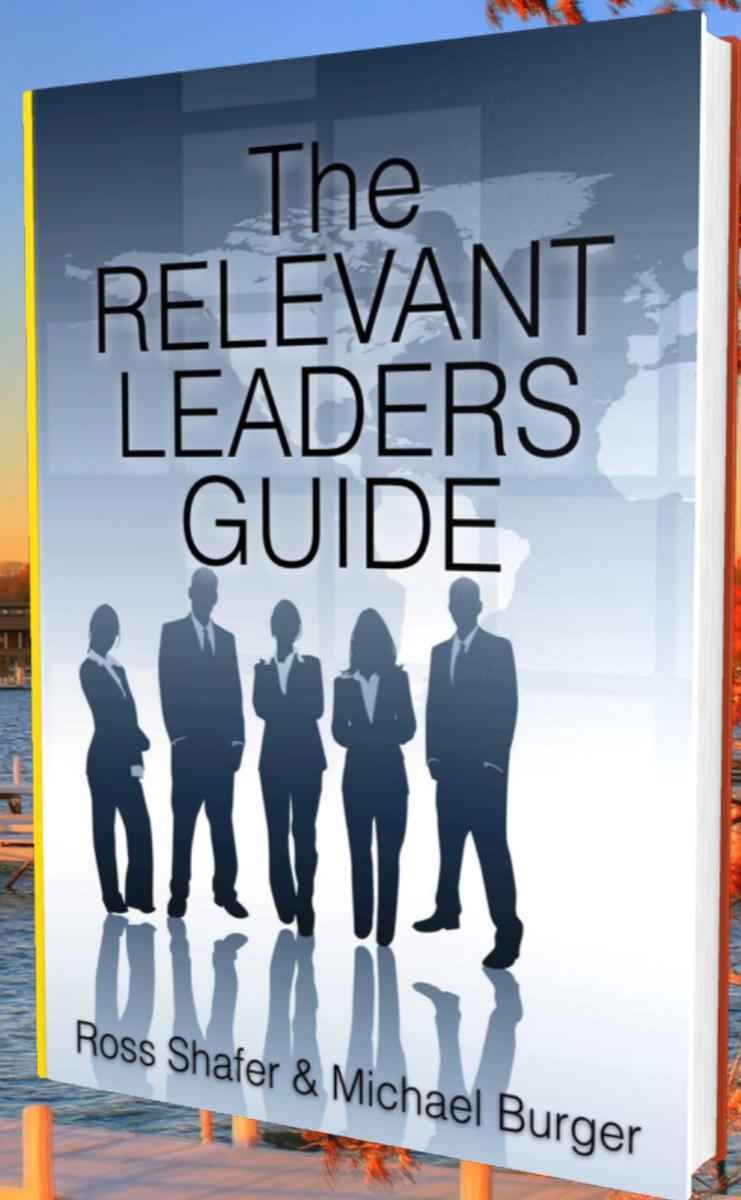


“48% of employers are dissatisfied with the oral communications skills of college students.”

Source: Achieve Academic Standards

**Chief
Trending
Officer**

Download My FREE E-Book



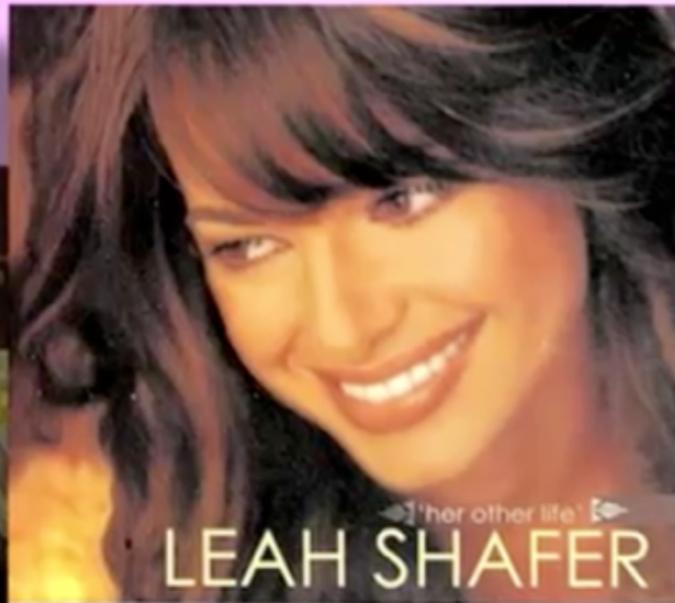
www.RossShafer.com

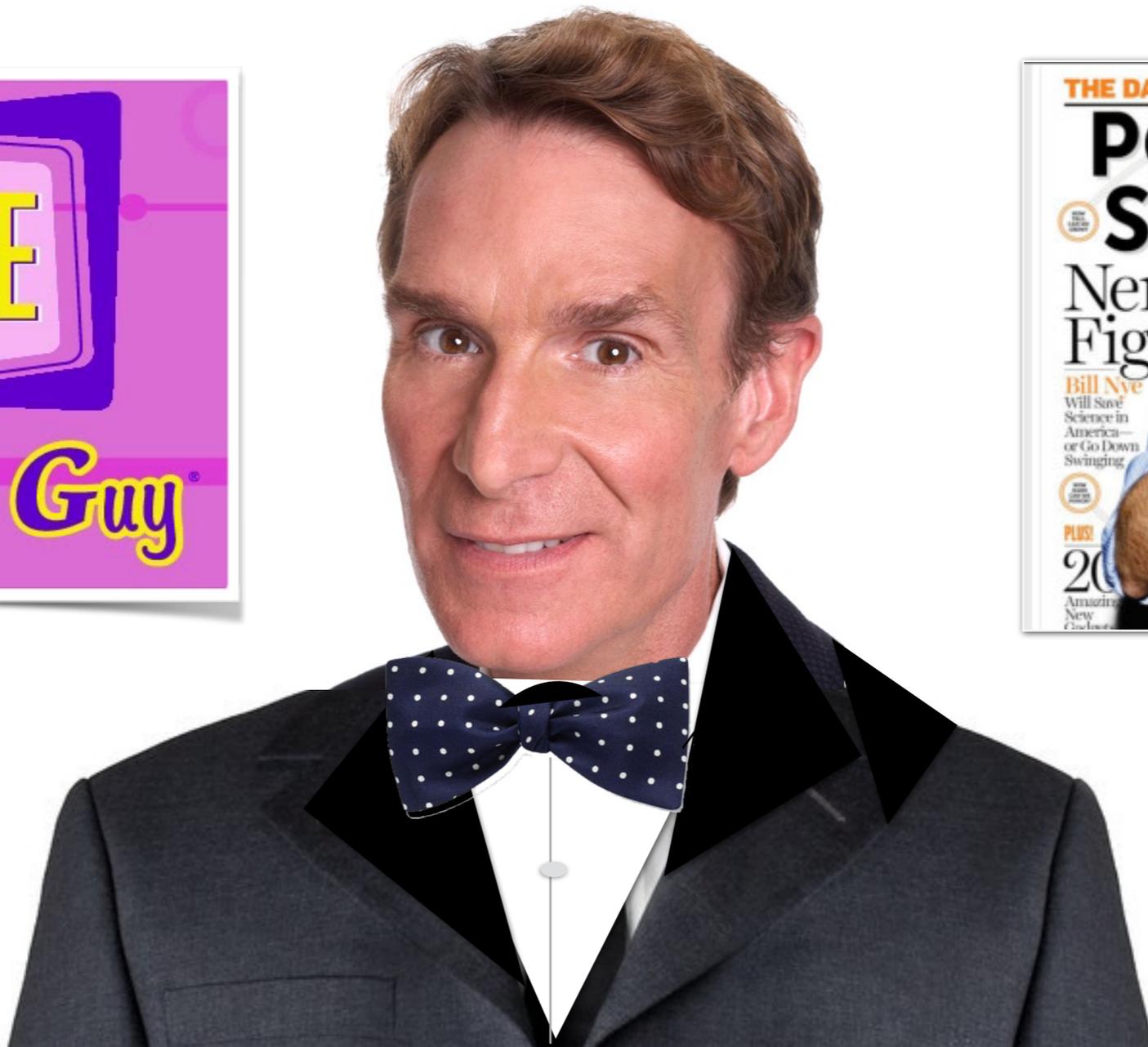
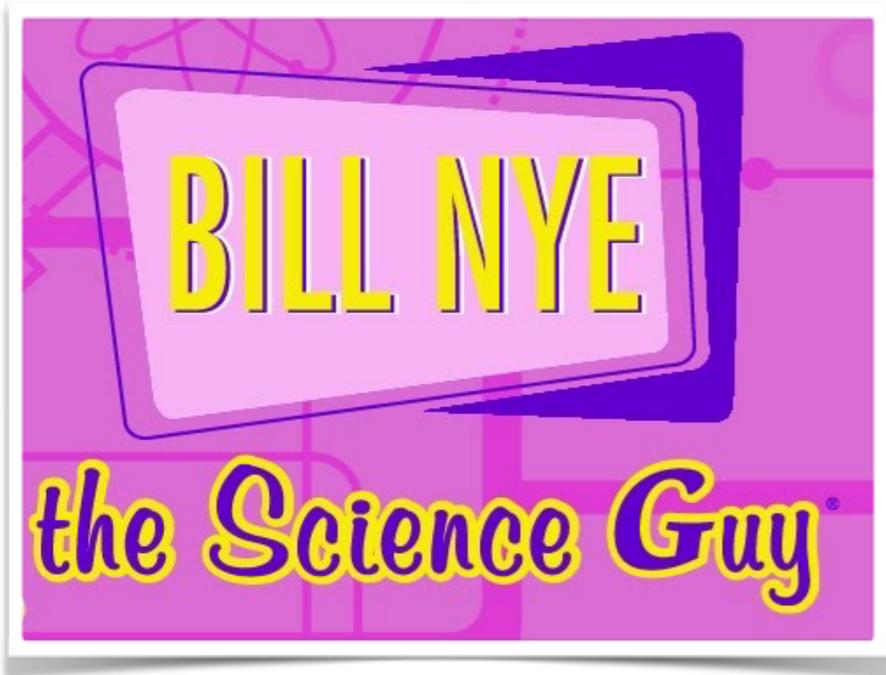
Insist Upon Being World Class



World's Greatest Shooter







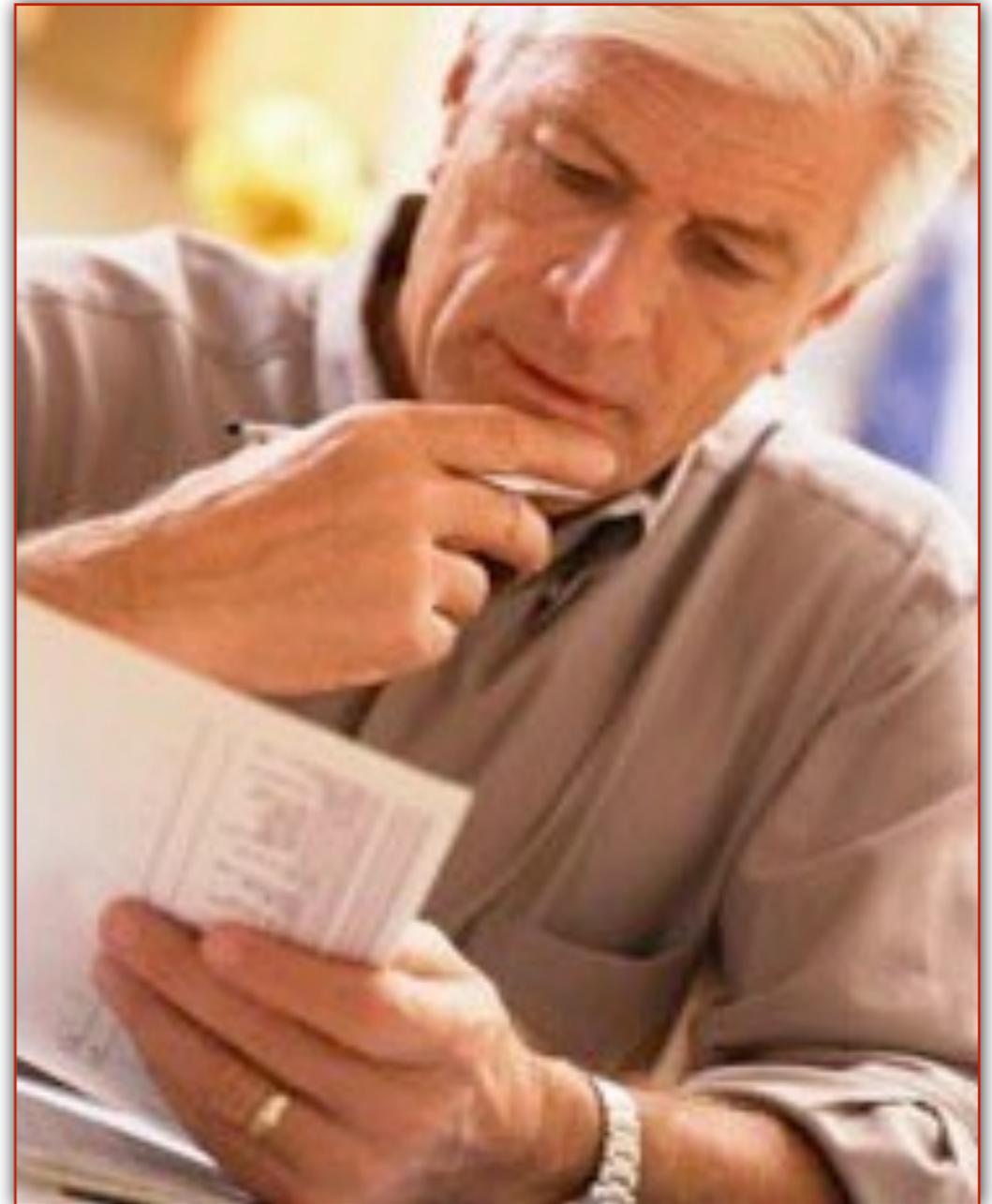
**Pick Your Moments
to be Relevant**



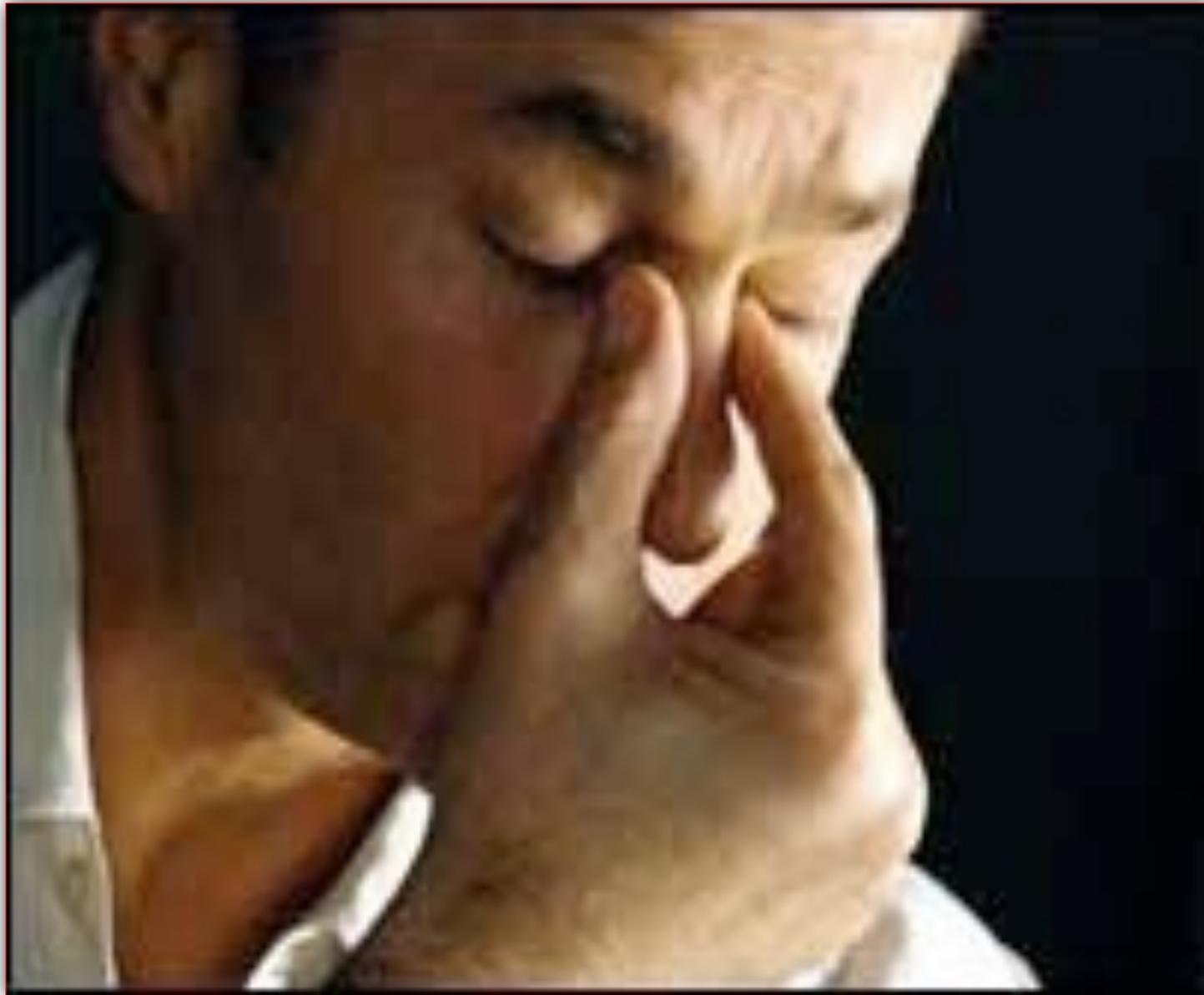


The “Kicker” Story

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



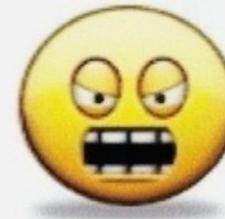
**Don't make people think too hard
about YOU.**



THE CALLAHAN TRUCKING COMPANY NON-SURVEY



Please check the face that best describes how we treated you.



How did you feel after doing business with us?



**Allow People to Use
THEIR OWN WORDS.**



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

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Relevant Leaders Club

The Relevant Leaders Club (by Ross Shafer) uses innovative case examples to help young and highly experienced leaders find relevant business solutions for motivating your workforce, coaching leaders...

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How to Sustain a Business for Over 15 Years?

4:09

Why is it that some companies only...
by Ross Shafer
4 days ago • 24 views
Why will you come to work? Leadership speaker and innovator, author Ross Shafer discusses...

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How to Pitch Your Big Ideas to the Boss | Leadership Speaker | Ross Shafer

31 views

In this short clip, leadership speaker and author, Ross Shafer reveals his surefire Five-Step process for...

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Are You Driving Customers Away?

3:15

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...

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ARE YOU AWARE OF YOUR PERSONALITY?

4:29

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...

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HOW GREAT LEADERS MAKE BETTER DECISIONS

5:37

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...

WATCHED

WHY SMALL FINANCIAL ADVISORS HAVE AN ADVANTAGE

3:45

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." You...

My Weekly Leadership Video Blog

Resilience is Your Best Friend





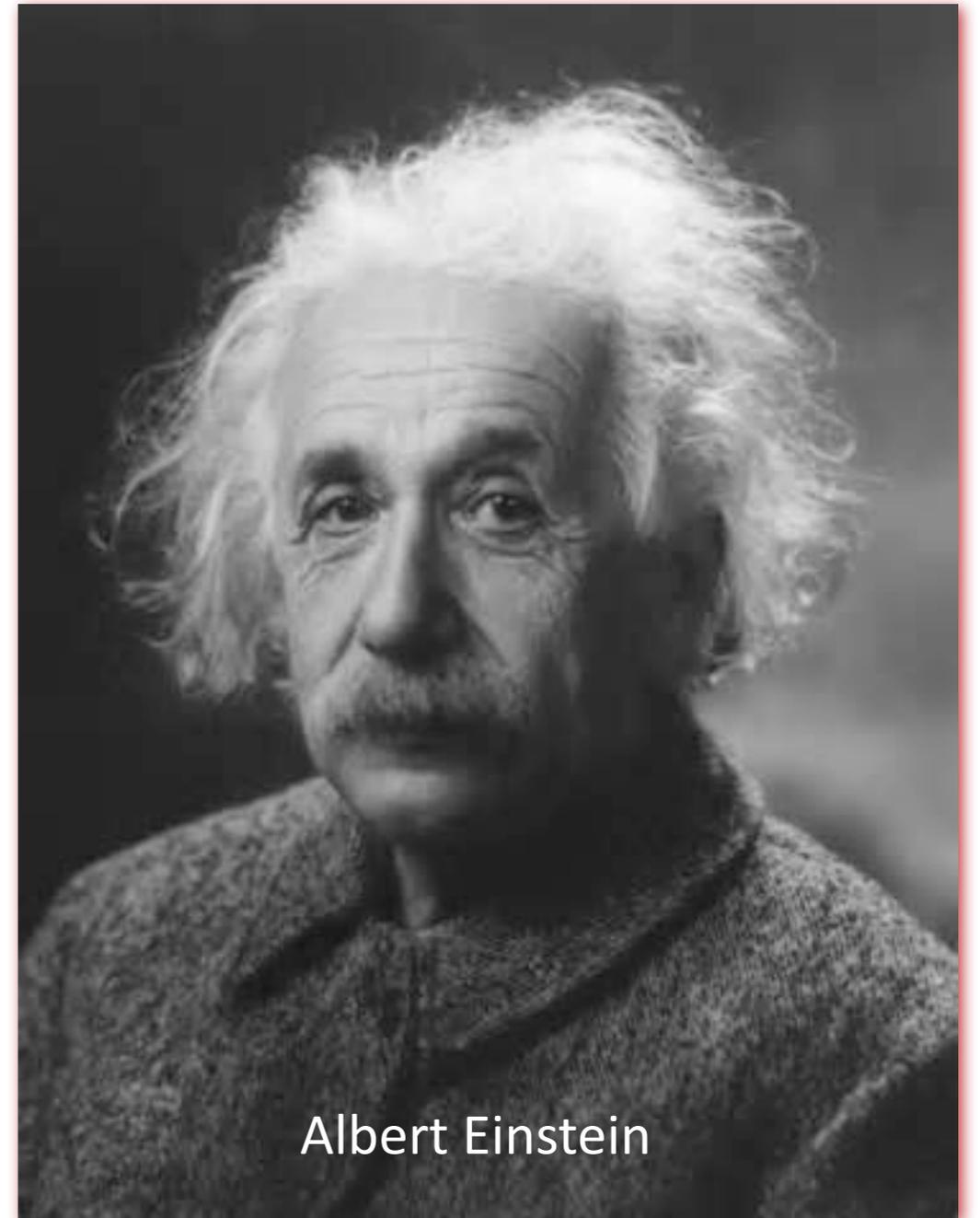
Chuck Shafer 1927-2001



Daddy/Daughter date
10th birthday!

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

**“The world’s
greatest
achievements were
accomplished by
tired, discouraged
people who just
kept on working.”**



Albert Einstein

Contact Ross Shafer for a
customized event:

Andrea Gold

andrea@goldstars.com

(520) 742-4384