



Ross
Shafer

Want to contact Ross?

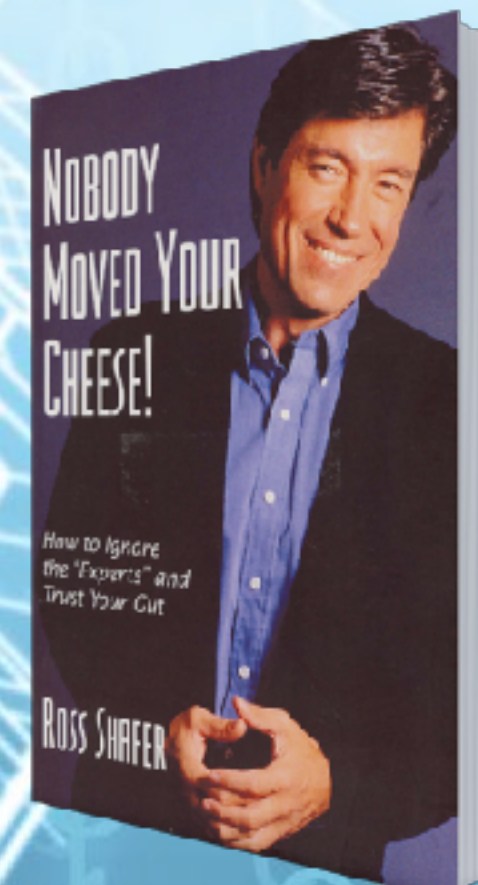
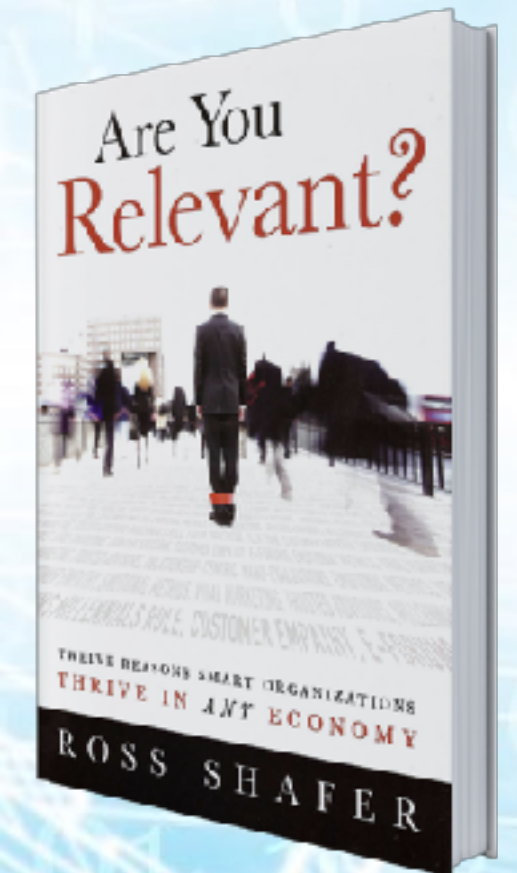
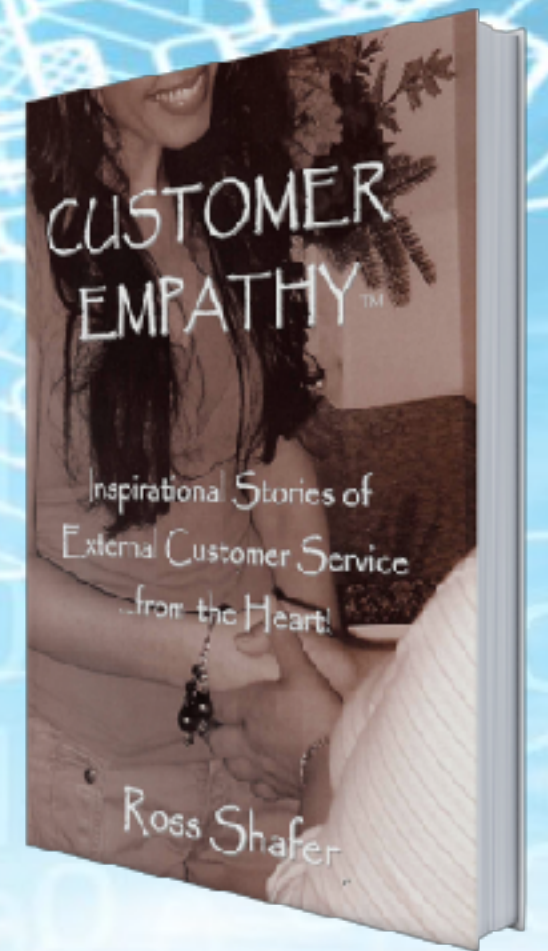
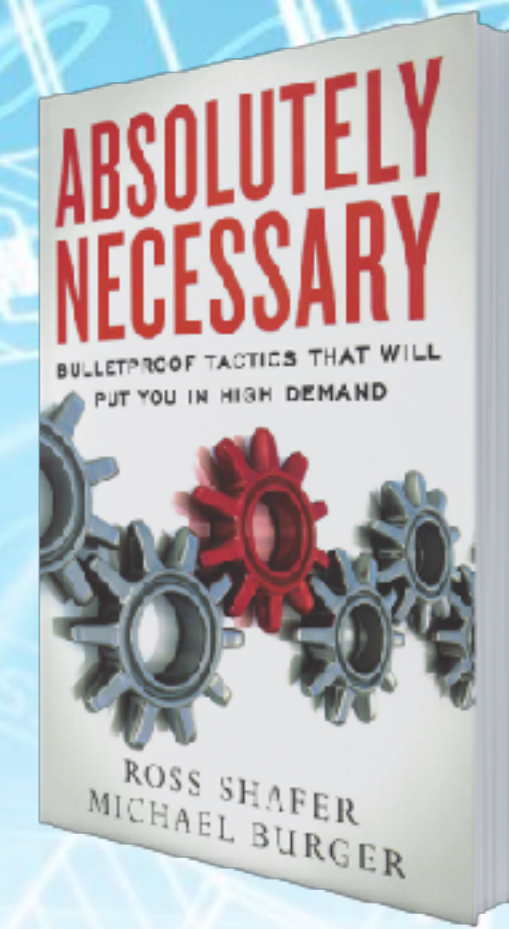
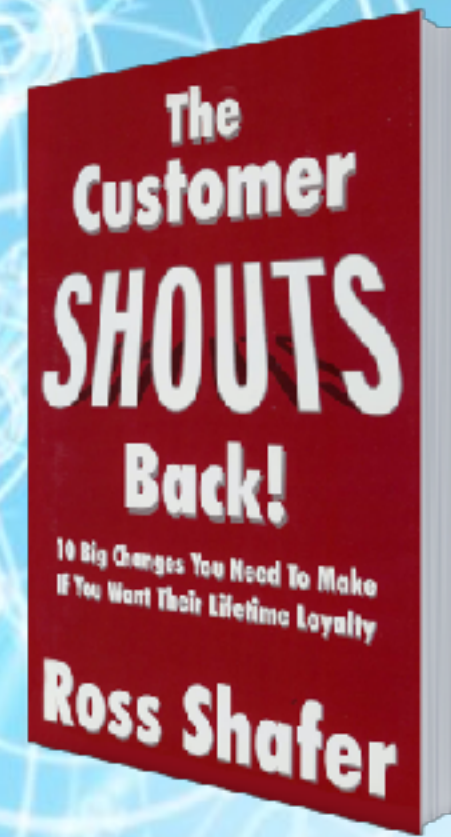
Brittany Kreutzer

Brittany@SpeakerExchangeagency

888-316-4800

How to Stay Relevant

by Ross Shafer

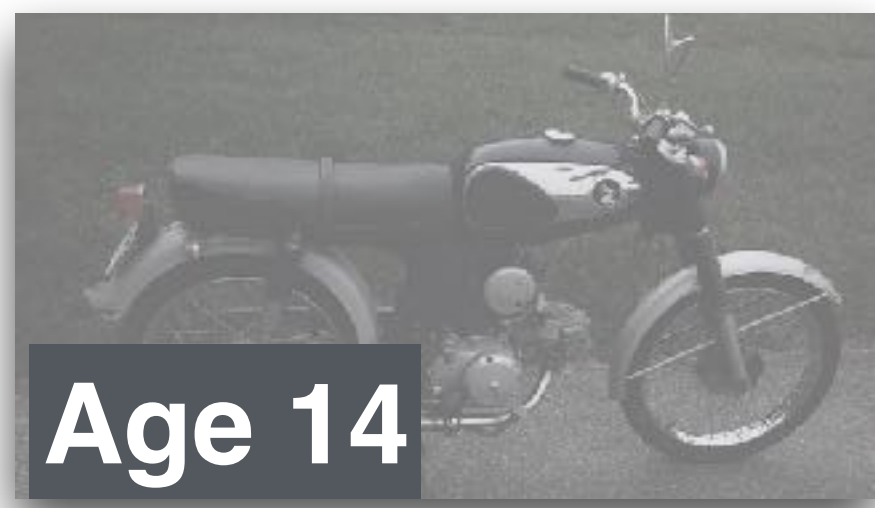




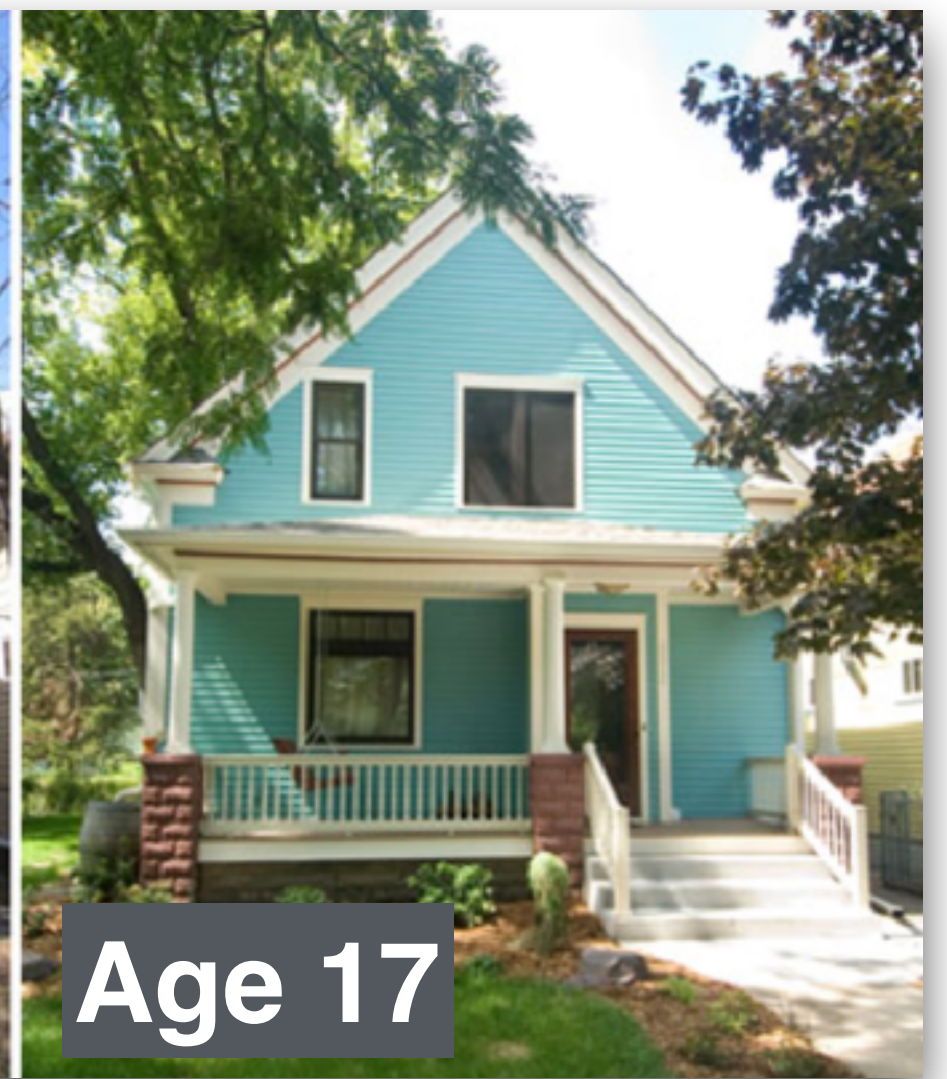
**I am a
BLUEPRINT
Guy**



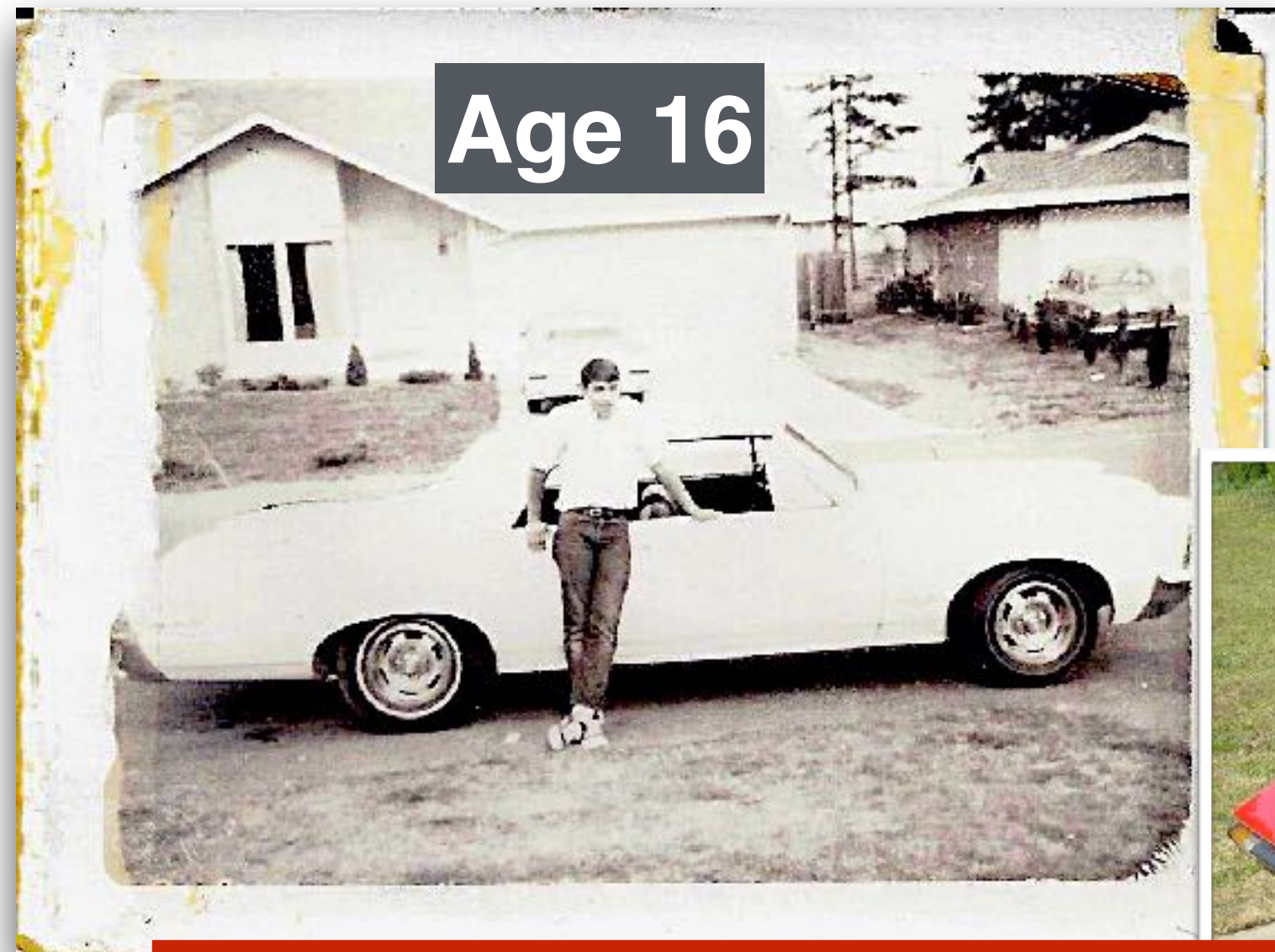
Age 13



Age 14



Age 17



Age 16



Age 29



Flipping Homes



Age 19

Flipping Vehicles

Restaurants/Food Service



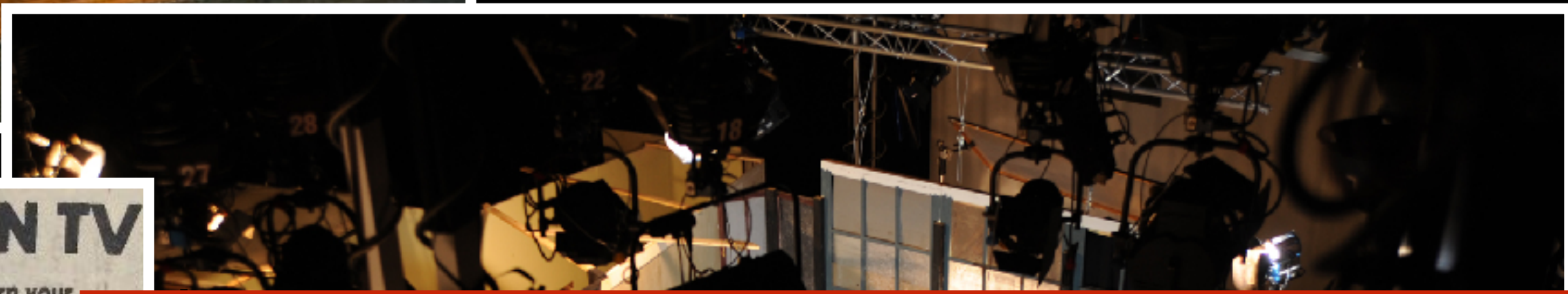
Retail Clothing



Photography & Product Marketing



Building Industry



Flipped Broken Companies

SHAFAER® 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 O.K.

For Home Demonstration Information CALL COLLECT (206) 848-8300

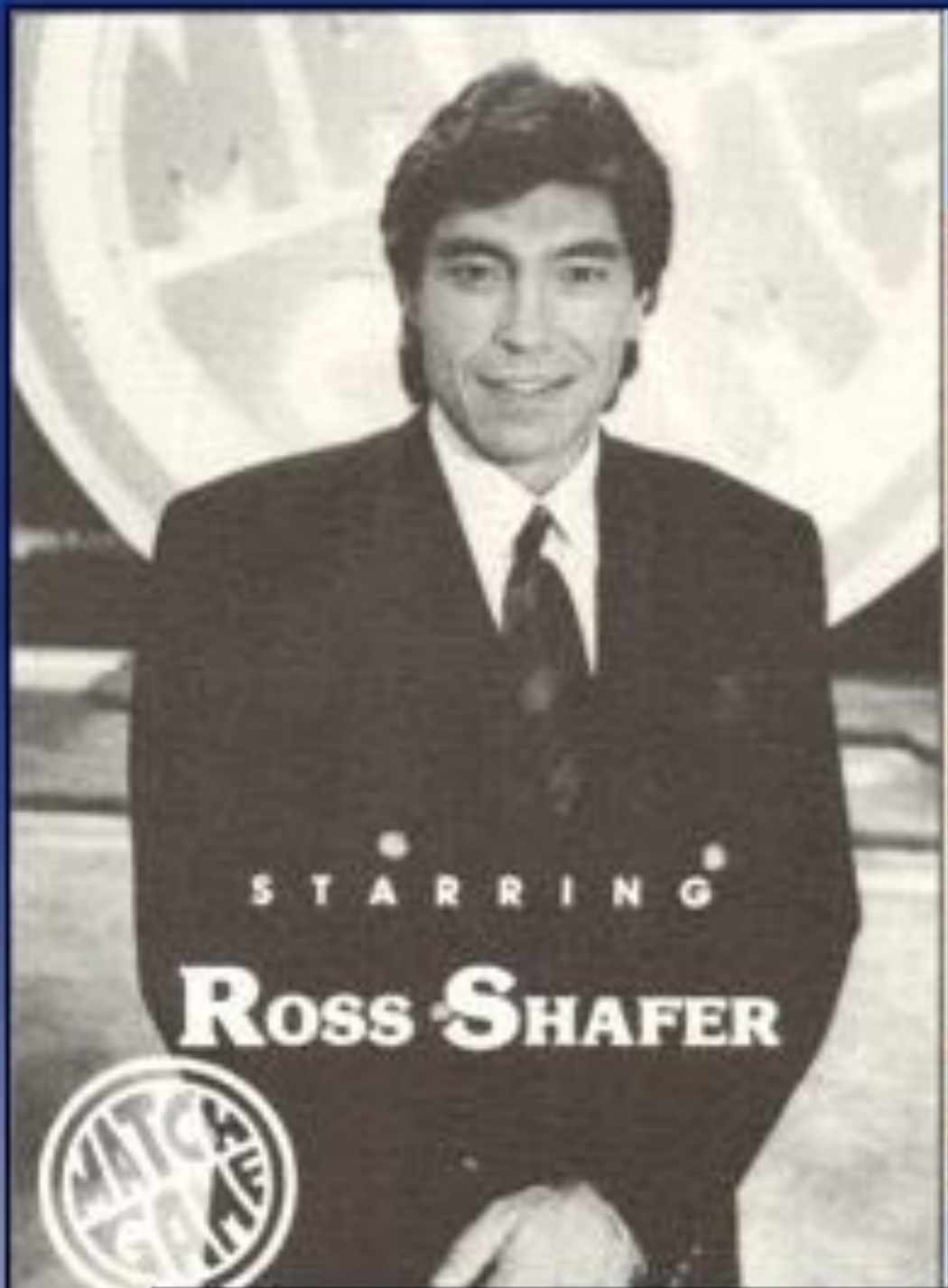
119 Hi Ho Shopping Center
Puyallup, Wash. 98371

STUDIO in Puyallup

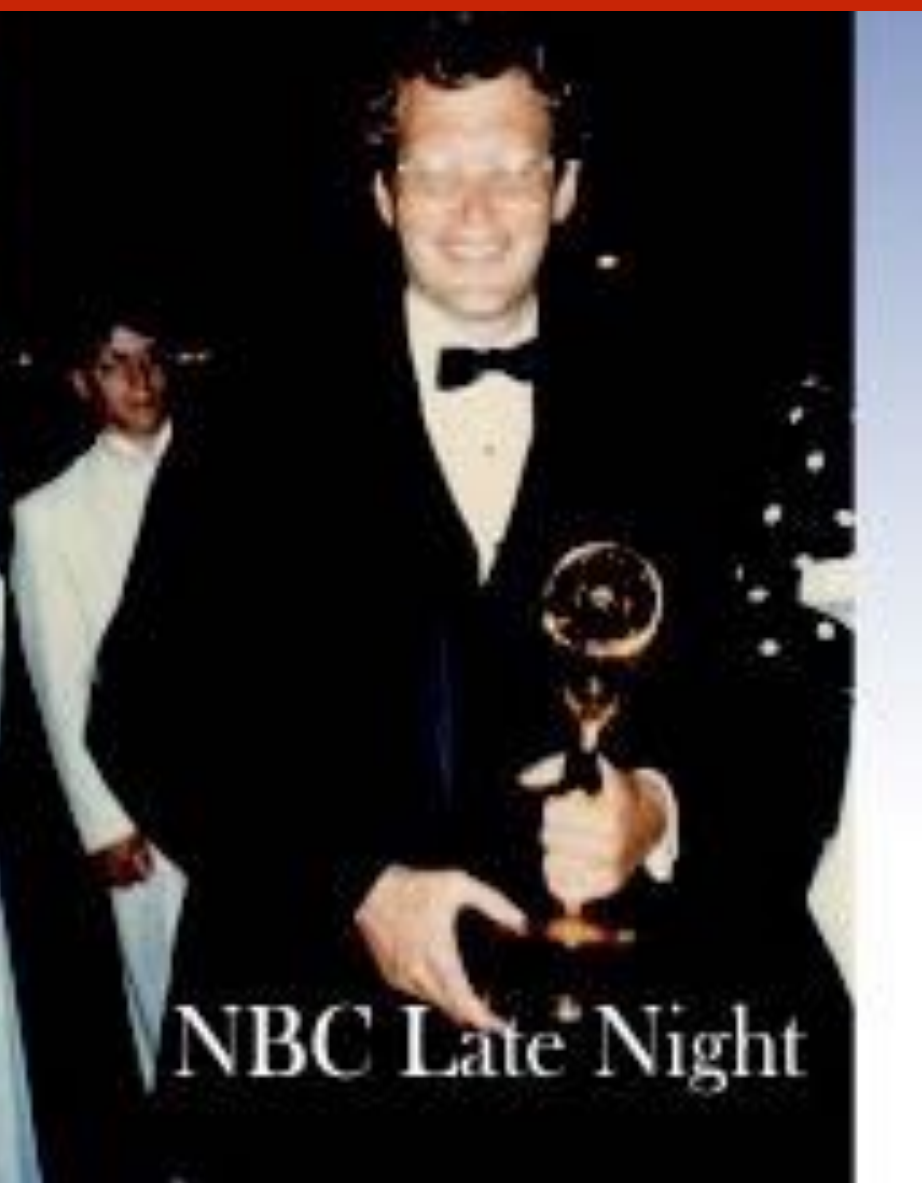



TV & Film Production





Talk & Game Host



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.

What I'm Not...



Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

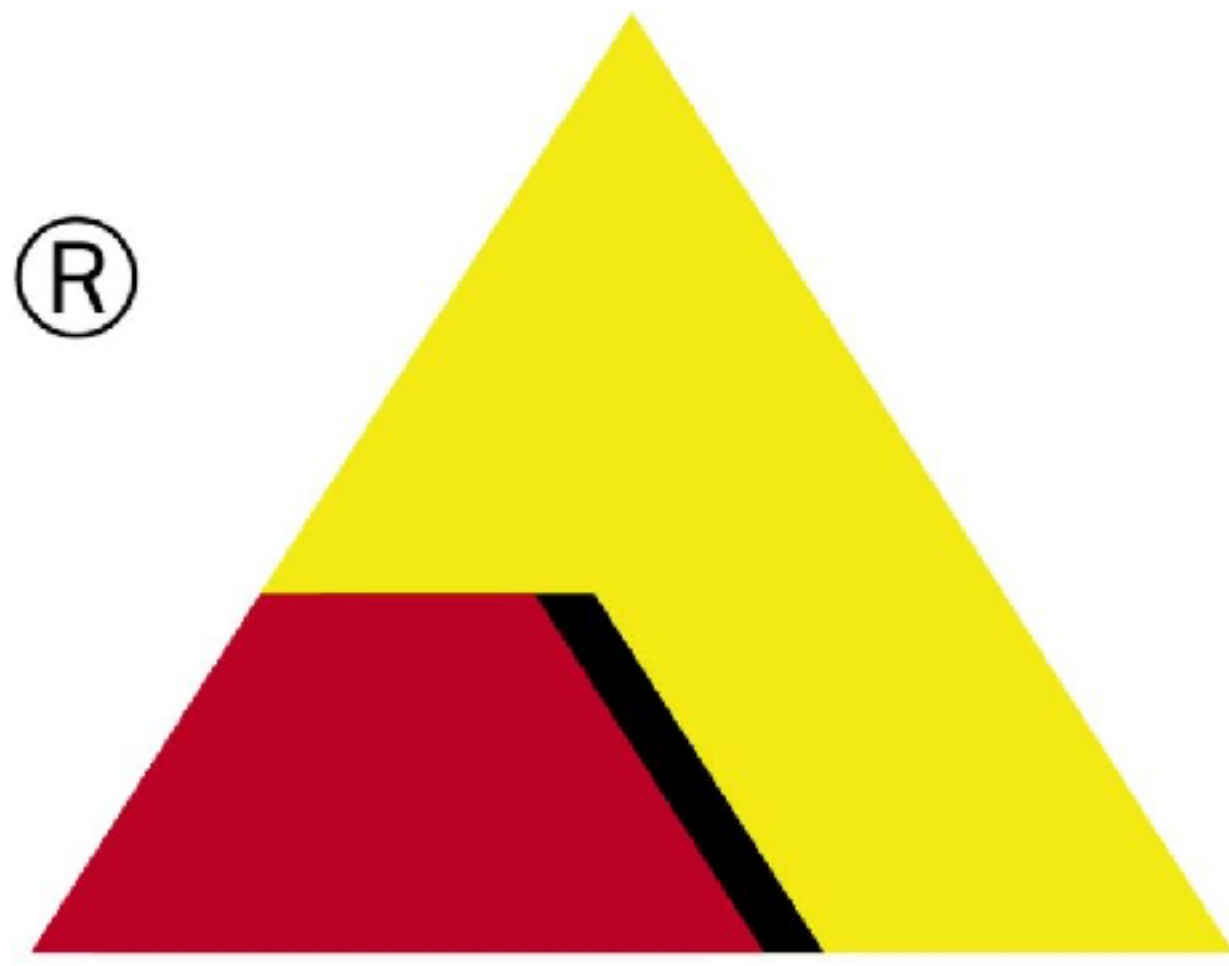
(Puyallup, Washington)

Charles Shafer
1927-2001



Follow the Tracks of the Herd

AXIS[®]



C O M M U N I C A T I O N S

THINK BIG

ACT AS ONE

ALWAYS OPEN

COOK-LIKE- A-STUD

* 38 lip smackin' meals men can prepare
in the garage ... using their own tools!

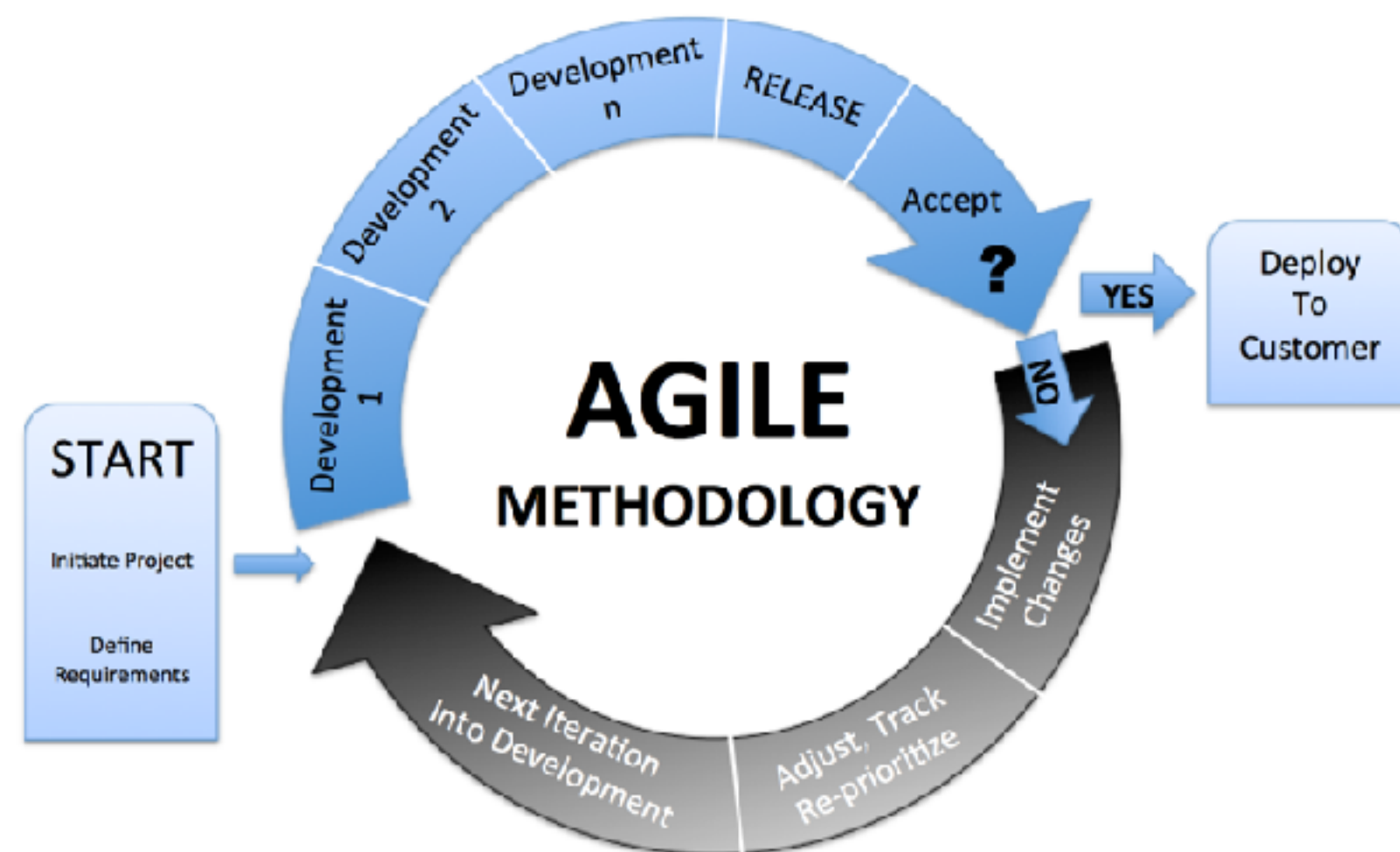
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer



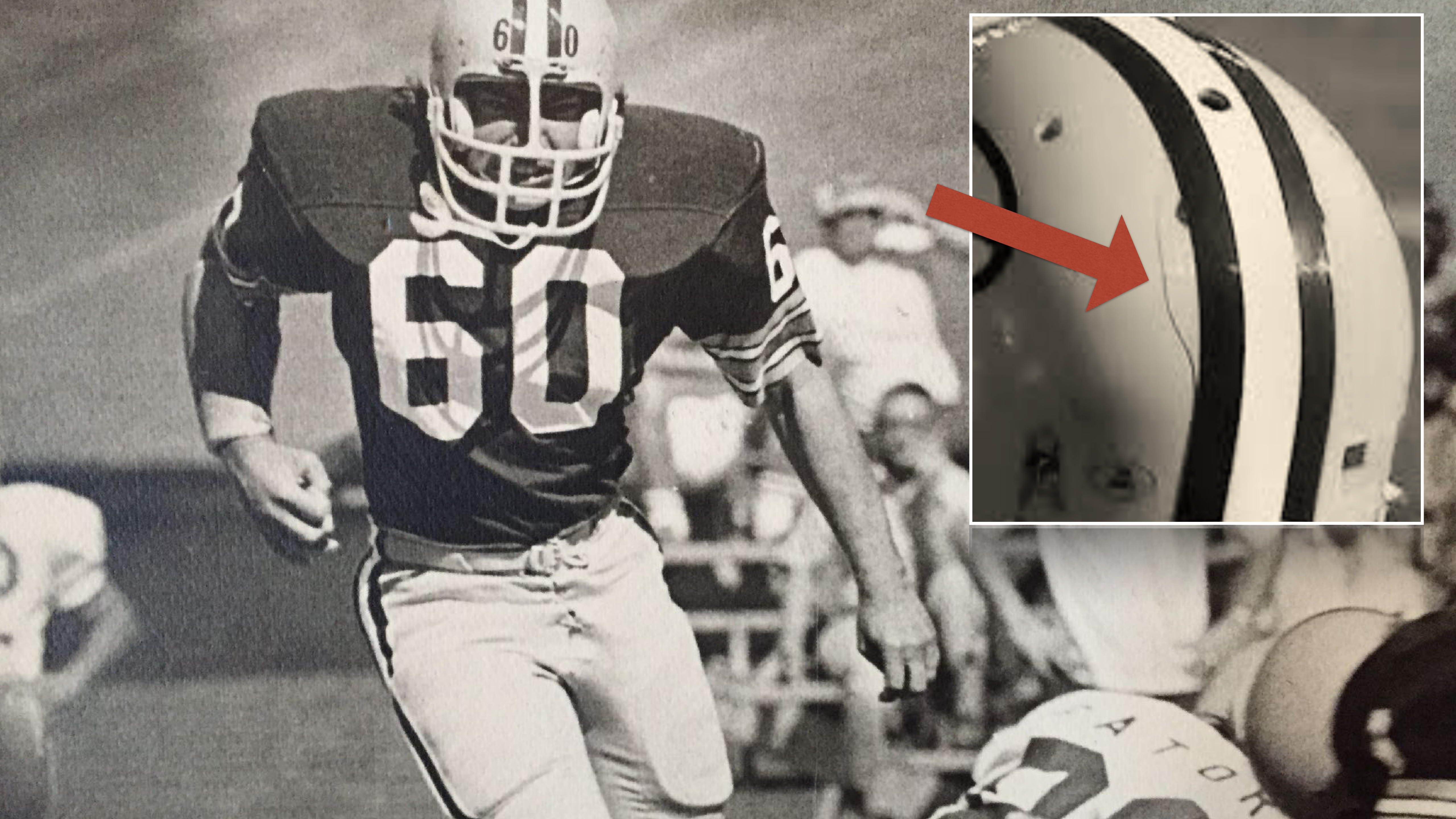


Ryan Shafer



FUTURE PROOFING:

**“Change Before
it’s Necessary”**



Convergence = HUMALOGY



+



Hotel Events

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

October 24, 2018



Group/Event	Room
GENERAL ELECTRIC BREAK OUT SESSION A	
Morrow Technologies Client Appreciation Lunch	Maxis Ballroom Grand Ballroom 1 & 2

CRASH THE WRONG MEETINGS

Association of Human Nature Convention



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[MENUS](#)

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LARAMAR

55,000 UNITS



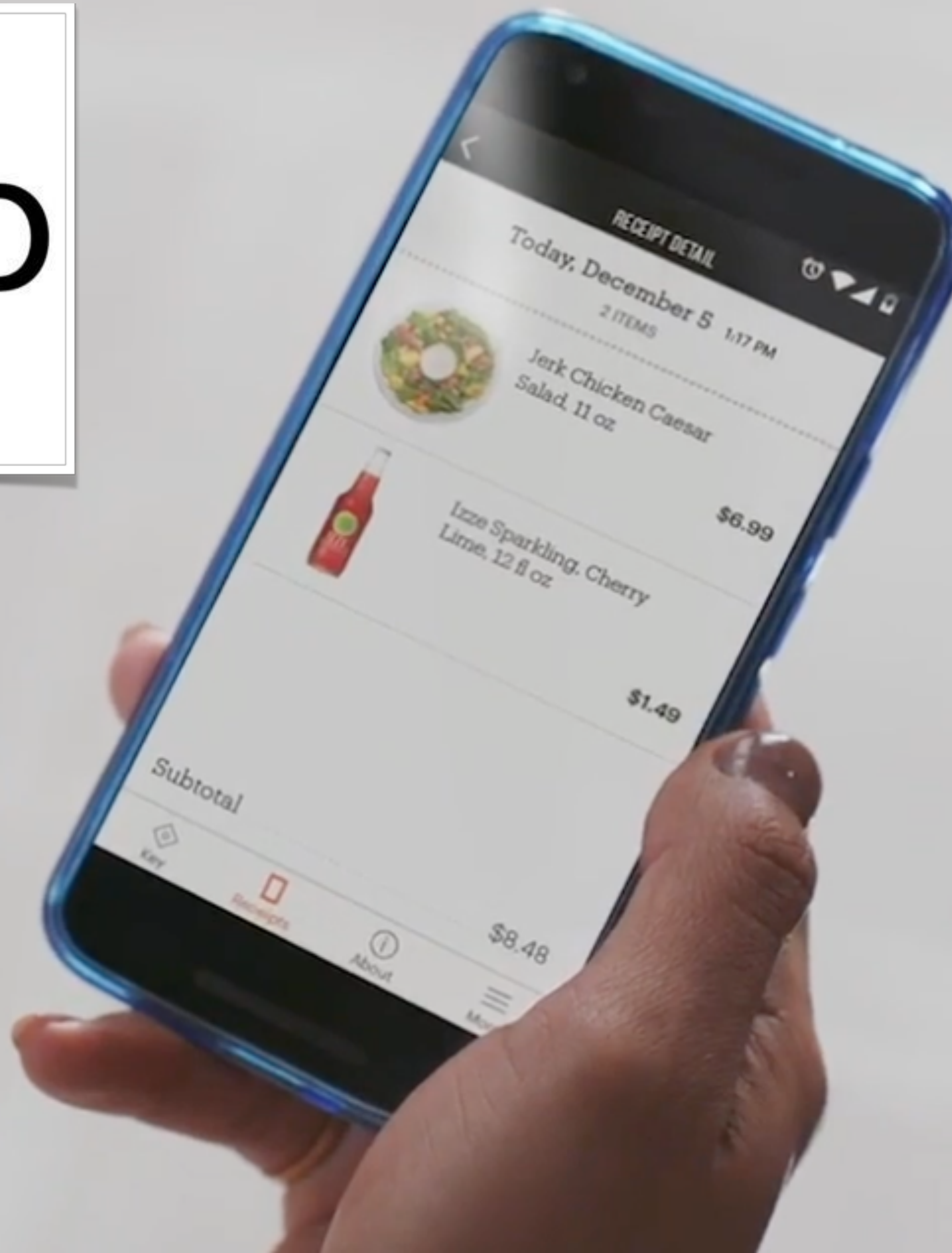
The background is a vibrant blue with a complex pattern of white technical drawings, including architectural plans, circuit diagrams, and various symbols. Overlaid on this is a semi-transparent grid of binary code (0s and 1s) in a lighter blue shade. The overall aesthetic is that of a digital or engineering environment.

**Who do Your
Customers &
End Users
Think is
Relevant?**



amazon go

3,000 cashier-less stores






**“Your margin is
my opportunity.”**

Jeff Bezos

amazon.com

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 vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**Why is
‘Consumerism’
Important to You?**

R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION



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

Eliminate Transactional Friction



MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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



You Don't Have to



Your Customers

Eliminate the



Moments



erases



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



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



TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

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.**”



What is the Most Dangerous Threat to Your Business?




facebook



You Tube



Linked in

 **snapchat**

FOMO



🔍 Find a Therapist (City or Zip)



Susan Krauss Whitbourne
Ph.D.

Fulfillment at Any Age



Is Facebook Making You Depressed?

New research suggests who's at risk for depression from too much Facebook use

Posted Oct 14, 2017

 SHARE

 TWEET

 EMAIL

 MORE

That experience of “FOMO,” or Fear of Missing Out, is one that psychologists identified several years ago as a potent risk of Facebook use. You're alone on a Saturday night, decide to check in to see what your Facebook friends are doing, and see that they're at a party and you're not. Longing to be out and about, you start to wonder why no one invited you,

“Un-Friending” Melt Downs
Mood Swings Based Upon CLICKS &
LIKES

DISTRACTION ERRORS AT WORK

CO-WORKER TENSION

Self-Absorbed. Self- Obsessed.

DISTRACTIONS COST \$650,000,000,000b

Workers are interrupted once every 10.5 minutes by things like

IMs

Tweets

and
Facebook
messages

It then takes 23 minutes for those social media users to get back on task.

Each User
Costs the
Company
\$4,452.00/year

DISTRACTIONS COST \$650,000,000,000b

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**We Coach (28)
Behaviors
That Make
People Feel
Good**

*Living an
Other-Focused™ Life*



Ross Shafer

Garry Poole

Less Work Drama

More Friends

MORE RESPECT

More Freedom

More Likes and Comments

More Recognition

More Invitations to Parties



*We Teach People to be **CURIOUS***

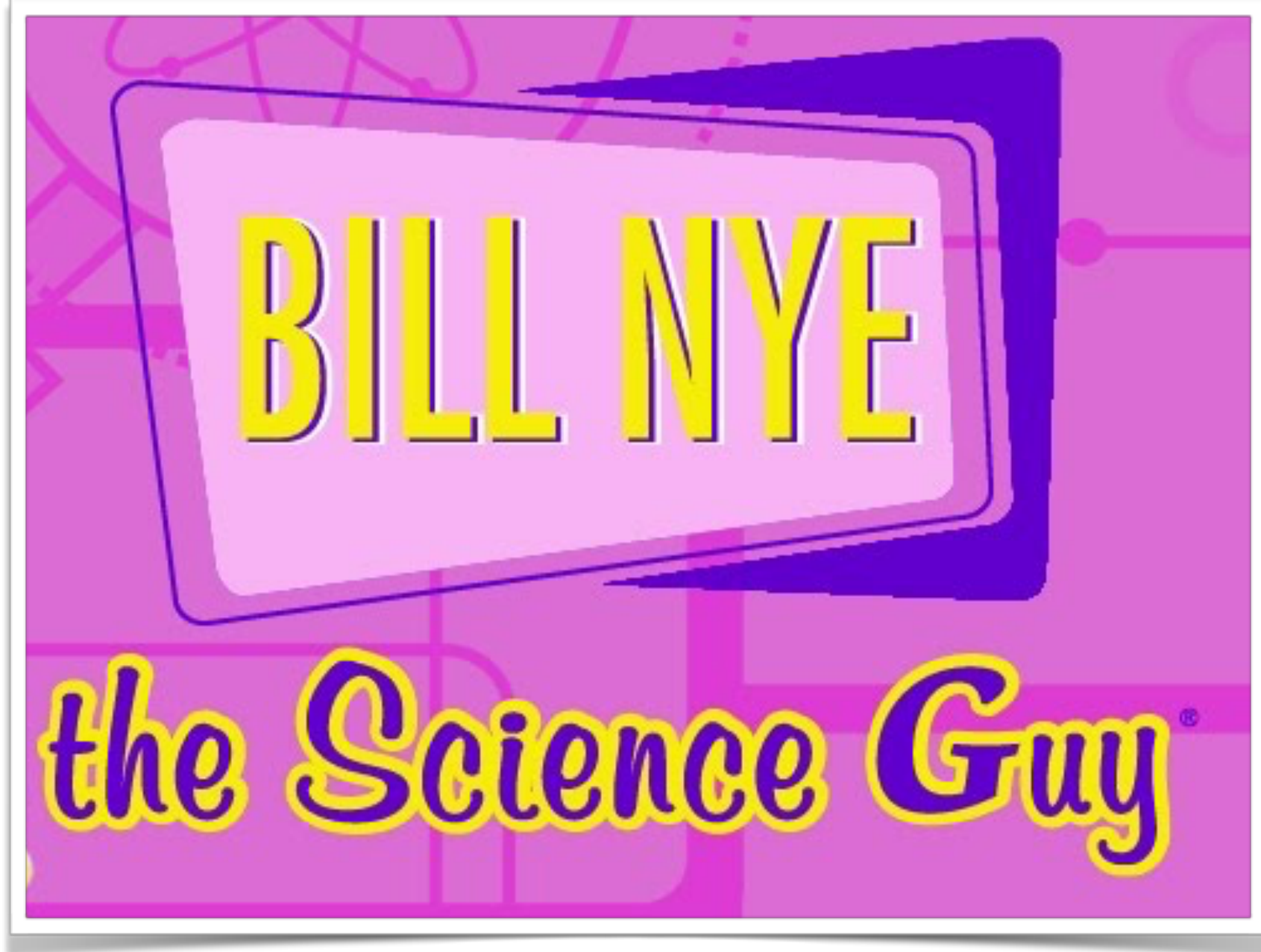


“73% of managers are discouraged by the communication skills of college-age students.”



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.

**Elevate Your
Superstars
Quickly**



AFTER TODAY'S MEETING: FREE RESOURCES

ROSS SHAFER
Making Change Fun

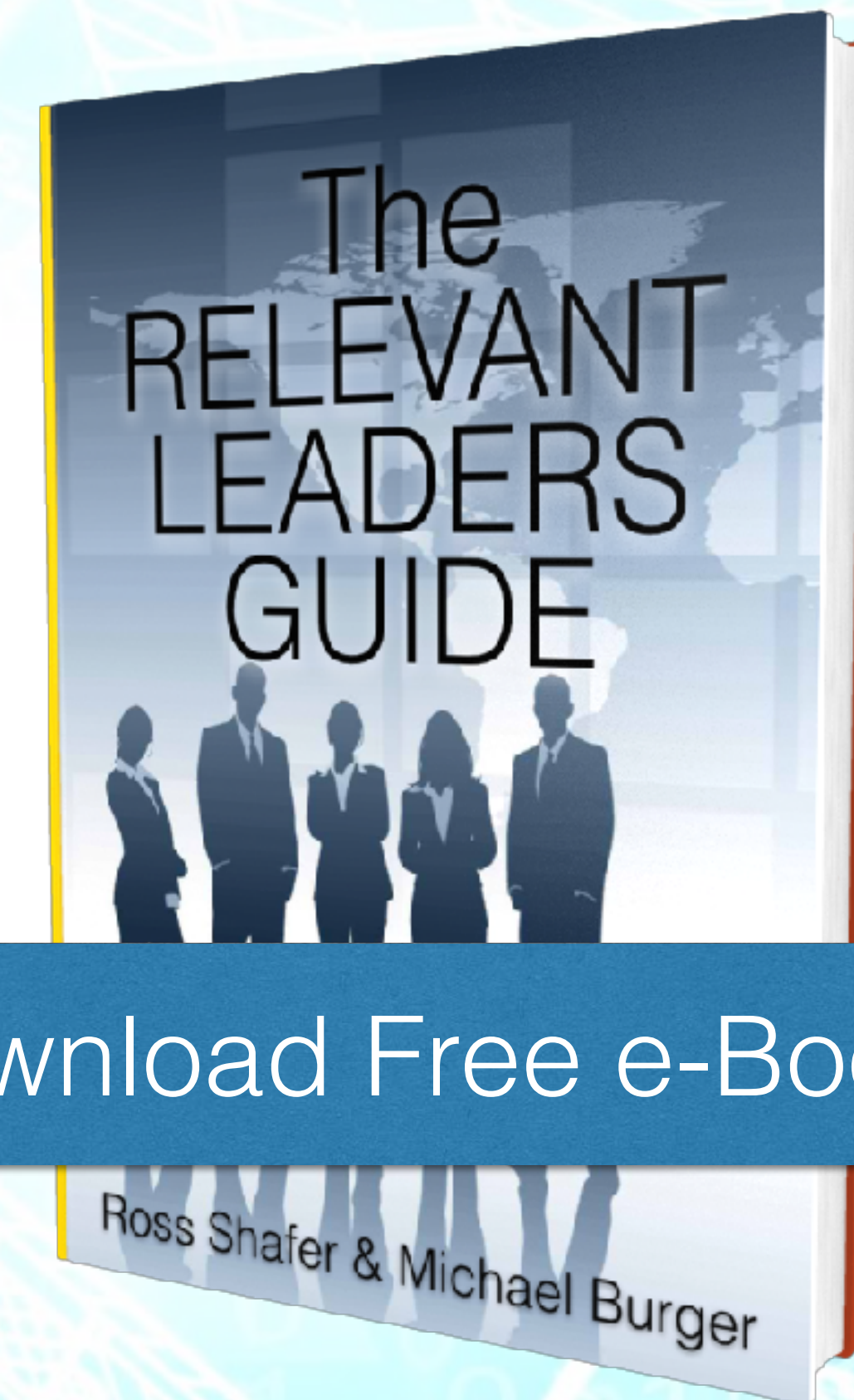
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Relevant Leaders Club Download All

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...

Change Leadership Video Blog



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www.RossShafer.com

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**Provide Ongoing
Encouragement**



Ross
Shafer

Want to contact Ross?

Brittany Kreutzer

Brittany@SpeakerExchangeagency

888-316-4800