

THE CURE for COMPLACENCY

(Behave Like a Startup)

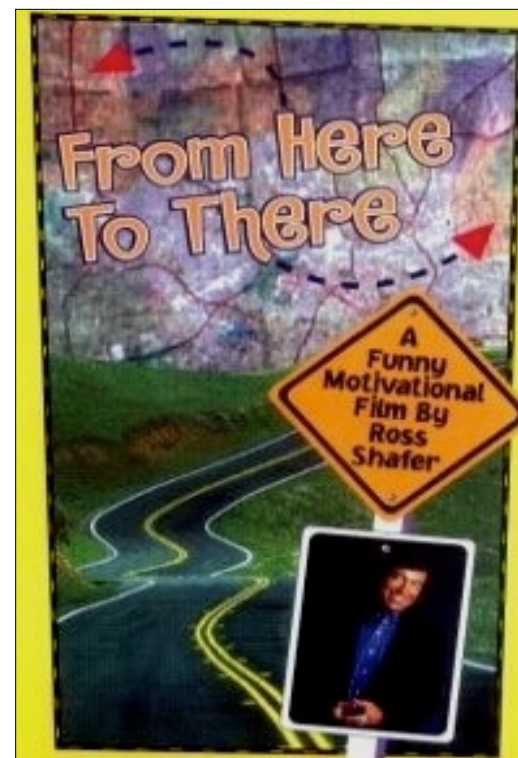
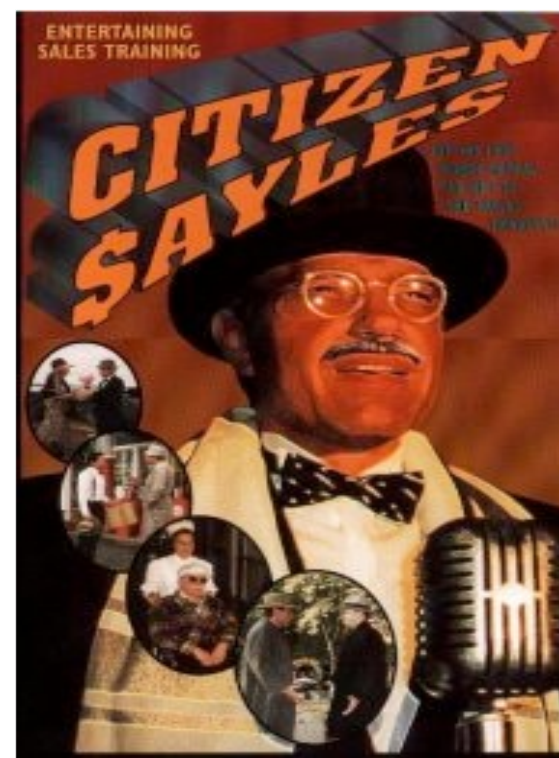
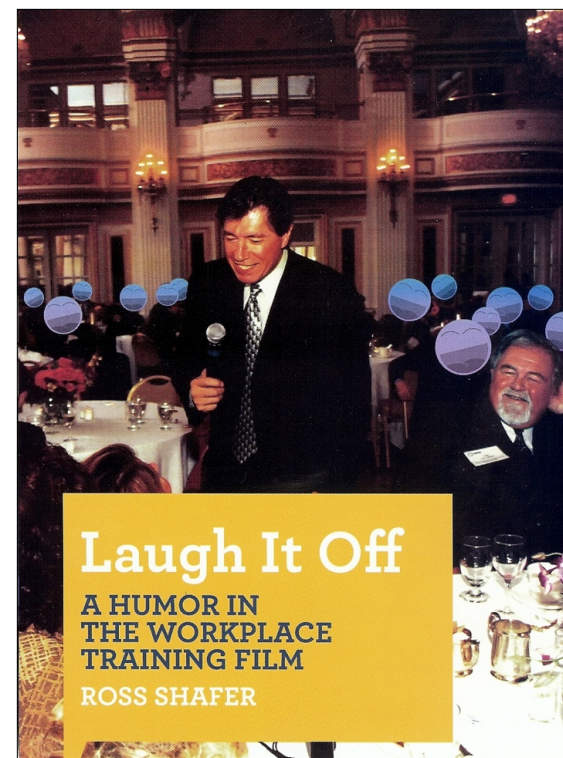
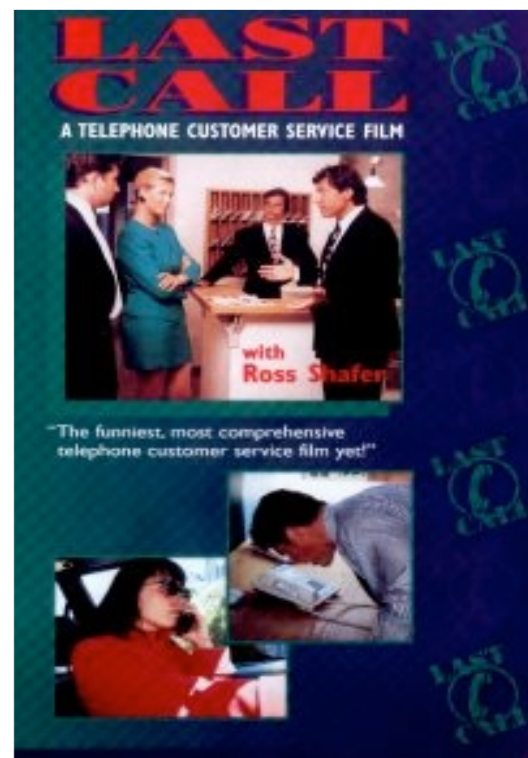
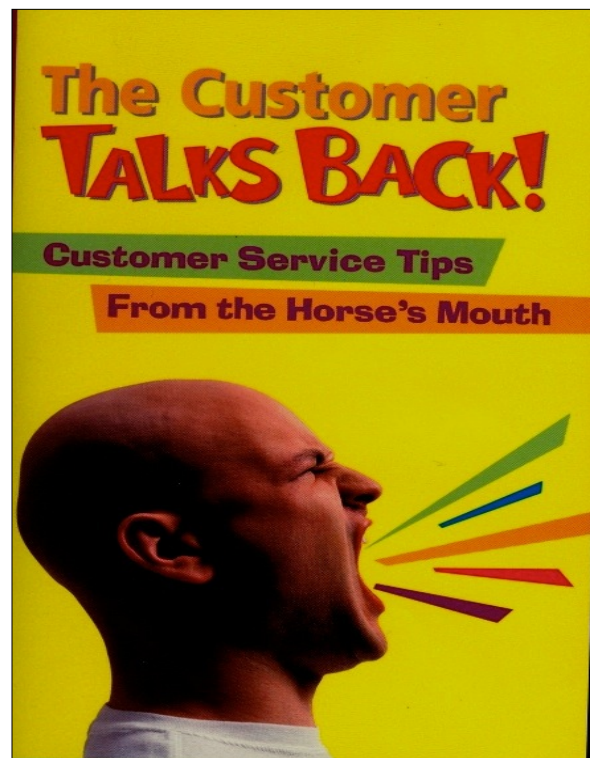
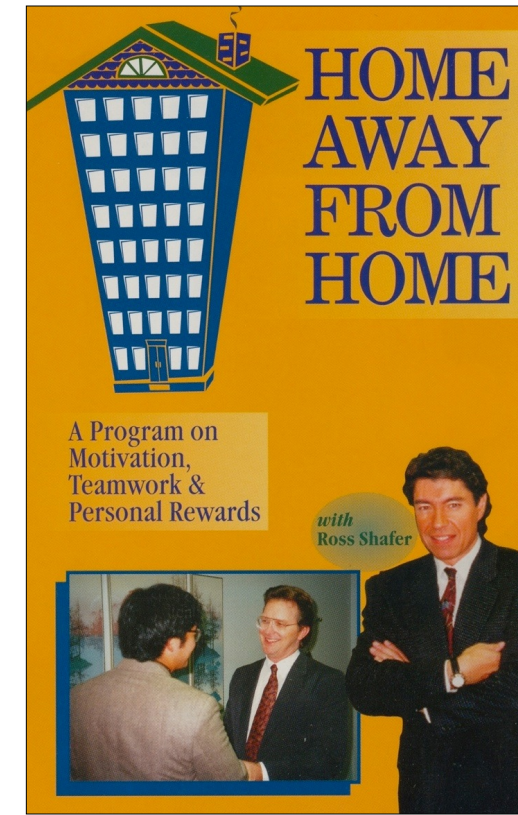
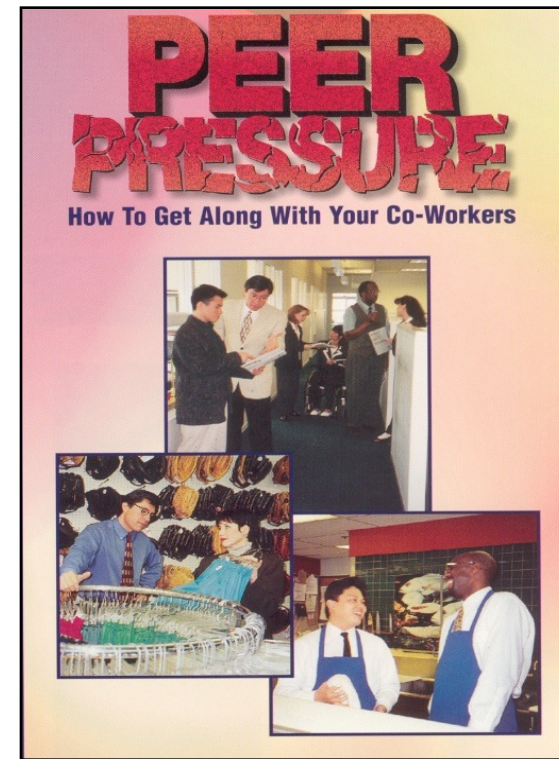
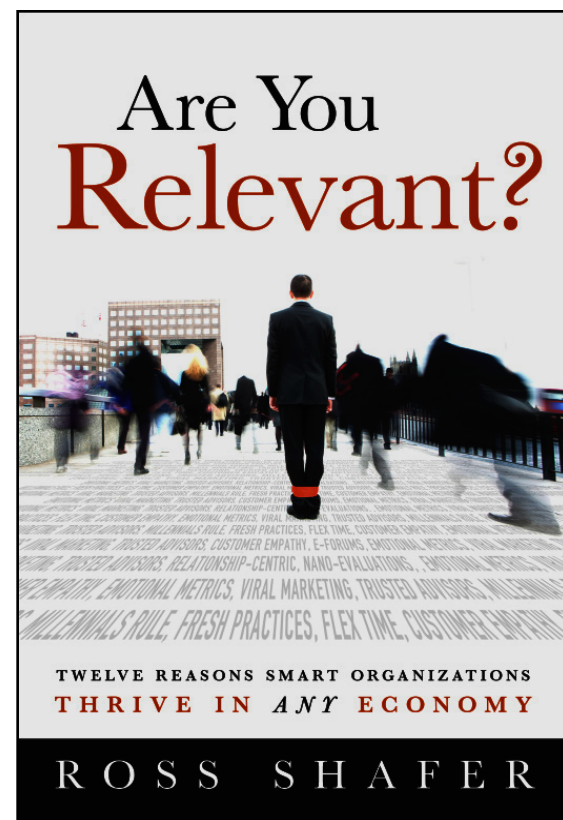
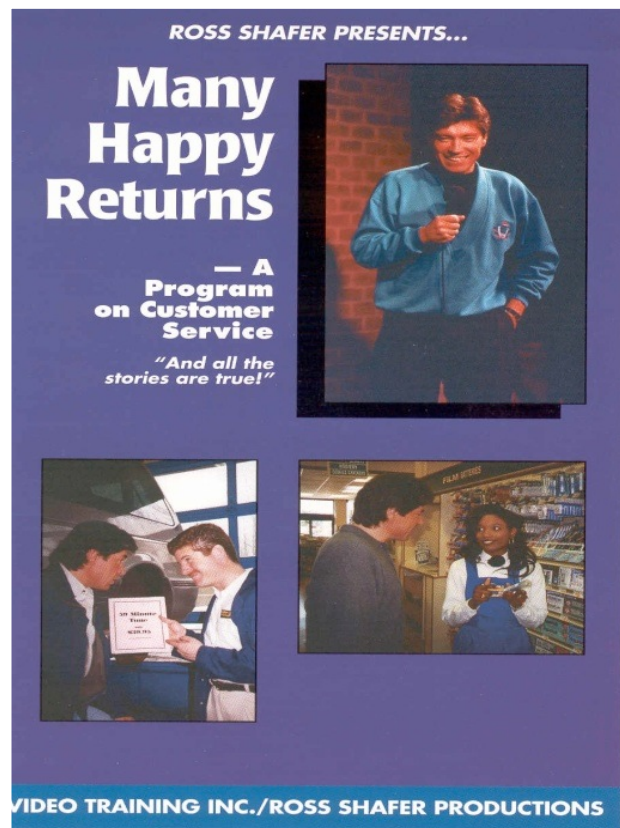
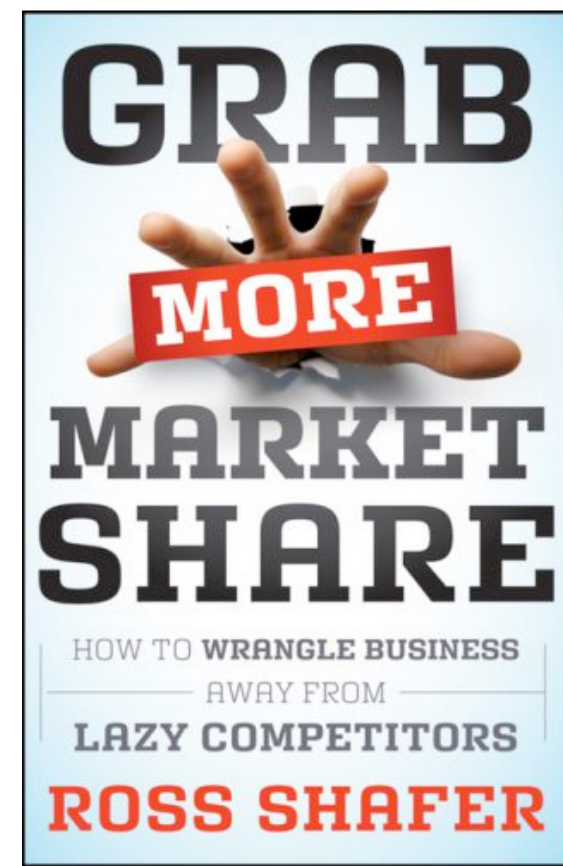
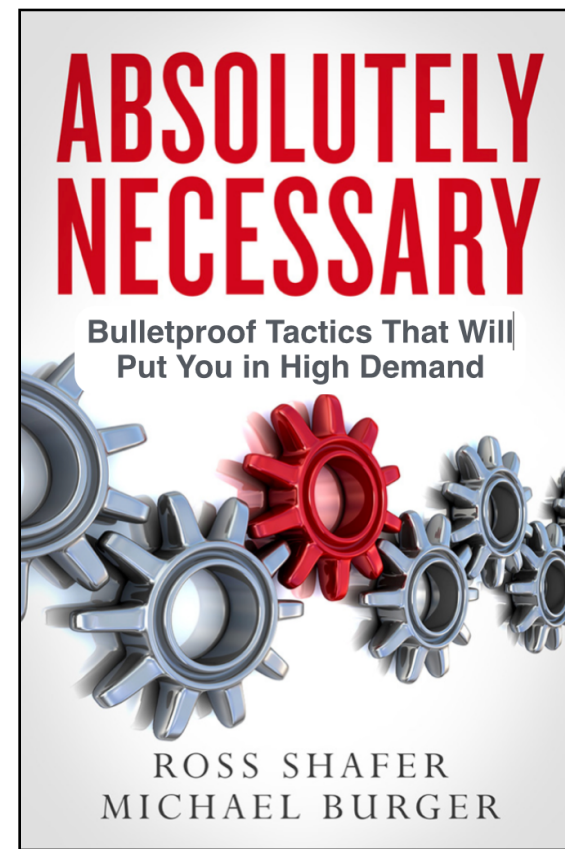
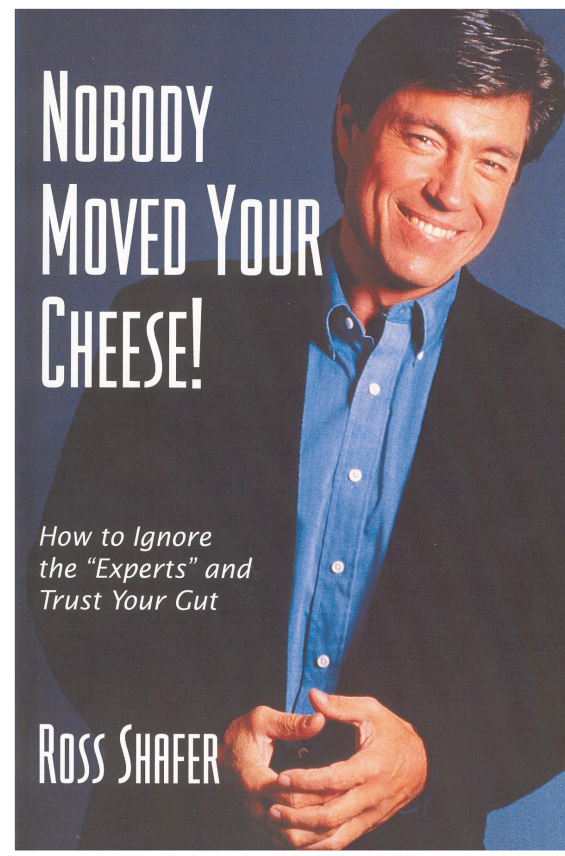
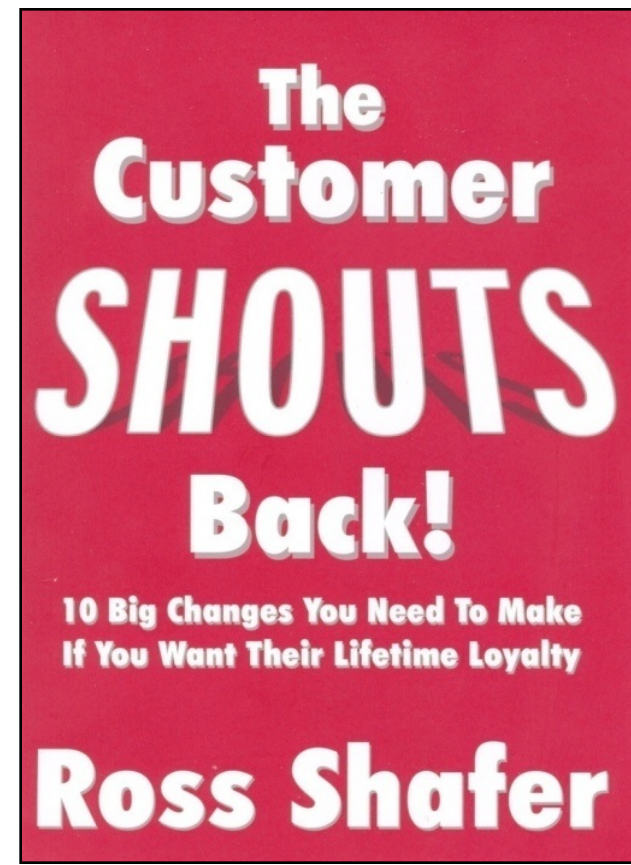
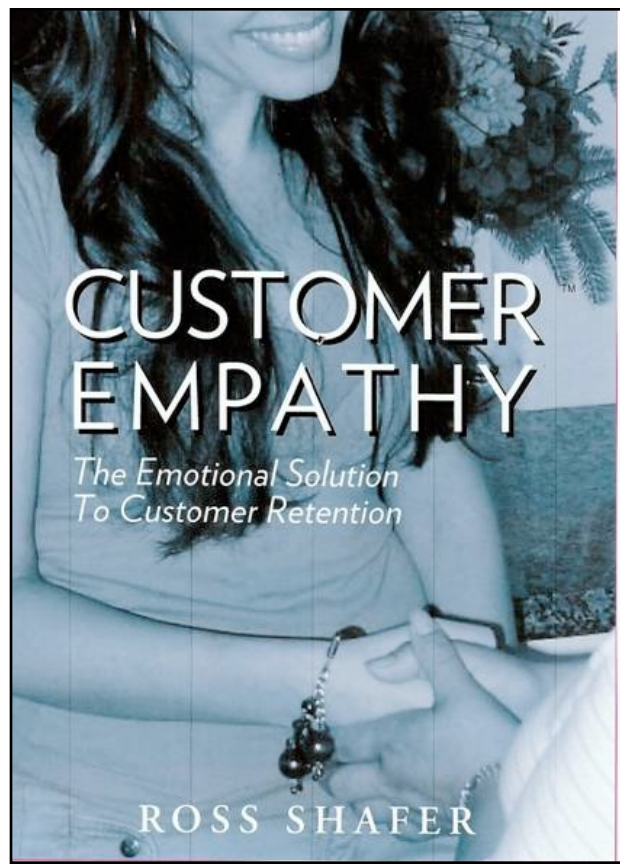


Ross Shafer Michael Burger Pat Cashman Cam Marston Scott Klososky

RelevantReport.com[®]

Coaching Blog for Personal & Professional Development







ROSS SHAFER'S RELEVANT LEADERS CLUB

ROSS SHAFER'S

RELEVANT LEADERS CLUB

Innovate. Motivate. Educate. Sustain.

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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...



Why is the Lifespan of a Company only 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...



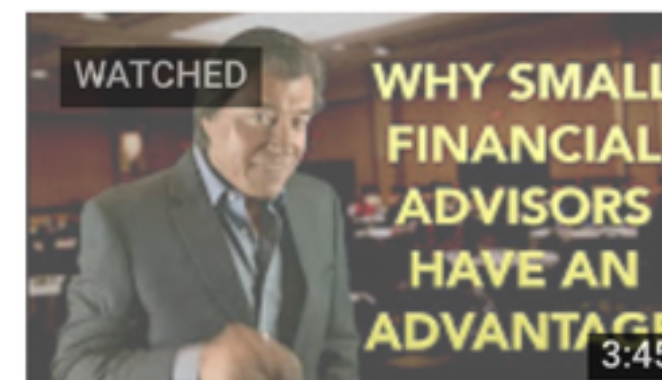
Should You Change Your "Leadership" Persona? | Leadership speaker | Ross Shafer

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...



How Can Leaders Make Better Decisions? | Leadership Speaker | Ross Shafer

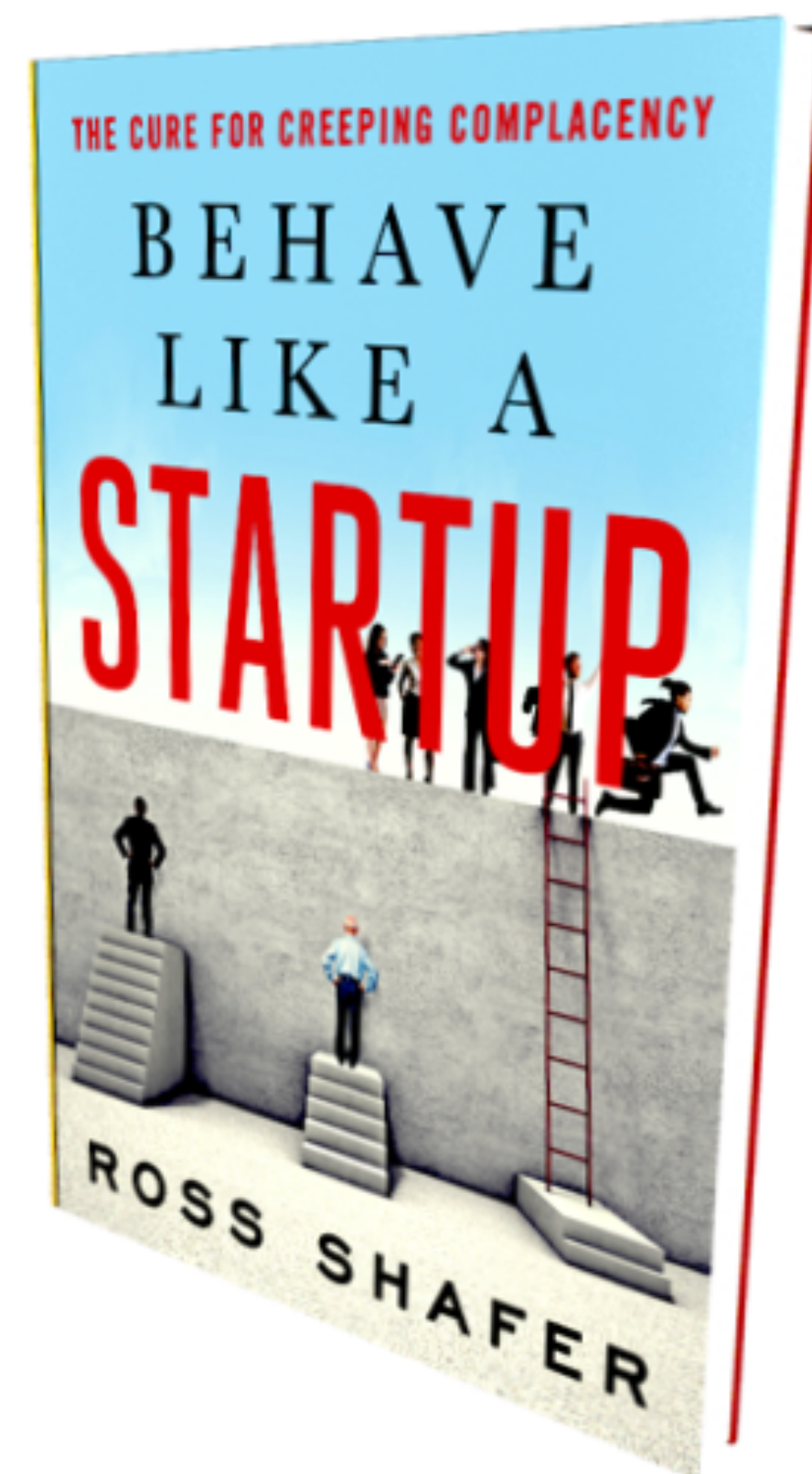
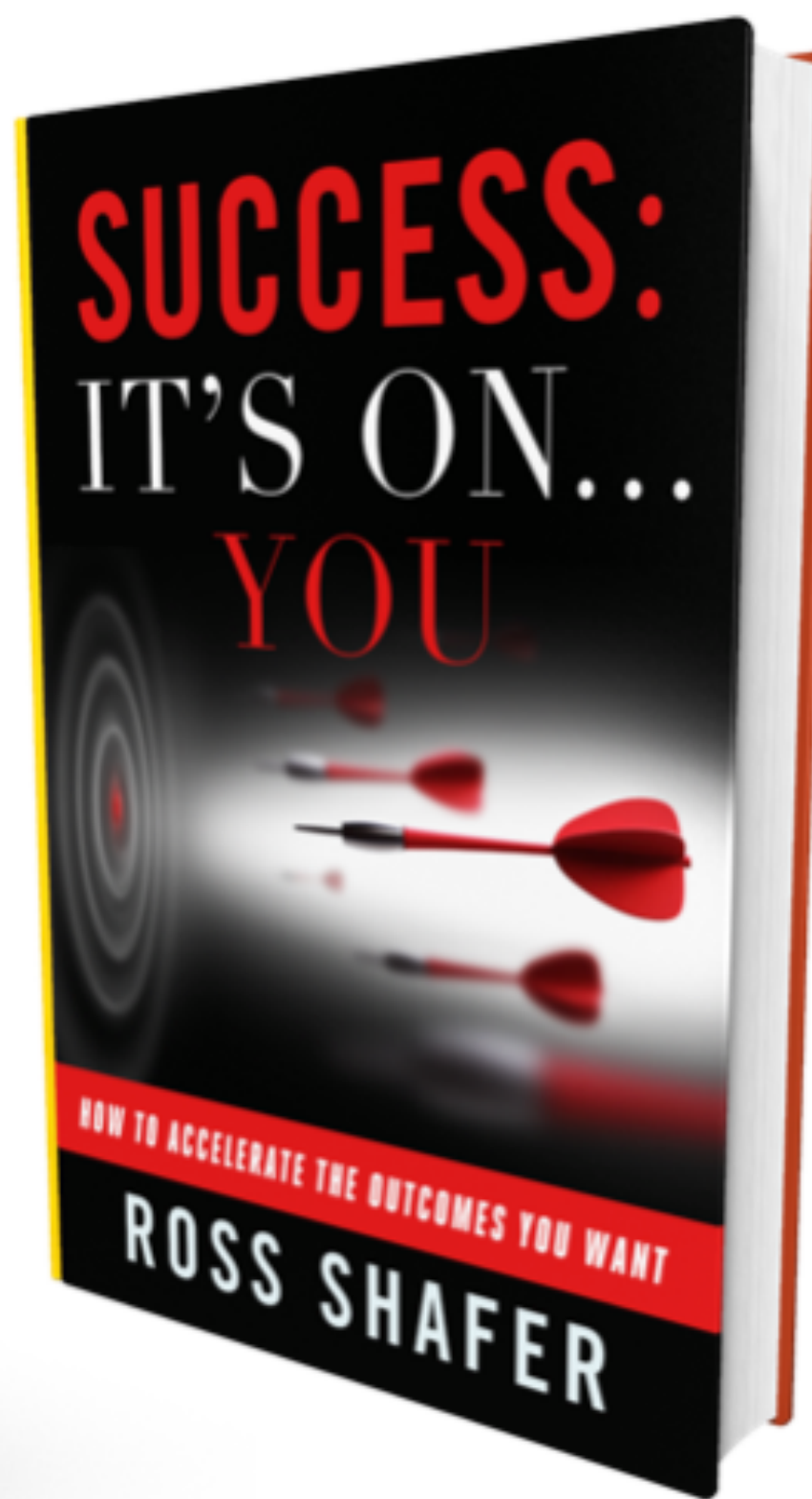
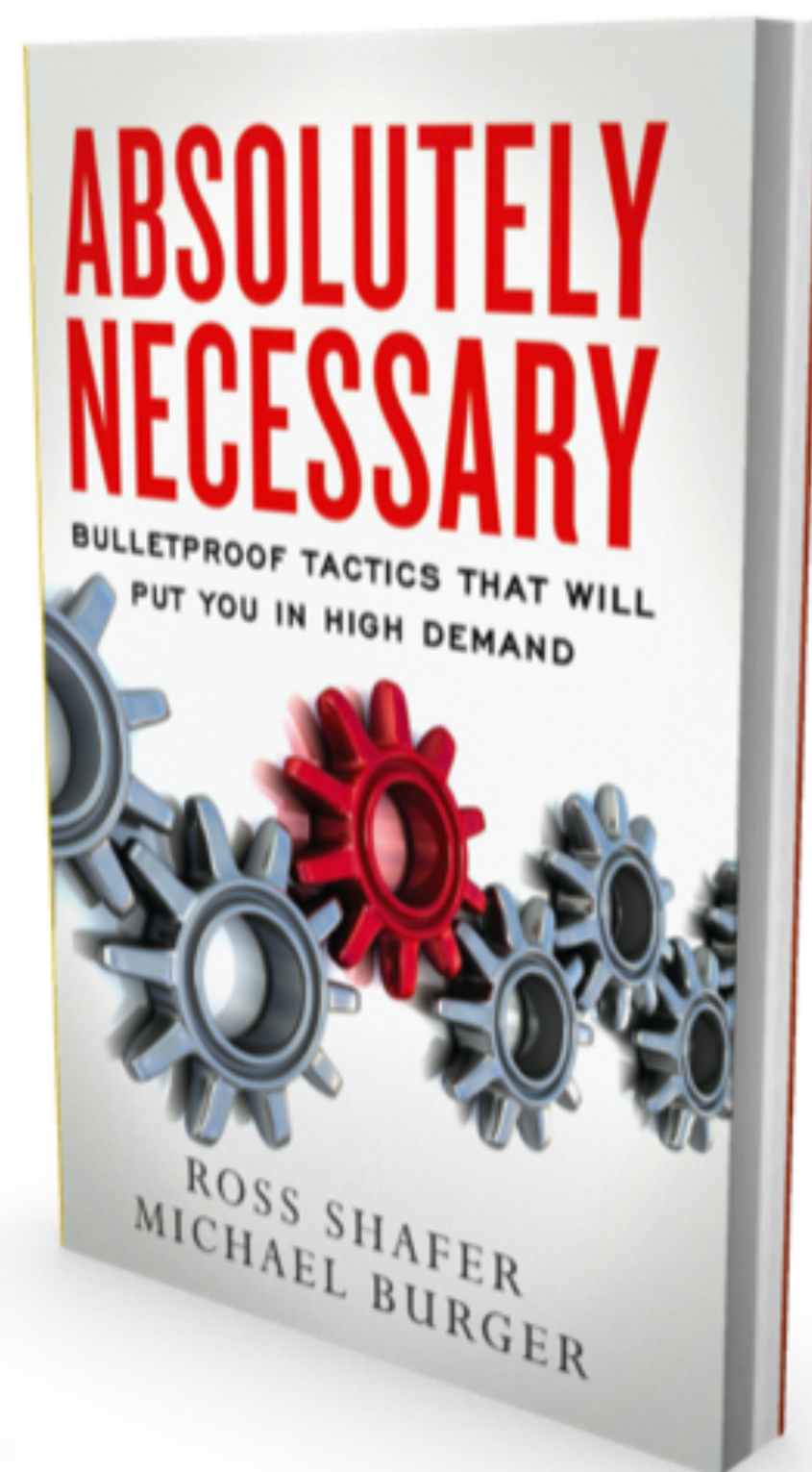
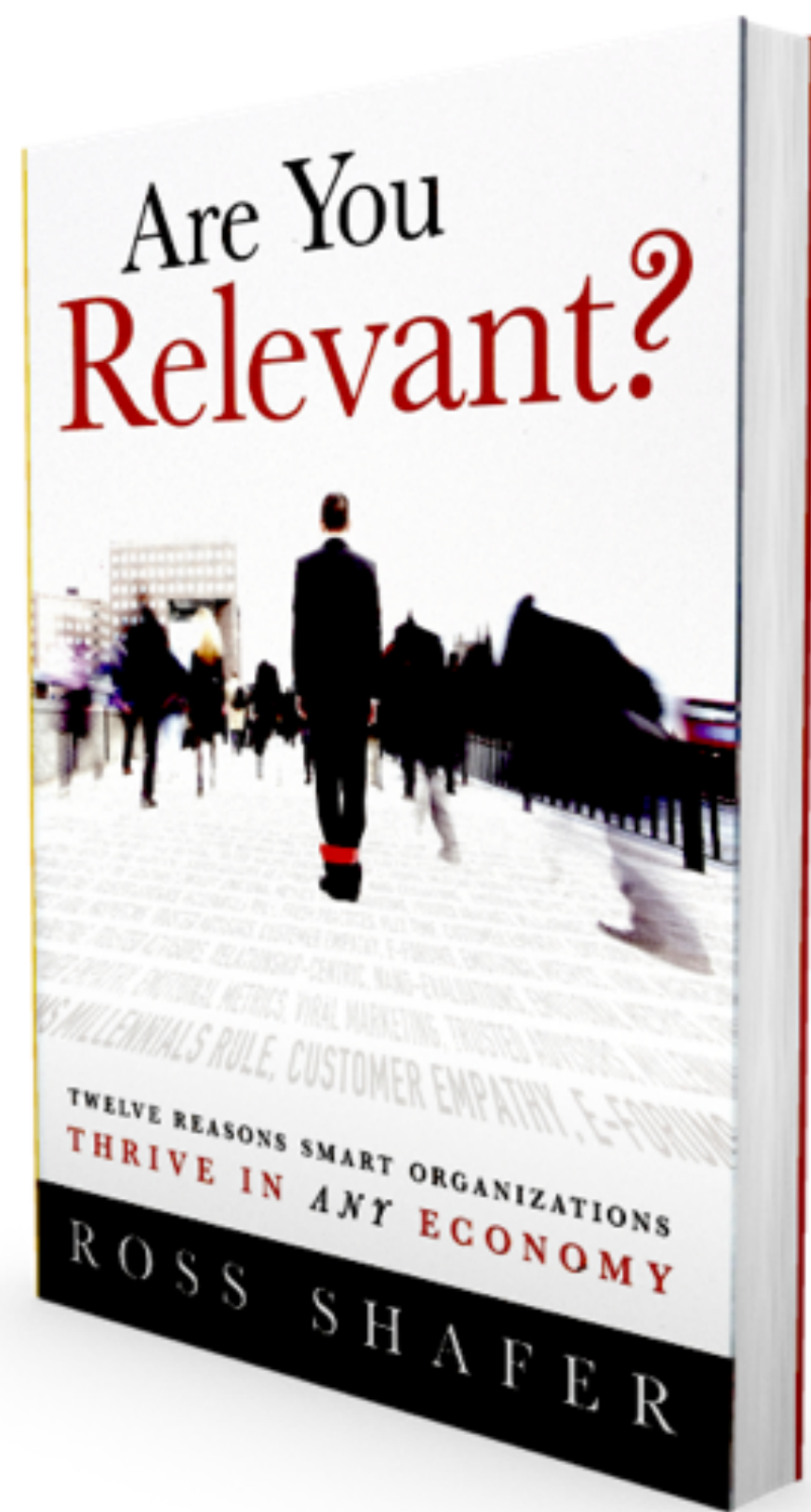
by Ross Shafer
1 month ago • 85 views
Leaders are paid to make good decisions over and over. This video by Ross Shafer will give leaders a repeatable...



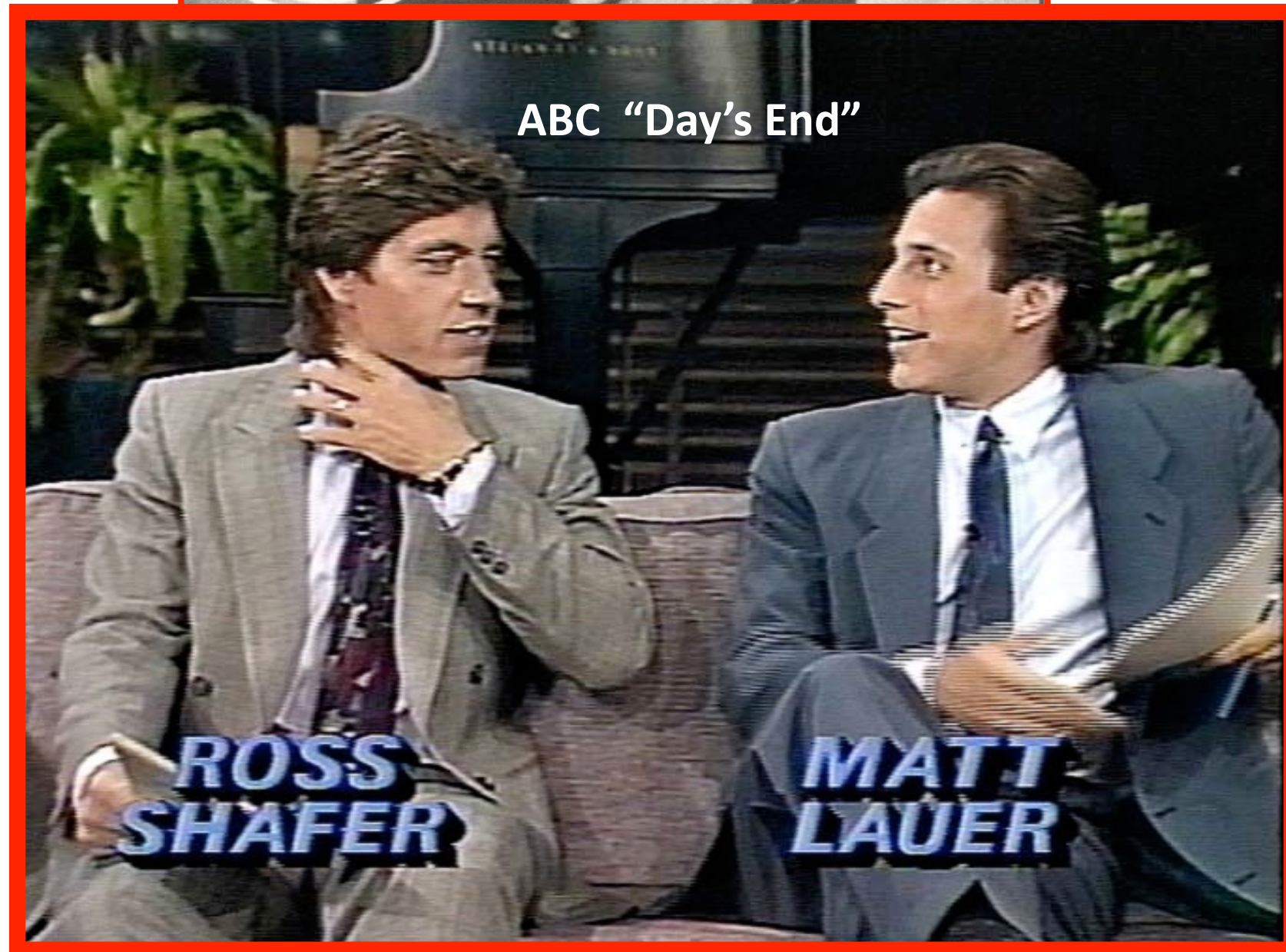
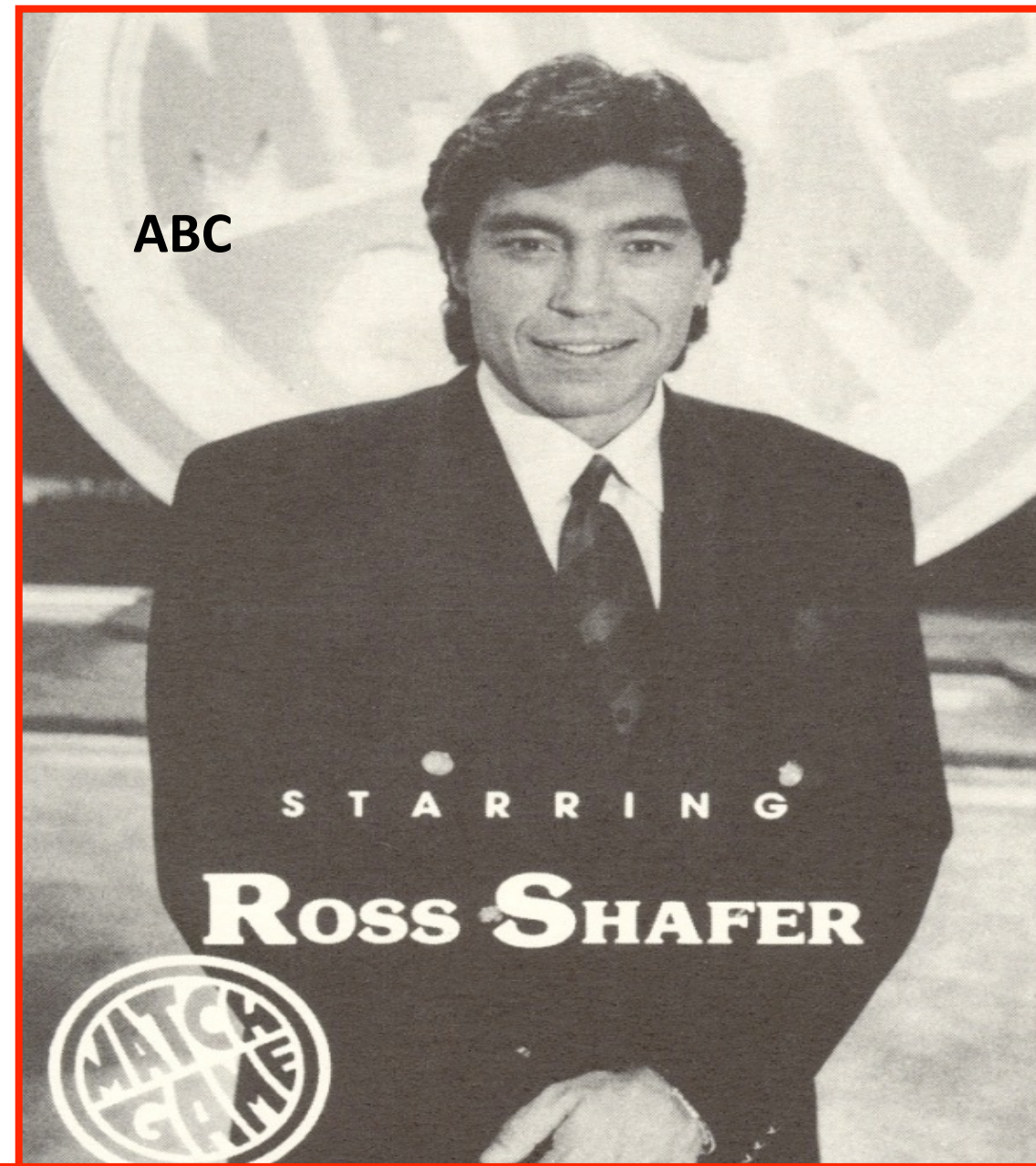
How Can Small Office Financial Advisors Beat The Big Guys? | Leadership Speaker | Ross...

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...

Weekly FREE Leadership VIDEO BLOG







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





How Do You Know
Complacency is
Creeping in?



Startups Continue to
Tweak Every Process

“You take it. I’m already too busy.”

“Let’s wait. I know the client can find the money.”

“I need to spend my time on bigger clients.”

BOMBAY.

BORDERS®

HOLLYWOOD
VIDEO

THE
SHARPER
IMAGE®

LEHMAN BROTHERS

COMPUSA
WHERE AMERICA BUYS TECHNOLOGY™

RITZ
CAMERA

STEAK
and ALE®
RESTAURANT

Wickes
FURNITURE
Chicago • Los Angeles • Minneapolis • Portland

WILSONS
LEATHER

Hostess



K•B toys™ sam goody®



WACHOVIA



Reader's
Digest

aloha
AIRLINES®



AIR
AMERICA
RADIO

SINCE 1910
LEVITZ

Howard Johnson

imb
IndymacBank

LINENS-N-THINGS
dream big. pay little



GO HOME



victim or **VICTOR**



“We have nothing to lose.”

“We all need to pull an all-nighter.”

“If we don’t crush this, we’re cooked.”

“We have nothing to lose.”

“We all need to pull an all-nighter.”

“If we don't crush this, we're cooked.”

The Startup Culture...



Head Coach

Pete Carroll



Over 1,200 Player Trade Discussions since 2010

Coach Pete Carroll confirmed that the Seahawks are indeed exploring their options ahead of Tuesday's NFL trade deadline. Then again, they always are.

Carroll **told "Brock and Salk"** on Monday that general manager John Schneider is active in discussions with other teams, which is no different than in any other year.

"We're always engaged. John's burning up the phones right now," Carroll said. "We always are. That's just the way we compete. We love our team, we love the guys we have on this team, but we need to listen to see what's going on ..."

source: mynorthwest.com



A serene landscape featuring a large, snow-capped mountain peak in the background, partially obscured by a thick layer of mist or low clouds. Below the mountain is a dense forest of evergreen trees. In the foreground, a calm body of water reflects the entire scene, creating a mirror-like effect. The overall color palette is dominated by cool blues and greys, giving it a tranquil and somewhat ethereal feel.

Are Your Clients Savvy
re: Cultural Trends?

Women Buy Everything!

85% of ALL CONSUMER & B2B PURCHASES.

93% of OTC Pharmaceuticals

92% of Vacation & Business Travel Decisions

91% of New Homes, Remodels, & Building Design

91% of Family Apparel (74% of men't clothing)

90% of Consumer Electronics (TV's, phones, tablets, computers)

89% of Insurance, Investment Services & Bank Accounts

86% of I.T. Infrastructure 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 will pass along information re: quality and value to their friends....recommending to an average of 21 other people.”



(not counting social media)

“Men only
recommend to
2.6 other
people.”



A serene landscape featuring a snow-capped mountain peak in the background, a dense forest of evergreen trees in the middle ground, and a calm lake in the foreground that perfectly reflects the mountain and trees. The sky is a soft, pale blue, and the overall atmosphere is peaceful and majestic.

Must You Be Obsessed
With What You Do?

Do what you love!

(Yeah, how many times have you heard that one??!!)

Do what you love!

**Ok, but what can
you love?**

Did they love this?



The fun came from



Mastering Their Craft

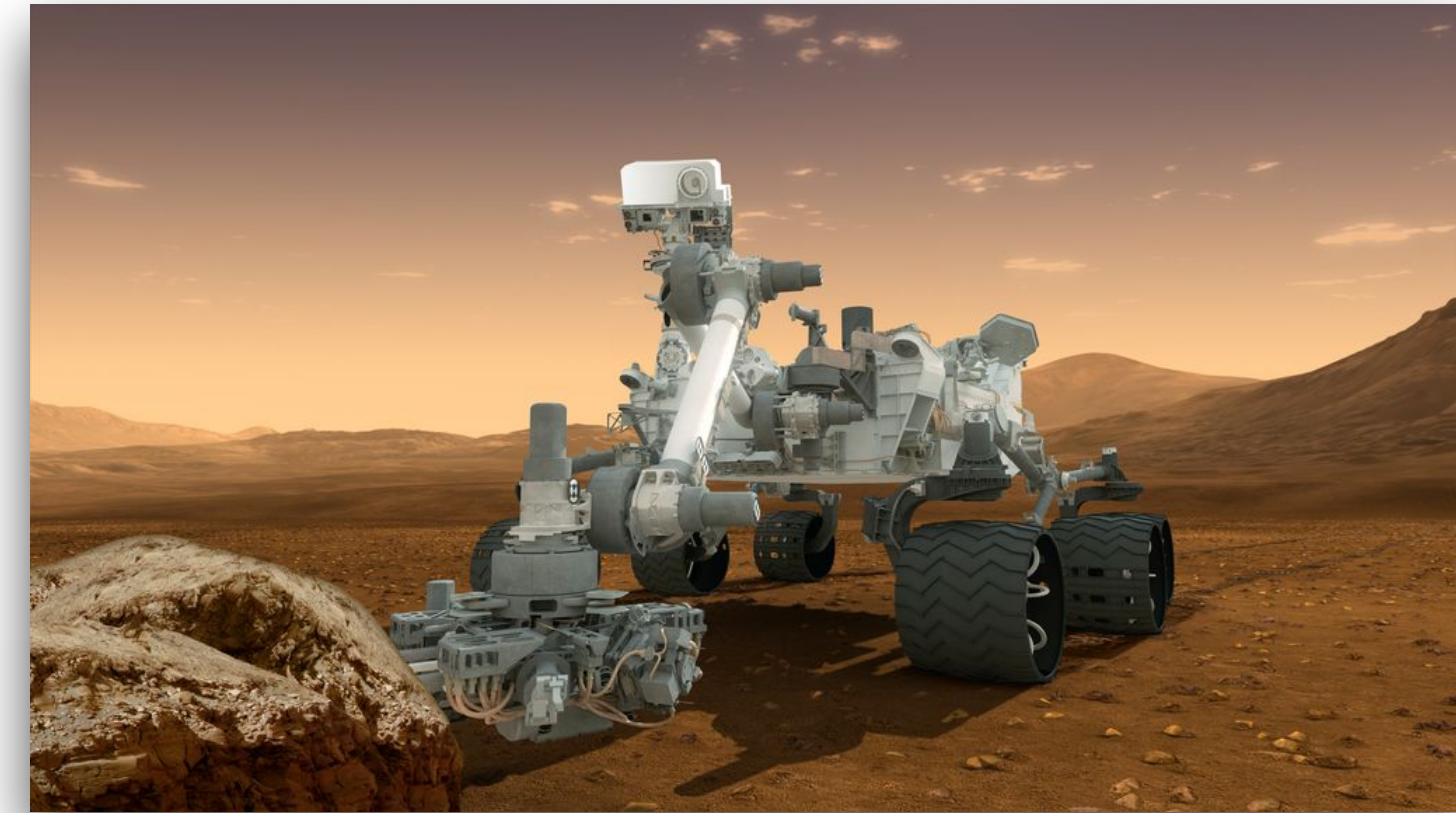
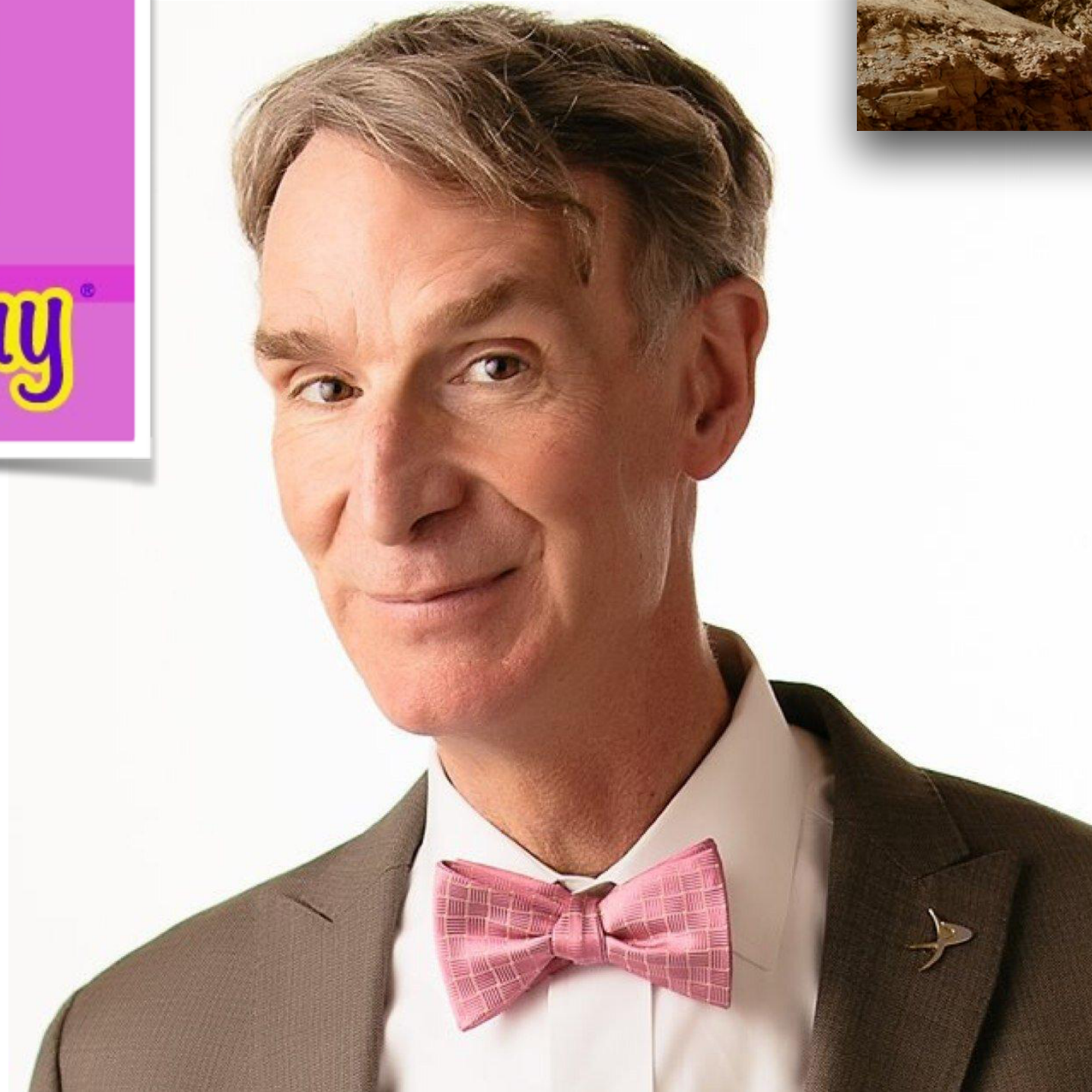
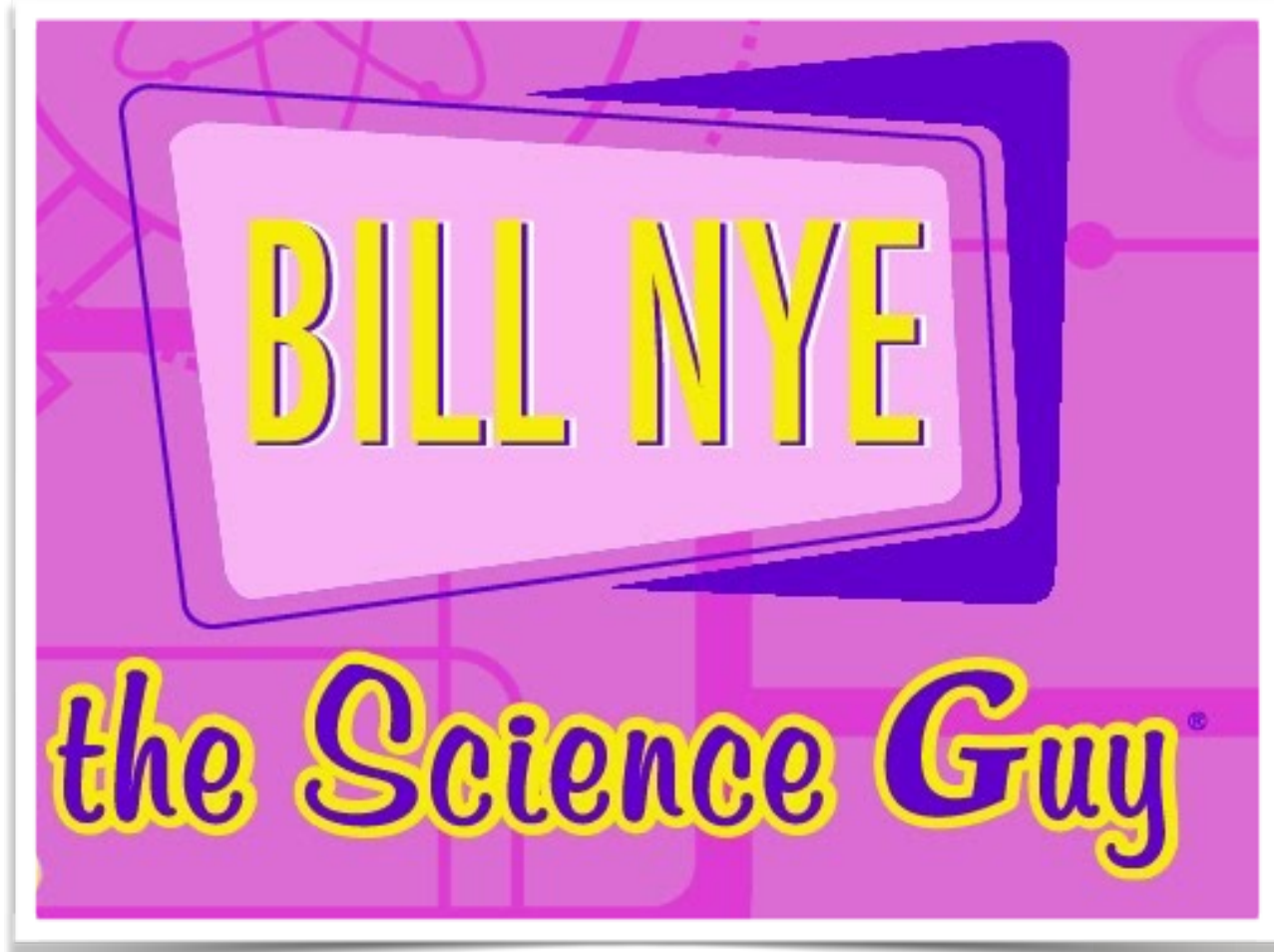
Mastering Your Craft

- Self Confidence
- Respect of Peers
- Personal Reward

1,127 Free Throws in a Row



Help Others Find
MASTERY & EXCELLENCE
in Themselves



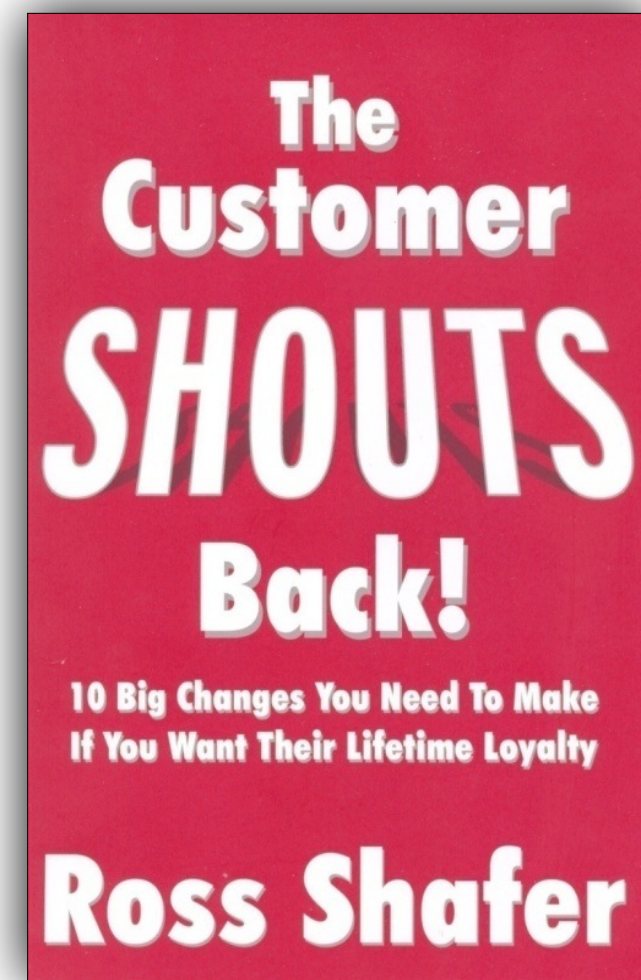


Startups Know They
Must be Smarter
Than Their Clients

THE

Web **MD**SM

EFFECT



We dissected
2,000
complaints:
Blogs, Web
sites, & forums

Clients Feel...

- Vulnerable
- Helpless
- Anxious
- Embarrassed
- Out of Control





UNITED



**“If we just ship one more pet a day,
we’d make another \$1 billion/yr.”**



Cozy Cottage Dog House (Colors may Vary) by Pet Zone (Apr 16, 2007)

~~\$179.99~~ **\$125.00** Prime
Only 2 left in stock - order soon.

More Buying Choices
\$105.00 new (9 offers)
\$115.09 used (1 offer)

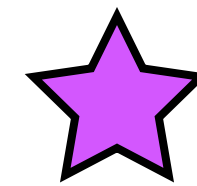
★★★★★ (33)

FREE Shipping on orders over \$25

Product Features

Accommodates medium *dogs* up to 75 lbs

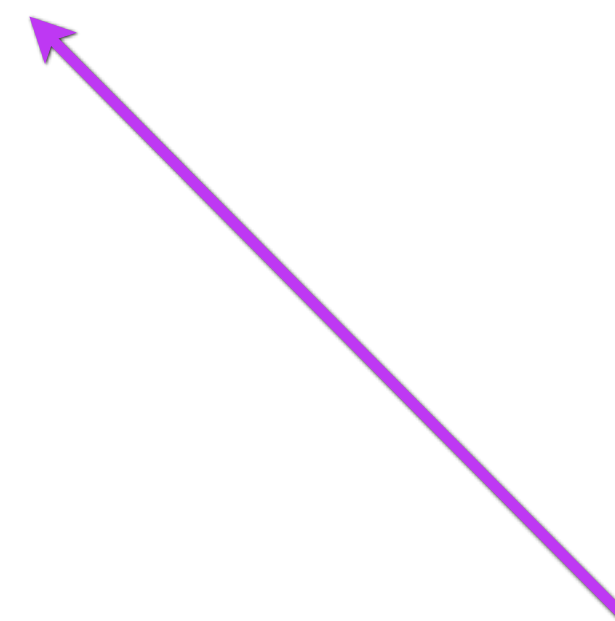
Pet Supplies: See all 188,064 items



WAIT! Need it WAY faster?



\$29.59 EXPRESS



A serene landscape featuring a snow-capped mountain peak in the background, a dense forest of evergreen trees in the middle ground, and a calm lake in the foreground that perfectly reflects the mountain and trees. The overall color palette is a soft, monochromatic blue and white, creating a peaceful and ethereal atmosphere.

Become a Bottomless
Source of Fresh Ideas

“73% of our new products didn't exist 15 months ago.”

David M. Cote - CEO/Chairman

Honeywell

“We have a history of moving forward”

“We want to get to the future first”

Peripheral Vision Prevents Injury



Russell
Wilson
sees (3)
receivers
AND
Whitney
Mercilus



Go to The Wrong Meeting

Hotel Events

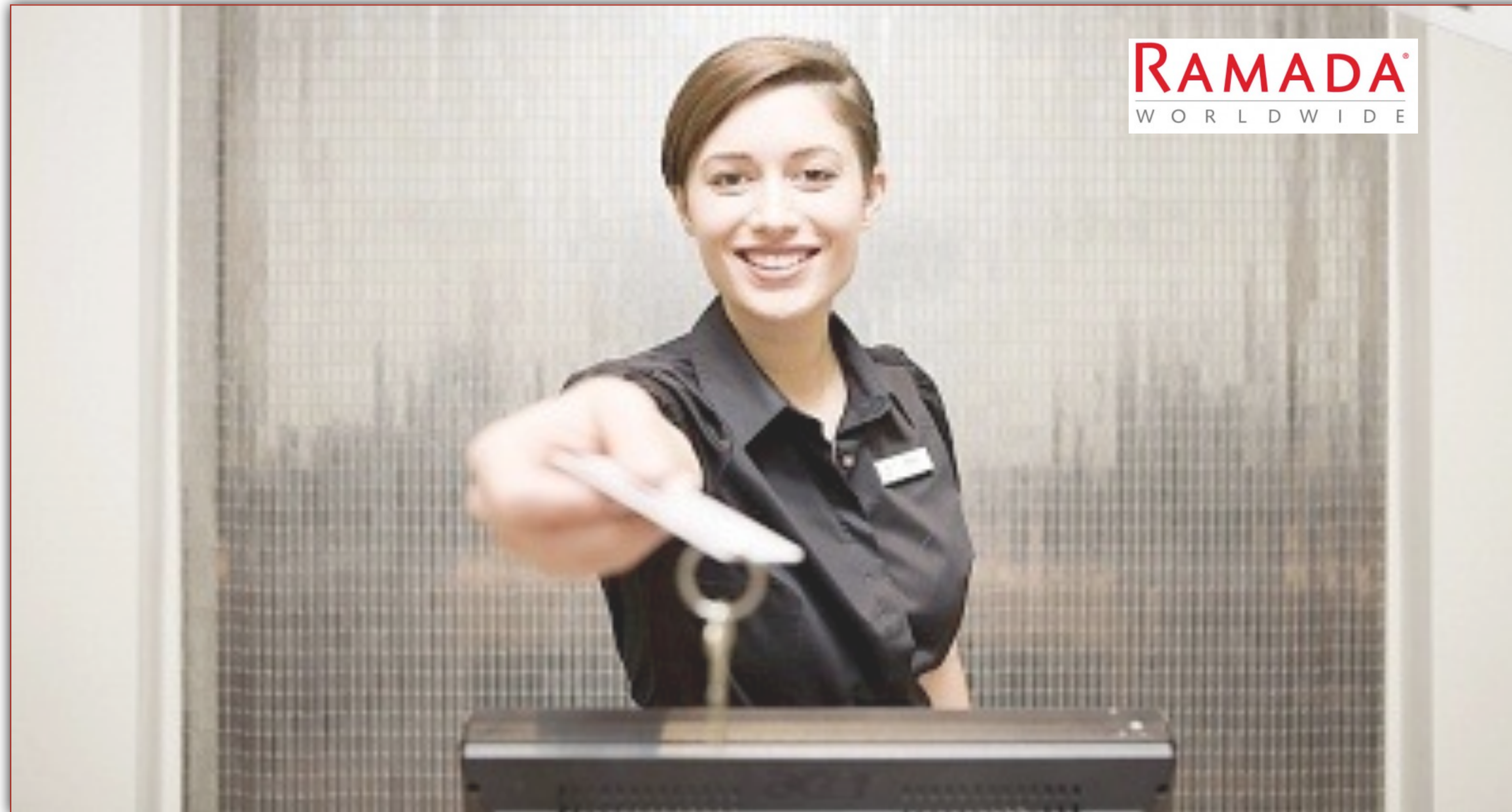


FRIDAY 78° HIGH 78° LOW 68°
SATURDAY 77° HIGH 67° LOW
SUNDAY 76° HIGH 66° LOW
 9:34

Events for January 20, 2016

Group/Event	Room	Start/End
GENERAL ELECTRIC		
BREAK OUT SESSION: GROUP A	Olympic 1	1:00 PM - 2:45 PM
BREAK OUT SESSION: GROUP B	Evergreen 3 & 4	3:25 PM - 5:00 PM
BREAK OUT SESSION: GROUP C	Cascade 7 & 8	3:25 PM - 5:00 PM
RAYTHEON		
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







34% growth
for the past six
years.





Laramar Apartment Homes - 55,000 units

H₂O

Healthy Hyper-Organic
Growth...is personal

cafe
press™



LUSH
FRESH HANDMADE COSMETICS

NIKEiD. INDIVIDUALLY
DESIGNED





ROSE 31

90ml 3 FL. OZ.

conditioner/
apres shampooing

For: **Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York

ROSE 31

90ml 3 FL. OZ.

shower gel/
gel douche

For: **Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York

ROSE 31

90ml 3 FL. OZ.

body lotion/
lotion pour le corps

For: **Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York

EVERYBODY

SELLS



In a Startup...
EVERYBODY SELLS

The Morgan Stanley logo is centered within a thin black rectangular border. It features the word "Morgan" in a dark grey sans-serif font, followed by a blue triangle pointing downwards and to the right, and then the word "Stanley" in a lighter grey sans-serif font.

Morgan Stanley

“89% of happy customers would refer their broker to a friend.”

The Morgan Stanley logo is centered within a thin black rectangular border. It features the word "Morgan" in a dark grey sans-serif font, followed by a small blue triangle pointing downwards, and then the word "Stanley" in a lighter grey sans-serif font.

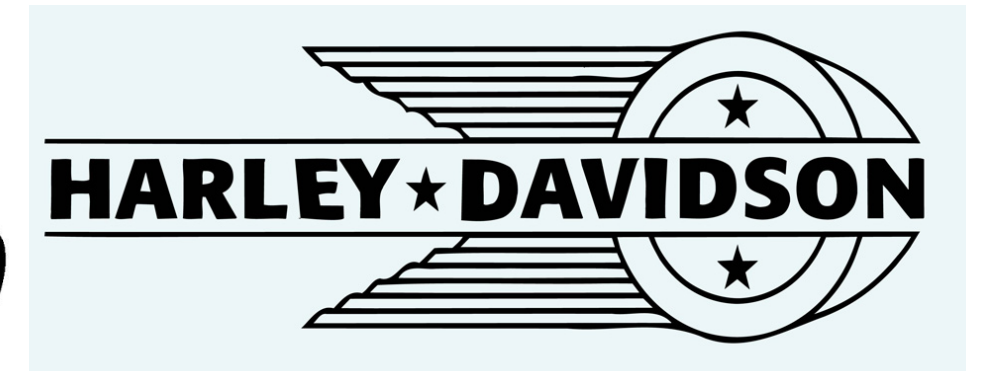
Morgan Stanley

“Only 12% asked for a referral.”

POP QUIZ:

21% of which company's sales come from Branded Merchandise?





Hard Rock
HOTEL & CASINO



WE ARE
EVOLVING
THE WORLD OF BRANDED MERCHANDISE

BD^A
bdainc.com

Creative Innovation *Trend Analysis*

Eco-Friendly **INDUSTRY EXPERTISE**

Cost Savings Social Responsibility Educates

Engages **Protect the Brand**

Reflect Who You Are Art & Application

sensitivity & sensibility to capture your brand

Start-Ups who go viral:


***Authentic**


***Emotional Value**

***Tied to an Aspiration**

**BUYING
RAZORS
SUCKS**

LET US SEND 'EM RIGHT TO YOU.



 **DOLLAR SHAVE CLUB**
SHAVE TIME. SHAVE MONEY.

Friends & Family[®]

The Who, What,
Where, When
and How



WhatsApp



grey?
 gorgeous?

Why can't more women feel glad to be grey? Join the beauty debate.

campaignforrealbeauty.co.uk  | *Dove*

We Create Emotion

We Protect the Customer's Brand

We Help Reflected Who They Are

We Create Emotion

We Protect the Customer's Brand

We Help Reflect Who They Are

It's Not **What** You Can Produce

It's the Why Your Brand will be popular

“We can tell a better story...so it follows that we can charge more money.”



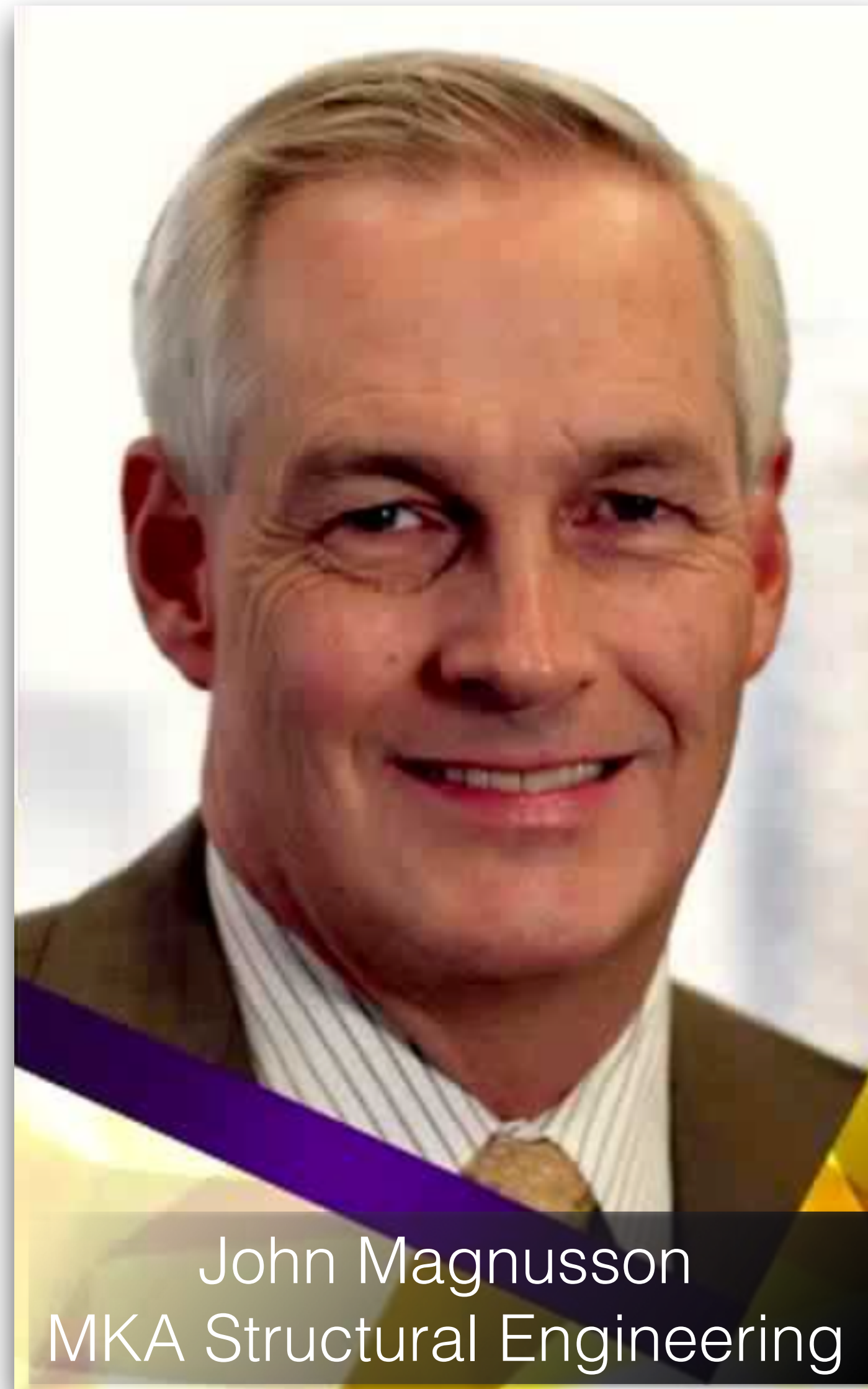


Startups Never Assume
They Have
“A Relationship”

“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



Century Link Field



Seattle Art Museum



Music Experience Project



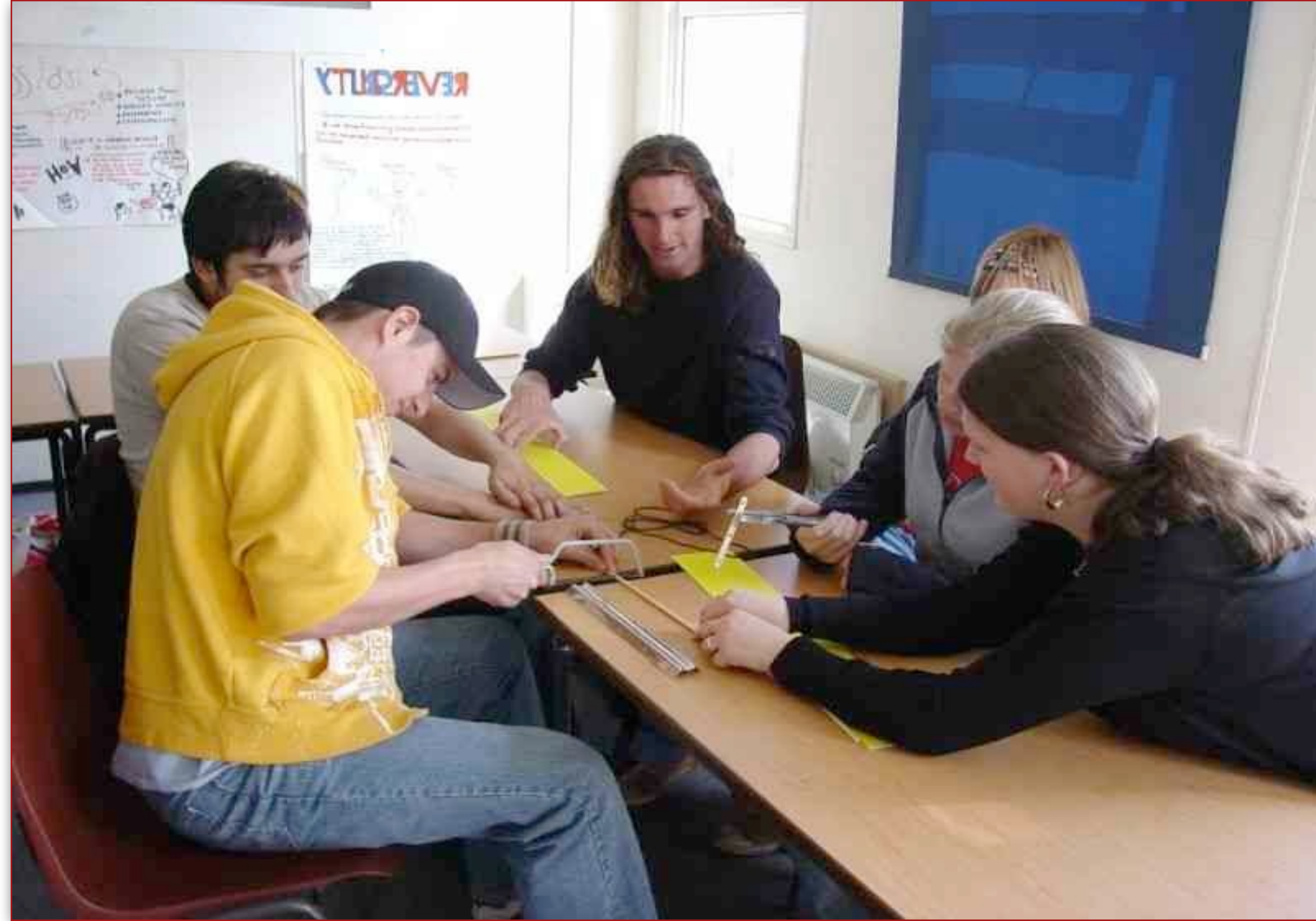
Talk Show Hosts Show Extreme Interest



The Intentional Genius of Facebook

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.

facebook



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

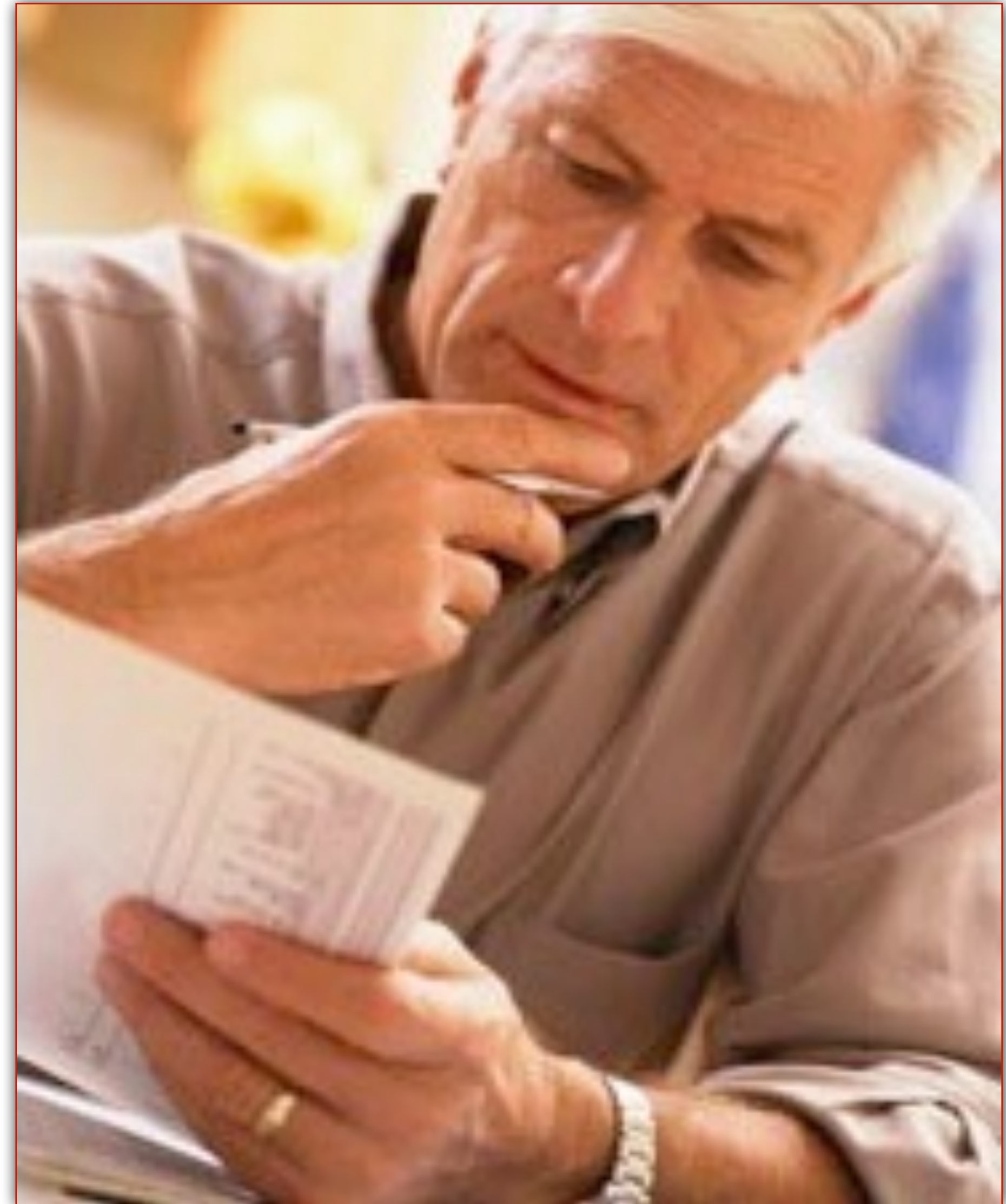
A serene landscape featuring a snow-capped mountain peak in the background, a dense forest of evergreen trees in the middle ground, and a calm lake in the foreground that perfectly reflects the mountain and trees. The overall color palette is a soft, monochromatic blue, creating a peaceful and contemplative atmosphere.

Startups Are Grateful
for Every Moment



The "Kicker Story"

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



If you would like to be contacted by [redacted] regarding your comments, please include the following information:

Name _____
Street _____ Apt.# _____
City _____
State _____ Province _____
Country _____ Zip _____
Telephone # _____
Email _____
Dates of Stay: From _____ To _____
Room No.: _____

Please rate your satisfaction with each of the following:

	▼ VERY SATISFIED ▼ SOMEWHAT SATISFIED ▼ NEUTRAL ▼ SOMEWHAT DISSATISFIED ▼ VERY DISSATISFIED
Overall satisfaction with this experience	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Receiving a warm and sincere greeting upon arrival	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Staff greeting you by name	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Staff remembering you as a regular guest	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Timeliness of check-in	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Receiving the room you expected.....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Ability of the staff to anticipate your needs	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Cleanliness of the guest room	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Condition of the guest room furnishings.....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Cleanliness of the hotel.....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Condition of the hotel furnishings	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Quality of the food	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Receiving a fond farewell when you checked out	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

How likely are you to recommend this [redacted] to friends or associates..

If you travel back to the area, how likely are you to return to this [redacted]

Did you experience any problems during your stay?
 Yes No

If you reported any problems, how satisfied are you with the resolution.....

 ▼ VERY SATISFIED ▼ SOMEWHAT SATISFIED ▼ NEUTRAL ▼ SOMEWHAT DISSATISFIED ▼ VERY DISSATISFIED

Comments:

Please suggest any service, product or amenity you would like added, or please let us know which exceptional ladies and gentlemen have made your stay more memorable.

Hotel Code: 0037

6-6635C (06/04)

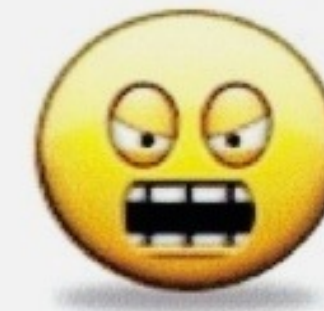
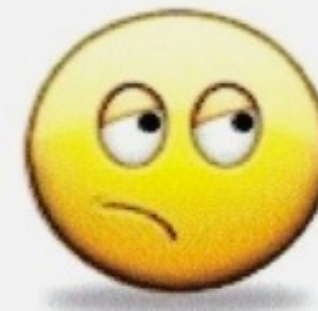
THE CALLAHAN TRUCKING COMPANY NON-SURVEY



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

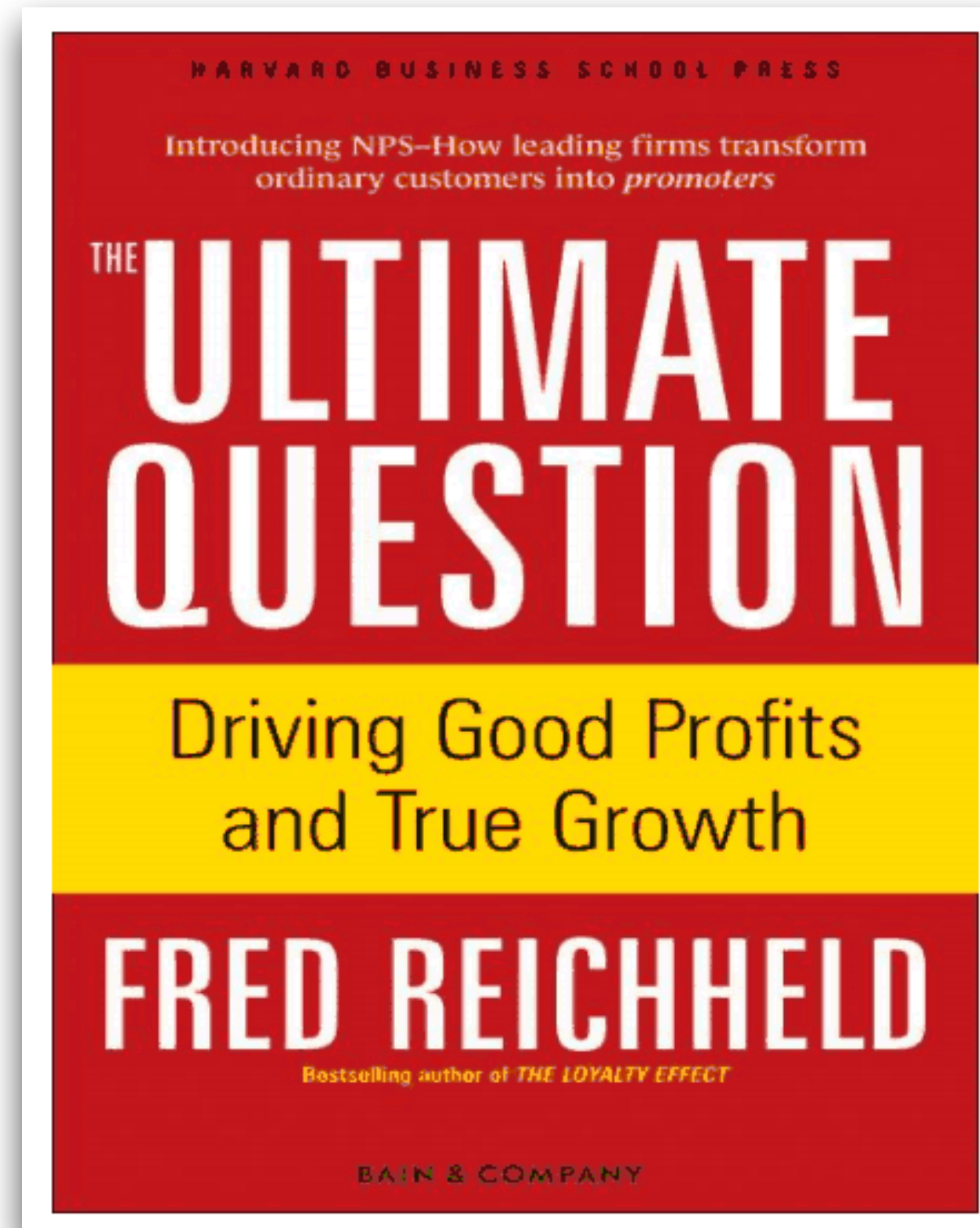


How did you feel after doing business with us?



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

**NET
PROMOTER
SCORES
ROCK!**



How do you stay motivated?





Your Legacy



Chuck Shafer 1927-2001

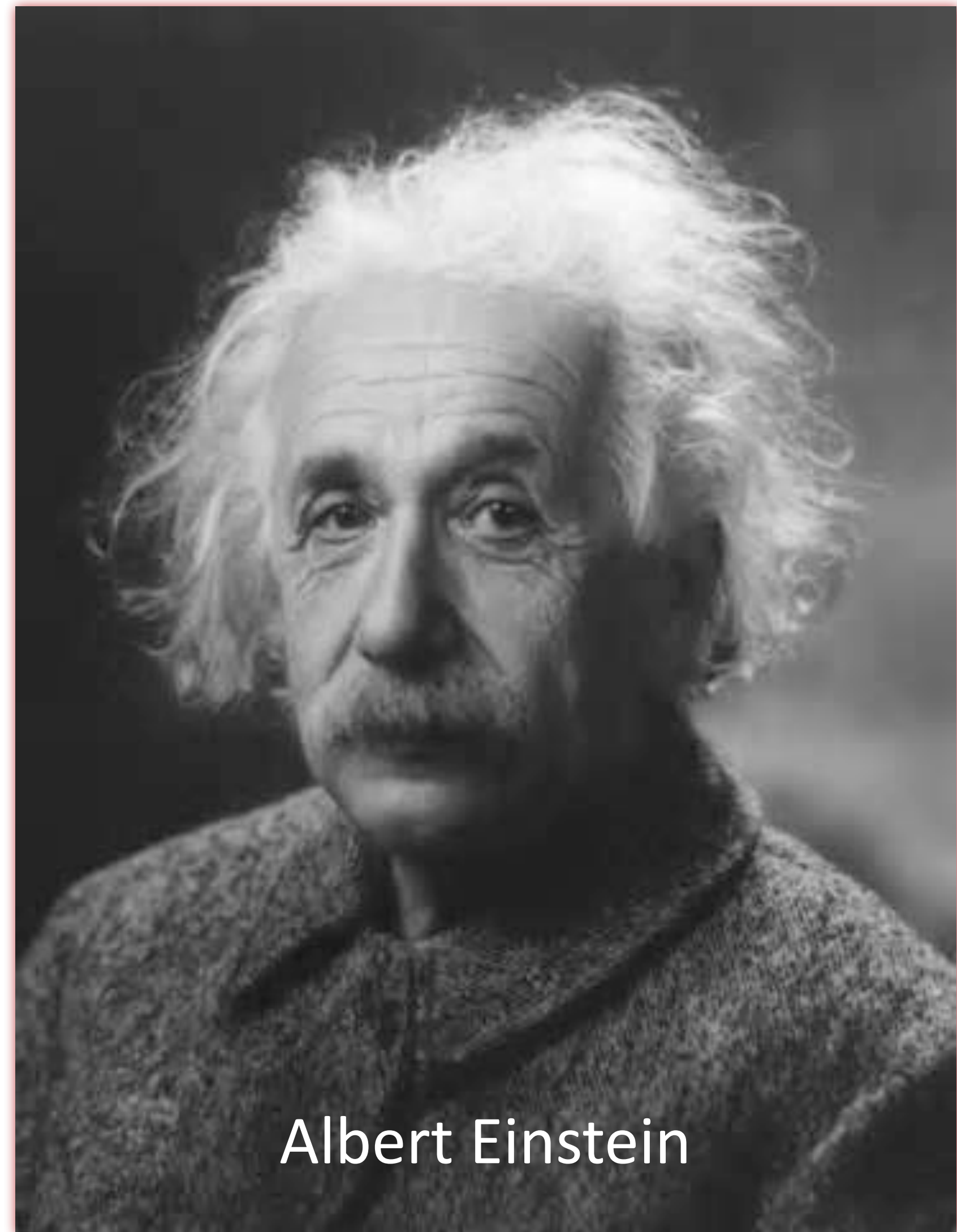


Leah, Ross, Lauren (Lolo), Ryan & Adam Shafer



Daddy/Daughter Date
Lolo's 9th birthday!

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



Albert Einstein

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RELEVANT LEADERS CLUB
 Innovate. Motivate. Educate. Sustain.

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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...



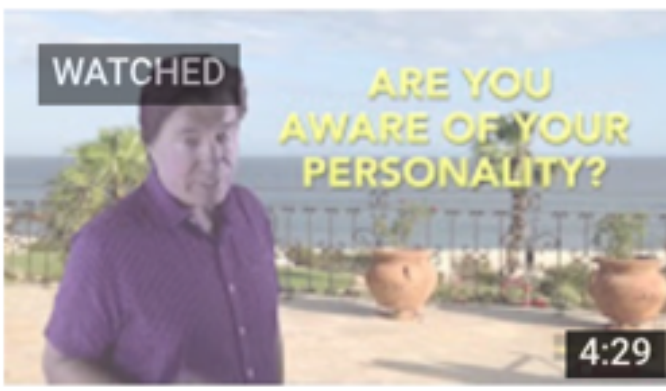
Why is the Lifespan of a Company only 15 years? | Leadership Speaker | Ross Shafer
 by Ross Shafer
 4 days ago • 24 views
 Why will your company only last 15 years? Leadership speaker and innovation author Ross Shafer describes...



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...



How Can Leaders Make Better Decisions? Leadership Speaker | Ross Shafer
 by Ross Shafer
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