



Ross
Shafer

Want to book Ross?

Contact:

Jay Callahan

703-516-4000

jcallahan@kepplerspeakers.com



Ross
Shafer

Staying Relevant in Tomorrow's Market

Restaurants/Food Service



Retail Clothing



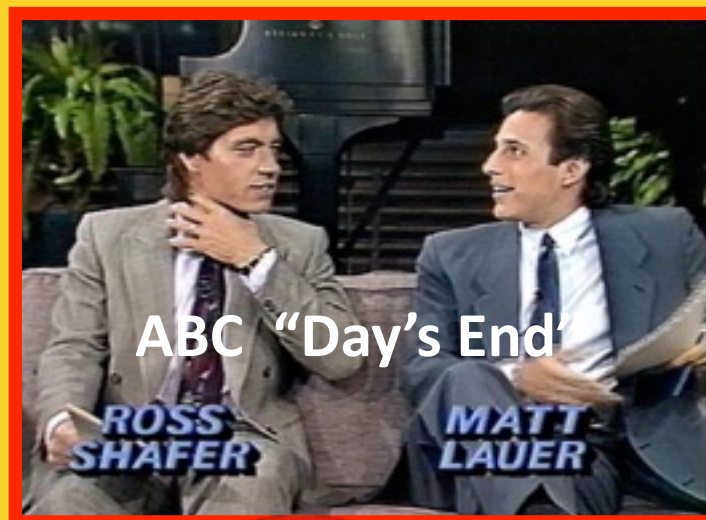
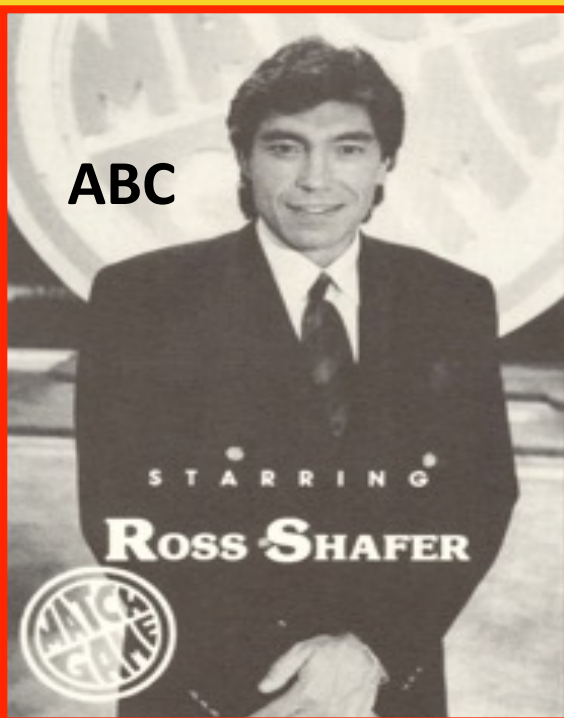
TV & Film Production



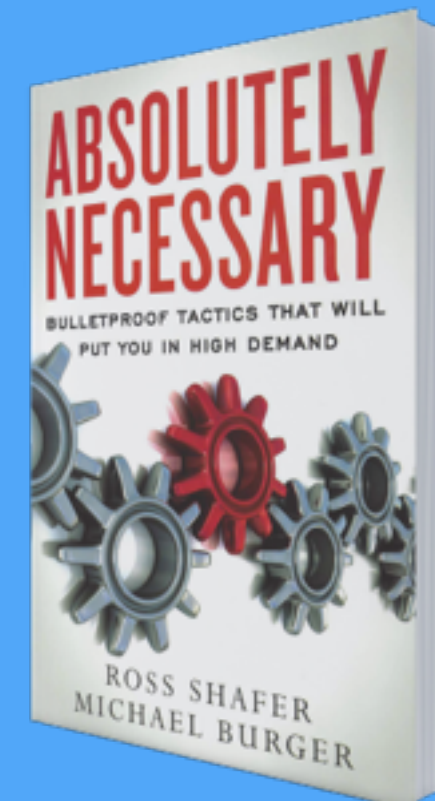
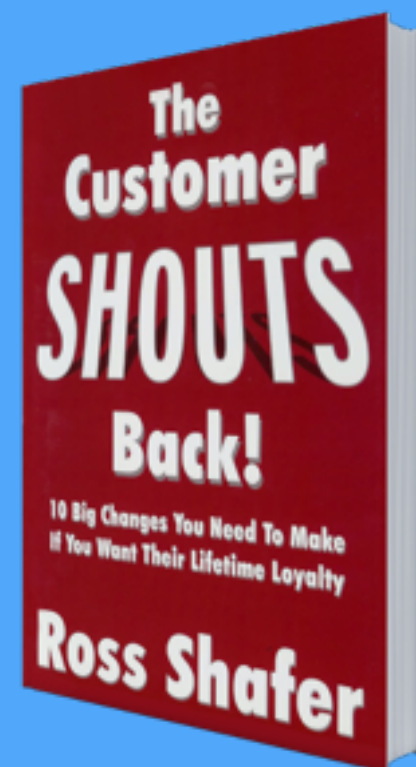
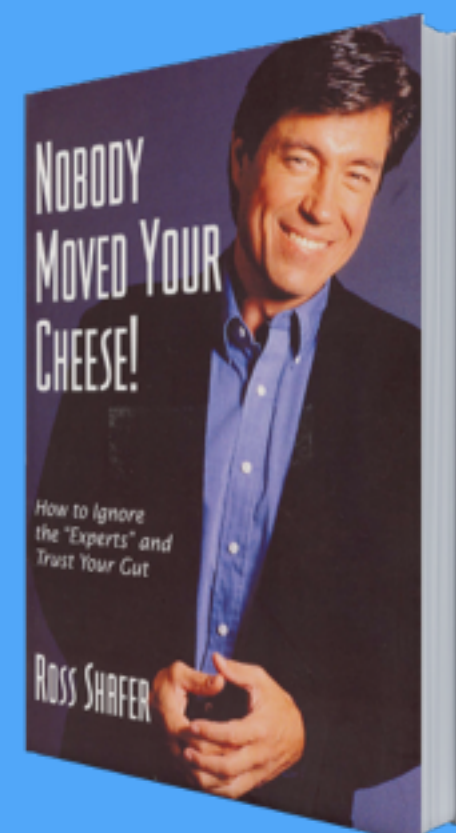
Building Industry



Manufacturing



2



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 'What I'm Not...' is centered in a bold, dark blue font.

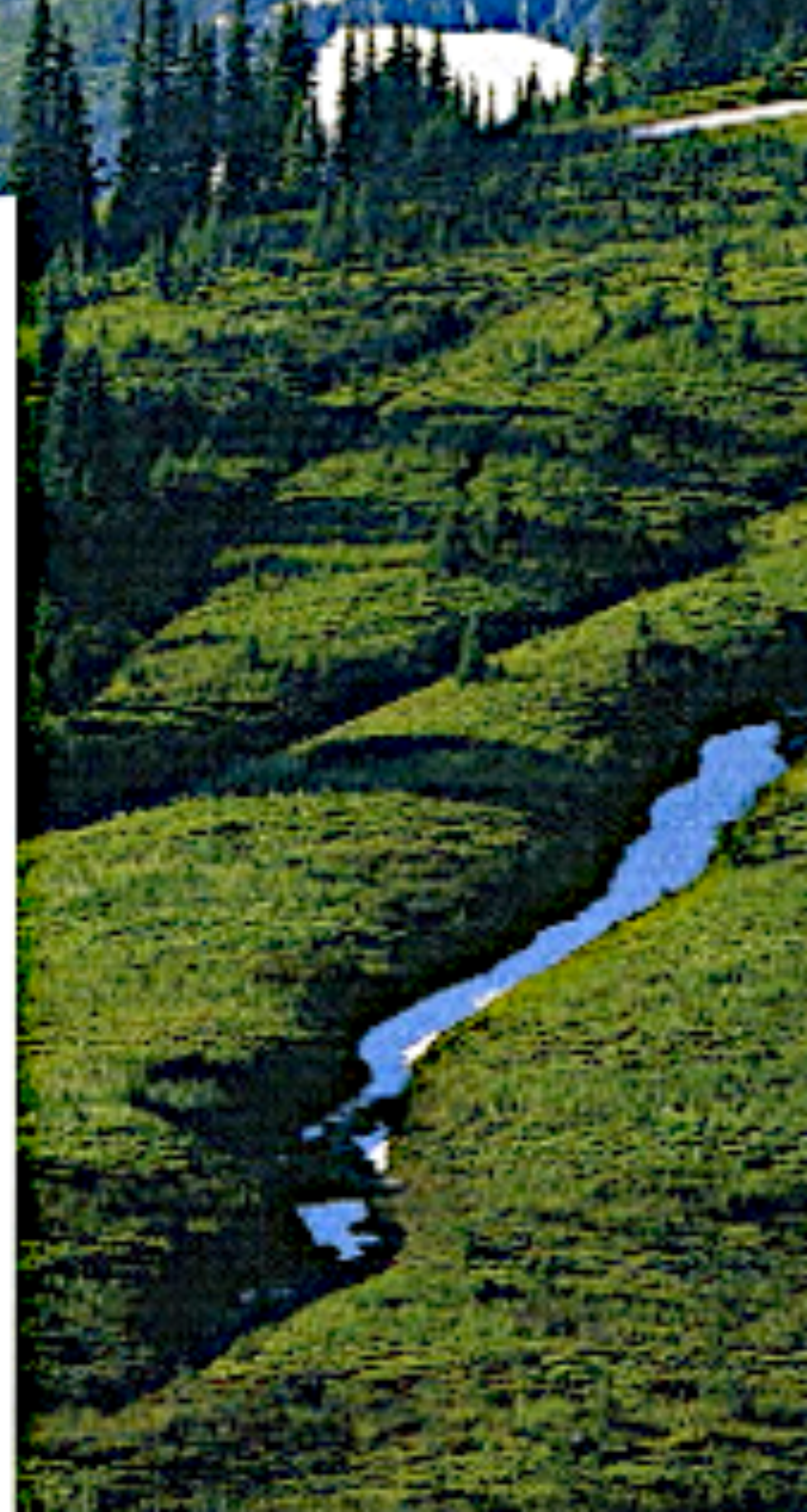
What I'm Not...



Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)





Follow the Tracks of the Herd

COOK-LIKE- A-STUD

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

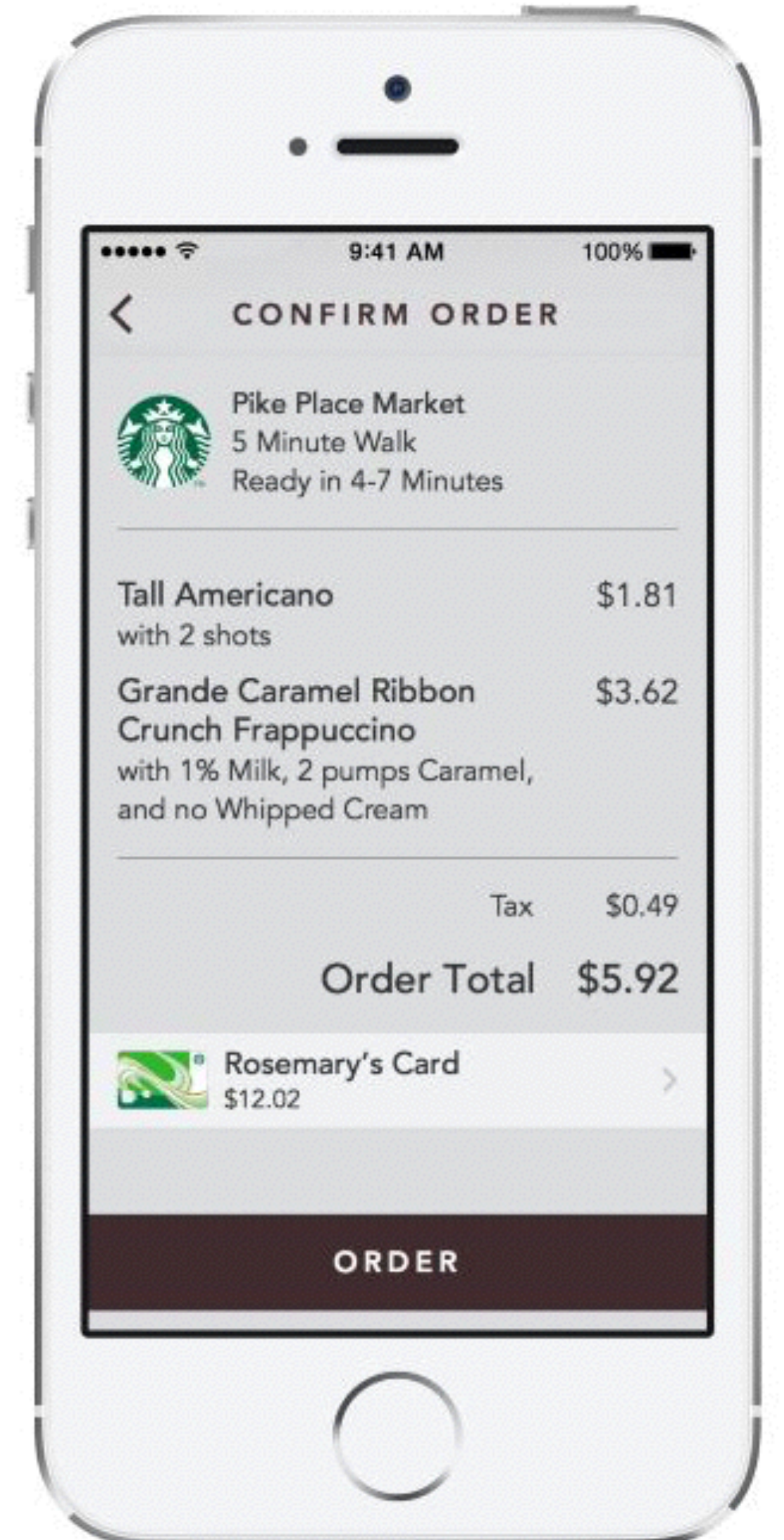
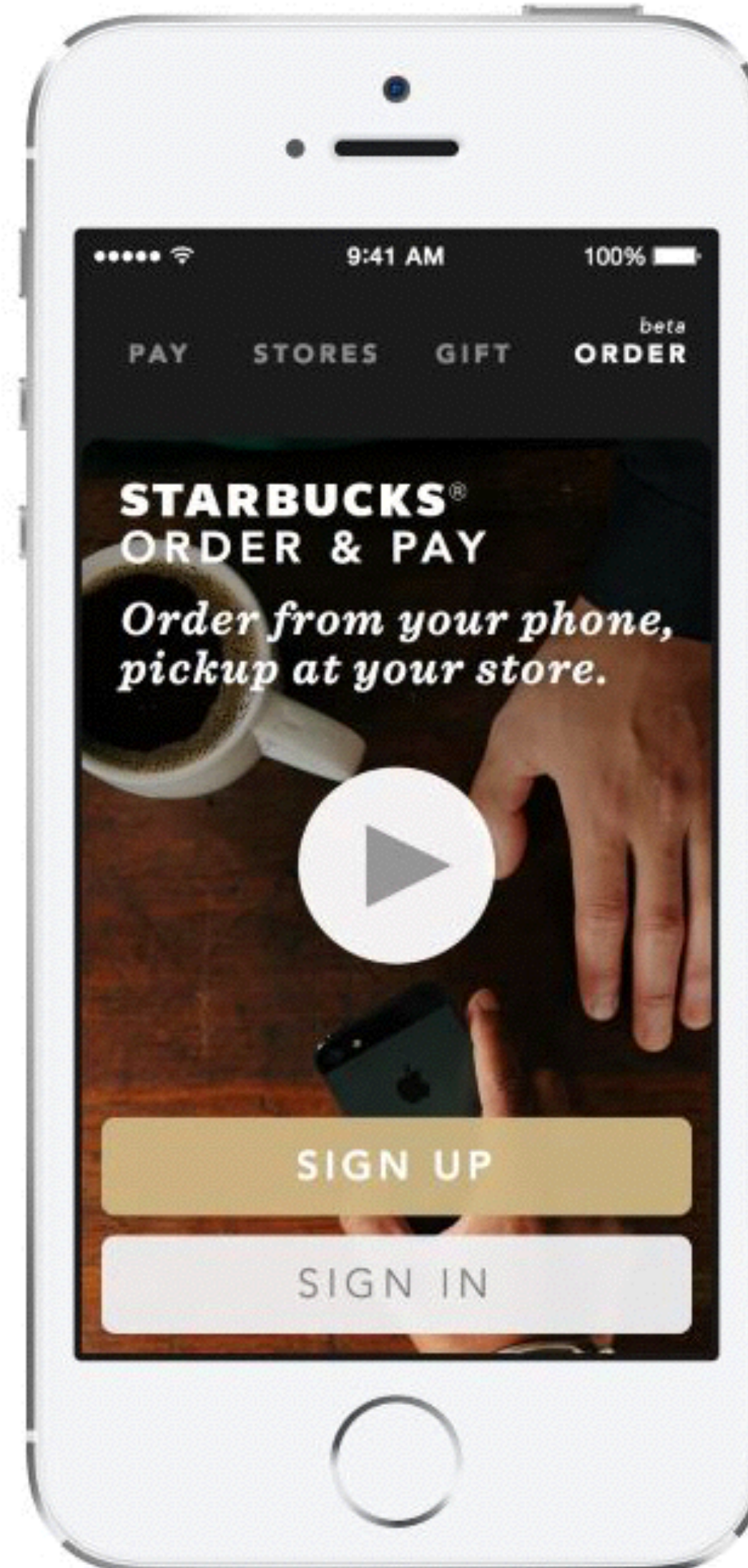
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





Ryan
Shafer



OTC Shake Up

(personal sound amplifiers)



BOSE



beats. by dr. dre.

SAMSUNG

amazon.com

The Amazon logo, consisting of a curved orange arrow pointing from the letter 'a' to the letter 'z'.


**Amazon is a transactional company.
You can beat them with...”**



High Touch



Adding Value

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

**So, How do You
Provide More
Touch & Value?**

My Mom & Her Viral Network



Lois Shafer
90 yrs



Grace

Lizzy

Ruby

Nelda

82% of Patient Satisfaction is NON-CLINICAL

Providers Think these Factors Matter to Patients

- Friendly and accommodating clinic staff
- Easy appointment scheduling
- Short appointment wait times
- Improving patient-provider communication
- Clean and modern facilities

Patients Think these Factors Matter

- ★ Short appointment wait times
- ★ Access to out-of-pocket cost estimates
- ★ Not feeling rushed during appointments
 - Providers who demonstrate expertise during treatment
- ★ Easy appointment scheduling



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**Notice Ideas Your
Competitors Ignore**

Hotel Events

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

Events for April 6, 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 |

Association of Human Nature Convention



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[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

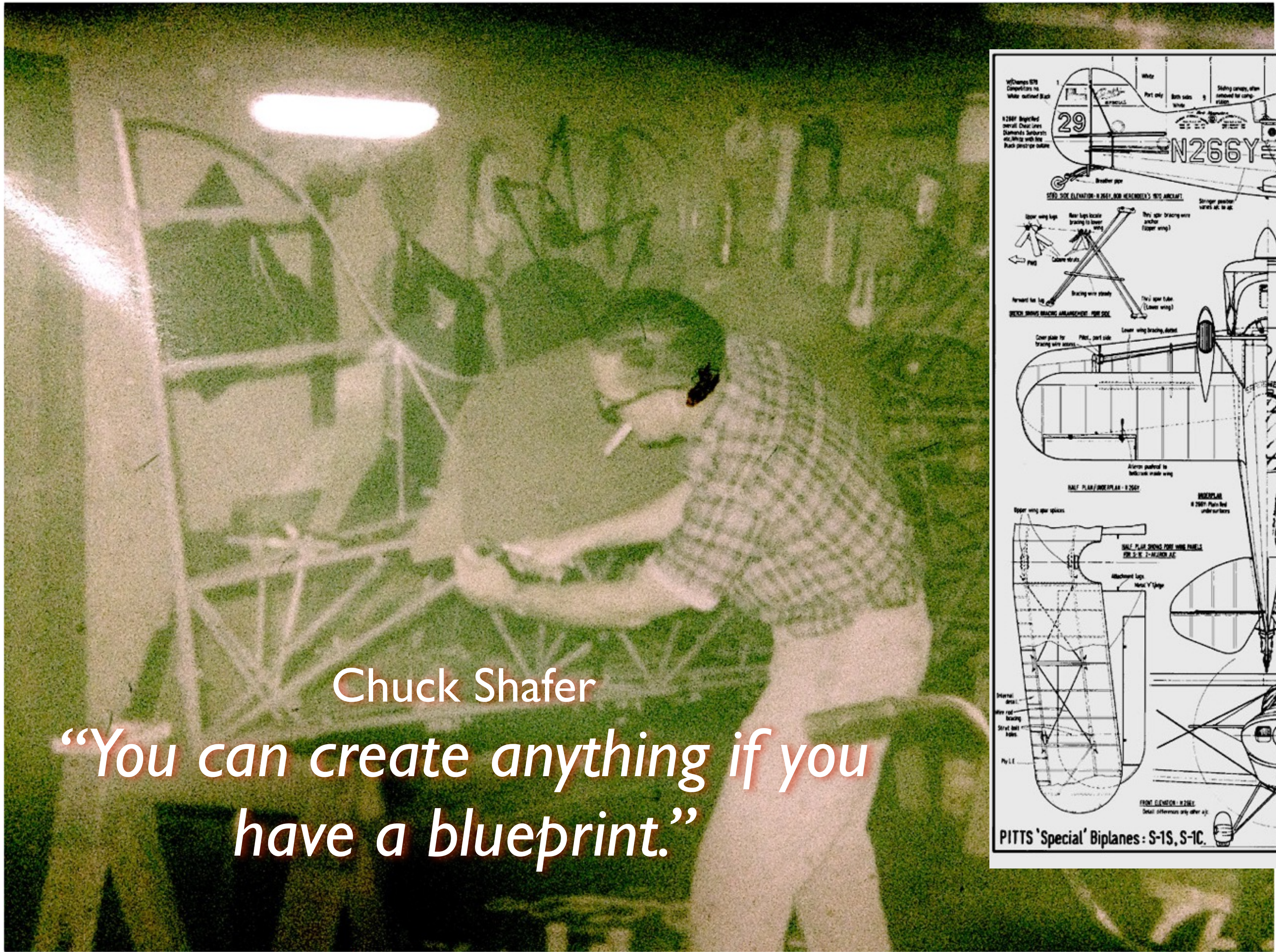


The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**Sometimes You
Might be
The Problem**

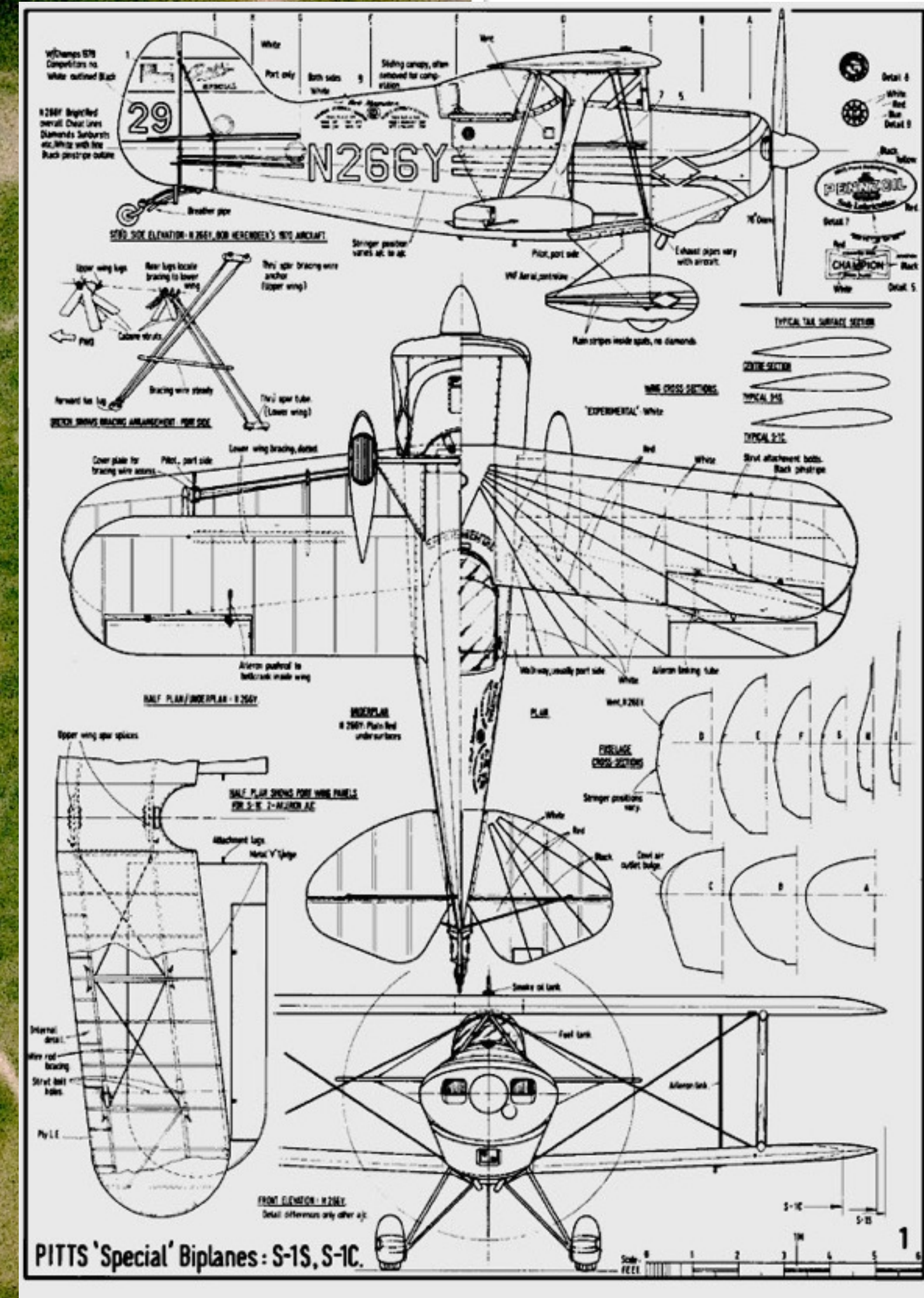
The background is a vibrant blue gradient. It features a complex overlay of white technical drawings, including cross-sections of mechanical parts and various geometric shapes. Interspersed among these drawings are streams of white binary code (0s and 1s) that appear to be moving or floating across the scene, creating a sense of digital data and engineering precision.

**Success in any
Profession has
aBlueprint**



Chuck Shafer

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





Maiden flight - May 1971



“Fear is the enemy of success”

CHUCK SHAFER

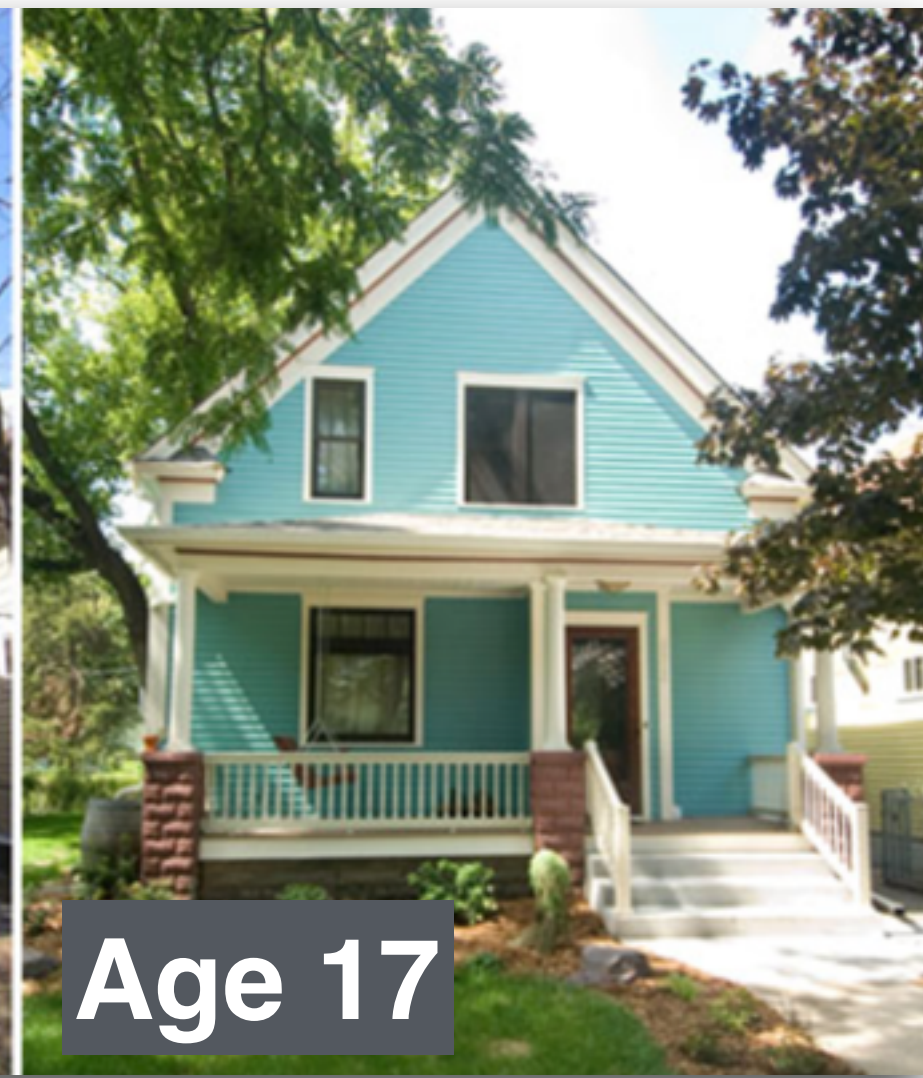




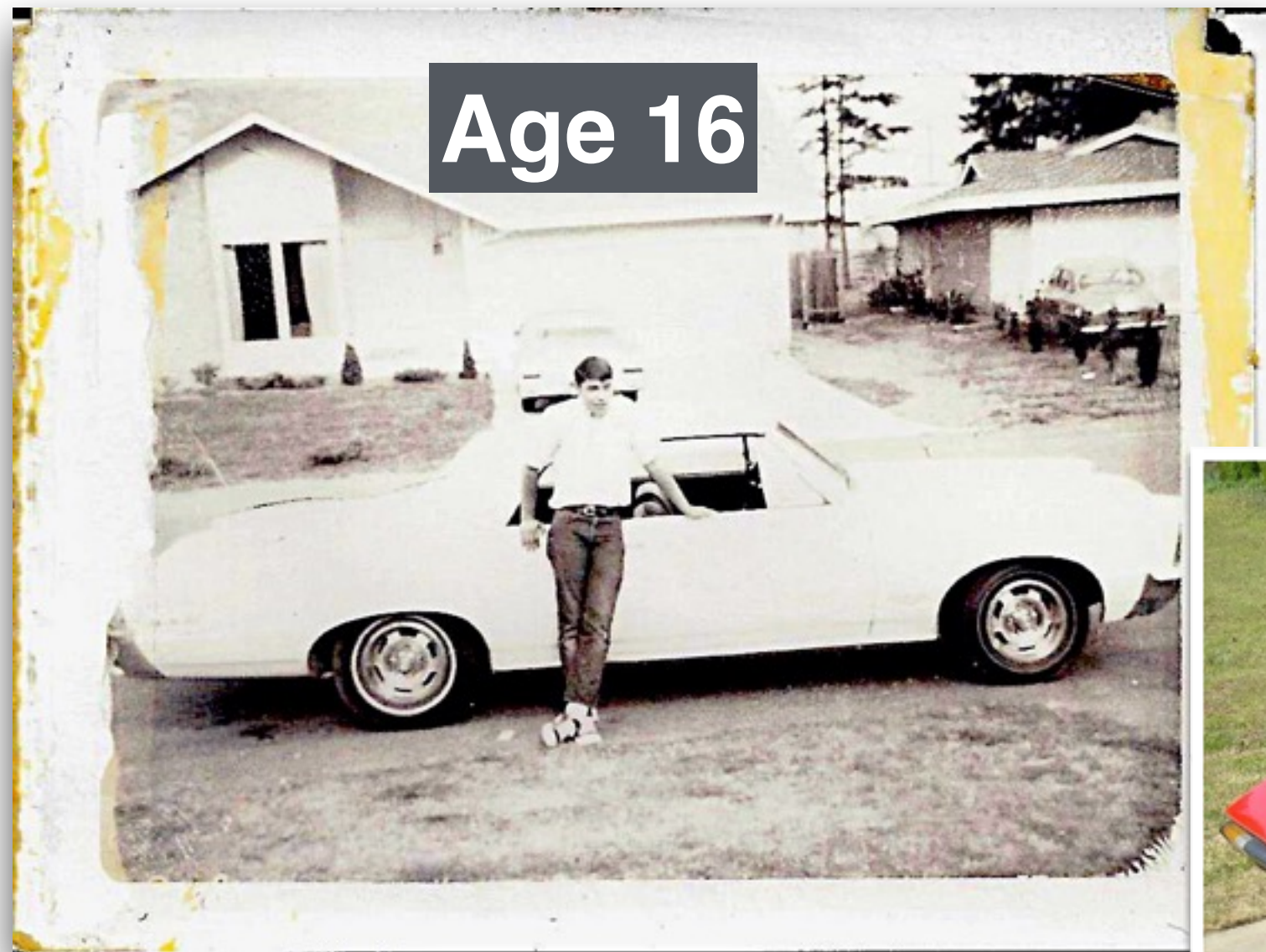
Age 13



Age 14



Age 17



Age 16



Age 29



Age 19





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

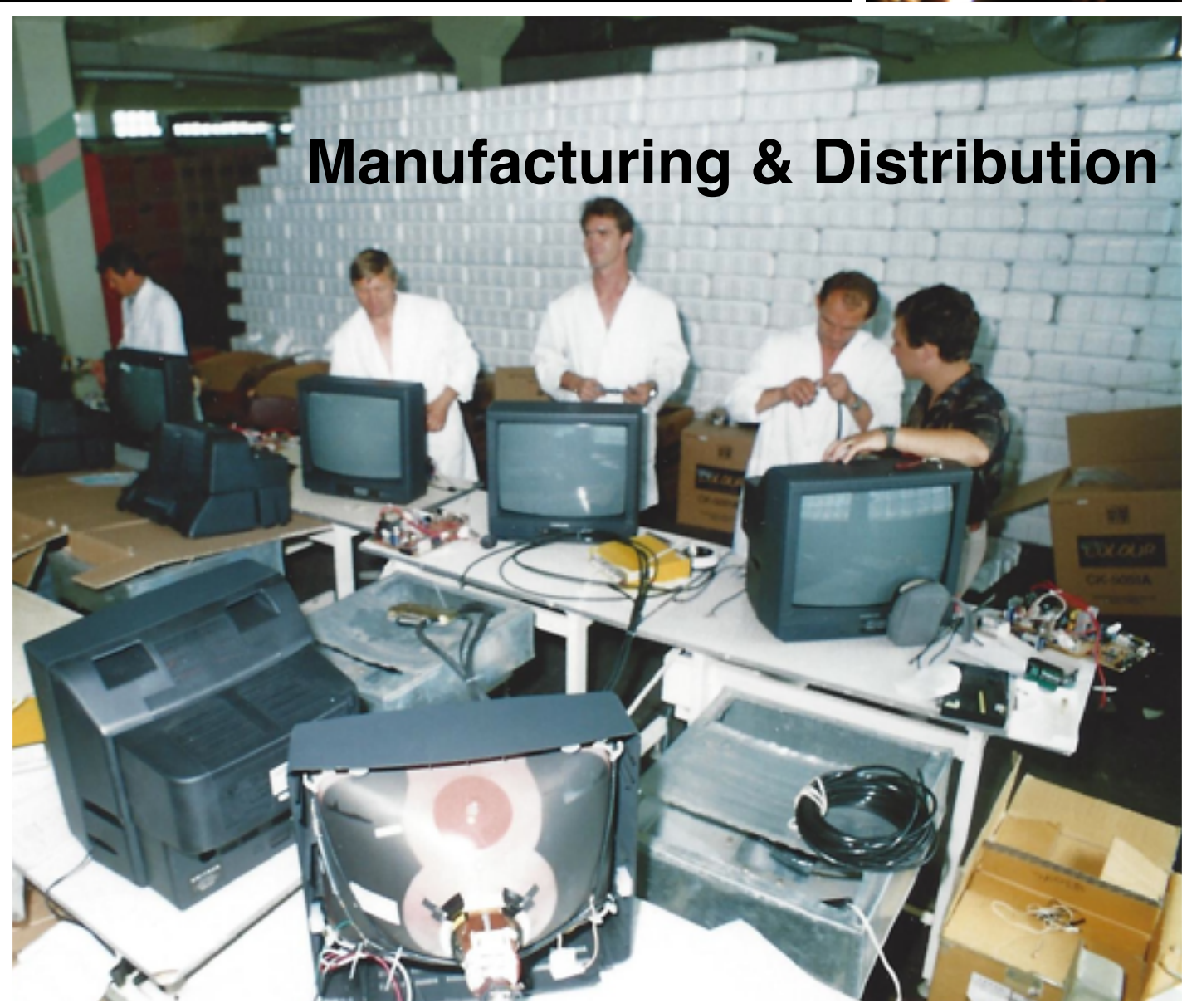
Photography & Product Marketing



Building Industry



Manufacturing & Distribution



TV & Film Production





Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

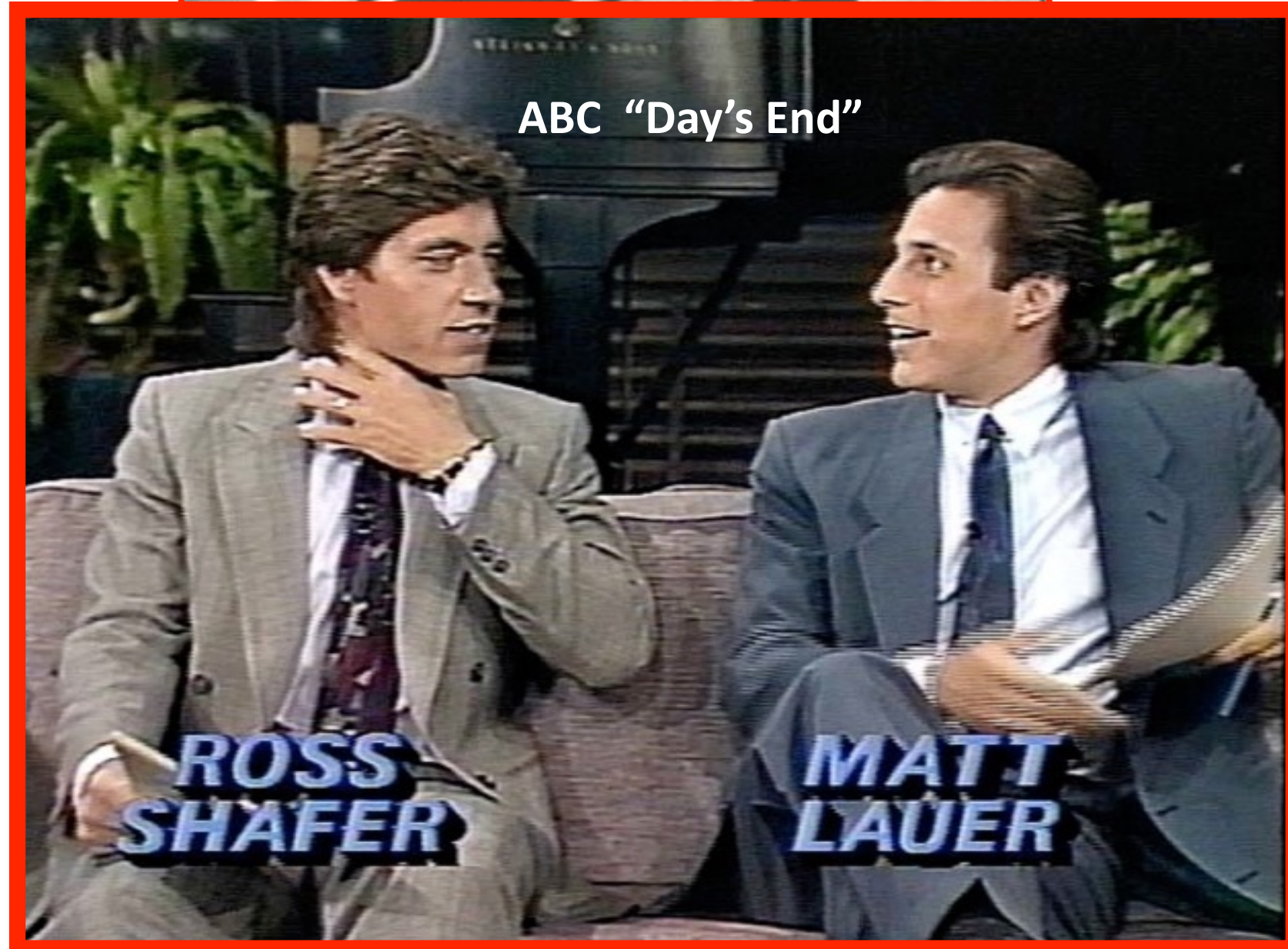
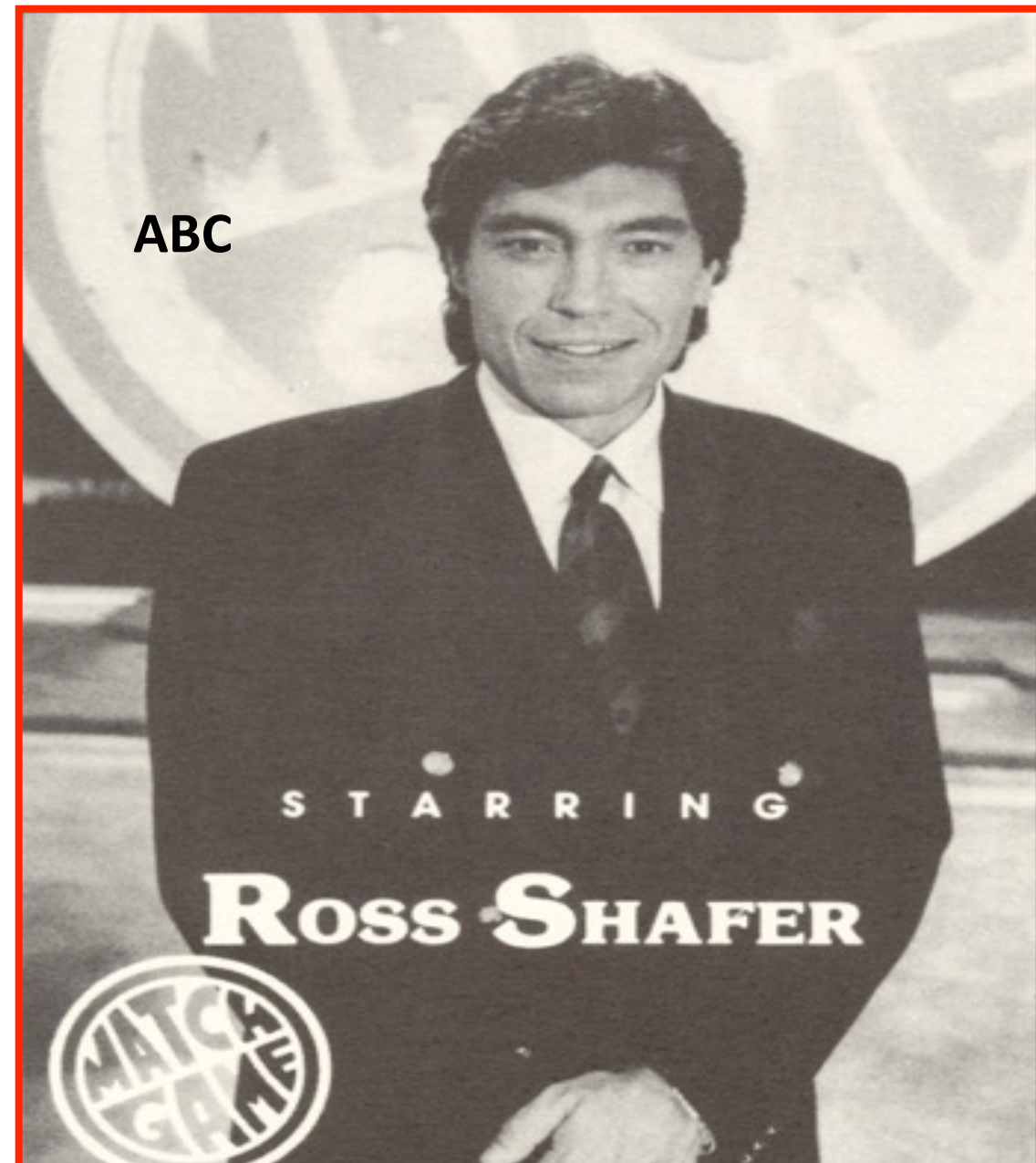
The Beginners Guide Volume 1

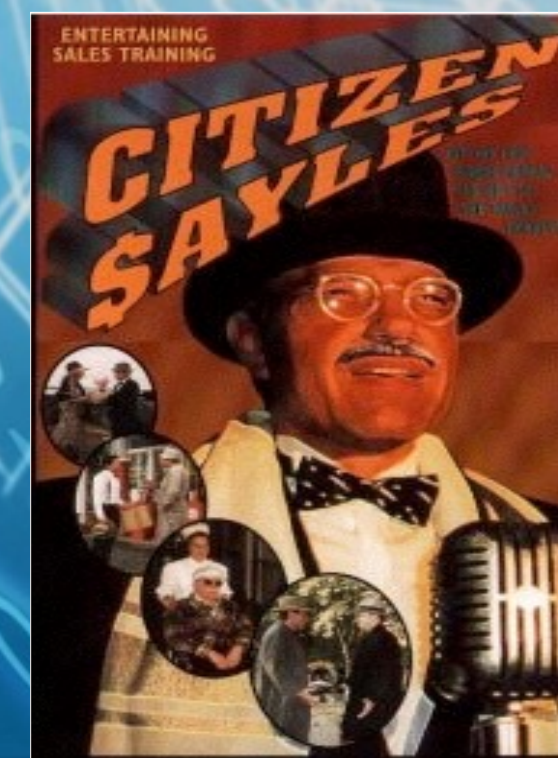
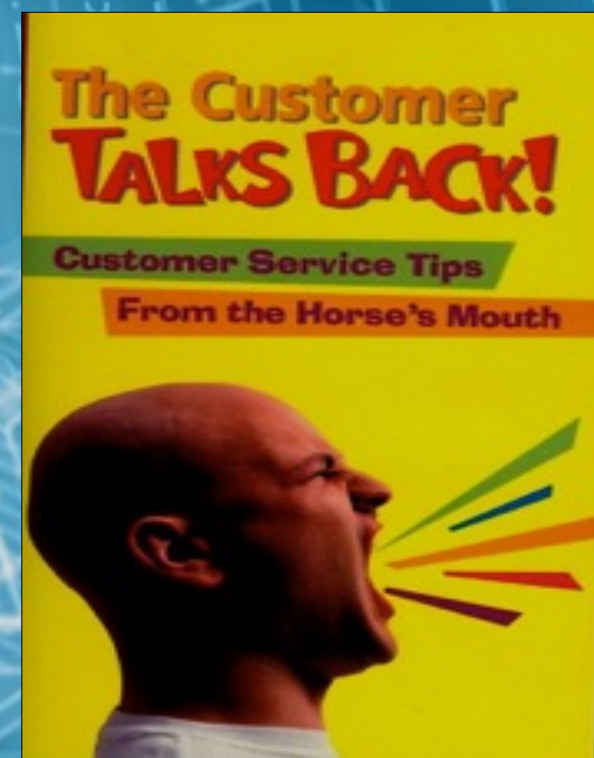
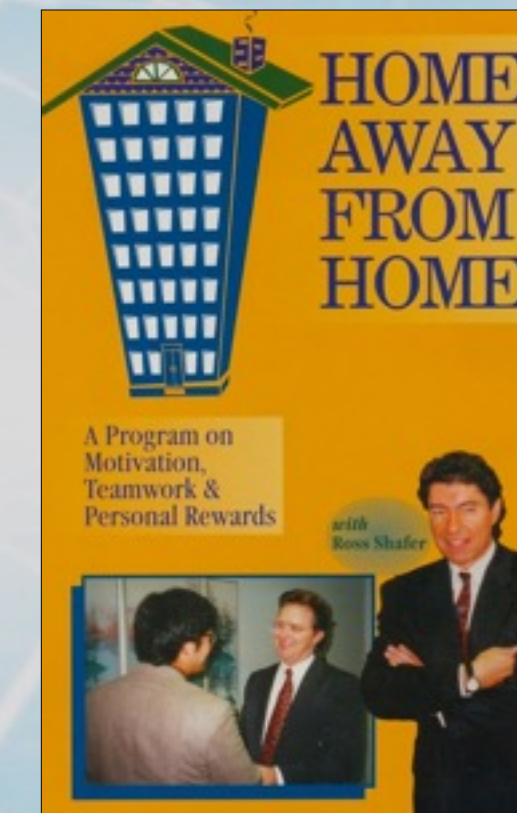
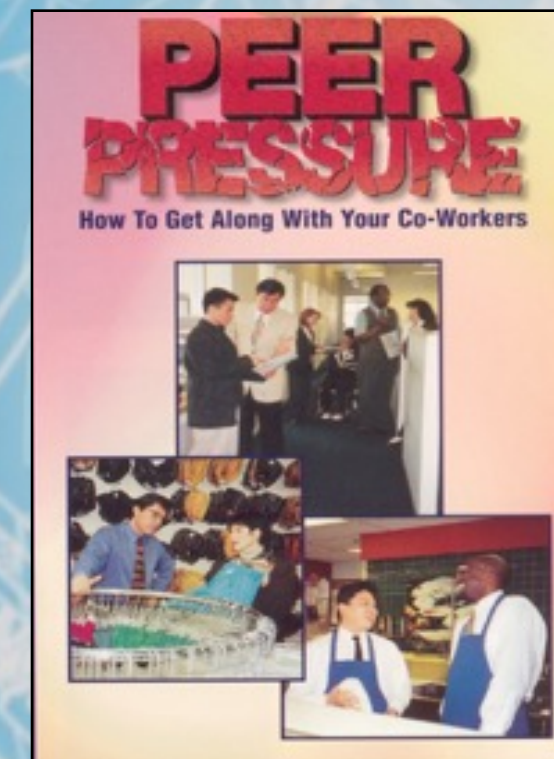
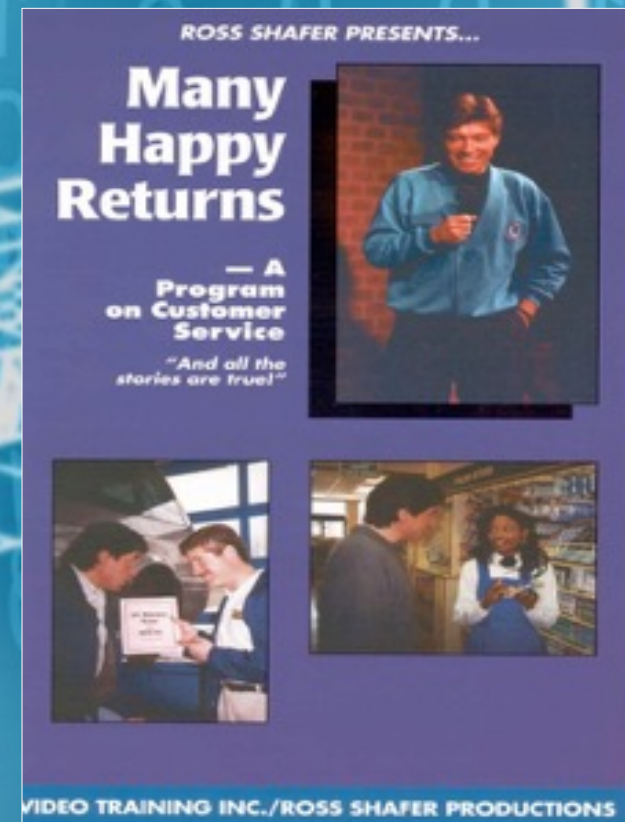
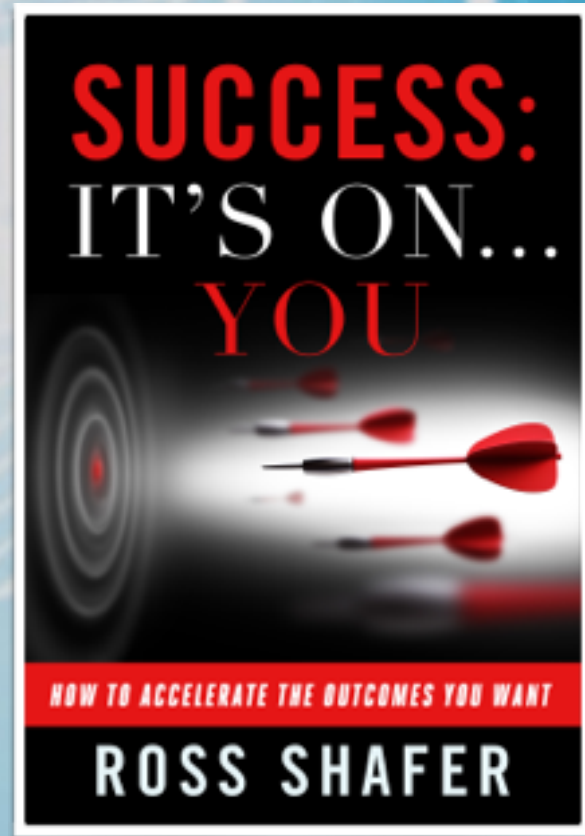
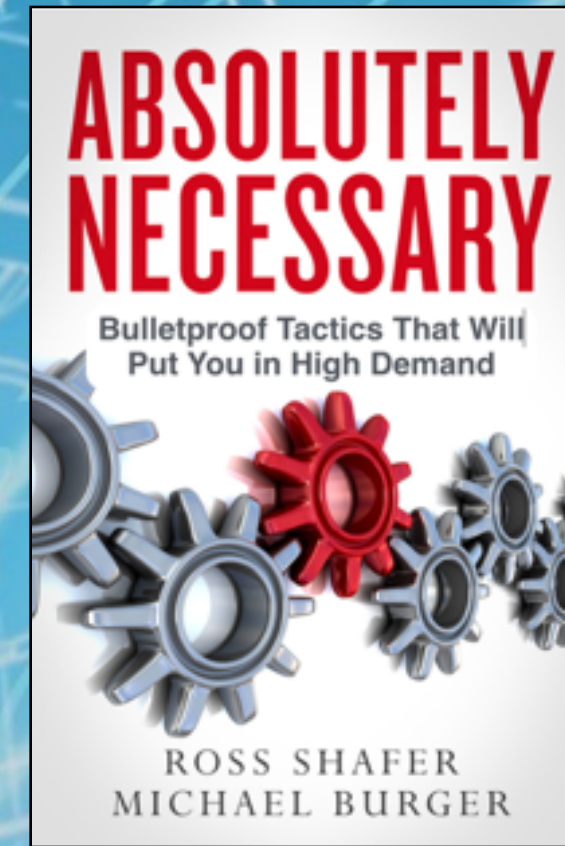
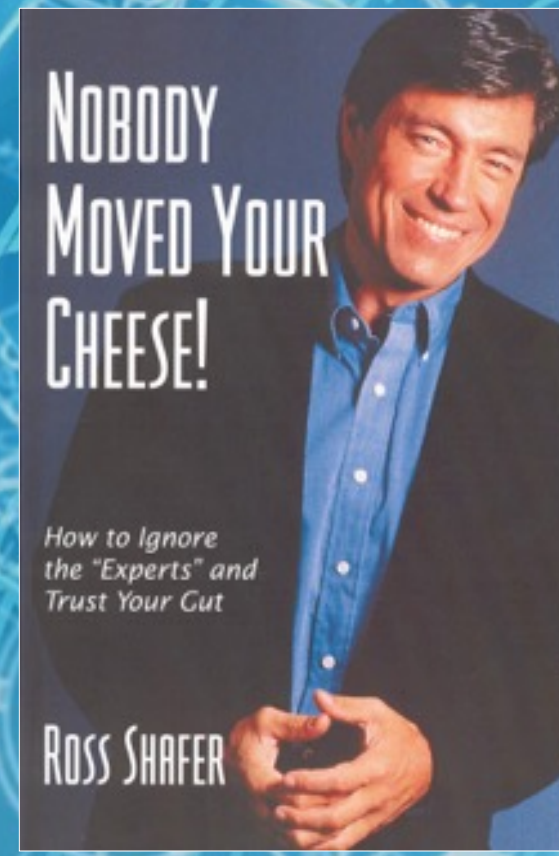
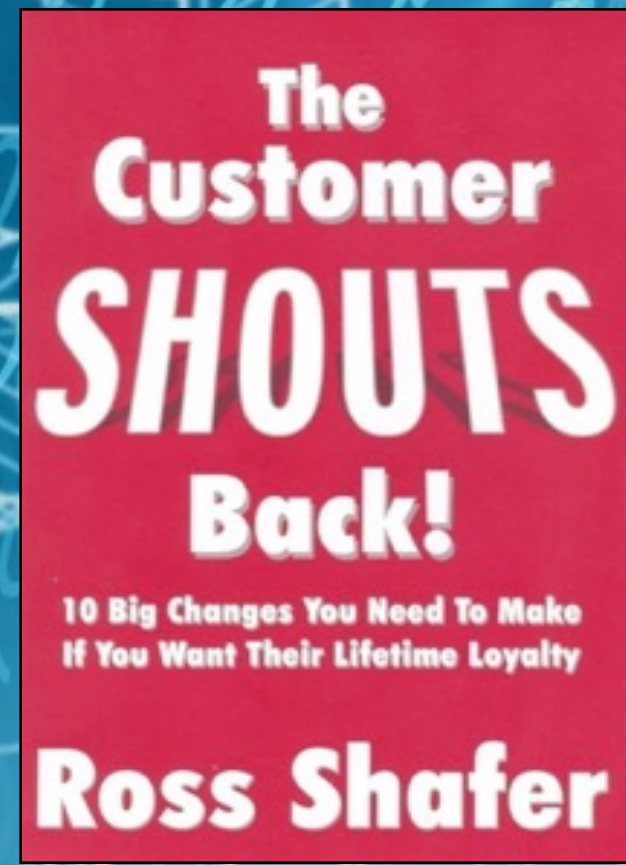
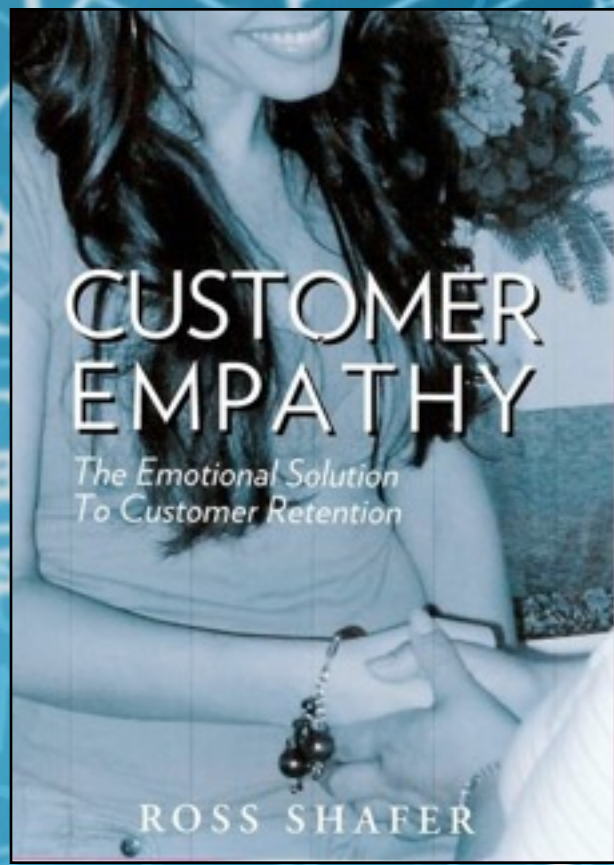


Sam & Enrico



The Blueprint is Transferable





The background features a complex pattern of white technical drawings, including architectural blueprints and mechanical schematics, overlaid on a blue gradient. Faint binary code (0s and 1s) is scattered throughout the scene, particularly in the lower half.

What is the New Customer Experience Blueprint?

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

A Friction-Free Experience

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⁺



1,500,000+
patients love
“Virtual” Doctors

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 area with a black halftone dot pattern.



erases



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

CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. Don’t over promise. You don’t necessarily have to exceed expectations.
The bigger risk to loyalty is when you fail or disappoint them.”

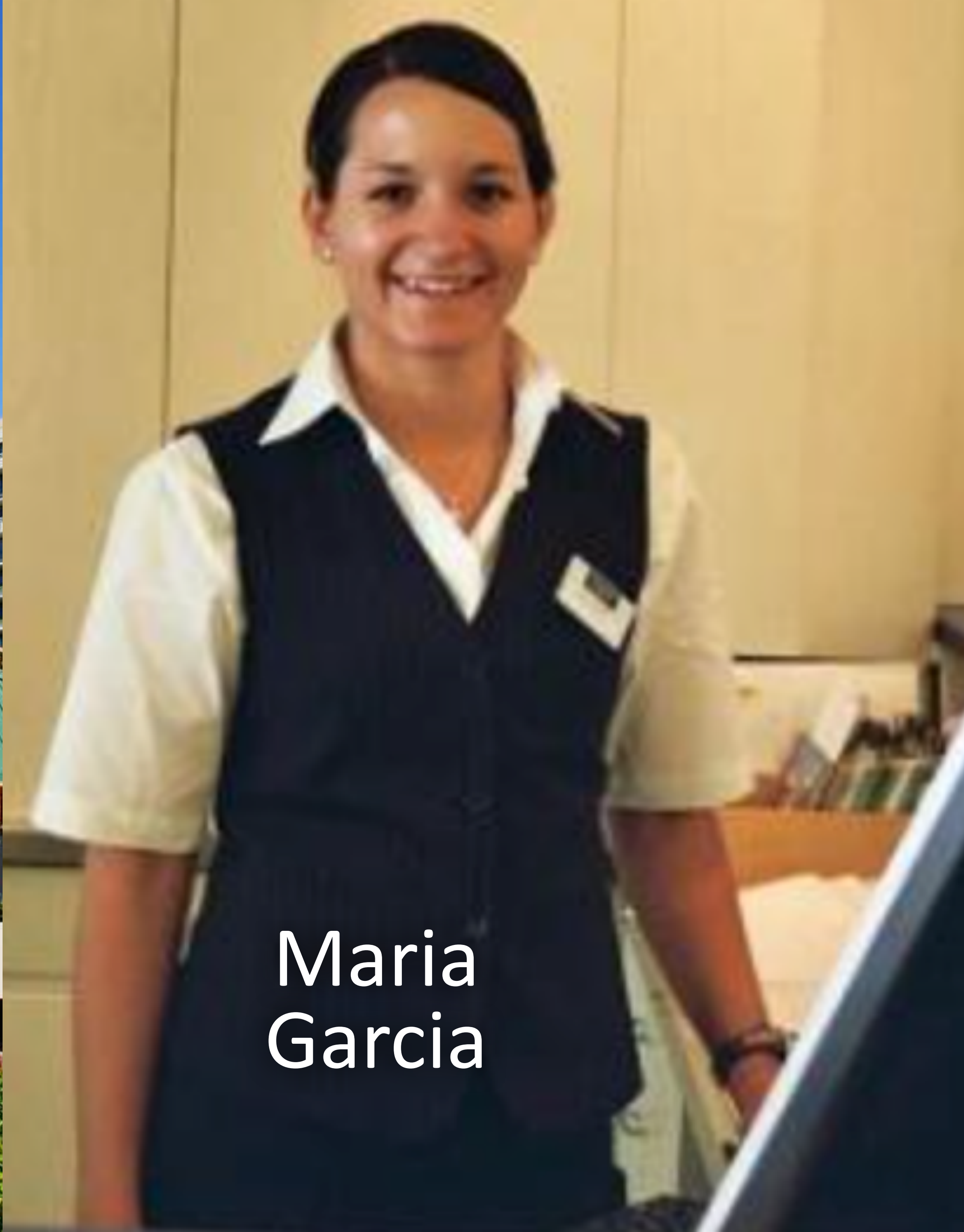
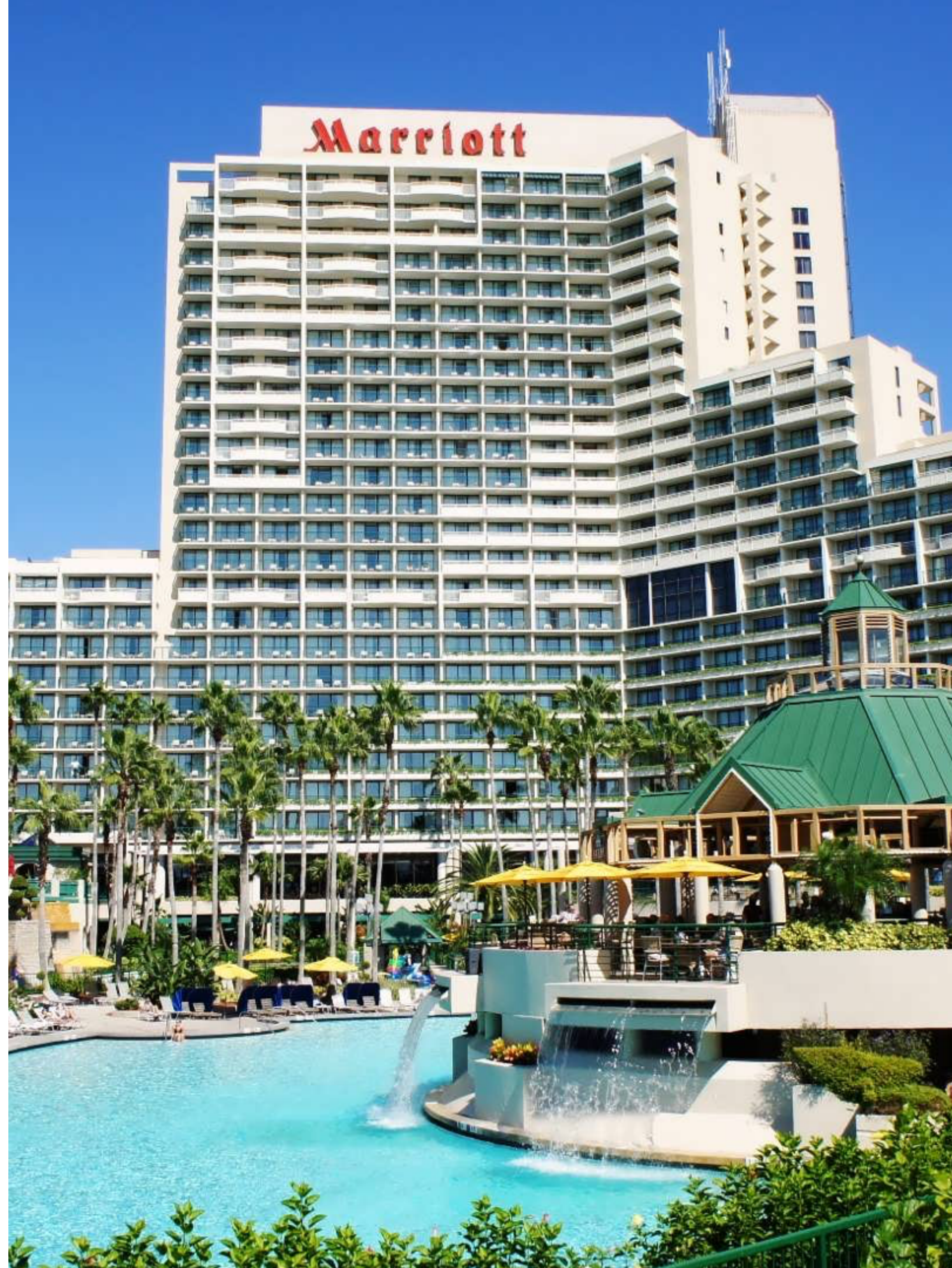
CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort – (i.e. helping them solve their problems quickly and easily) – **NOT by delighting them in service interactions.**”

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**Curiosity is a
Revenue Engine**






Maria
Garcia




*Rev up your **CURIOSITY** engine*







 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



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

The background is a vibrant blue gradient overlaid with a complex pattern of white and light blue technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Interspersed among these drawings are strings of binary code (0s and 1s) in a lighter blue color, creating a high-tech, digital atmosphere.

How Can You Get Young People into the Hearing Aid Business?

Millennials Will be 40yrs old in 2 years!



**Don't
Mentor**

#2:

**How do You Motivate
Them?**

Motivate with QUICK WINS



300,000 attended GamesCom

#3:

**What Attracts Them
to Work for You?**

FUN



Google



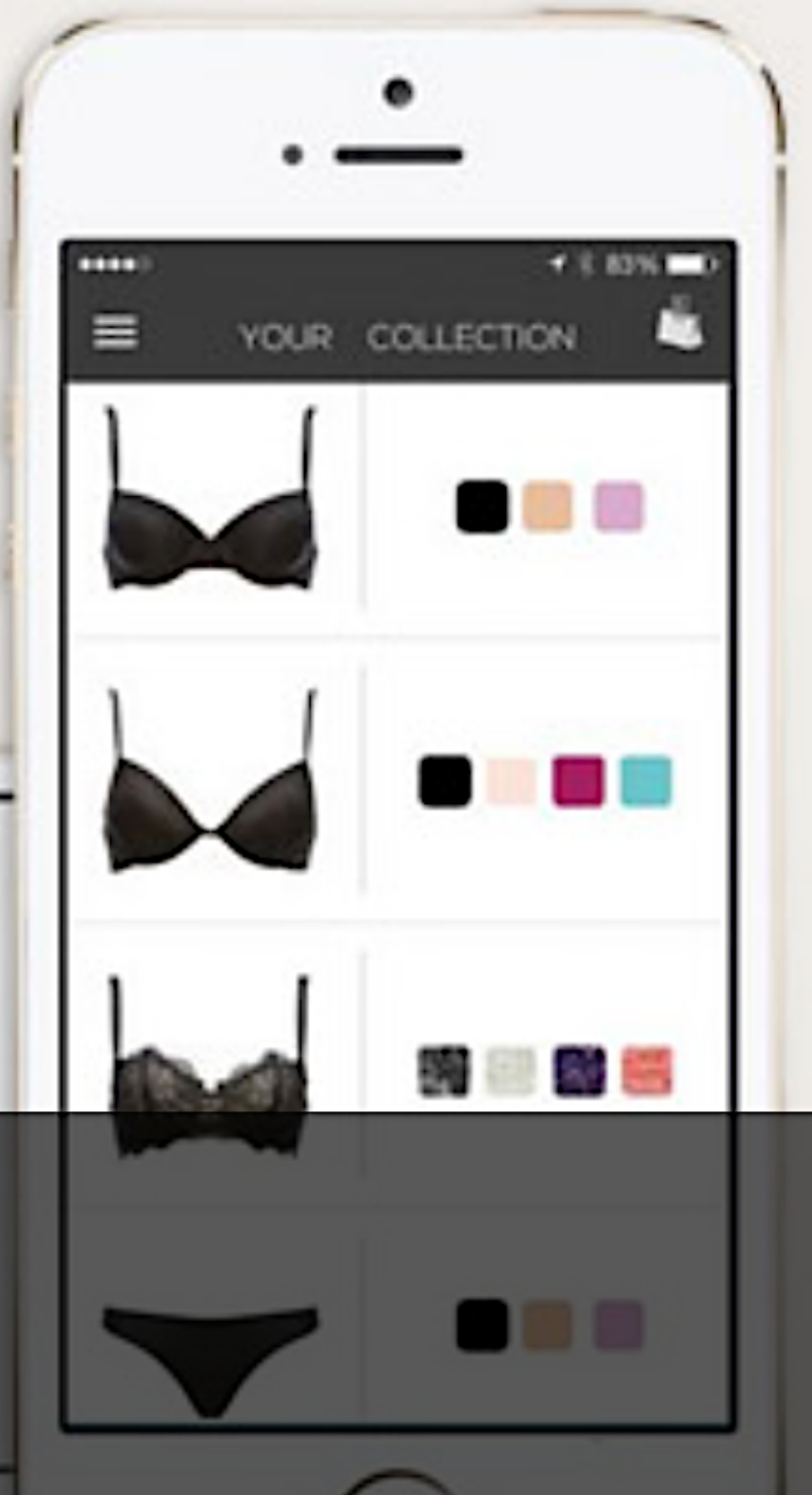
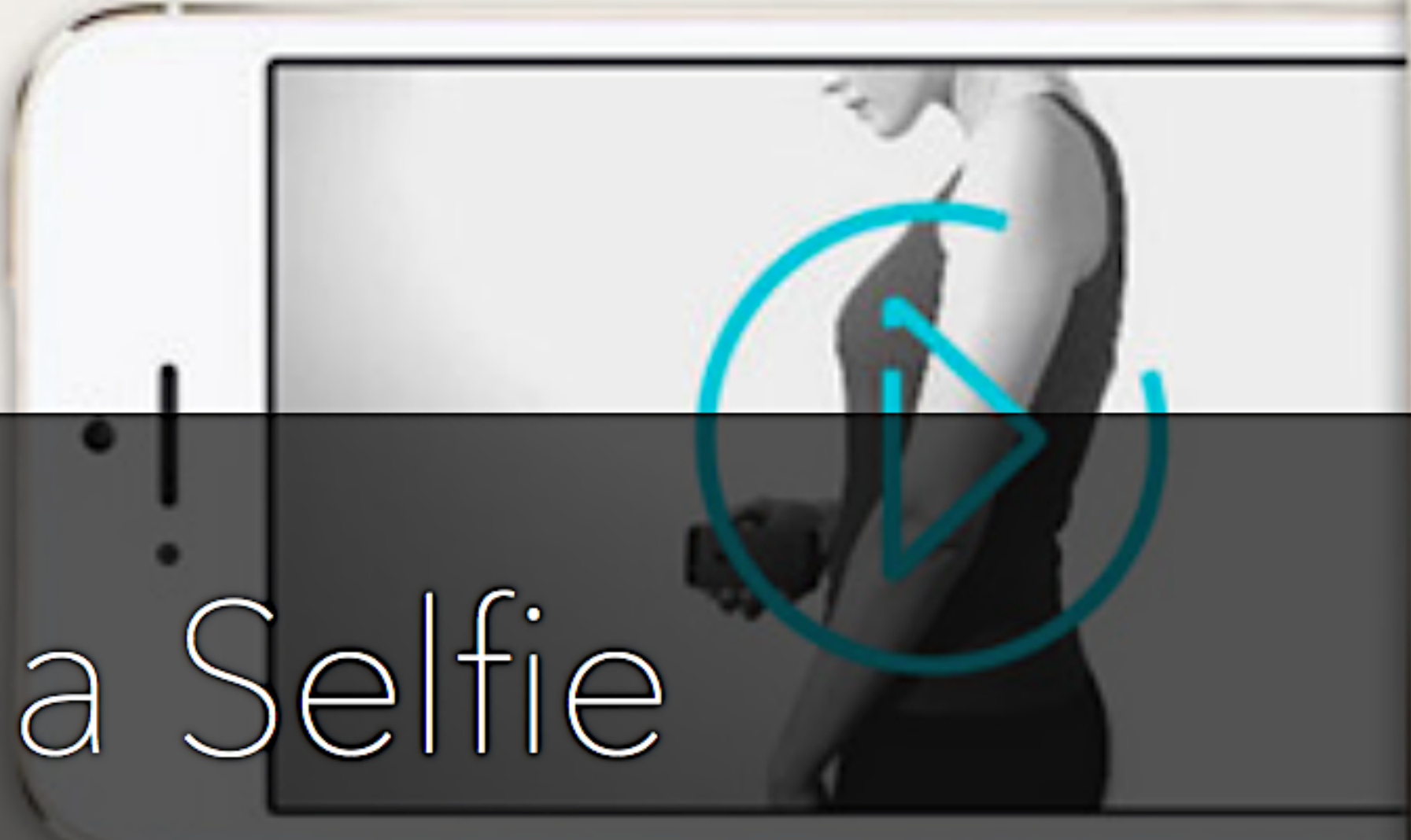
“We don’t sell motorcycles. Instead, we sell...”





 **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.



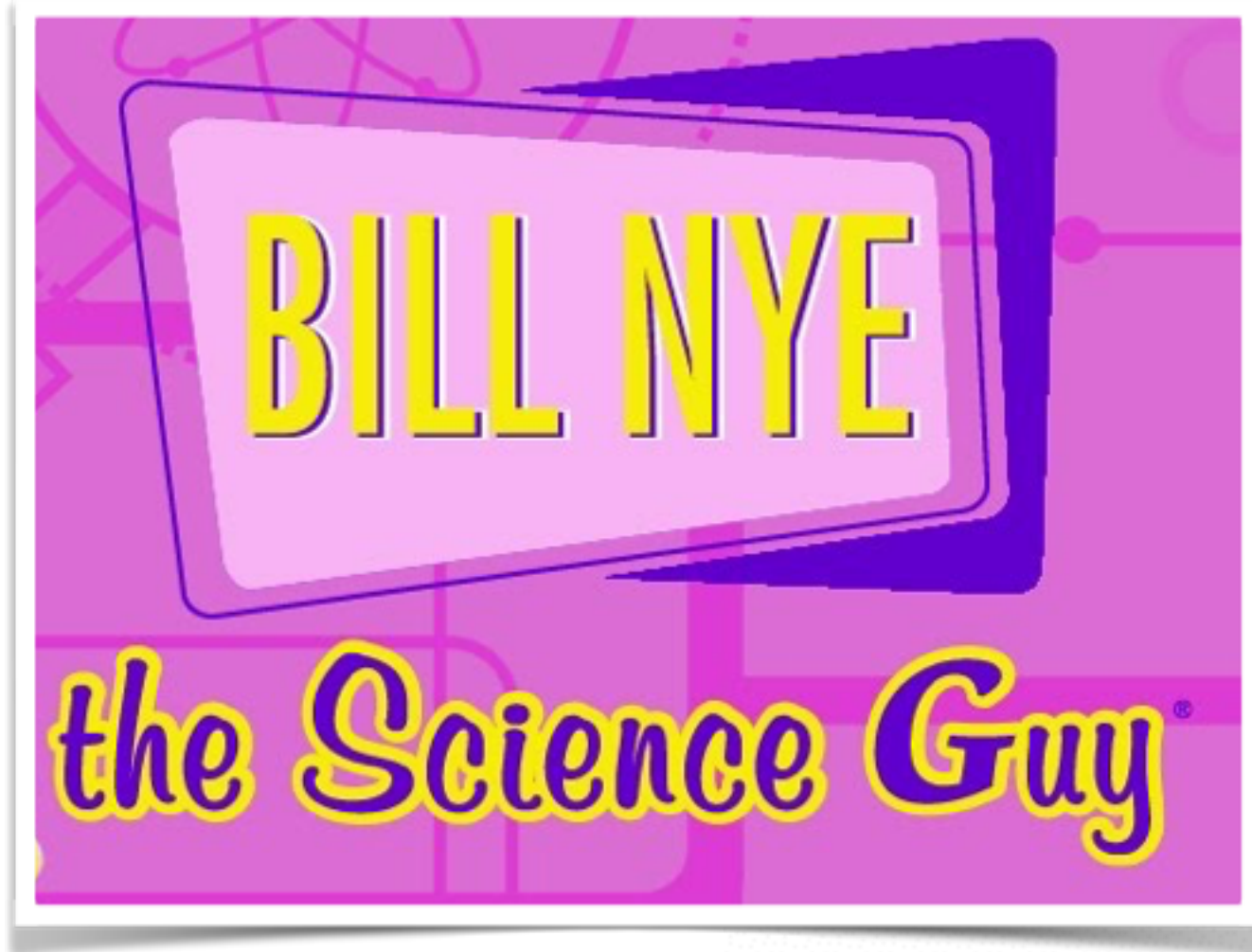
**EAT
LIKE
YOU
MEAN
IT[®]**



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

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.

When You Find Superstars... Loosen the Reins



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

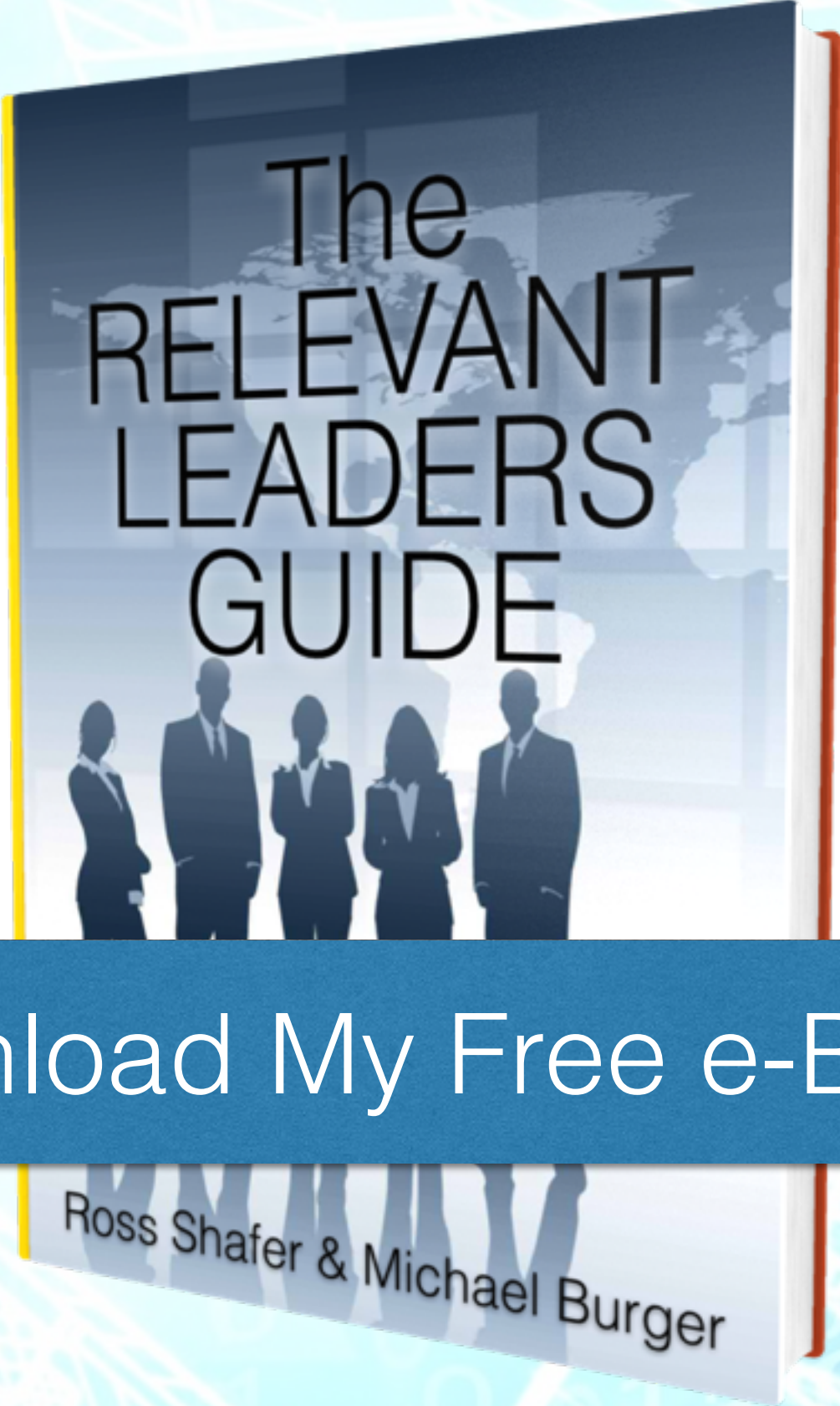
Relevant Leaders Club Download All

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
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 repeatab...
- 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...

Leadership Video Blog

Download My Free e-Book



www.RossShafer.com



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



Daddy/Daughter date
11th birthday!

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 engineering aesthetic.

Ongoing Encouragement



Ross
Shafer

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Jay Callahan

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jcallahan@kepplerspeakers.com