



Ross
Shafer

**If you want to contact me
after the meeting...**

EMAIL:

Mike@eaglestalent.com

How to Grow Yourself ...and your Business in 2020



**“People come here
happy...not hungry”**



BRU  STER'S
real ice cream

Premium Ice Cream Franchise

A *Scoop* ABOVE THE REST.
BRUSTERS.COM

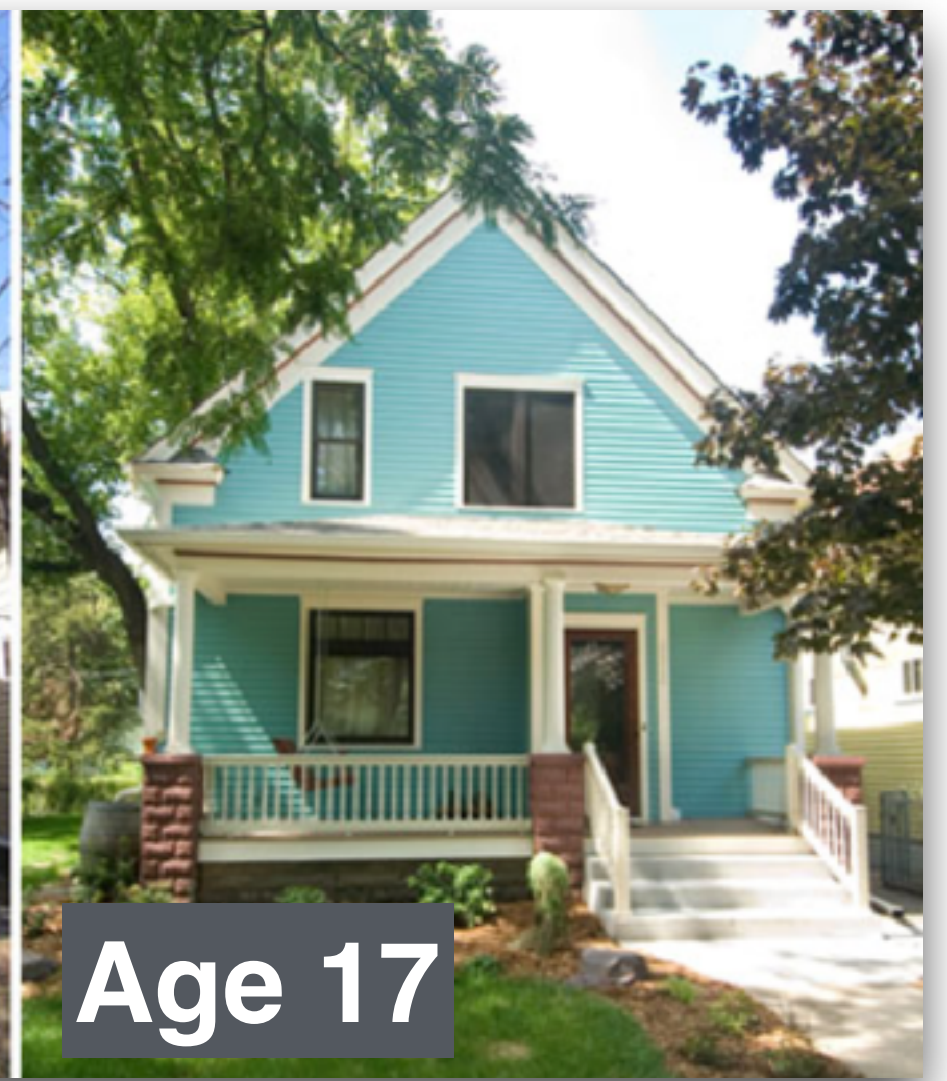
The advertisement features a red background with several ice cream items: a cup of strawberry ice cream with whipped cream and a cherry, a cup of M&M's ice cream, a waffle cone with chocolate chip ice cream, a cup of vanilla ice cream with whipped cream and a cherry, and a cup of chocolate ice cream. The Bruster's logo is prominently displayed on the left, and the tagline 'A Scoop ABOVE THE REST.' is at the bottom right.



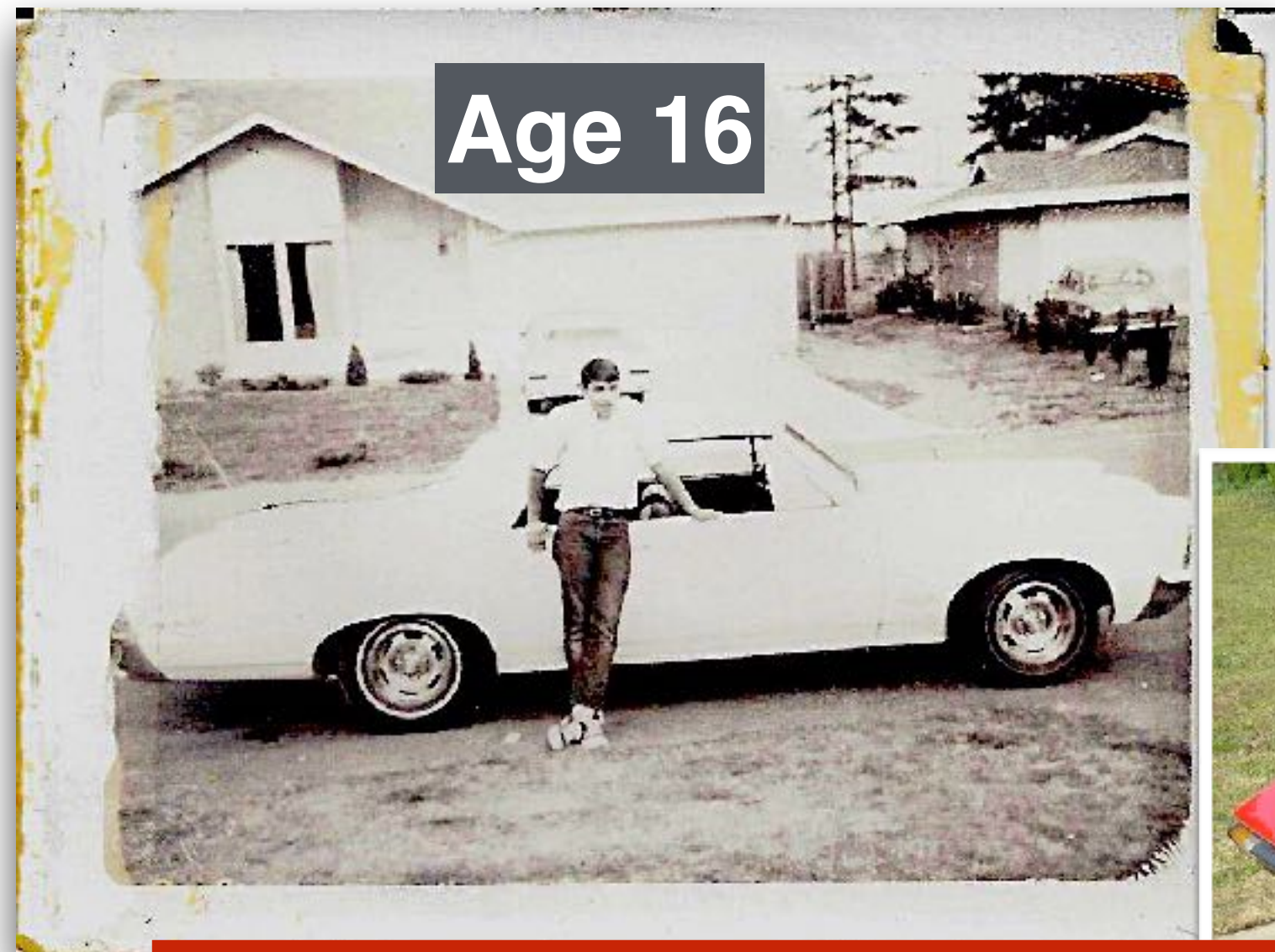
Age 13



Age 14



Age 17



Age 16



Age 29



Flipping Homes



Age 19

Flipping Vehicles

Restaurants/Food Service



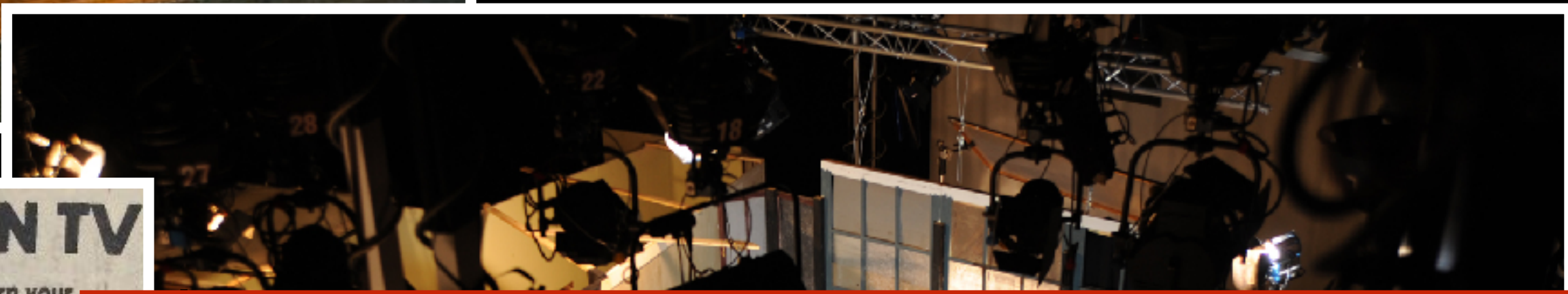
Retail Clothing



Photography & Product Marketing



Building Industry



Flipping Broken Companies

SHAFER® 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

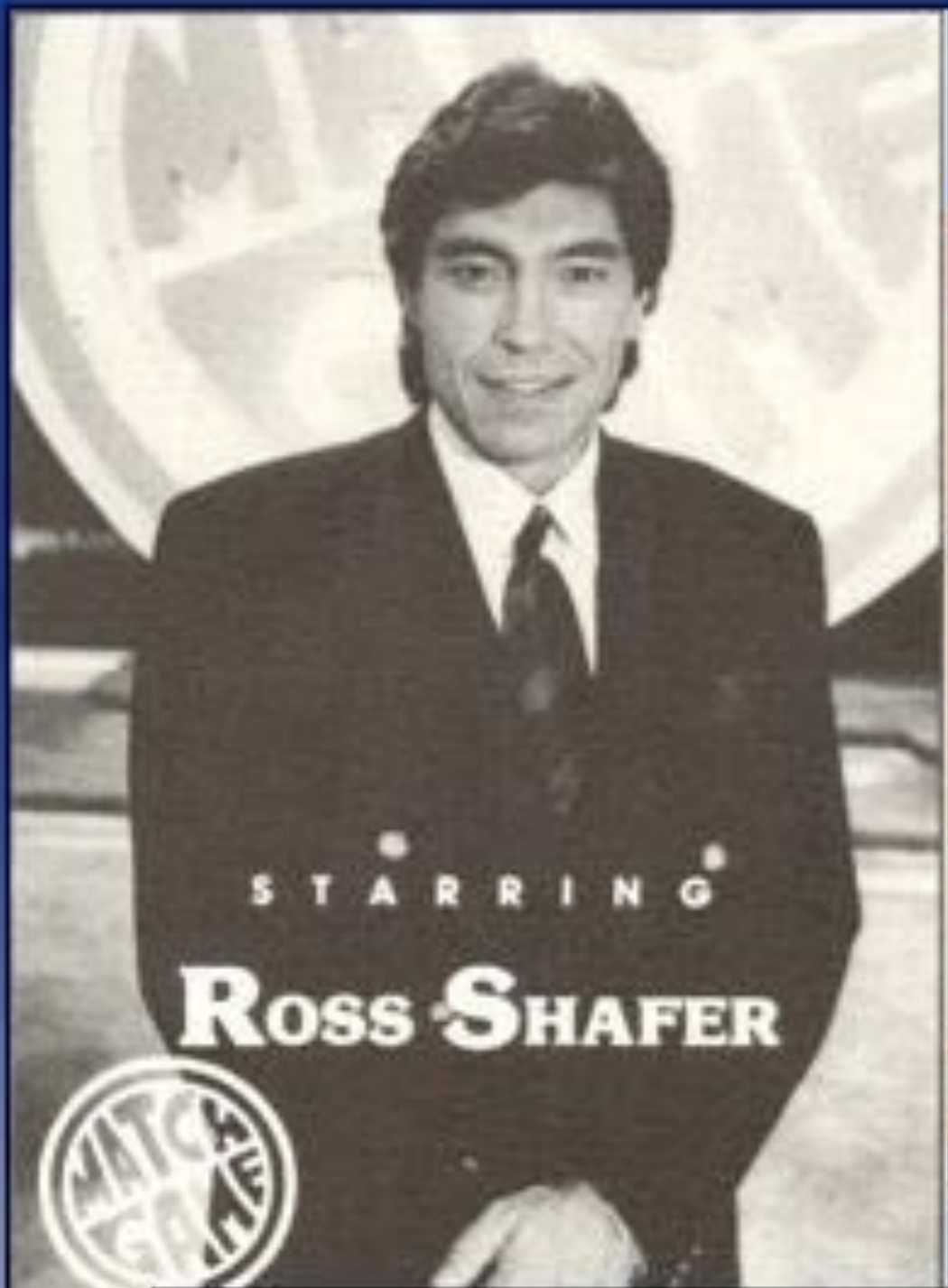
119 Hi Ho Shopping Center
Puyallup, Wash. 98371

STUDIO in Puyallup

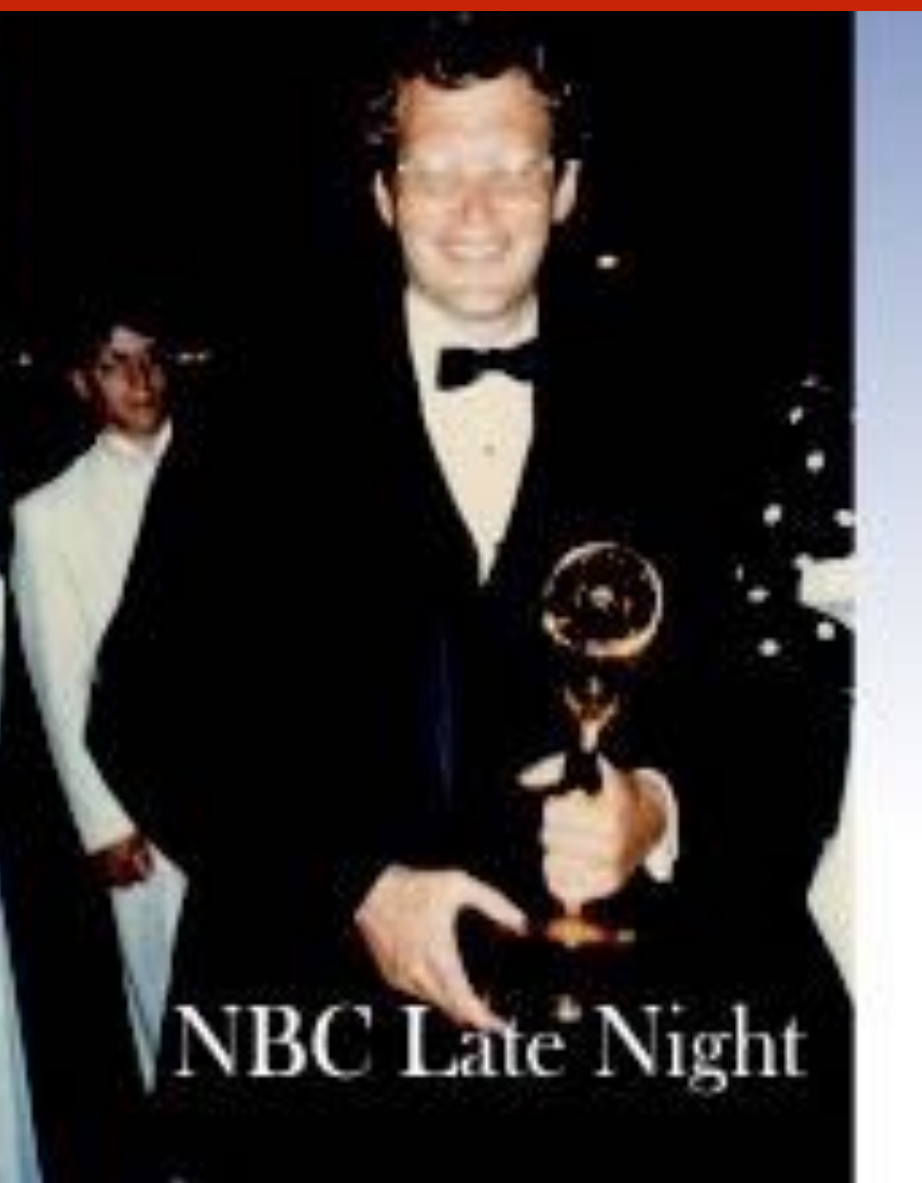



TV & Film Production

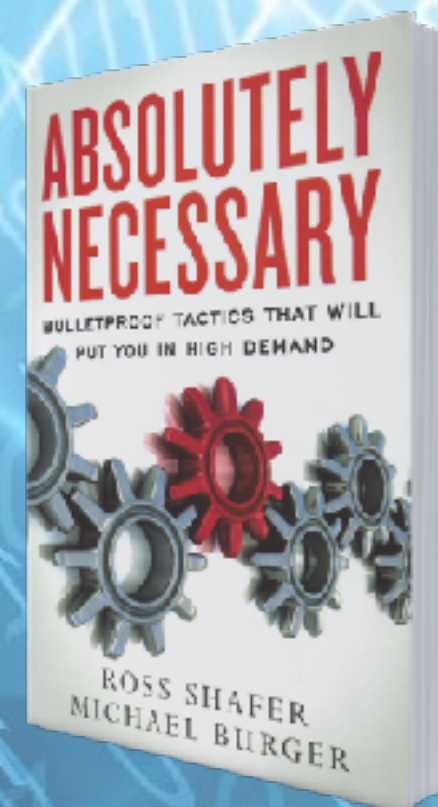
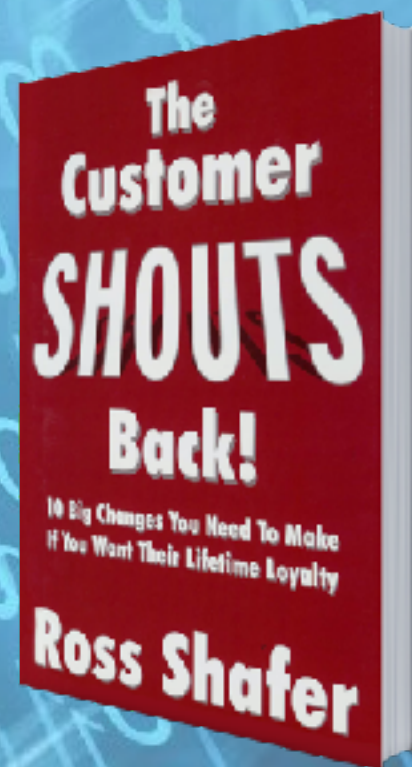
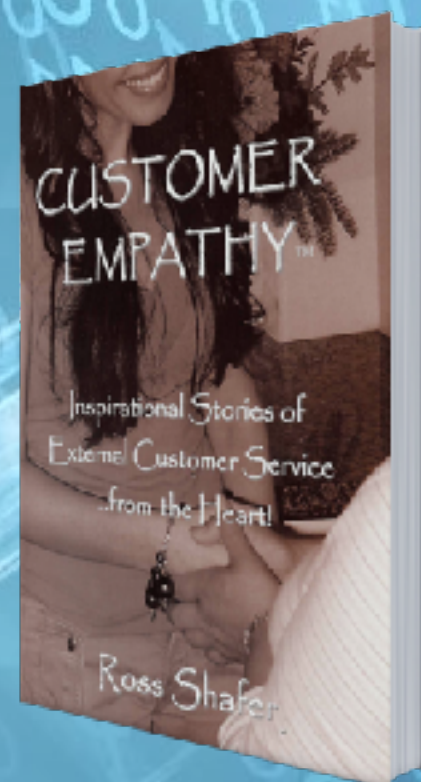
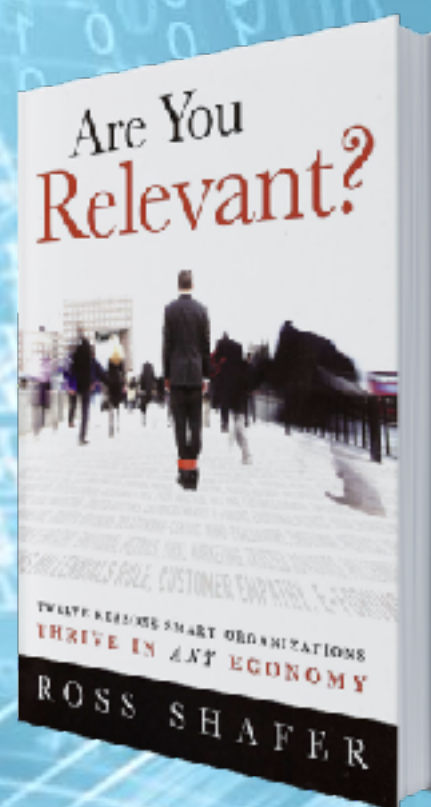
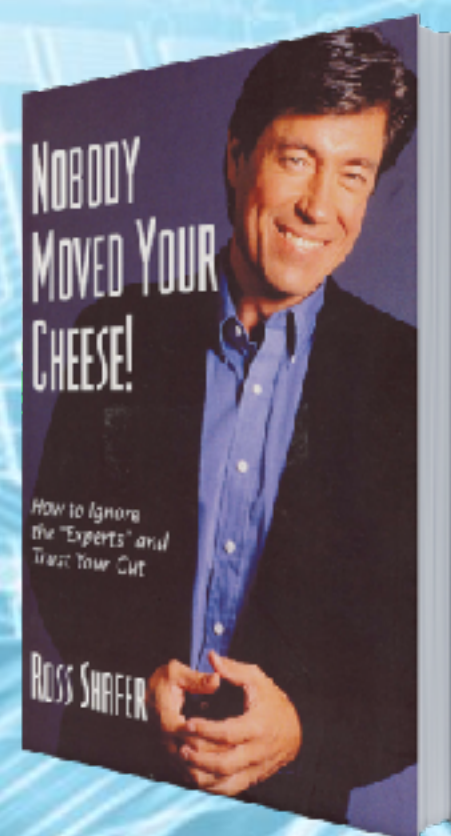




Talk & Game Host



What I'm Not...





15-yr old
Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



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





360 ★

Review order (1)

Pickup store
Parker & Hilltop ▾
Prep time 3 - 7 min

10 min

Coff. Americano \$2.95

Your order may be ready before you arrive


It looks like your estimated travel time is longer than your order prep time. Consider placing your order when you're a little closer to the store.

[Back to order](#) [Continue](#)

Subtotal.....	\$2.95
Tax 8%.....	\$0.24
Total.....	\$3.19

YOU MAY ALSO LIKE

[Checkout \\$3.19](#)



Humalogy



+



The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural blueprint. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

KEEP LEARNING:

**Look Outside The
Ice Cream Business**

Hotel Events

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



Group/Event	Room
GENERAL ELECTRIC	
BREAK OUT SESSION	
A	

CRASH THE WRONG MEETINGS

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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LARAMAR

55,000 UNITS





amazon.com.

Dogit Silent Dog Whistle by Dogit

\$3.74 Add-on Item

Add it to a qualifying order within **17 hours** to get it by **Tuesday, Oct 15**

More Buying Choices

\$3.74 new (6 offers)

\$4.99 used (1 offer)

**You are
in the
Speed of
Service
Business**



A close-up, black and white photograph of a cash register keypad. The focus is on a row of buttons, with the numbers 0, 0, 0, 1, and 5 clearly visible. The buttons are slightly raised and have a textured surface. The background is blurred, showing other parts of the register.

McDonald's video
from the movie
"THE FOUNDER"

Why Have Your Customers

**“Expectations
‘of Speed’”**

Changed in 2020?

THE
amazon

The Amazon logo, a curved orange arrow pointing from the letter 'a' to the letter 'z', is positioned below the word 'amazon'.

‘EFFECT’

Comcast
xfinity

amazon

hulu

NETFLIX

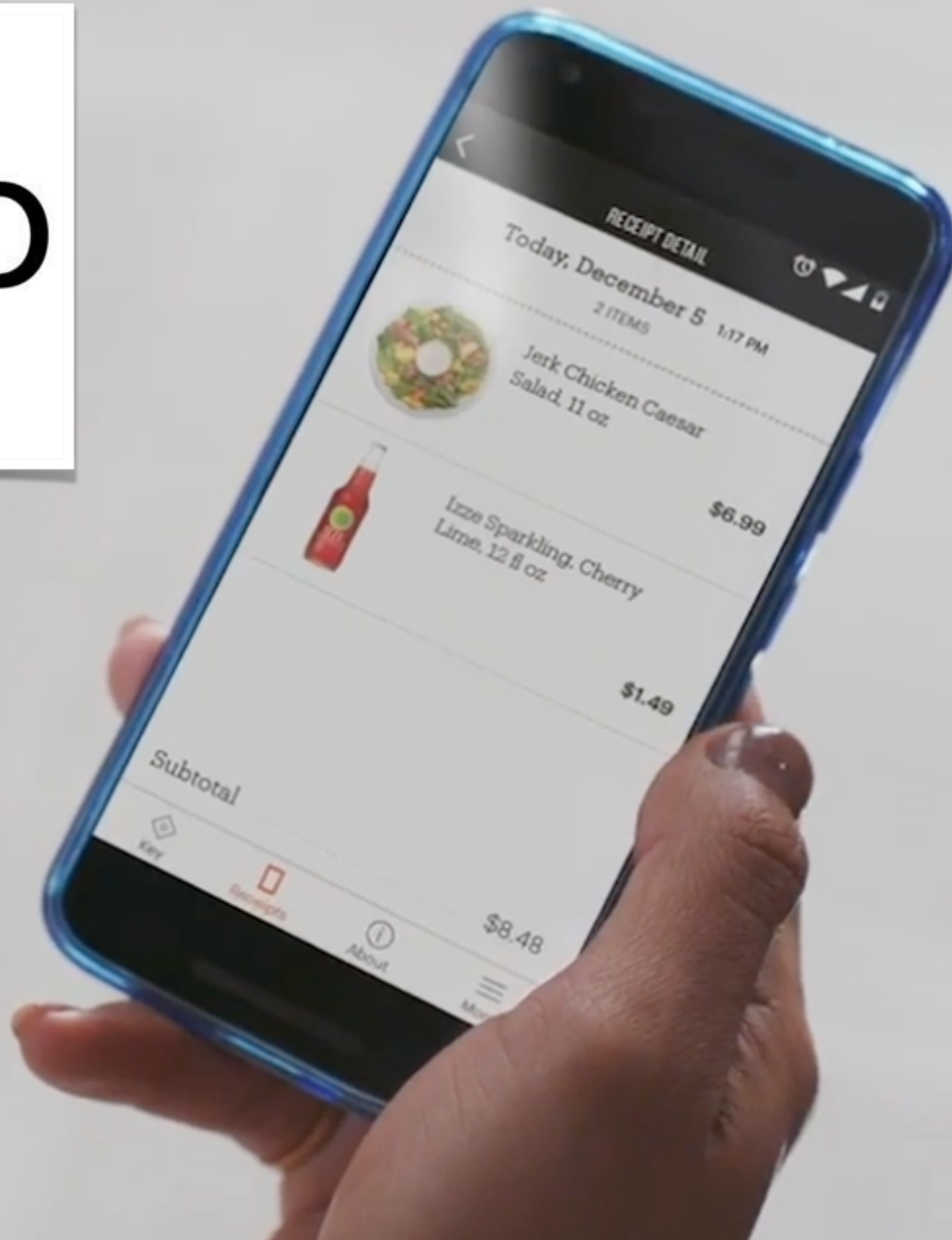
Google





amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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



Shocking Data!

**DON'T
Obsess
About...**



CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. You don’t necessarily have to exceed expectations.

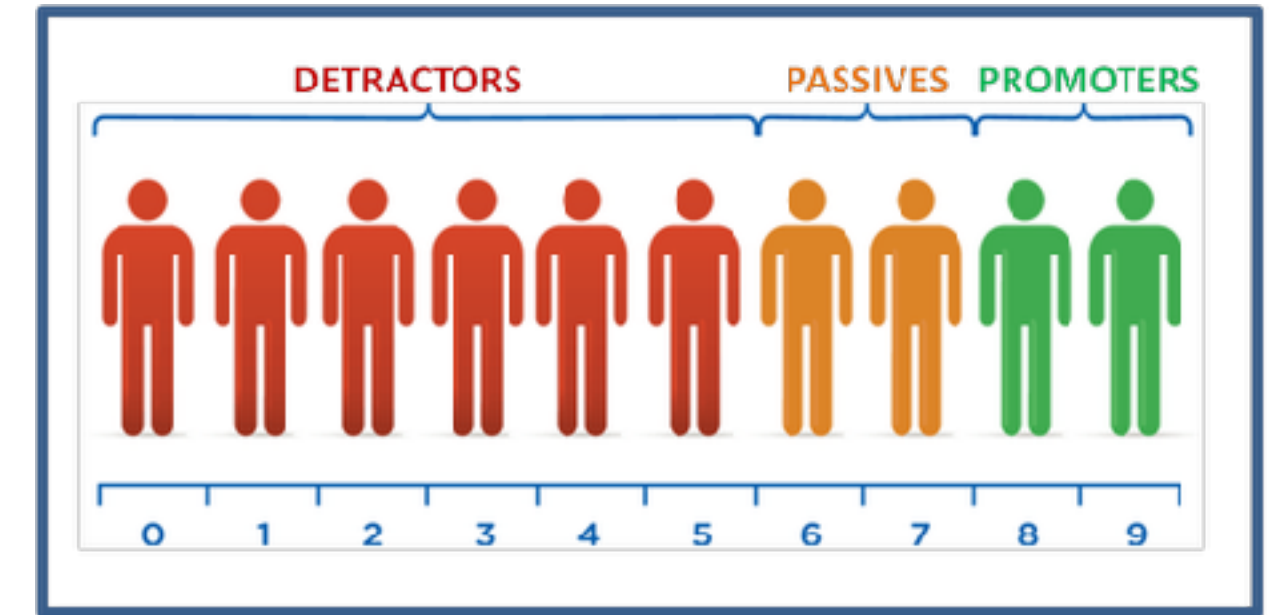
The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”

NPS (Net Promoter Scores)

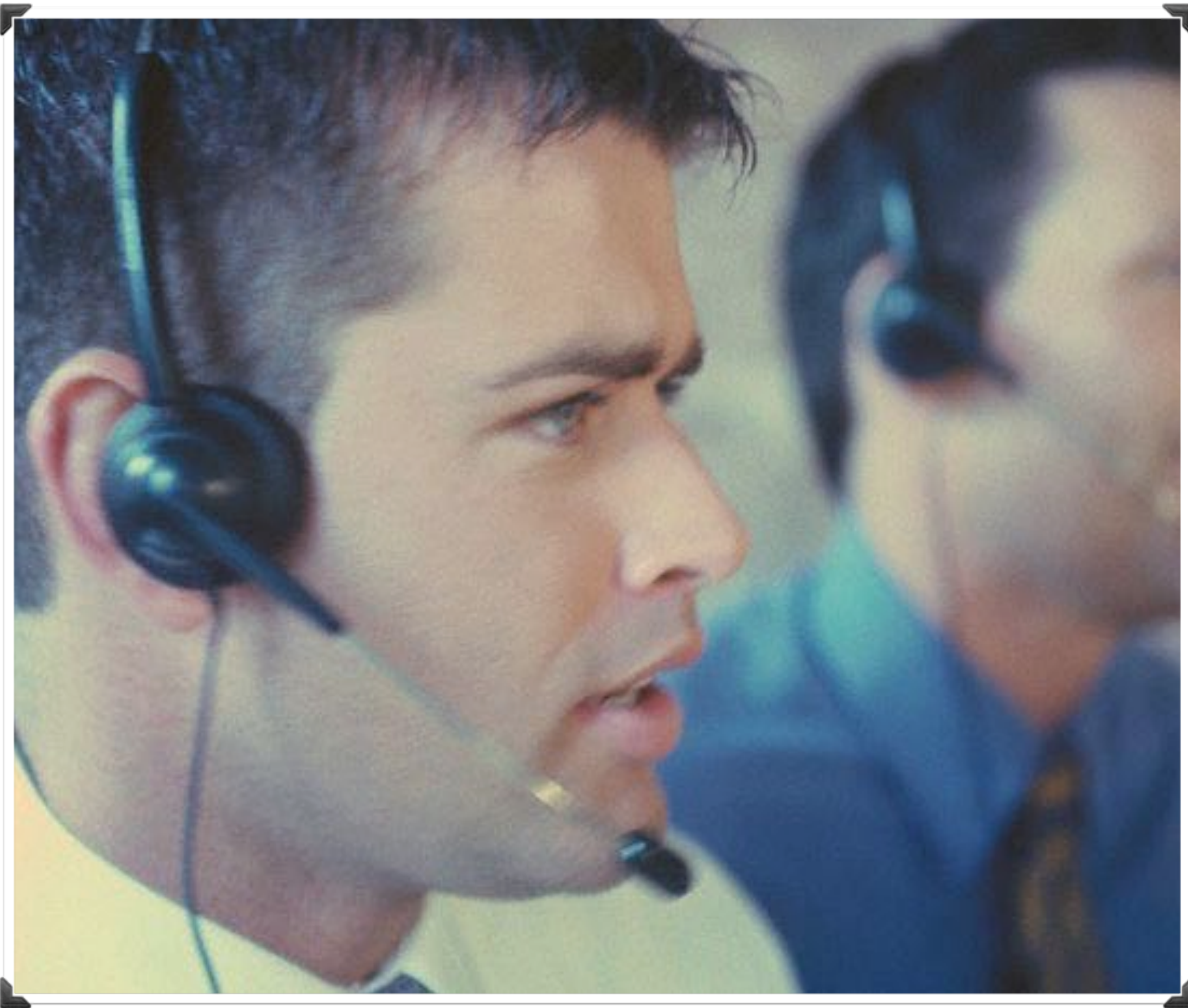


“...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”

Eliminate the



Moments



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



GE Capital

“To improve our customer service some departments will be closed for training.”





TOYOTA

customer first.



Freshly baked Otis-Spunkmeyer cookies.

Does



vs.



Work?

comcast[®]
xfinity[™]



**Scores UP 21 points
in 90 days**

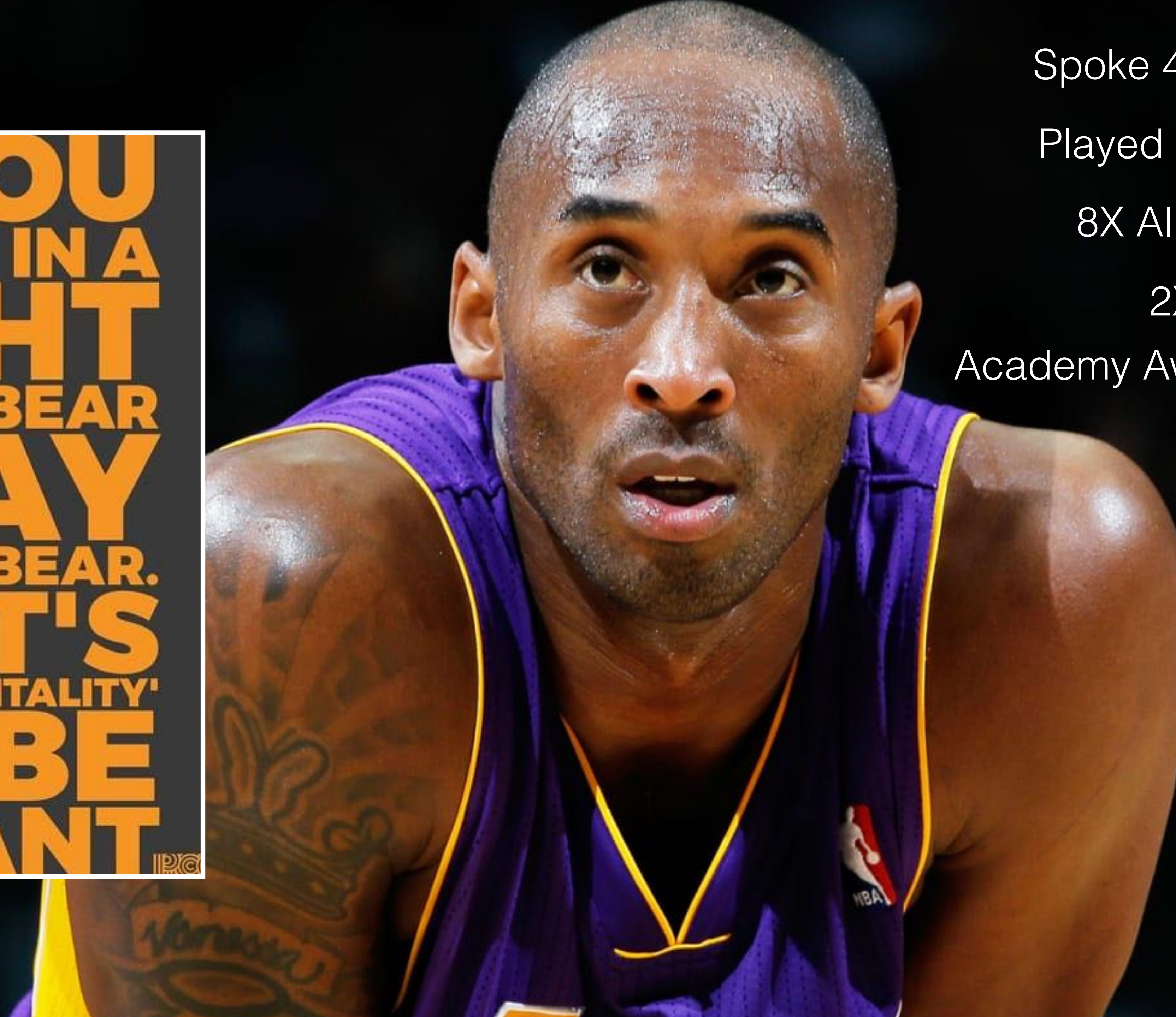
Westar Energy®



The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural blueprint. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**World Class
Expertise is Your
Unfair Advantage**

**IF YOU
SEE ME IN A
FIGHT
WITH A BEAR
PRAY
FOR THE BEAR.
THAT'S
'MAMBA MENTALITY'
-KOBE
BRYANT**



Spoke 4 languages

Played 20 seasons

8X All NBA Team

2X NBA MVP

Academy Award Winner

1,127 Free Throws in a Row







Chuck Shafer
1927-2001



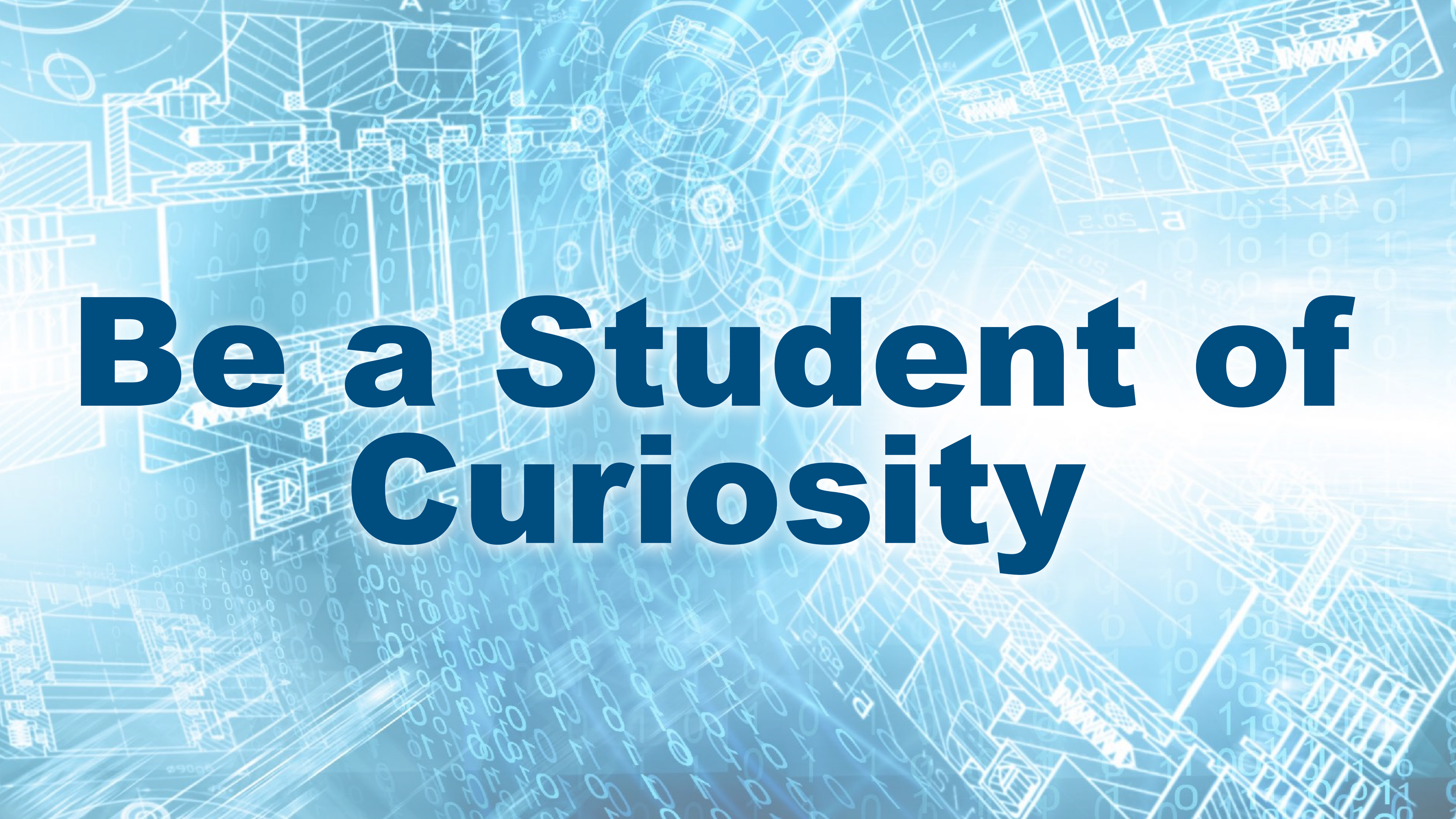
Maiden flight - May 1971



“Fear is the enemy of success.”

CHUCK SHAFER



The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural blueprint. Interspersed throughout the drawing are strings of binary code (0s and 1s) in a lighter blue color, some of which are slightly blurred or faded, giving a sense of depth and digital integration.

**Be a Student of
Curiosity**



Be Personally & Professionally CURIOUS





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





*“This week, YOU will be
our Chief Trending Officer.”*

TREND SPOTTING SITES

<http://www.springwise.com> (My favorite weekly updates)

<http://www.forbes.com/sites/stevecooper/2013/11/19/how-to-become-a-trendspotter/>

www.Trendhunter.com (Cool inventions)

<http://dupress.com/periodical/trends/business-trends-2014/>
(Deloitte University)

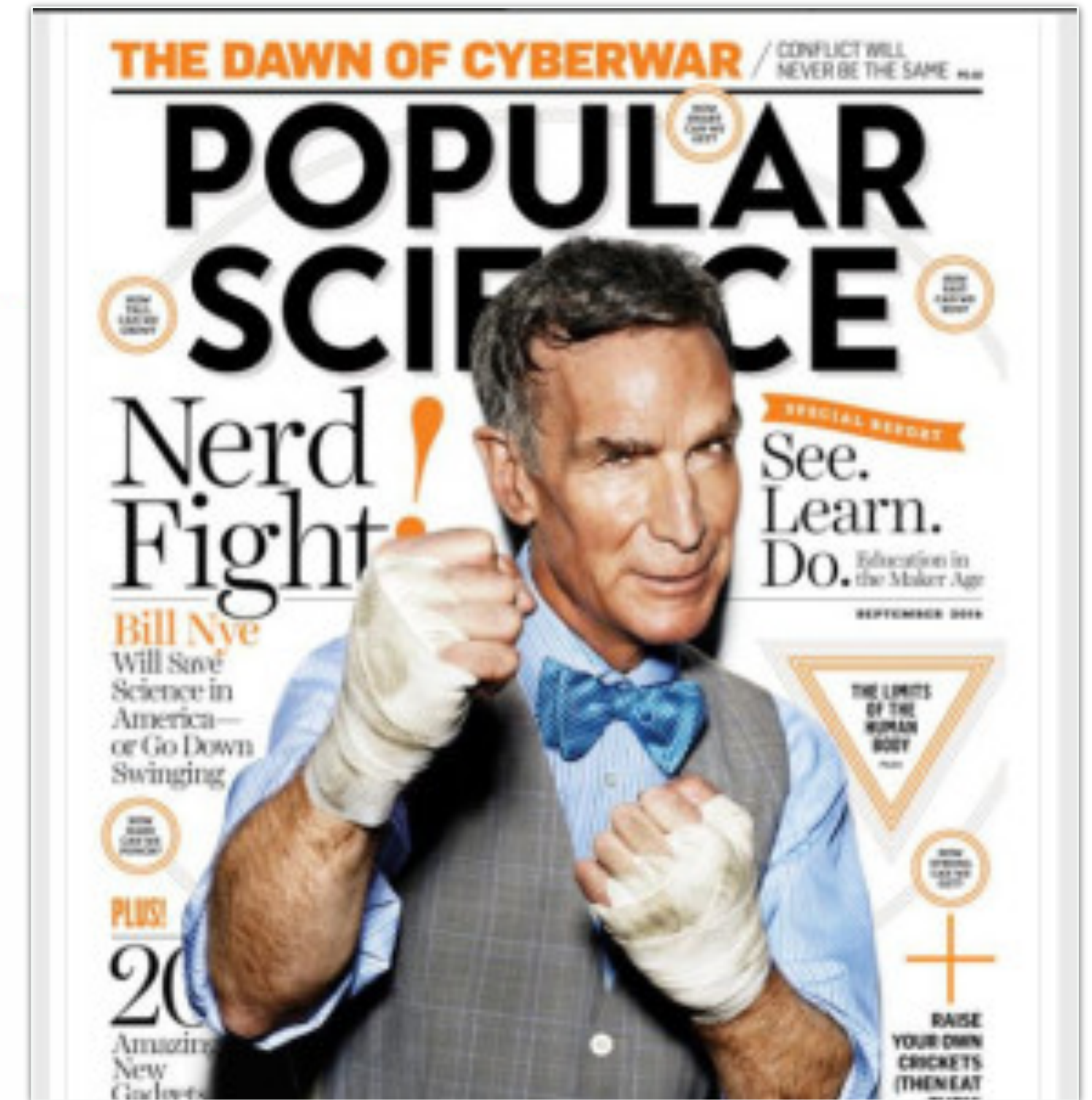
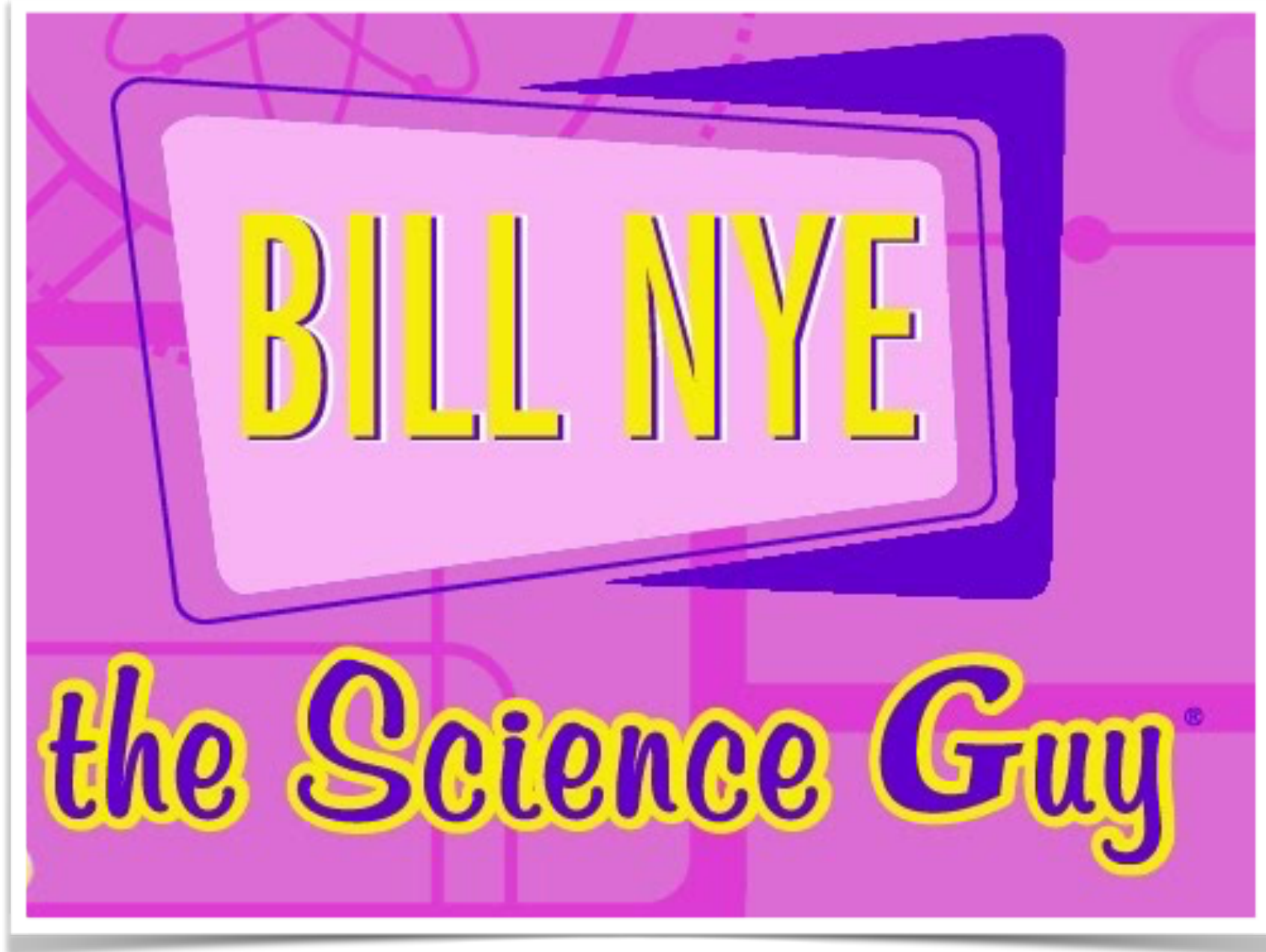
<http://www.gartner.com/newsroom/id/2603623> (Technology trends)

<http://www.infoq.com/research/software-trends-2014> (Software trends)

<http://www.businesswire.com/news/home/20140101005013/en/Forrester-Top-Global-eCommerce-Predictions-2014#.U-GCYIYQ7wI>
(Business Wire & Forrester Research)

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 several streams of binary code (0s and 1s) in a light blue color, creating a digital or data-driven aesthetic.

**Elevate Your
Superstars Quickly**





GIVING BACK: FREE RESOURCES

You

A screenshot of the YouTube channel page for Ross Shafer. The channel name is "ROSS SHAFER" in large red letters, with the subtitle "Funniest Expert on CHANGE" below it. A circular profile picture of Ross Shafer is on the left. Navigation tabs include Home, Videos, Playlists, Channels, Discussion, and About. A "Subscribe" button is visible. Below the channel header, there is a section titled "Relevant Leaders Club" with a "Download All" button. A grid of video thumbnails is shown, each with a "WATCHED" badge. The videos include titles like "Why is the Lifespan of a Company only 15 Years?", "How to Pitch Your Big Ideas to the Boss", "Should You Change Your 'Leadership' Persona?", and "How Can Leaders Make Better Decisions?".

Download (2) Free e-Books

www.RossShafer.com



**Encourage Your
Team Members
‘Like a Video
Game’**





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Shafer

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