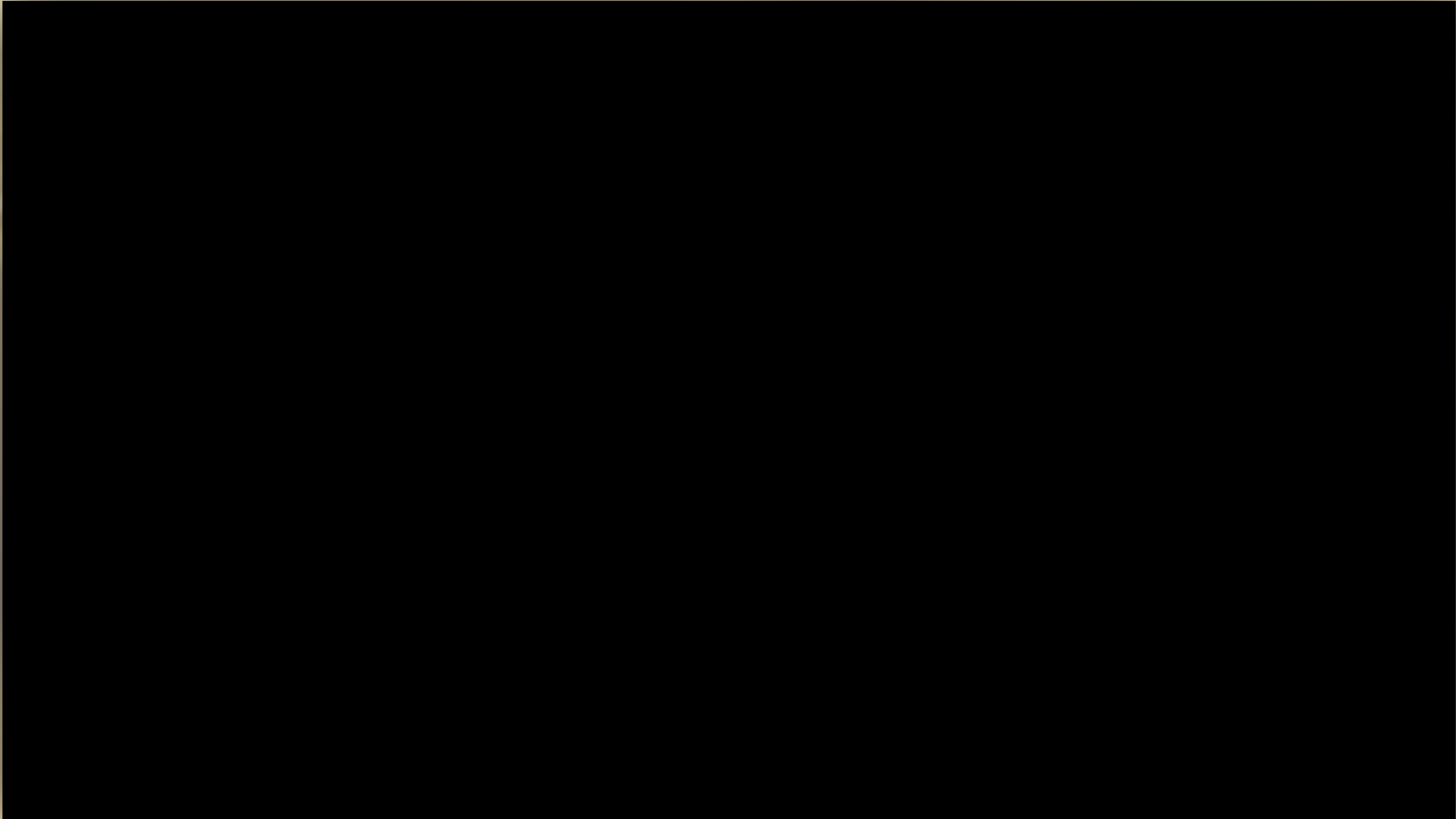


ROSS'S A/V TEST SLIDE



What is Relevant Leadership Today?

Ross Shafer



What is Relevant Leadership Today?

Ross Shafer



Quebec City, Quebec

Are You Relevant?

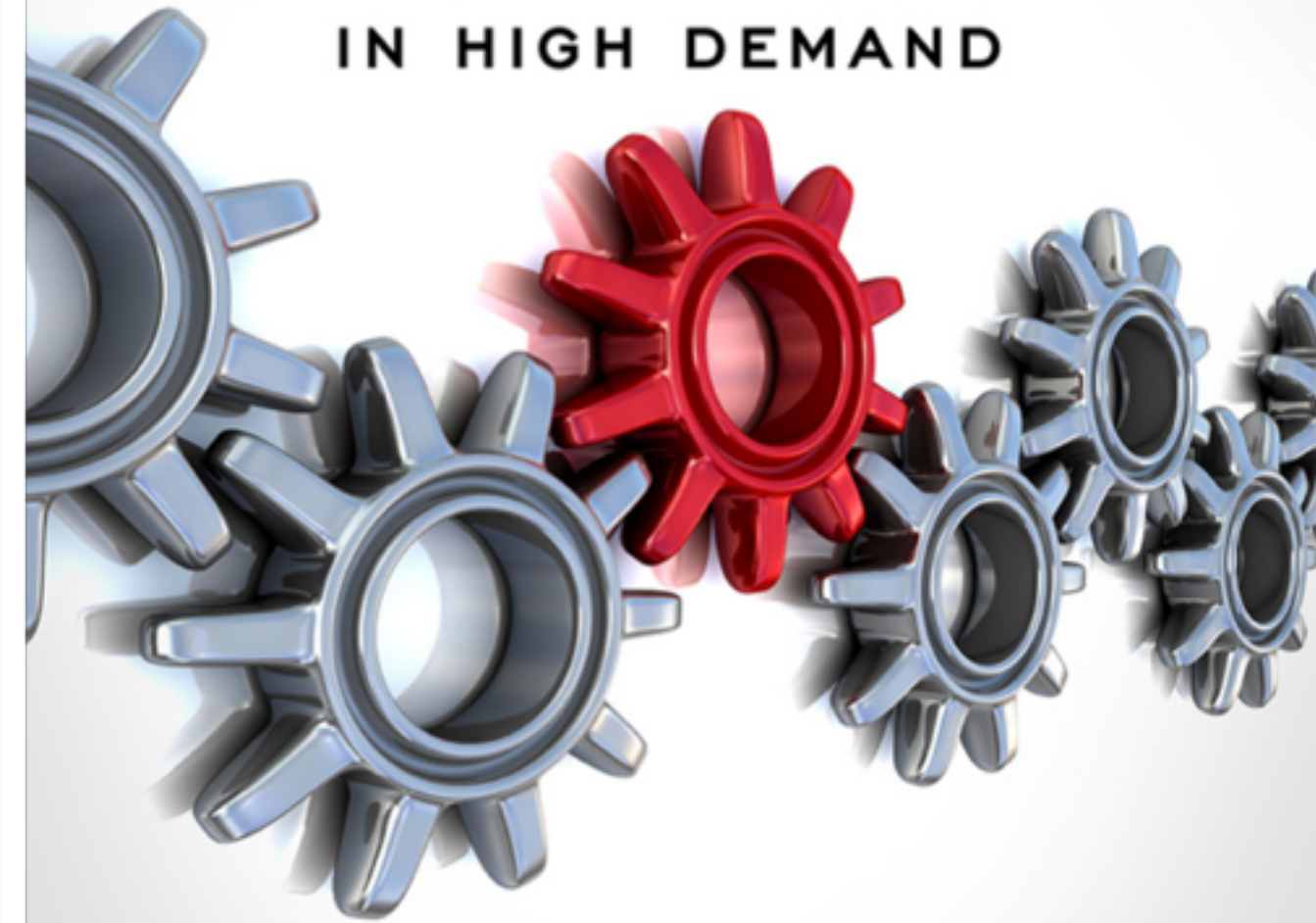


TWELVE REASONS SMART ORGANIZATIONS
THRIVE IN ANY ECONOMY

ROSS SHAFER

ABSOLUTELY NECESSARY

HOW TO KEEP YOURSELF
IN HIGH DEMAND



ROSS SHAFER
MICHAEL BURGER



Female Buying Power

***84% of all Consumer Purchases**

***Fastest growing Small Business segment**

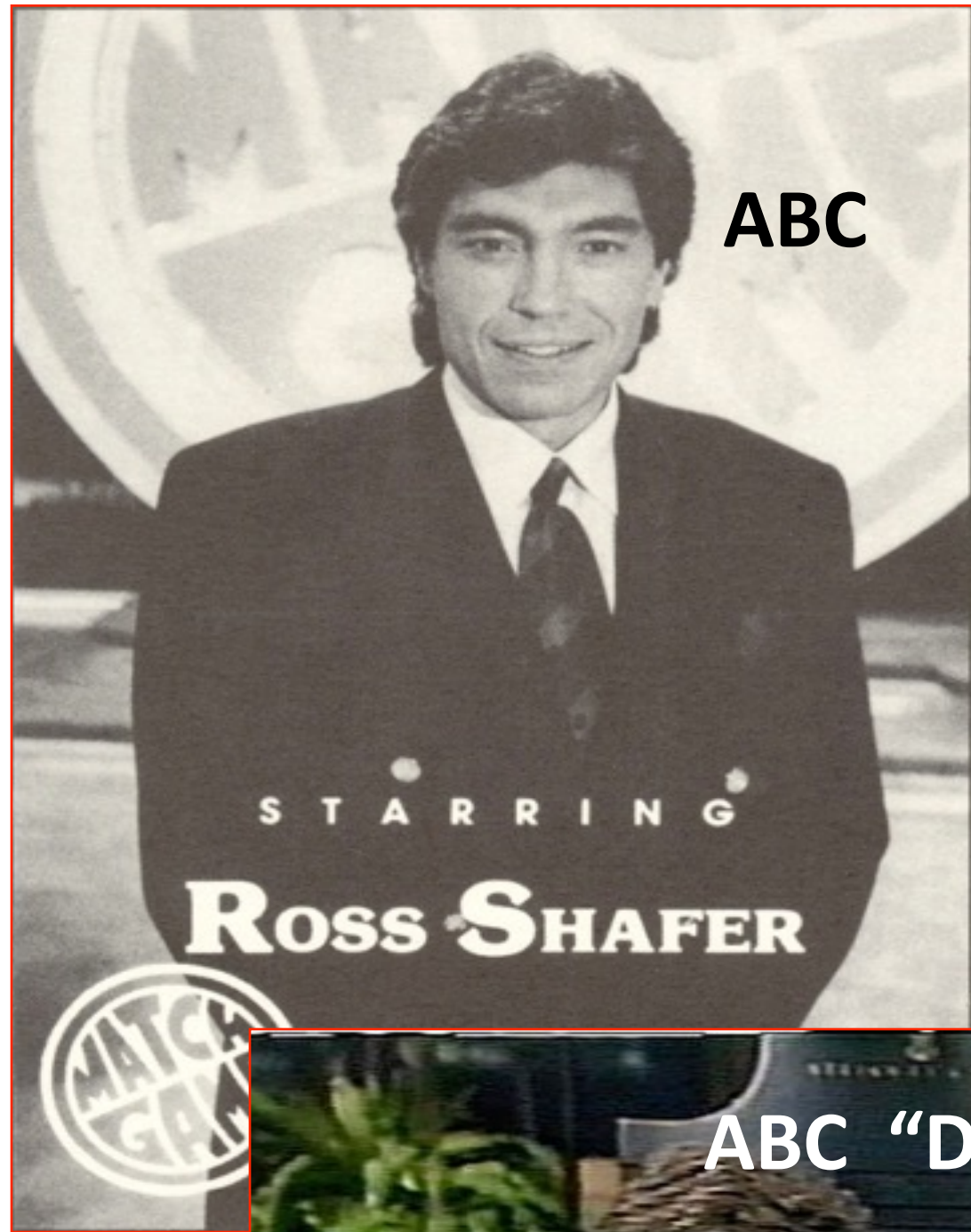
***3.4% Unemployment**

***45 year old Women have most buying influence**

***73% will change financial advisors upon husband's death**

**Best Practices are a
Moving Target**





ABC

STARRING
ROSS SHAFER



NBC

ALMOST
LIVE!



USA

THE ALLURING, AMUSING, AND HIGHLY REVEALING
GAME OF ROMANTIC PURSUIT.

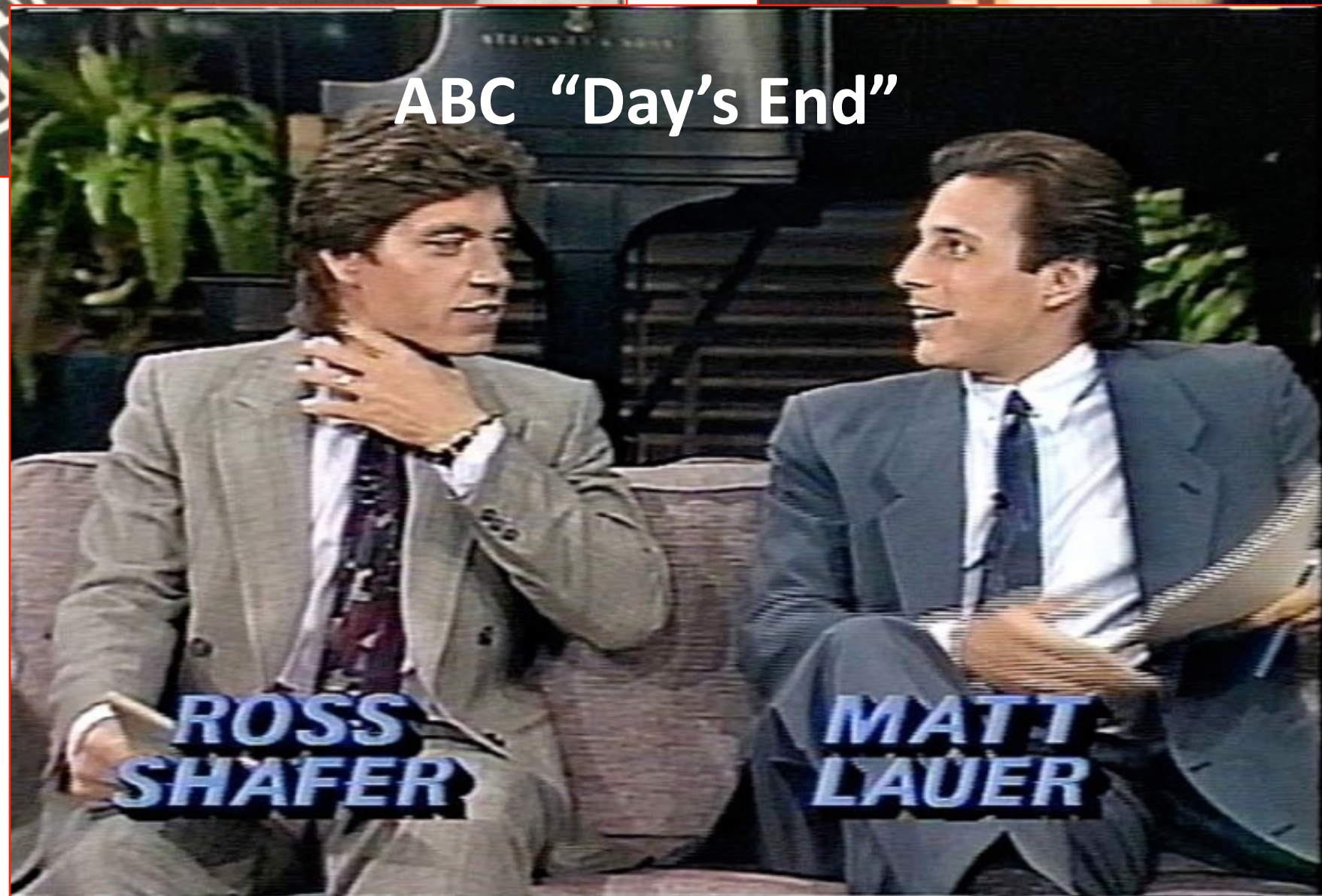
**LOVE ME
LOVE ME
NOT**

YOU'LL LOVE IT AT FIRST SIGHT!

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

USA

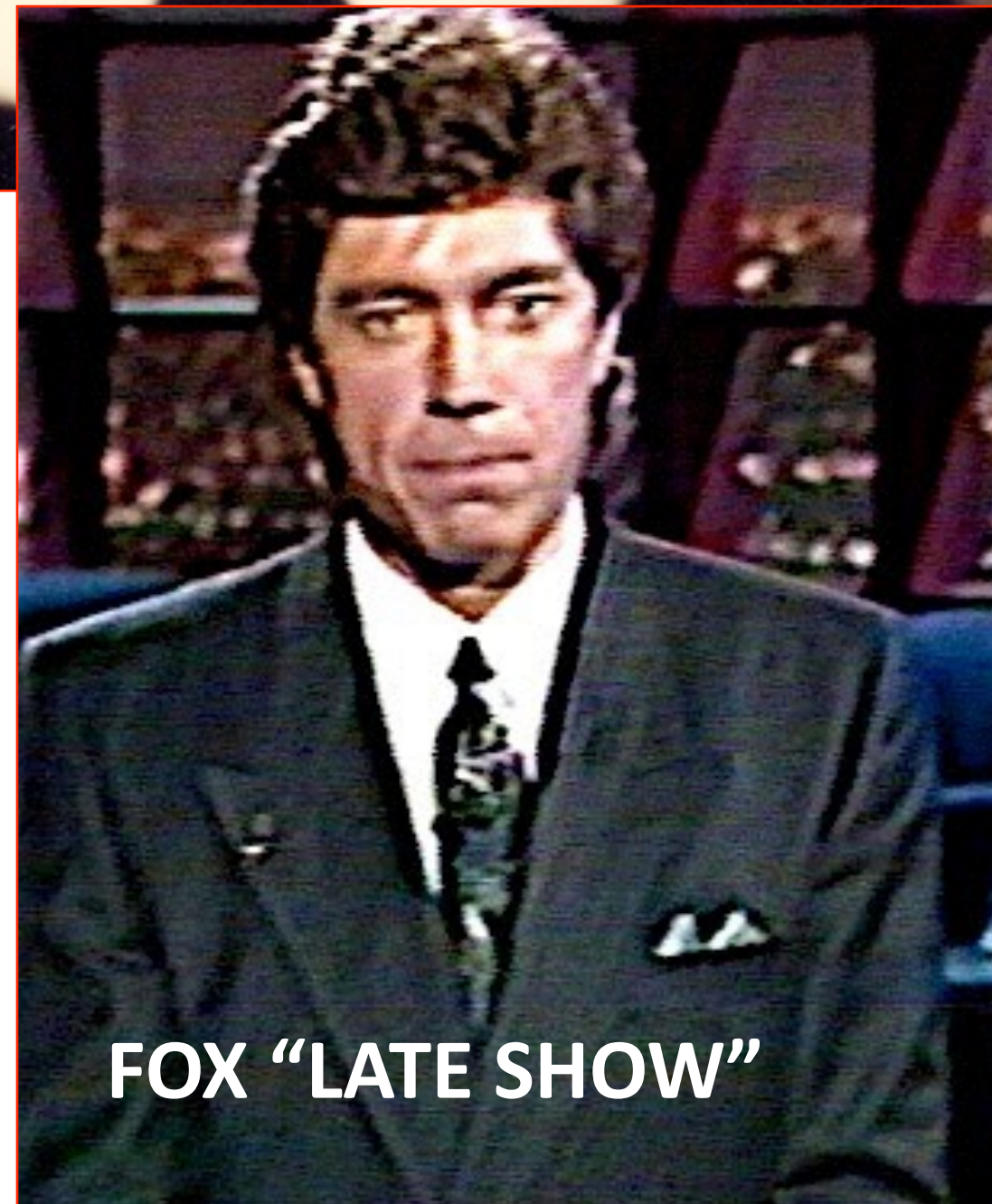
TELEVISION
*Aired on television will require one minute for national sale.



ABC "Day's End"

**ROSS
SHAFER**

**MATT
LAUER**



FOX "LATE SHOW"

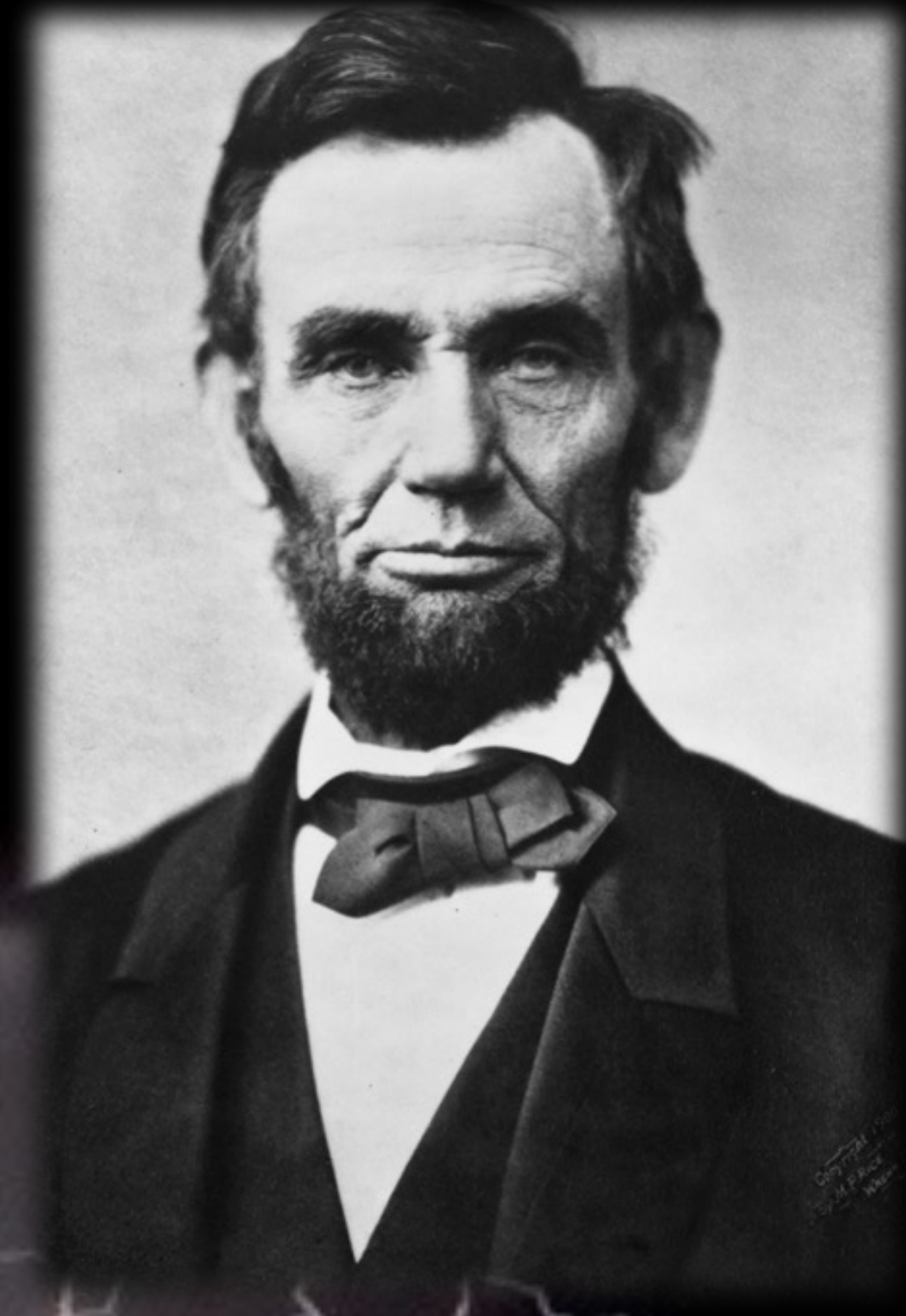




amazon.com



“With public sentiment,
nothing can fail.
Without it, nothing can
succeed.”



ABRAHAM LINCOLN

COOK-LIKE- A-STUD

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

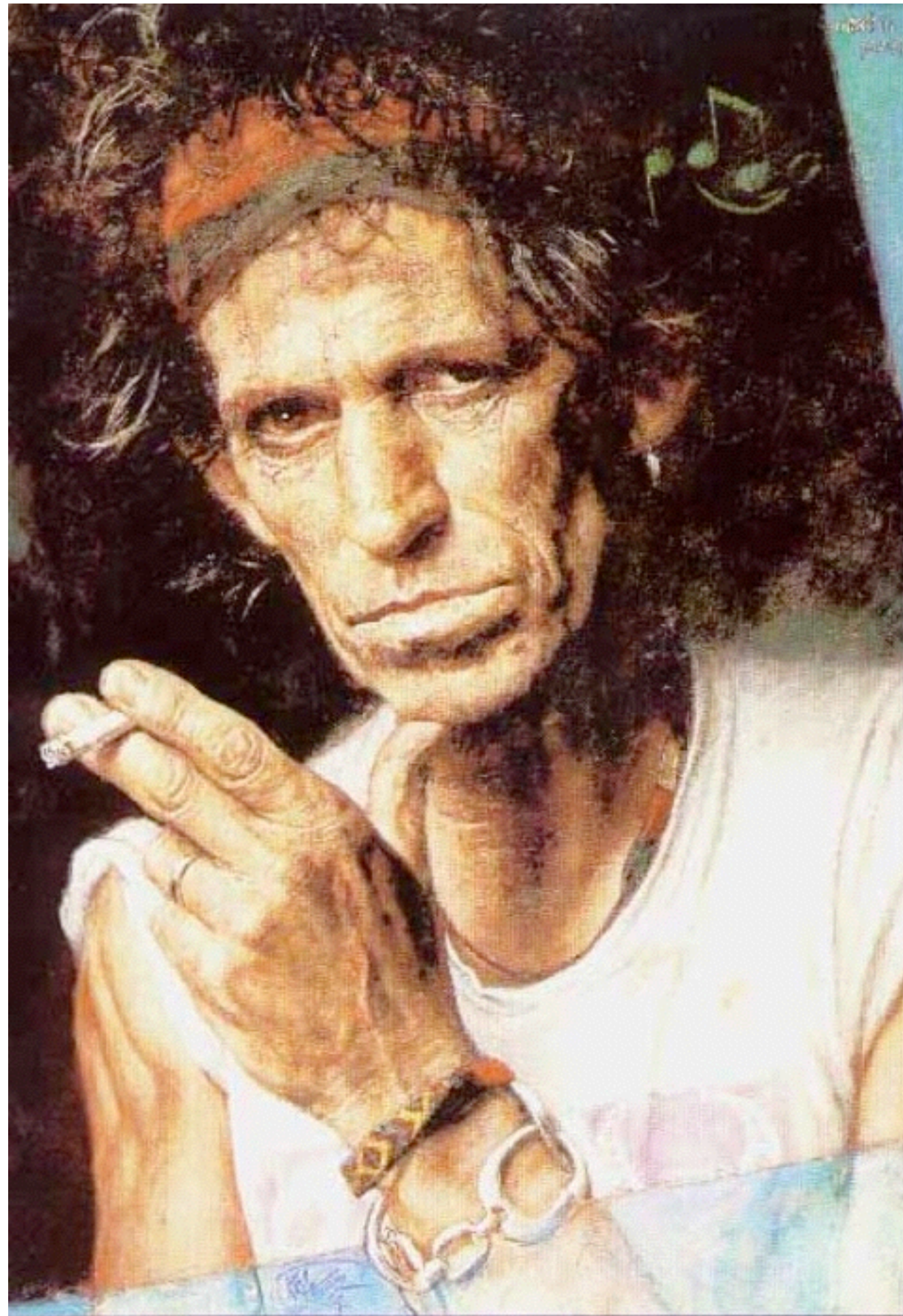
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





For insight into what causes
most organizations to fail,
we always consult the
wisdom of a man whose had
50 years of uninterrupted
success...



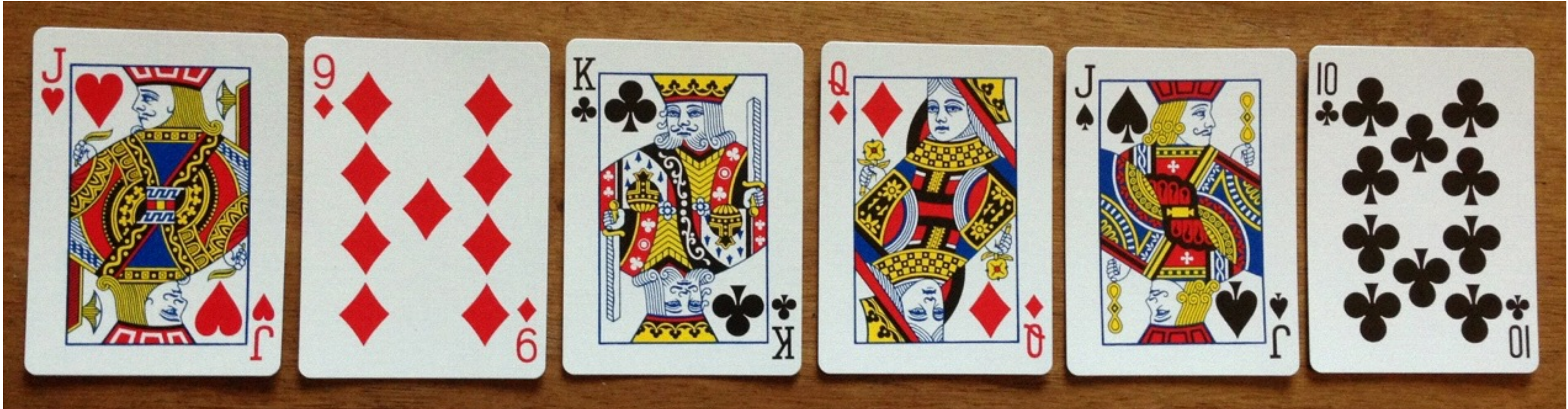
Keith Richards - Rolling Stones

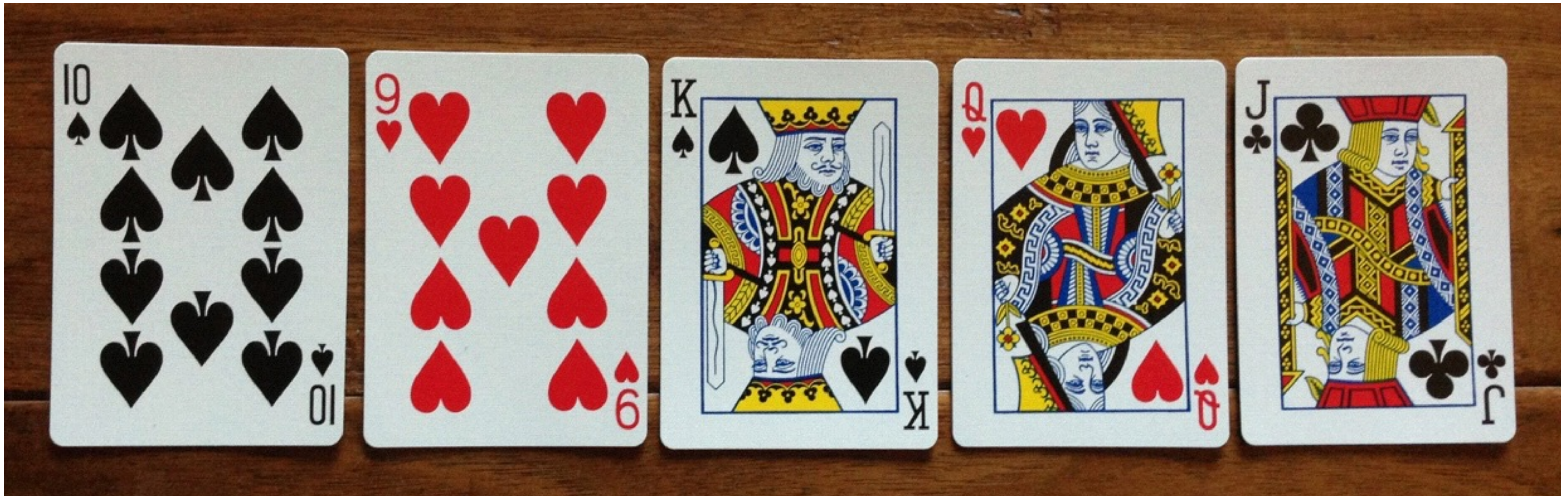
Sometimes we don't see that
WE are the problem.

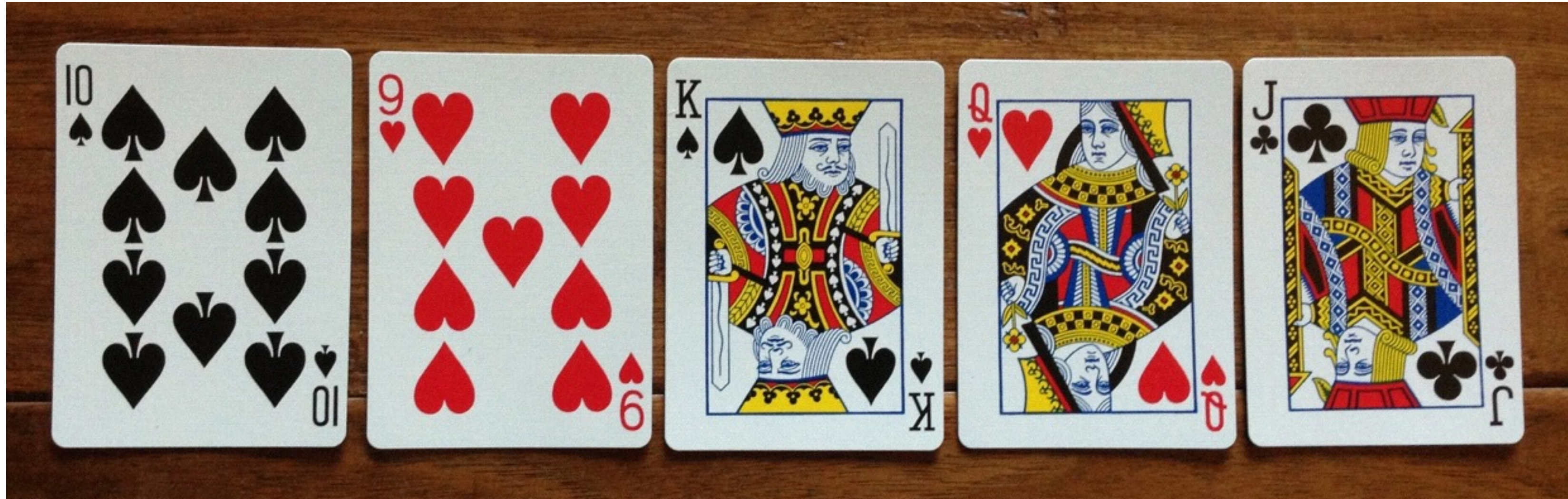
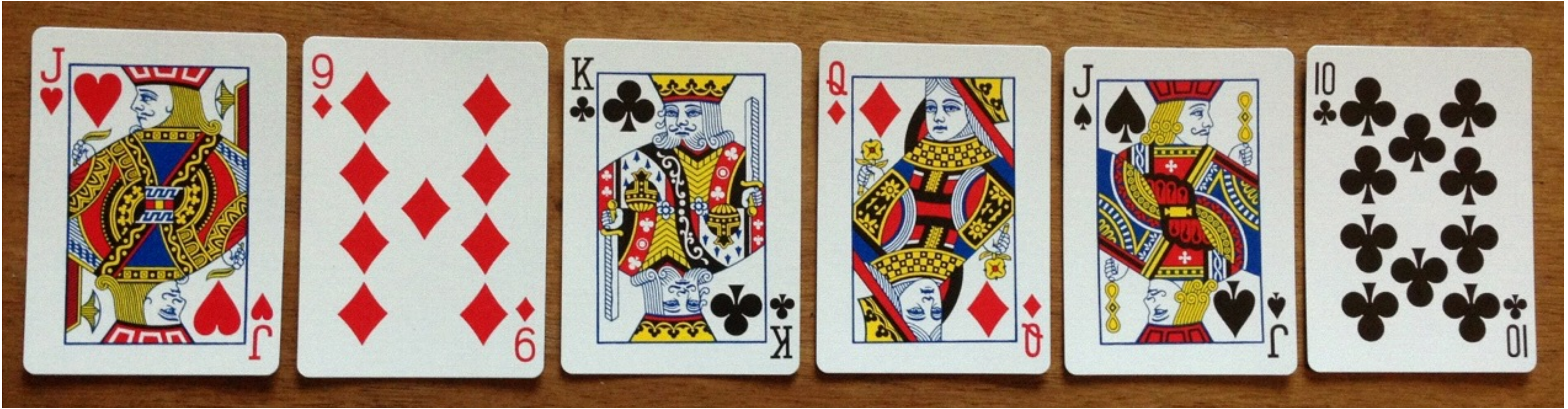


Staying Innovative Under Pressure

The background of the image is a landscape during a sunset or sunrise. The sky is filled with horizontal bands of color, ranging from a deep, dark blue at the top to a bright, glowing orange and yellow near the horizon. In the foreground, the dark silhouette of a hillside is visible, with a line of trees on the left side. The overall mood is dramatic and contemplative.







Tunnel Vision is Real



“Panic, Stress, and Anxiety are the usual suspects for tunnel and blurred vision. This occurs primarily because of a reduction of blood to the brain.”

Tunnel Vision is Real



“Panic, Stress, and Anxiety are the usual suspects for tunnel and blurred vision. This occurs primarily because of a reduction of blood to the brain.”

Peripheral Vision Prevents Injury



Russell
Wilson
sees (3)
receivers
AND
Whitney
Mercilus

Go to the 'Wrong' Meetings

The background of the image is a sunset or sunrise. The sky is a gradient of colors, from a deep orange near the horizon to a dark blue at the top. In the foreground, there is a dark silhouette of a hillside. On the left side of the hillside, there is a small cluster of trees. The overall mood is contemplative and dramatic.

Frontenac Events

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

Events for Mon June 15, 2015



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



McCORMICK & SCHMICK'S

SEAFOOD & STEAKS

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[RESERVATIONS](#)

[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](#)



~~“Can I help you?”~~



“What can I get started for you today?”







DOUBLETREE
— by Hilton. —



“What can I do to give you a good night’s rest?”



Back Pain Meds





Laramar Apartment Homes - 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)

Search for Competitors in Your 'Blind Spot'



Who Else Wants THIS Business?

Google



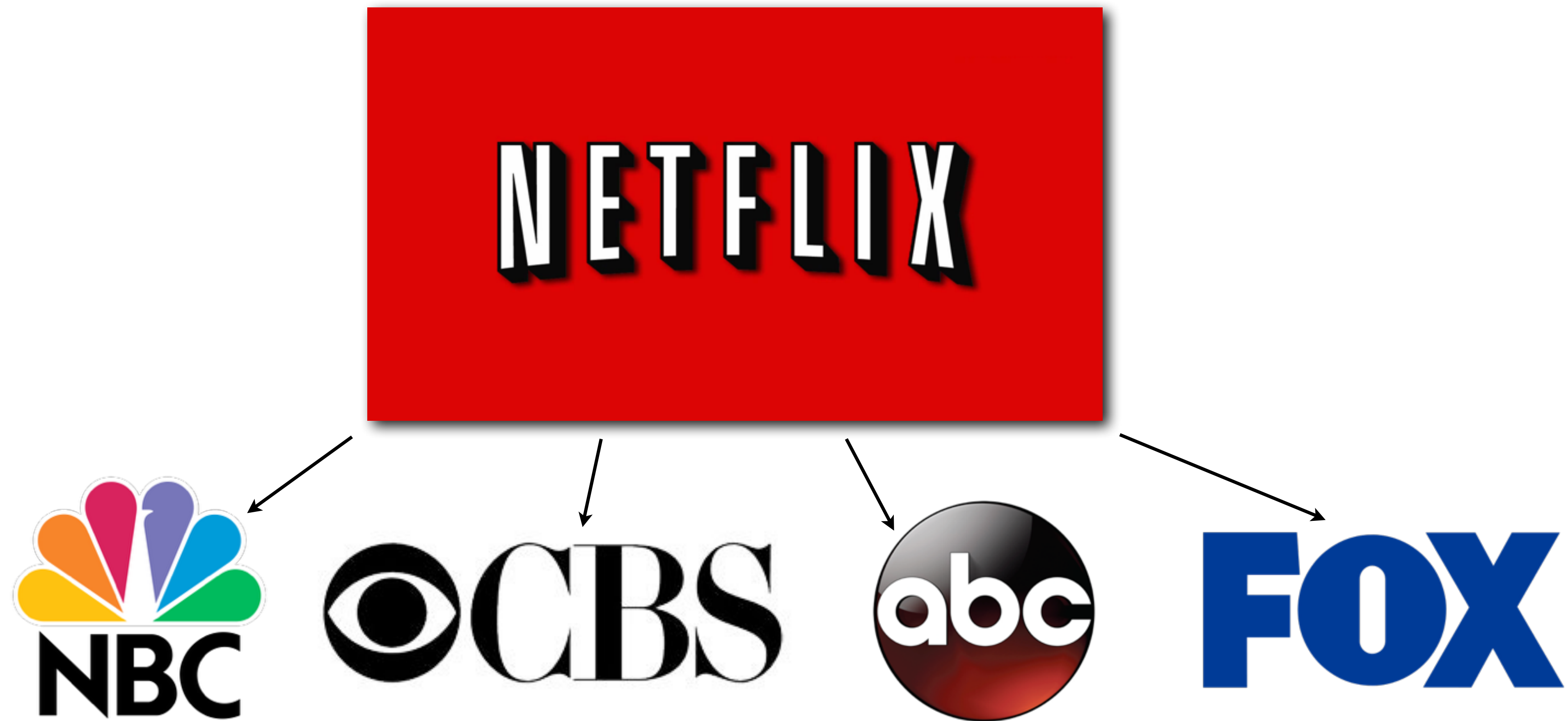
Who Won Your Music?



Now Who Wants Your Money?



Who Else Wants THIS Business?



Who Else Wants it ALL?



Mobile
Soft
Card
Wallet



Who Wants it ALL?





Fast is the New...
S-L-O-W



The Expectation is NOW



What's at stake?

“73% of customers 18-45 will bolt to a competitor after just **one** negative customer experience...”

Avaya Research: TMCNet.com

What's at stake?

...And, 85% will tell their friends via a social network.”

Avaya Research: TMCNet.com

Angie's list®

RECOMMENDATION

ECONOMY



Appoint a...

Chief Trending

Officer

The background of the image shows a sunset or sunrise over a dark silhouette of a hillside with trees. The sky is a gradient of orange and red, transitioning into a darker blue at the top. The text is overlaid on this background.

**Text, Posting, Blogging
Cannot Replace
Human Interaction**



A Talk Show Skill You'll Want to Know





Johnny Carson

“I never tried to be the best guest on my own show.”

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



Katie Couric

The Intentional Genius of

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook



Search for people, places and things



Ross Shafer
Edit Profile

FAVORITES

News Feed

Messages 99+

Photos

Browse

PAGES

Pages Feed 20+

Like Pages 20+

Create Ad

GROUPS

University of Puget Soun...

Update Status Add Photos/Video

What's on your mind?

SORT ▾



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

Digital / Human Marriage

=

Humalogy

***Big Data**

***Digital Marketing**

***Customer Journey Mapping**



Persona #3

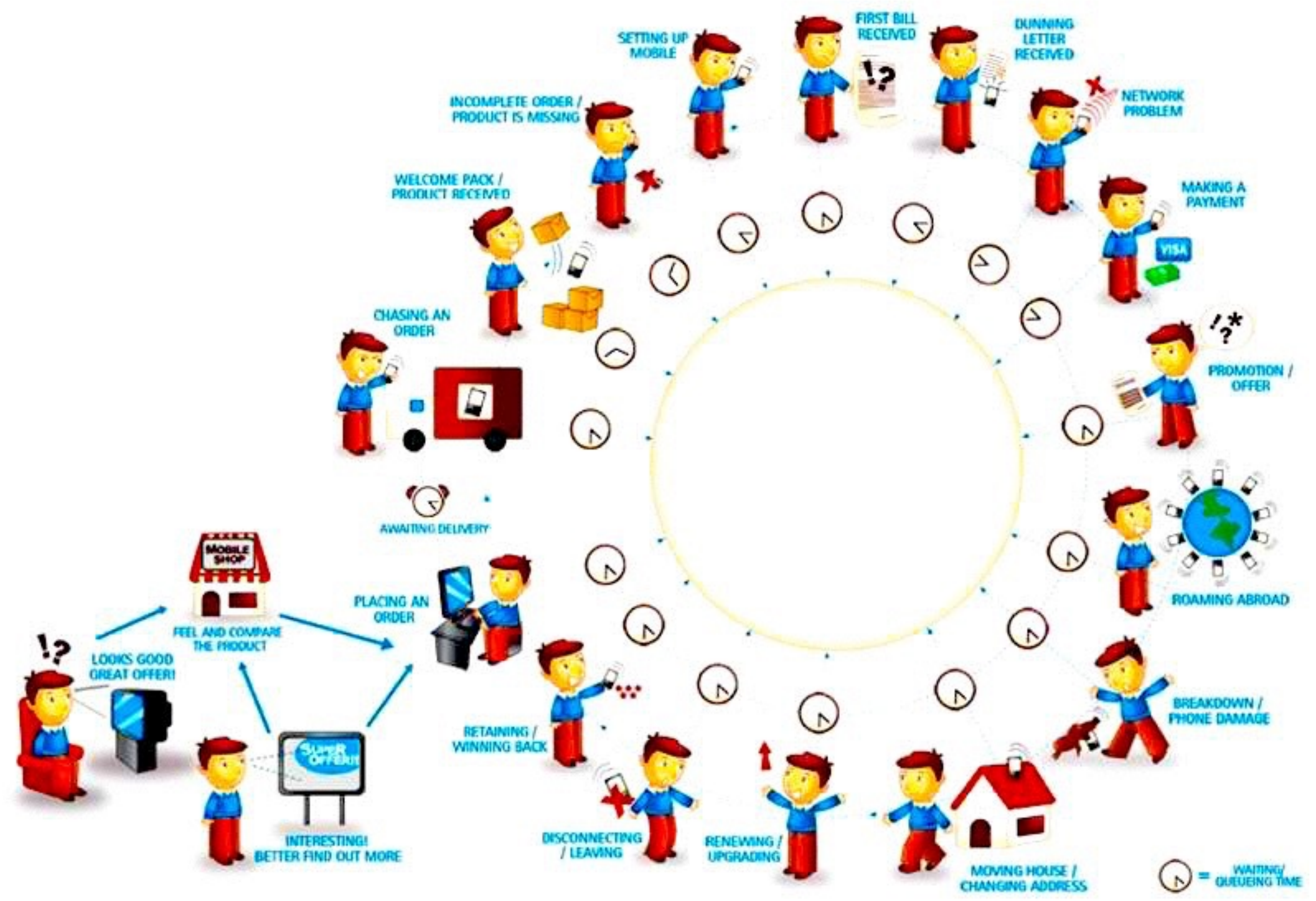
Stevie Radford

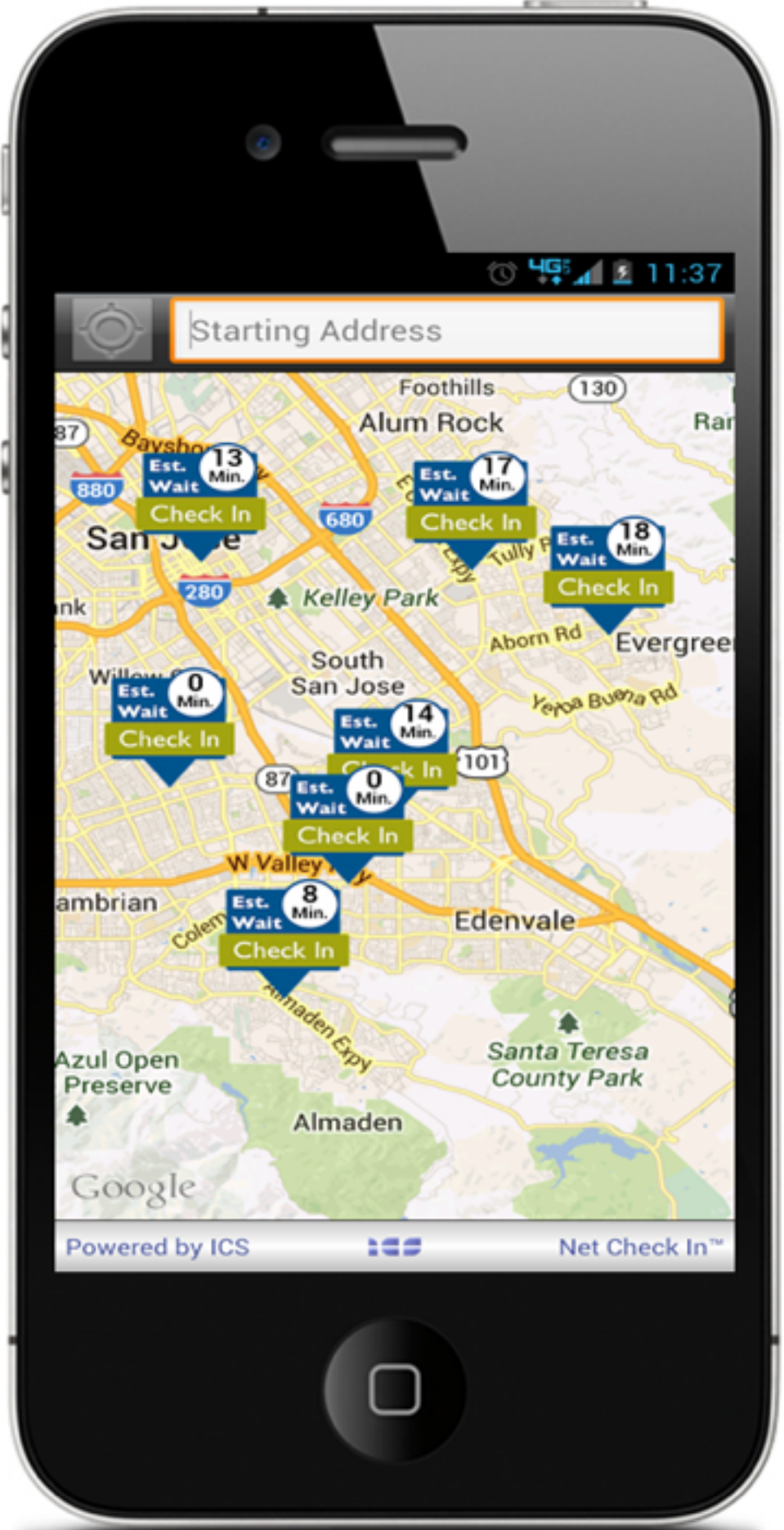
Stevie is 27 and single. Although he has a job in the financial district of NYC, he still loves to come to South Florida for Spring Break to get his beach fix.

He is typically the organizer of his five closest buddy's getaways. He loves to party. He gambles. He loves TRAIN and early COLD PLAY.

He spends money on clothes, motorcycles, and travel. He brews his own craft beers but also considers himself a bit of a wine guy. He works hard because someday he hopes to own his own private jet.

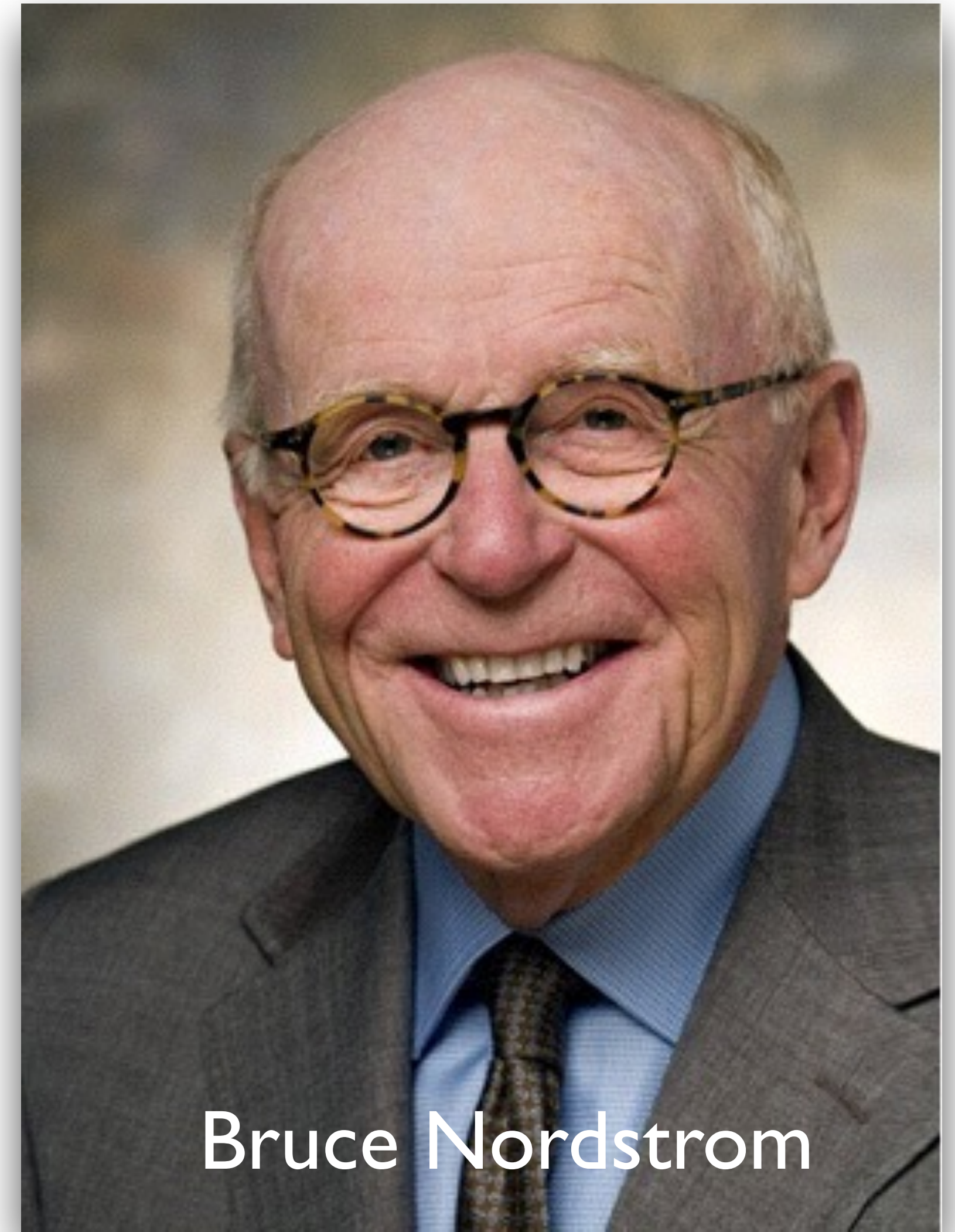








**Hiring & Retaining
Talent is Easier Than
it Looks**

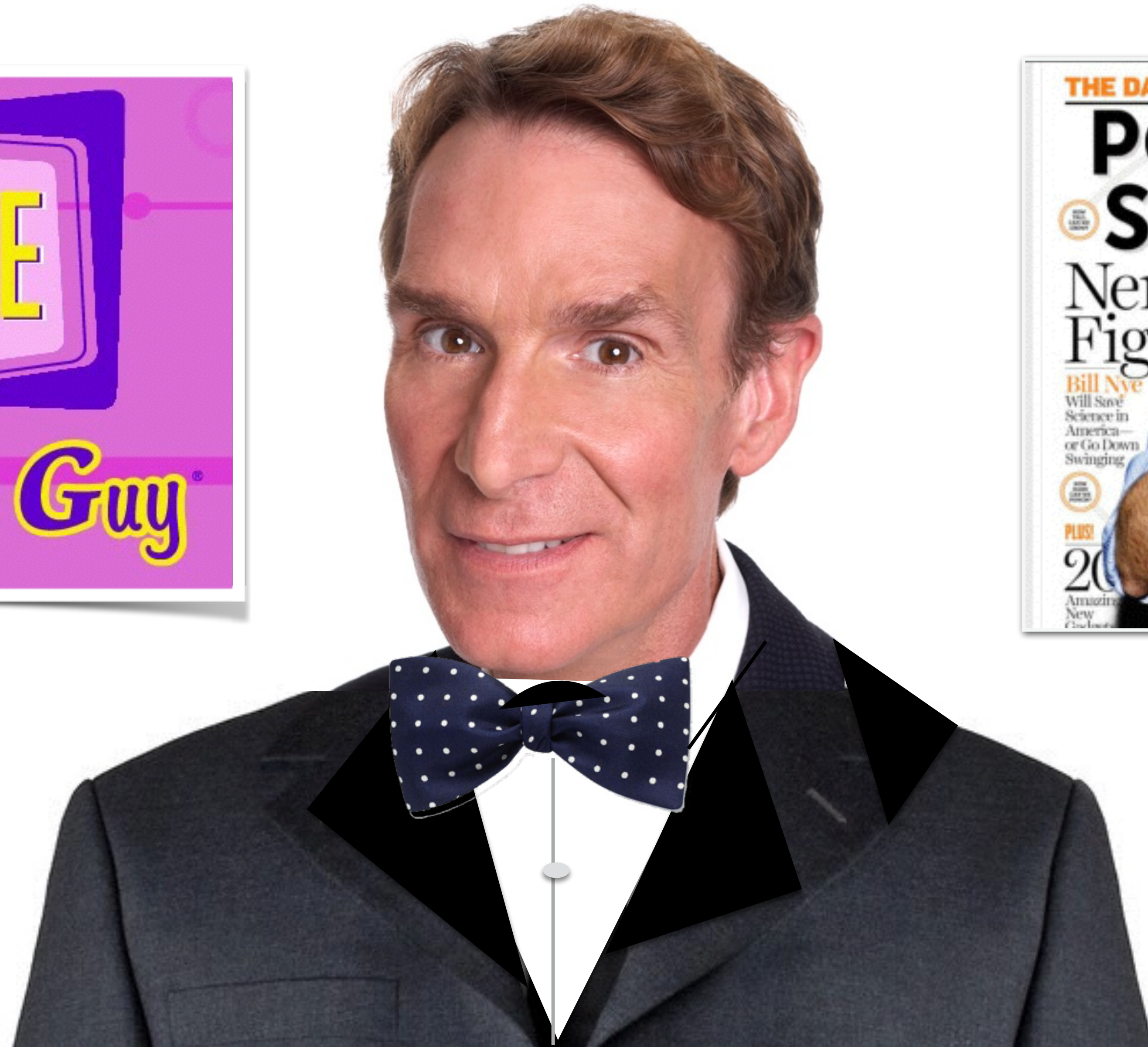
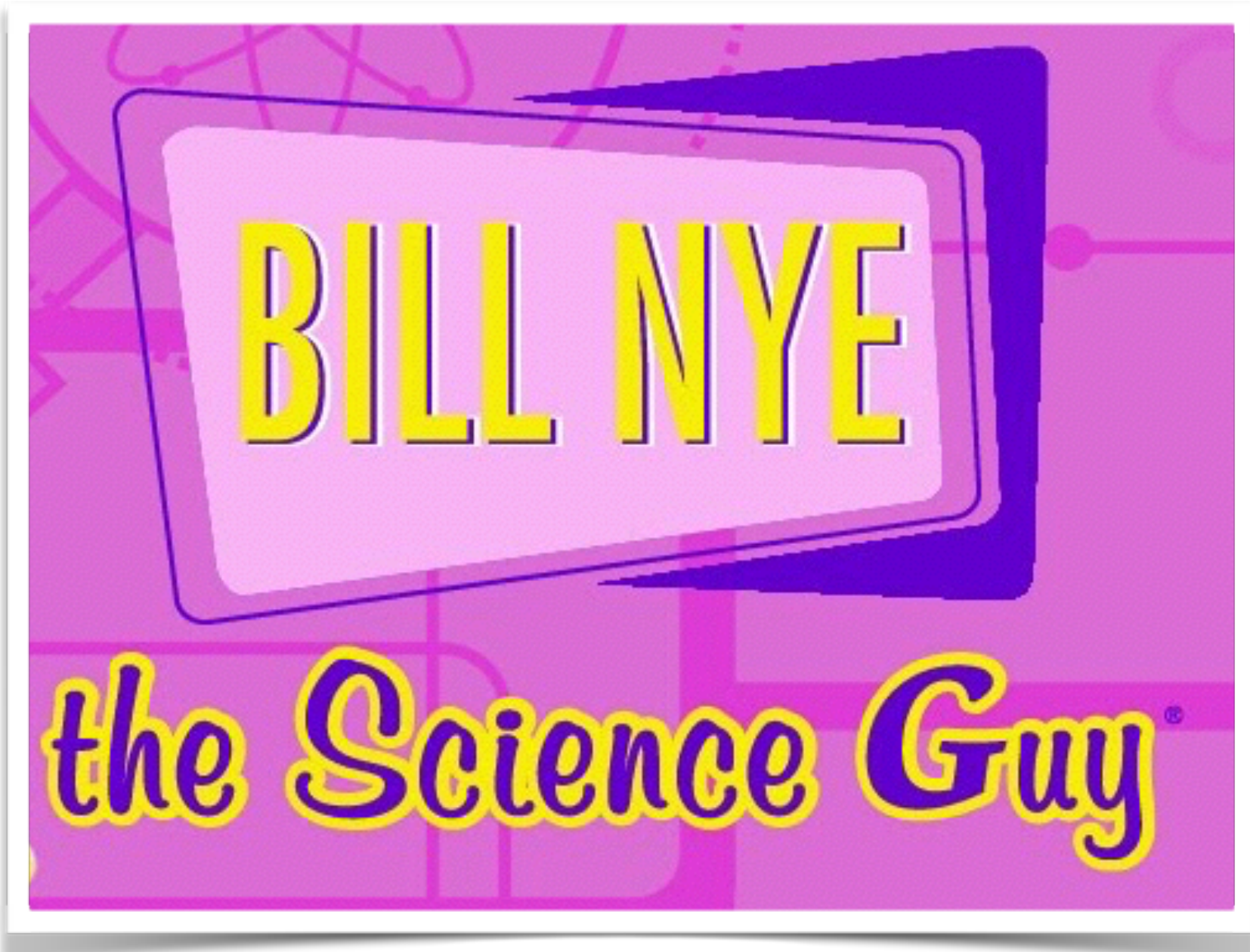


Bruce Nordstrom



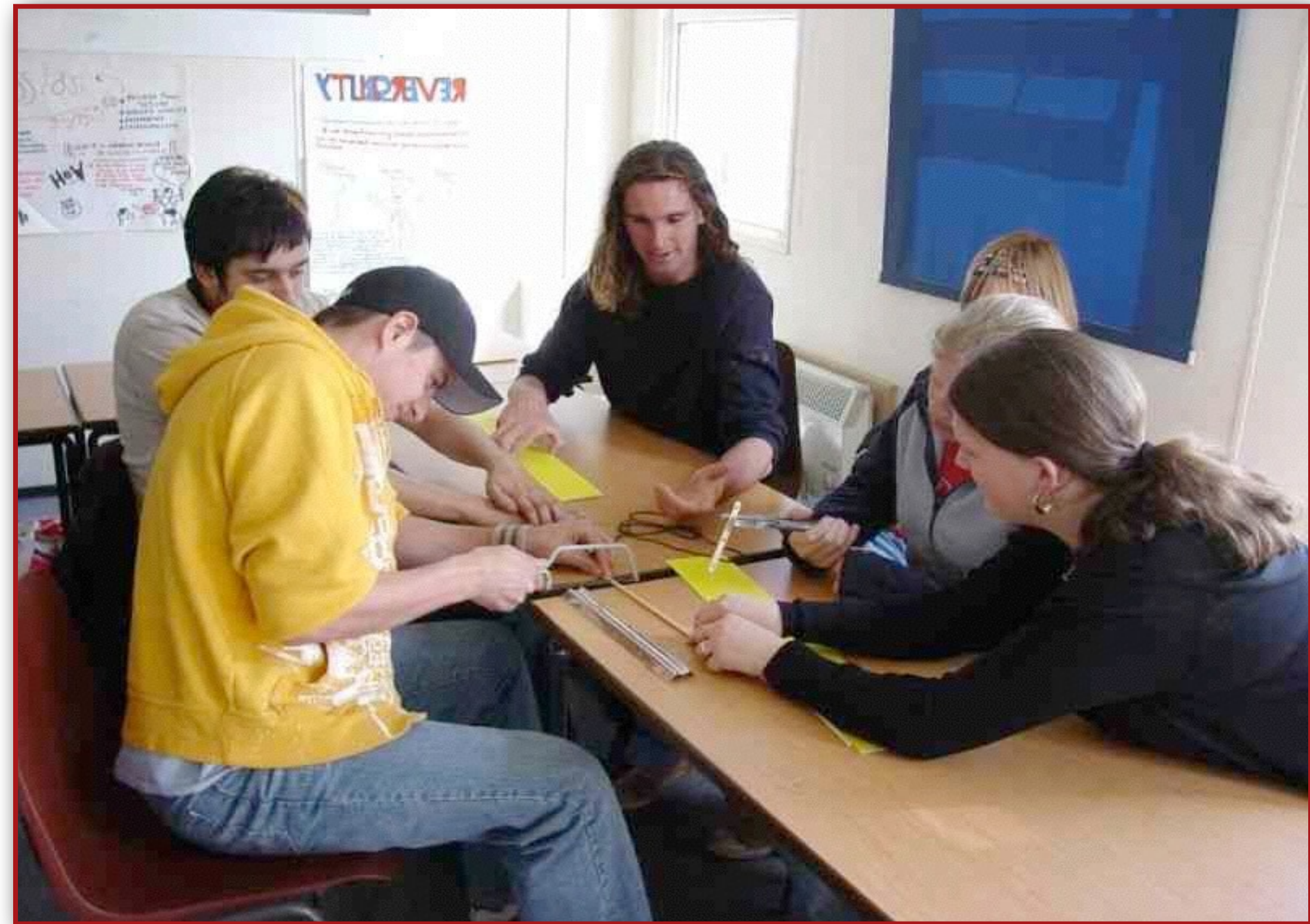
“WILD BILL”







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



Source: Achieve Academic Standards



Champion Your Team Members!



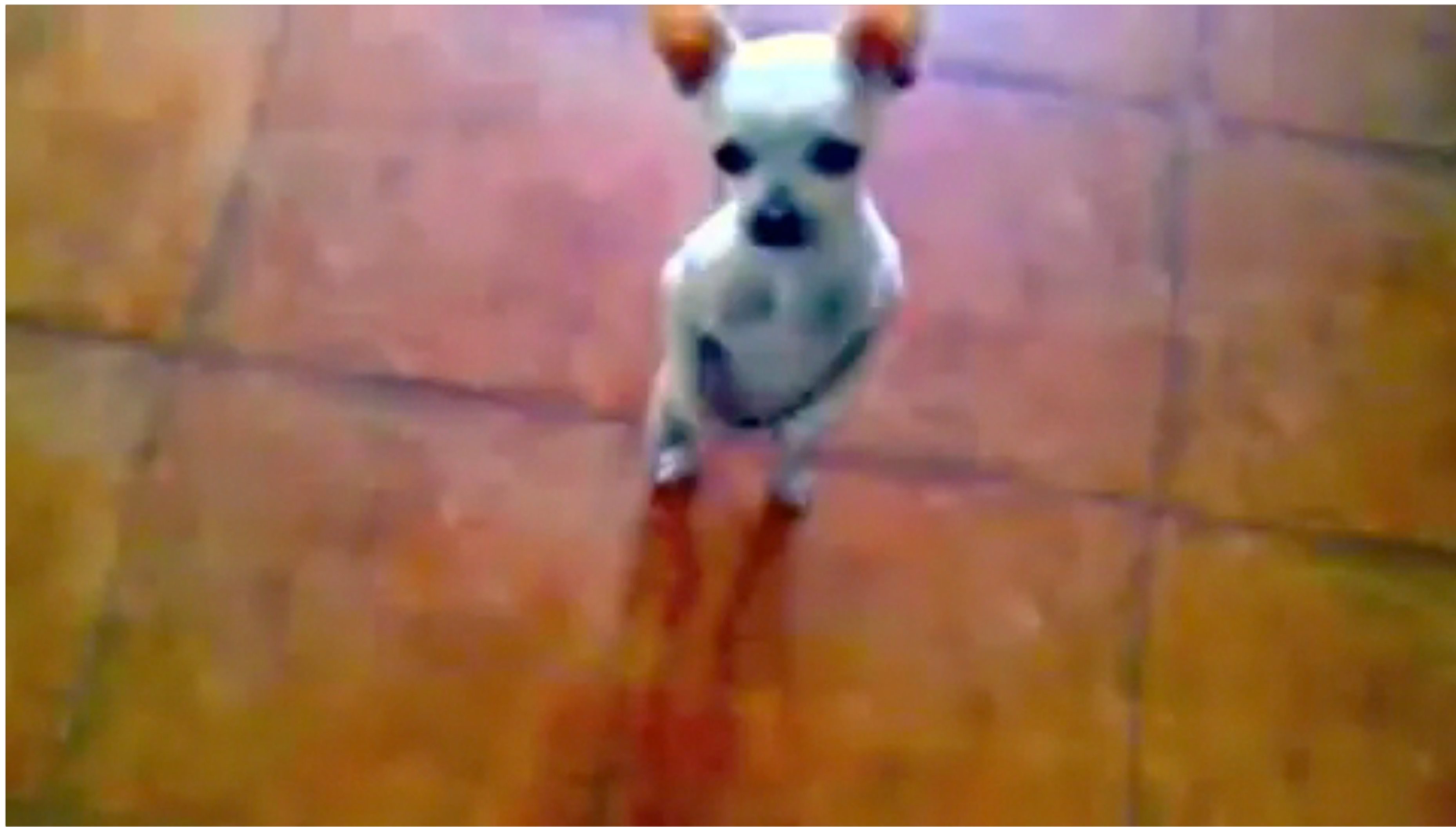


A sunset scene with a dark silhouette of a hillside in the foreground. The sky is a gradient of orange and red, transitioning to a dark blue at the top. The text is overlaid on the upper part of the image.

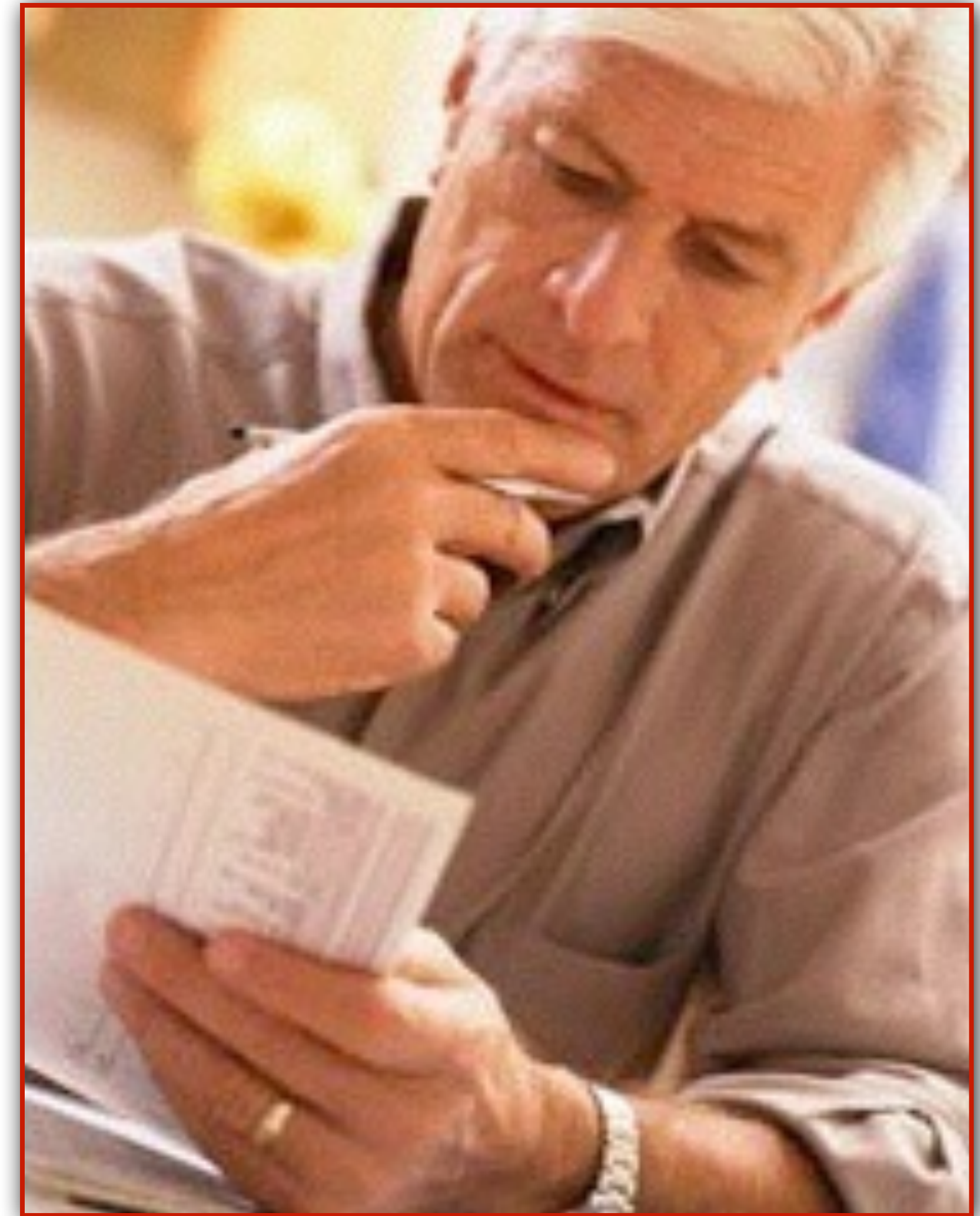
**Your Final Moments
Determine
Short-Term Loyalty**



Tonight's KICKER Story



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



**Please rate your satisfaction
with each of the following:**

Overall satisfaction with this
experience

Receiving a warm and sincere
greeting upon arrival

Staff greeting you by name

Staff remembering you as a
regular guest

	▼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"/>

**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.**



SYLVAN
LEARNING CENTER®

YOUR NAME

kerry

HOW OLD ARE YOU?

5

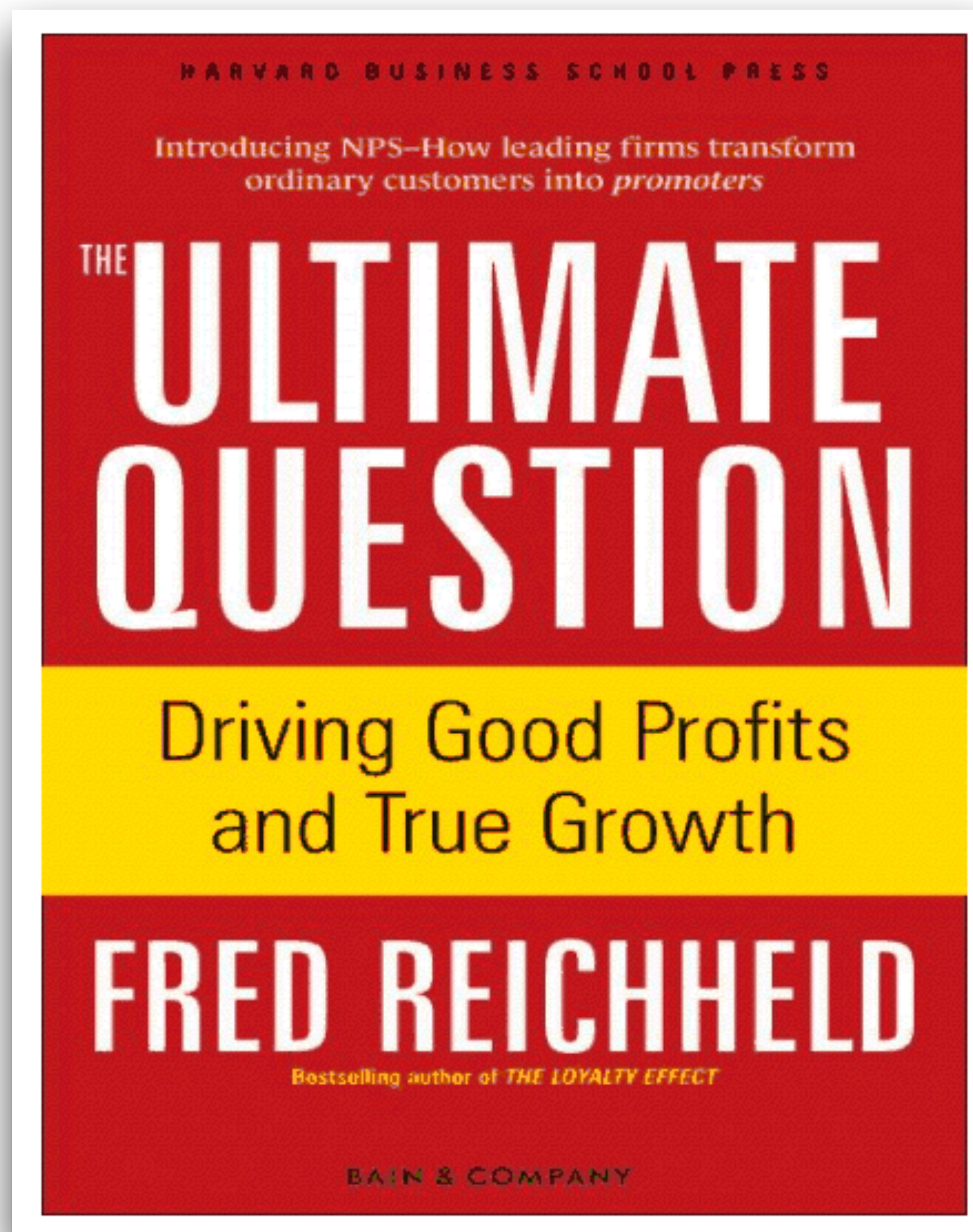
WHO IS YOUR BEST FRIEND?

sophie CAT

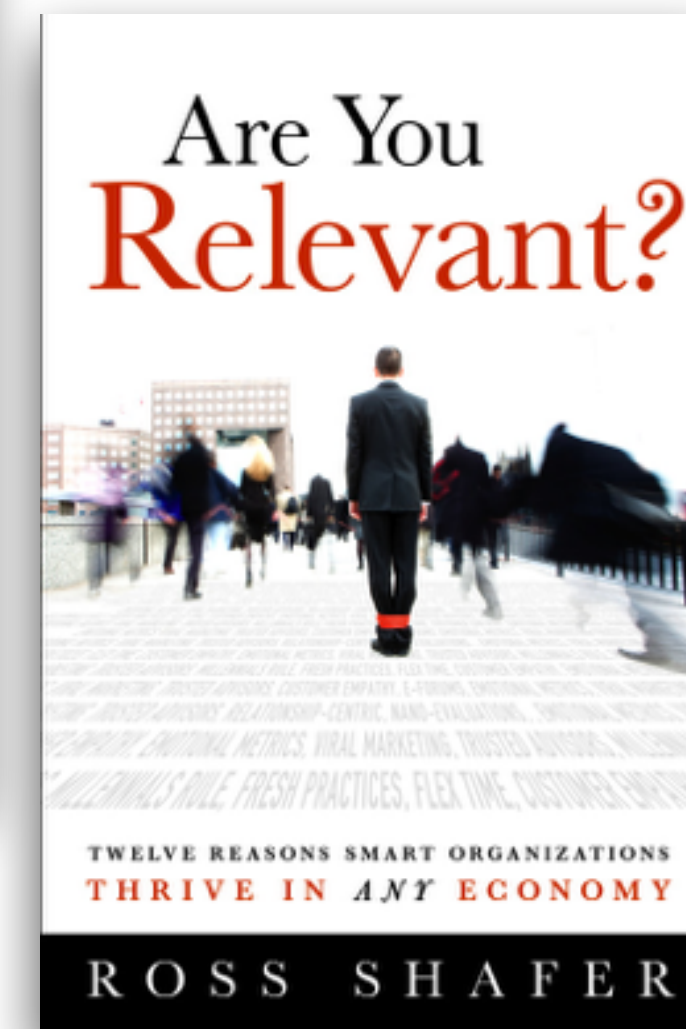
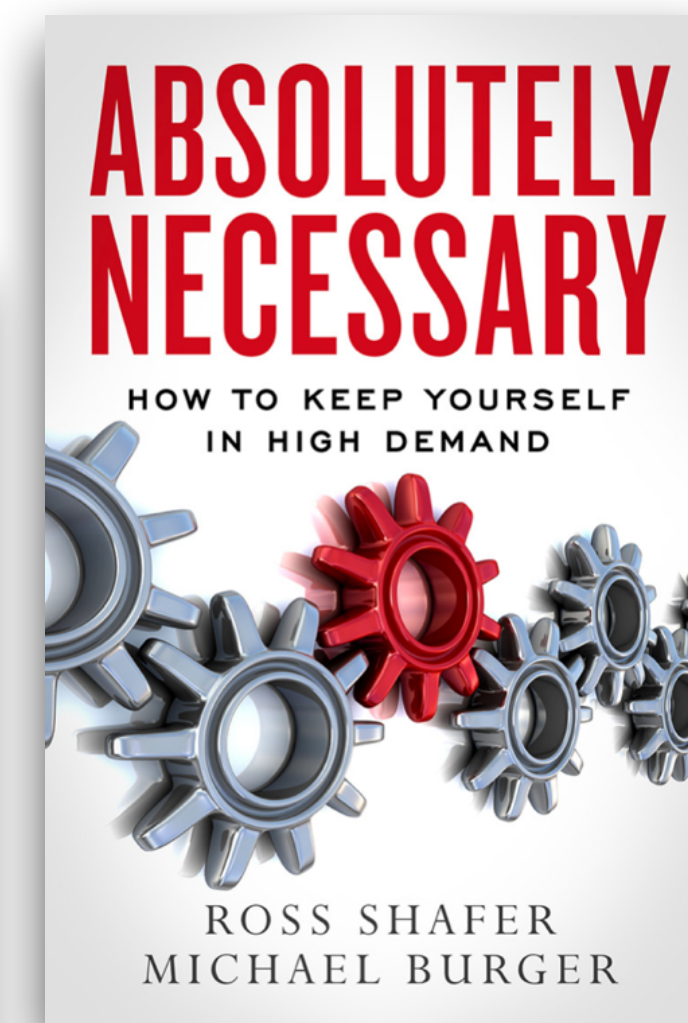
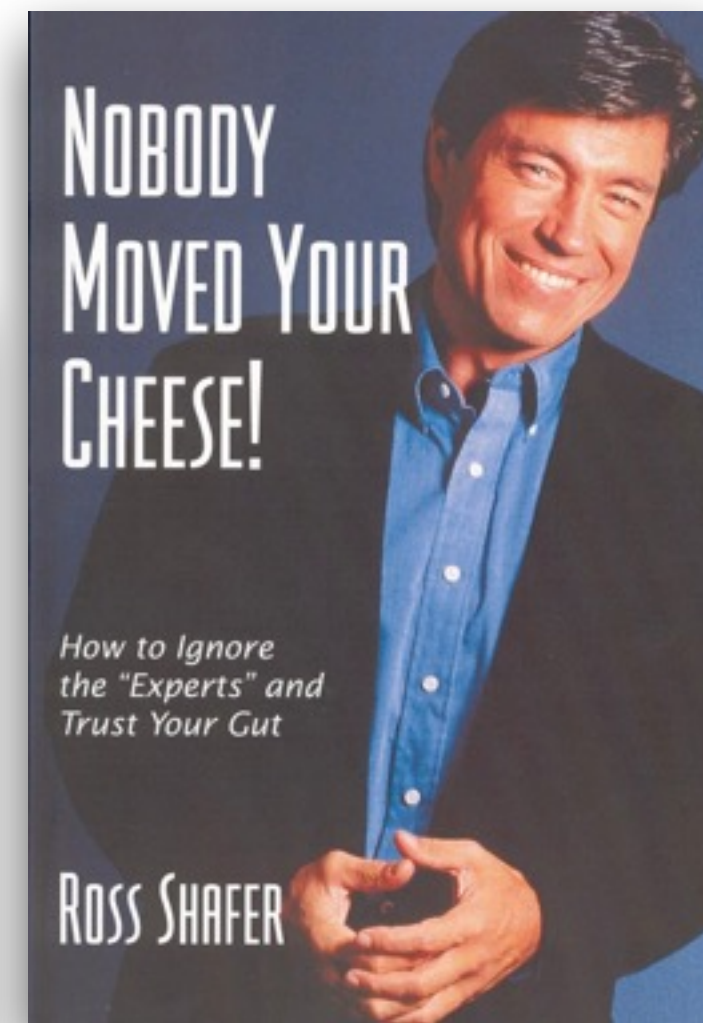
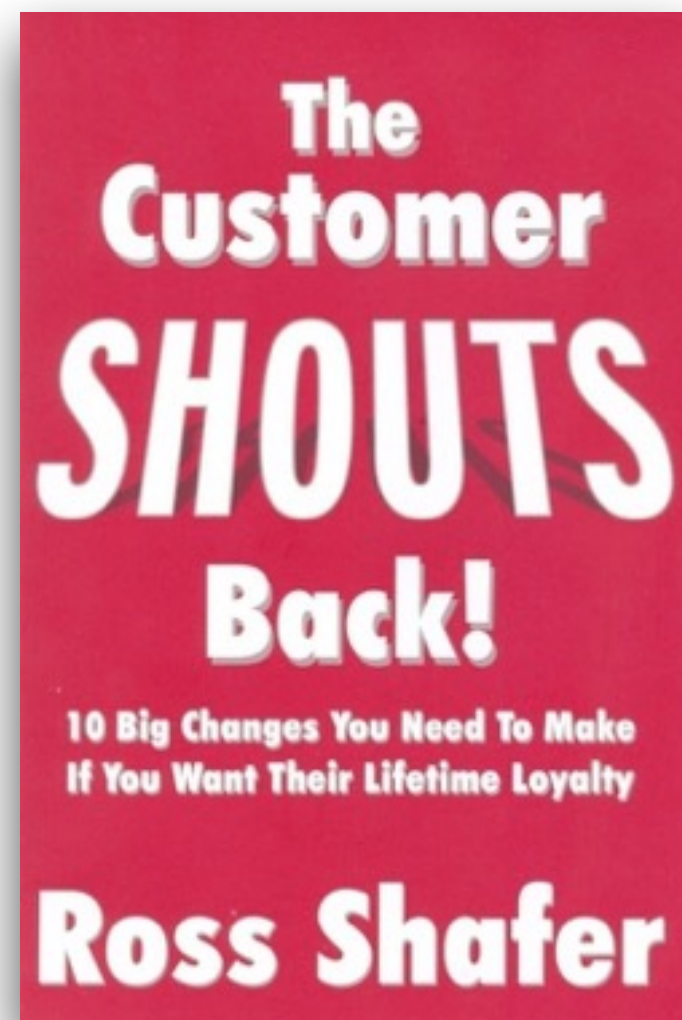
WHAT DOES YOUR BEST FRIEND SAY OR DO THAT YOU LIKE?

SHE PUTS HER
BUTT IN THE AIR
WHEN SHE WANTS
A NEW BOY FRIEND

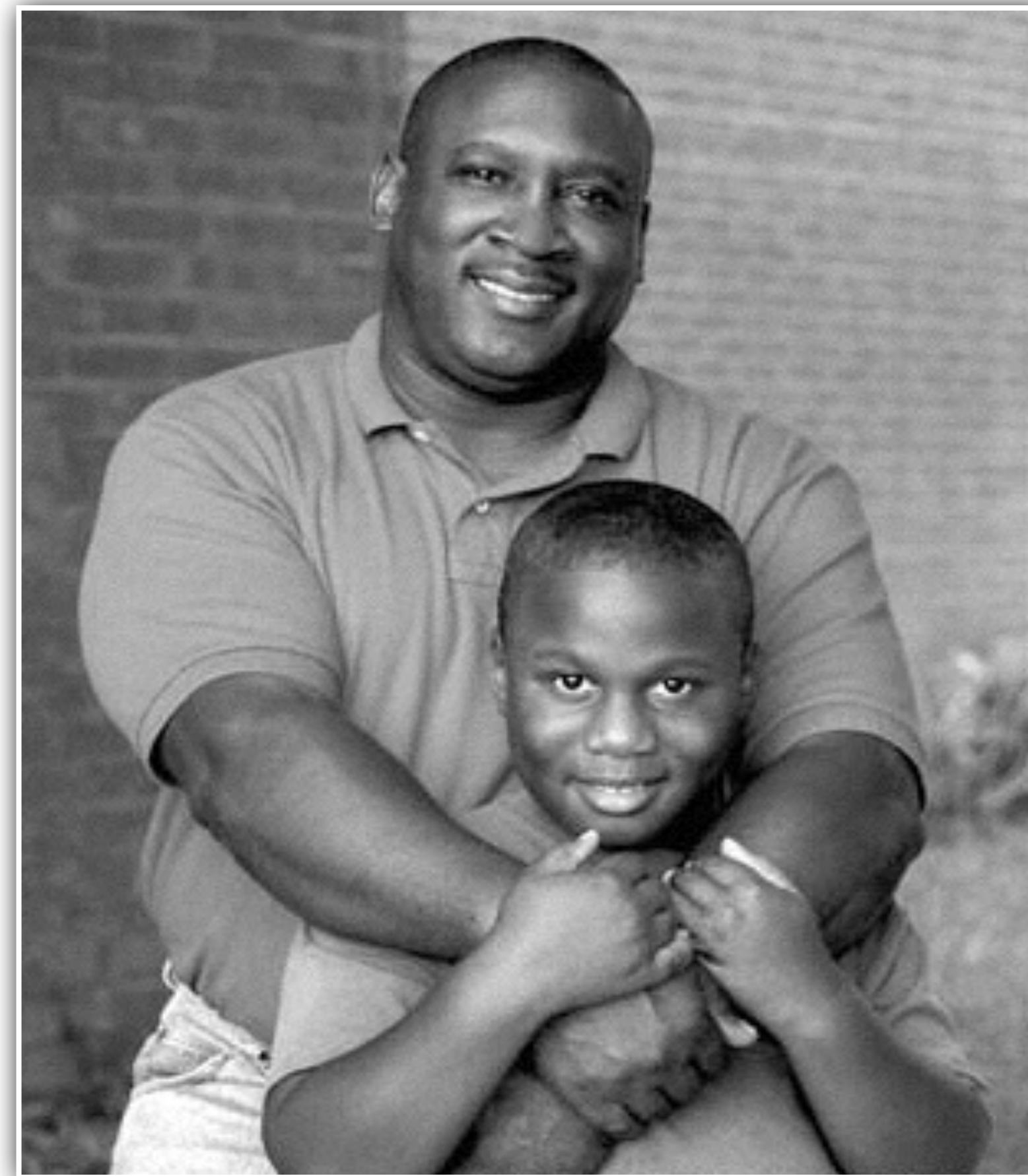
**NET
PROMOTER
SCORES
ROCK!**



Want a Customized Message Delivered to Your Company?



Please See Me Afterward ;-)



Your Legacy



Chuck Shafer 1927-2001



Ryan Shafer



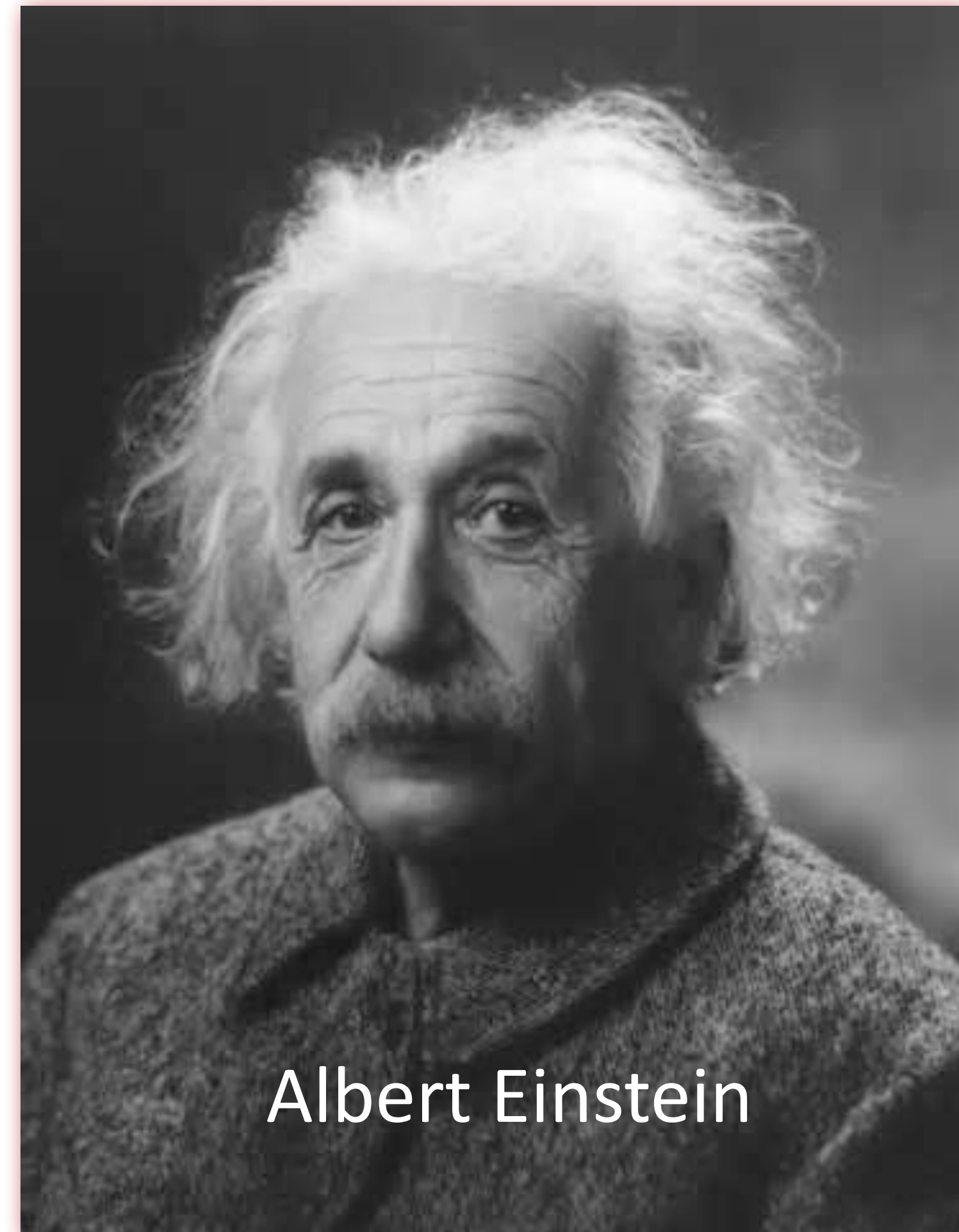
Adam Shafer



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



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

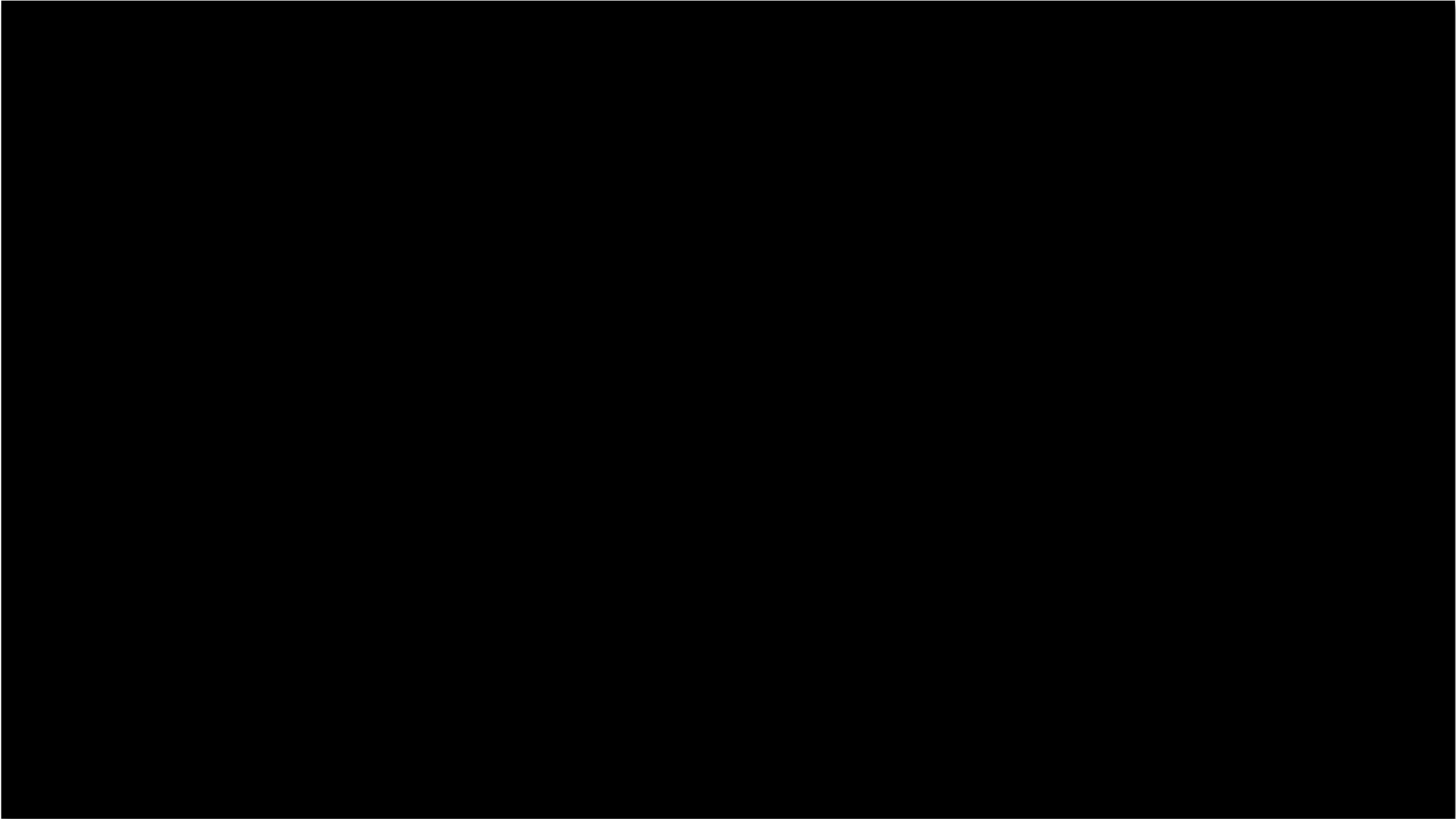


Albert Einstein



THE END

Millennials & iGen: What's Next?



*97% of body is aluminum

*700 pounds lighter

*25mpg

Govt. Regulation:
combined 54mpg
by 2025

2015 F-150



Google says it's self-driving cars have had 11 Crashes



Chris Woodyard, USA TODAY

6:20 p.m. EDT May 11, 2015



(Photo: Eric Risberg, AP)

3176
CONNECT

411
TWEET

50
LINKEDIN

77
COMMENT

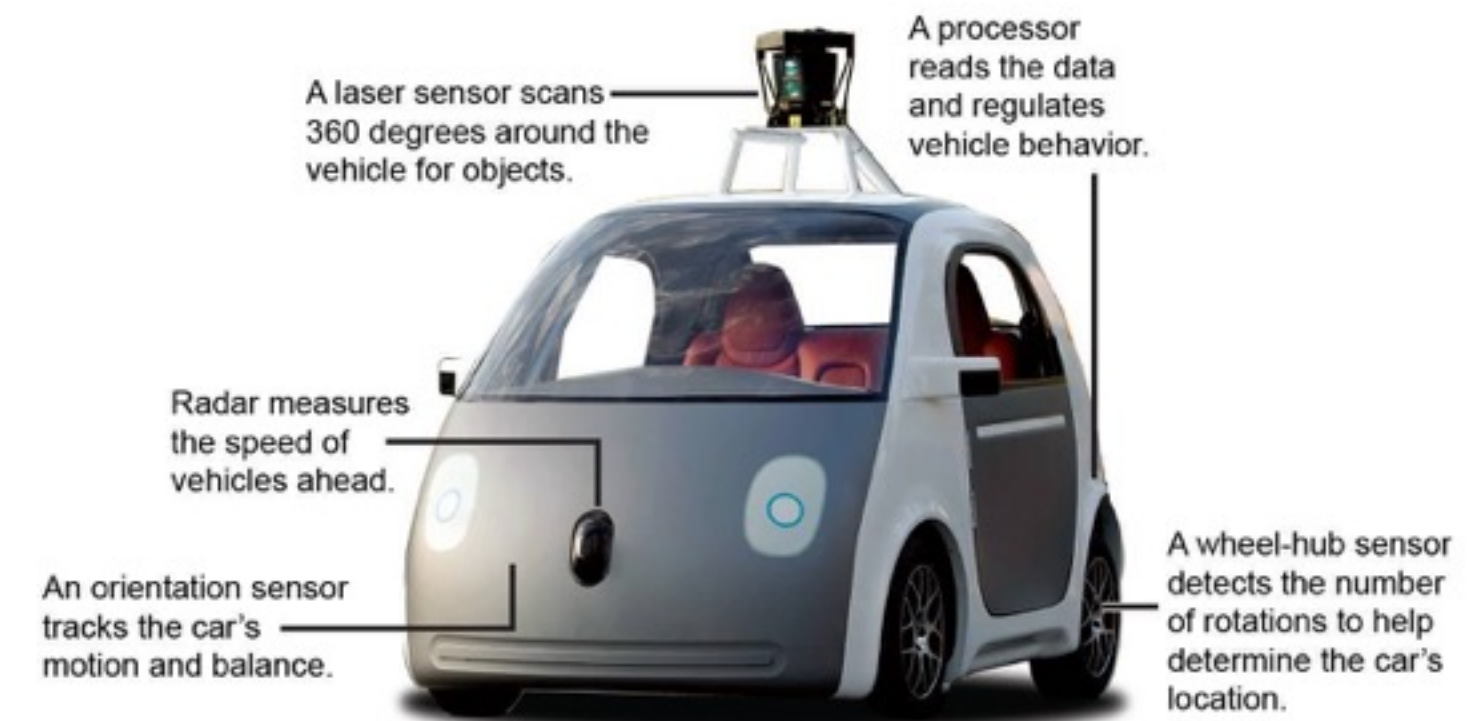
EMAIL

MORE

Google said Monday that its self-driving cars have been involved in 11 accidents over six years.

In a blog post, the director of Google's self-driving car program described all the accidents as minor, with no injuries, over 1.7 million miles of driving. "Light damage, no injuries," wrote Chris Urmson.

Accidents occurred in the cars both when the car was driving itself and when it was being driven in a normal manner by a worker behind the wheel.



Source: Google

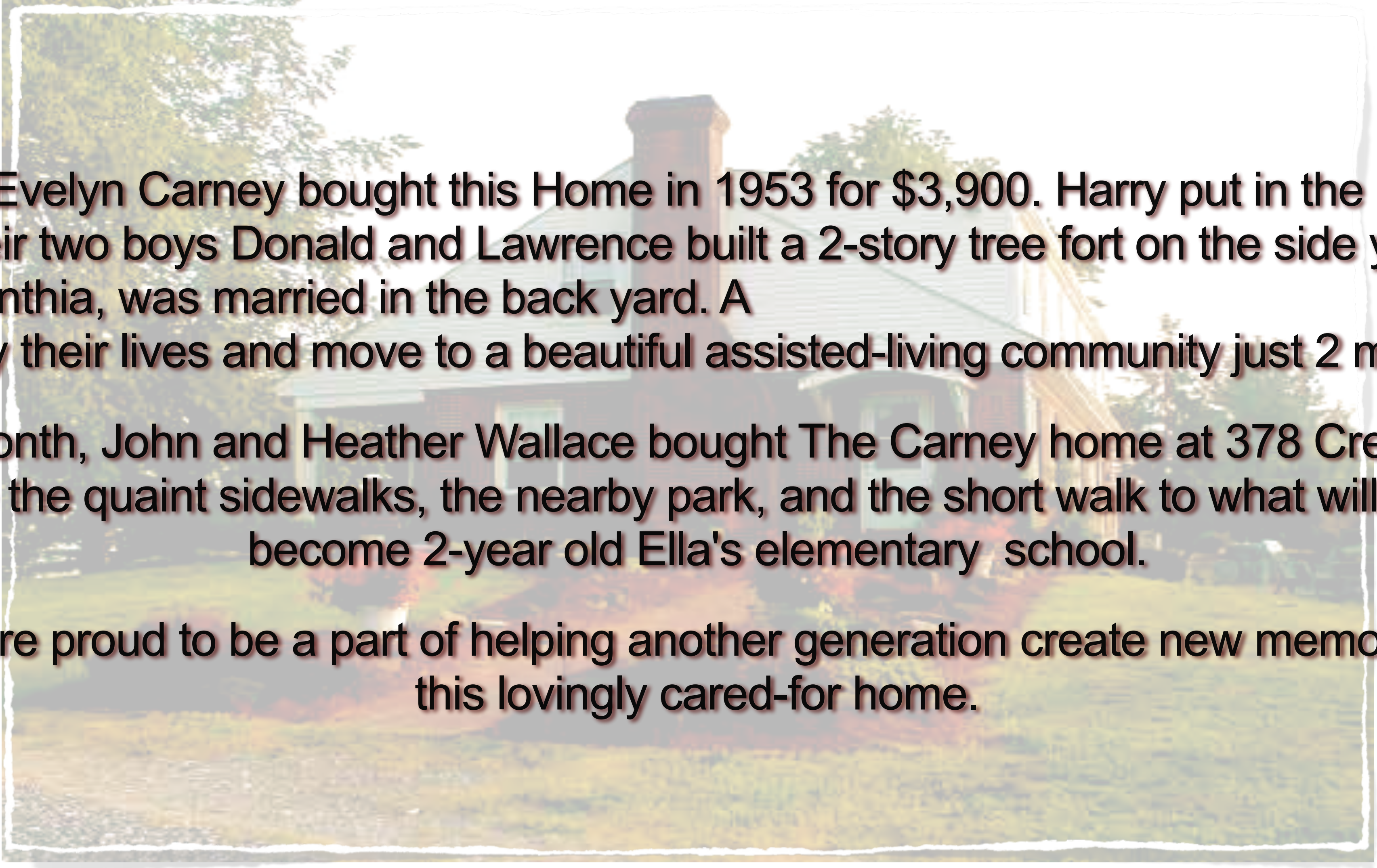
Raoul Rafoa / @latimesgraphics

Value Propositions Need Emotion

(Hint: tell better stories)

A Real Estate Sales Twist





Harry and Evelyn Carney bought this Home in 1953 for \$3,900. Harry put in the rose garden while their two boys Donald and Lawrence built a 2-story tree fort on the side yard. Their daughter, Cynthia, was married in the back yard. A to simplify their lives and move to a beautiful assisted-living community just 2 miles away.

Last month, John and Heather Wallace bought The Carney home at 378 Crestwood. They love the quaint sidewalks, the nearby park, and the short walk to what will eventually become 2-year old Ella's elementary school.

We are proud to be a part of helping another generation create new memories in this lovingly cared-for home.

Claudine Bowers 1922-2010



For Claudine's Closest Friends

Sugar.....2 cups
All Purpose Flour.....2 cups
Buttermilk.....1 cup
Water.....1/2 cup
Baking soda.....1 tsp
Crisco.....1 stick
Butter.....1/2 stick
Eggs.....3
Cocoa powder.....4 Tb
Vanilla extract.....1 Tsp
Pecans (chopped).....1/2 cup

FROSTING

Butter.....1 stick
Cinnamon.....1 Tsp
Cocoa powder.....4 Tb
Vanilla extract.....1 Tsp
Powered sugar.....1 box (16oz)
Pecans (chopped fine+sprinkled on top)

Oven 350 for 30 min.
Pan 13" X 9"

“We know who we are...
and who we aren't.”





Humalogy

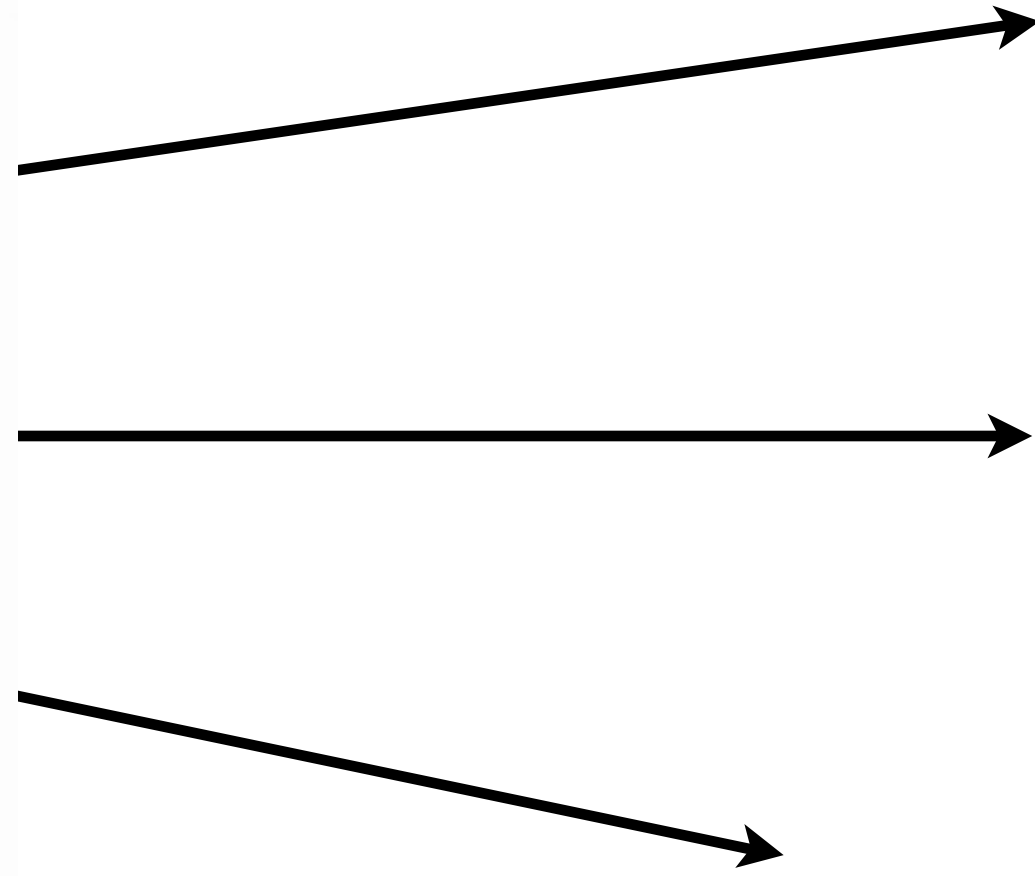


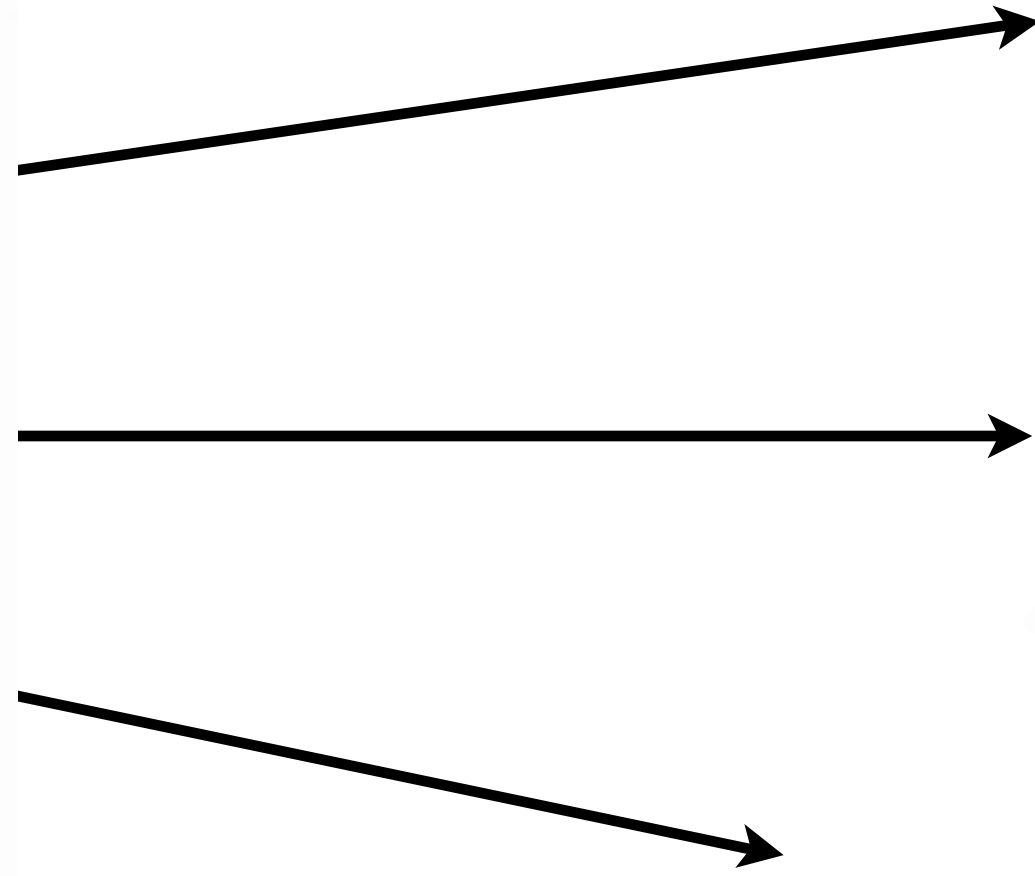
VS.

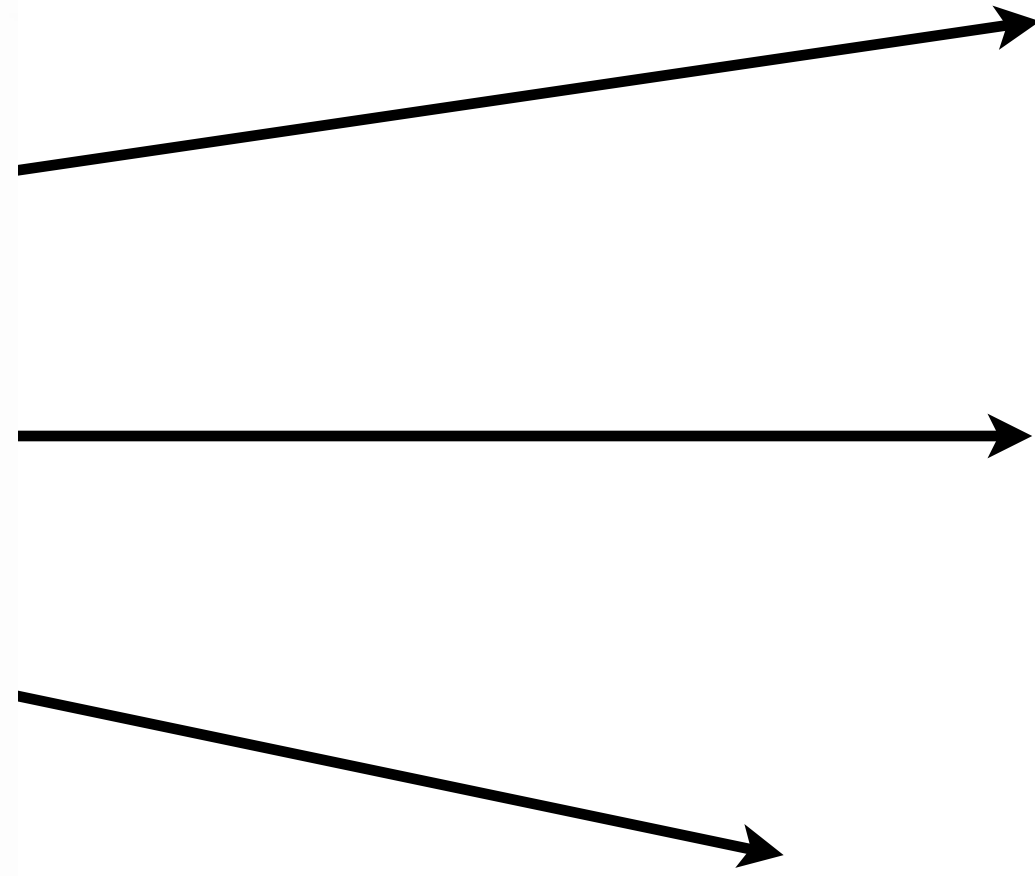


The “Empty Bag” Issue

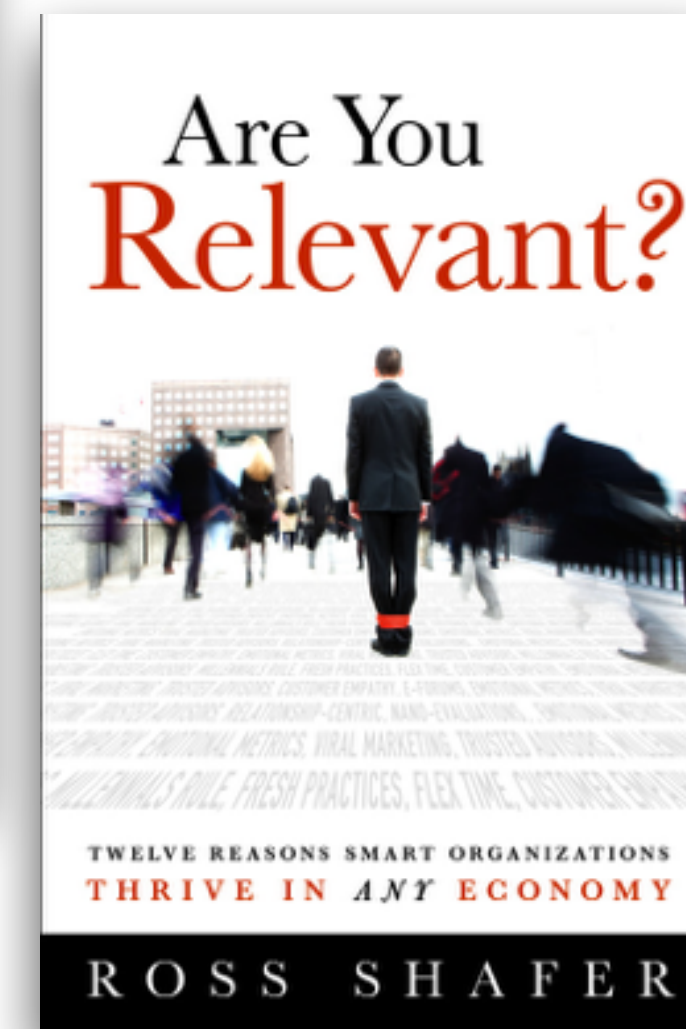
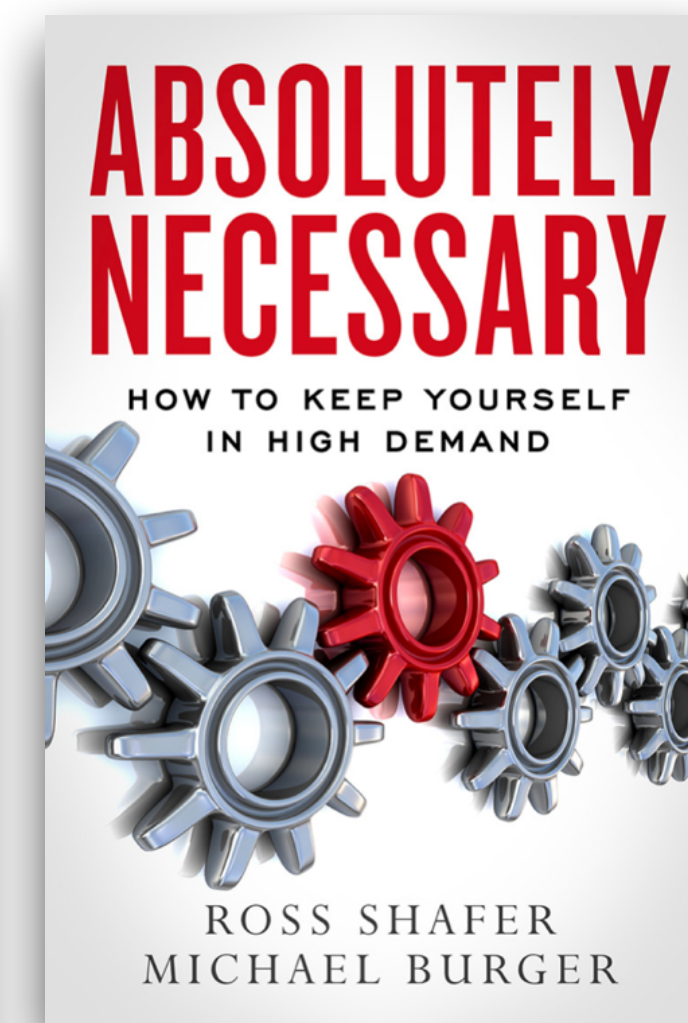
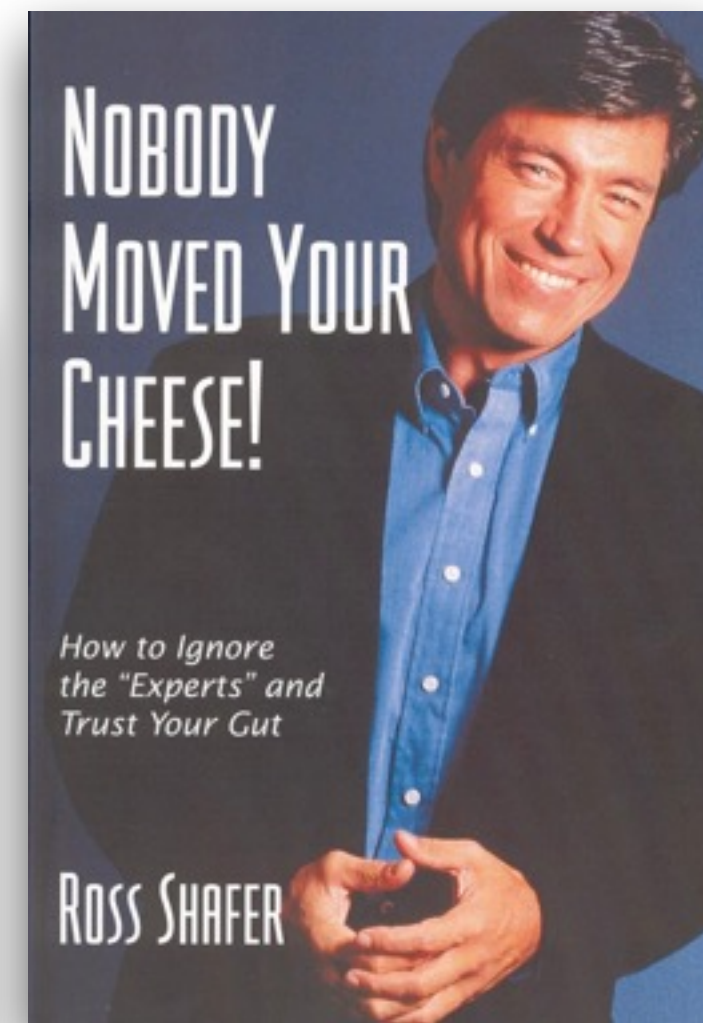
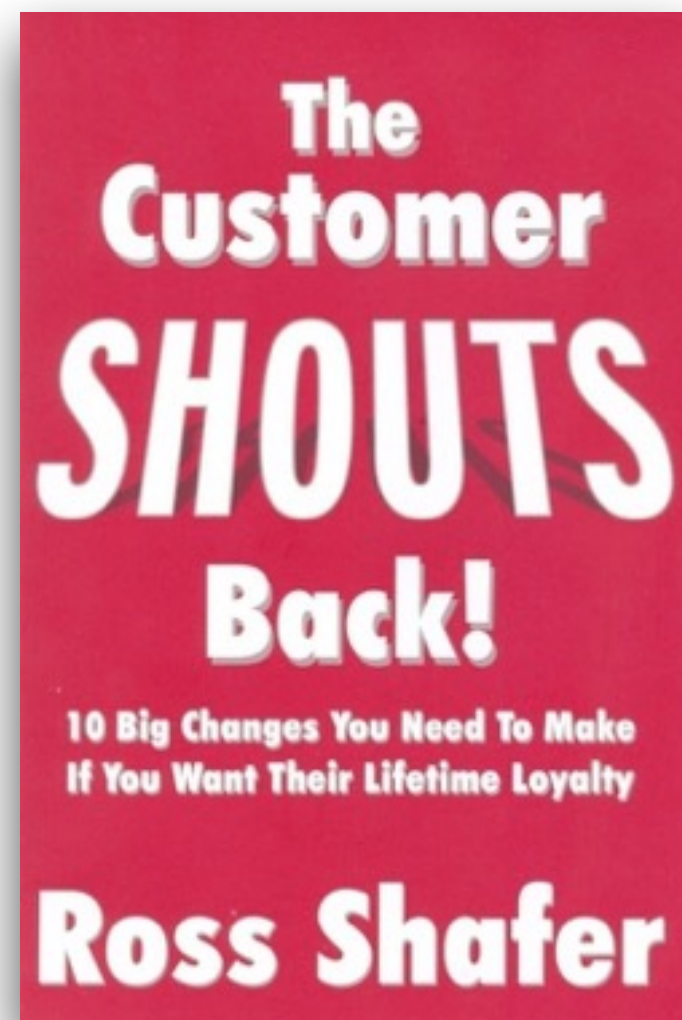








Want a Customized Message Delivered to Your Group?



Please See Me Afterward ;-)

Angie's list®

RECOMMENDATION

ECONOMY



World Class Habits & Behaviors

The background of the image is a vibrant sunset or sunrise. The sky transitions from a deep orange near the horizon to a dark, almost black, blue at the top. In the foreground, there is a dark silhouette of a hillside. On the left side of the hill, there is a small cluster of trees, also in silhouette. The overall mood is serene and inspiring.



1,127 Free Throws in a Row



ALL SWISHES!





Embrace the Era of Choice



1960 Broadcasting

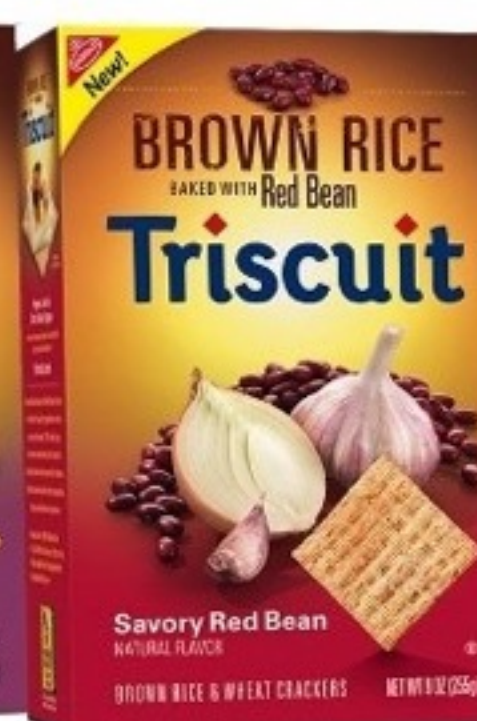


2015 Nano-Casting



Roku streams 1,500 content channels







**Social Listening
Keeps You
Vigilant**



**Social Listening
Keeps You
Vigilant**

Google Alerts

tumblr.



Instagram

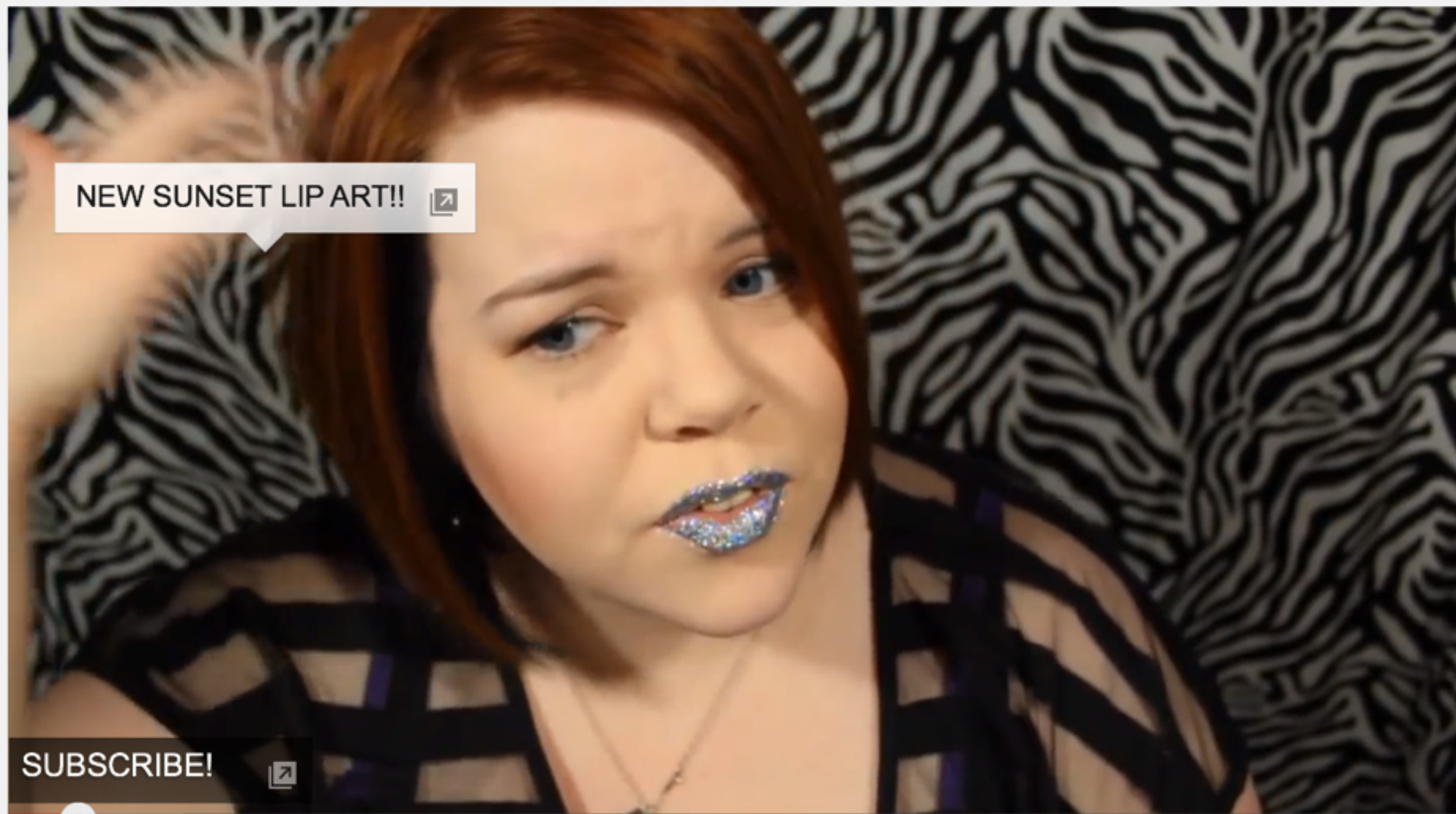


Press Release



“At L’Oreal we have an exhaustive digital marketing outreach to the main influencers.”





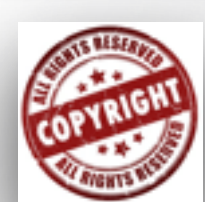
3D Silver Glitter Lips: Tips Trick & Tutorial

 vintageortacky ✓
 **Subscribe** 318,463

5,944,403
14,936 2,887

-  Like
- 
- About**
- Share
- Add to
- 
- 
- 

Uploaded on Dec 23, 2011
NEW LIP ART TUTORIAL: <http://youtu.be/h2uzaXv3Nsg>



Digital Connections



Human Connections



*97% of body is aluminum

*700 pounds lighter

*25mpg

Govt. Regulation:
combined 54mpg
by 2025

2015 F-150

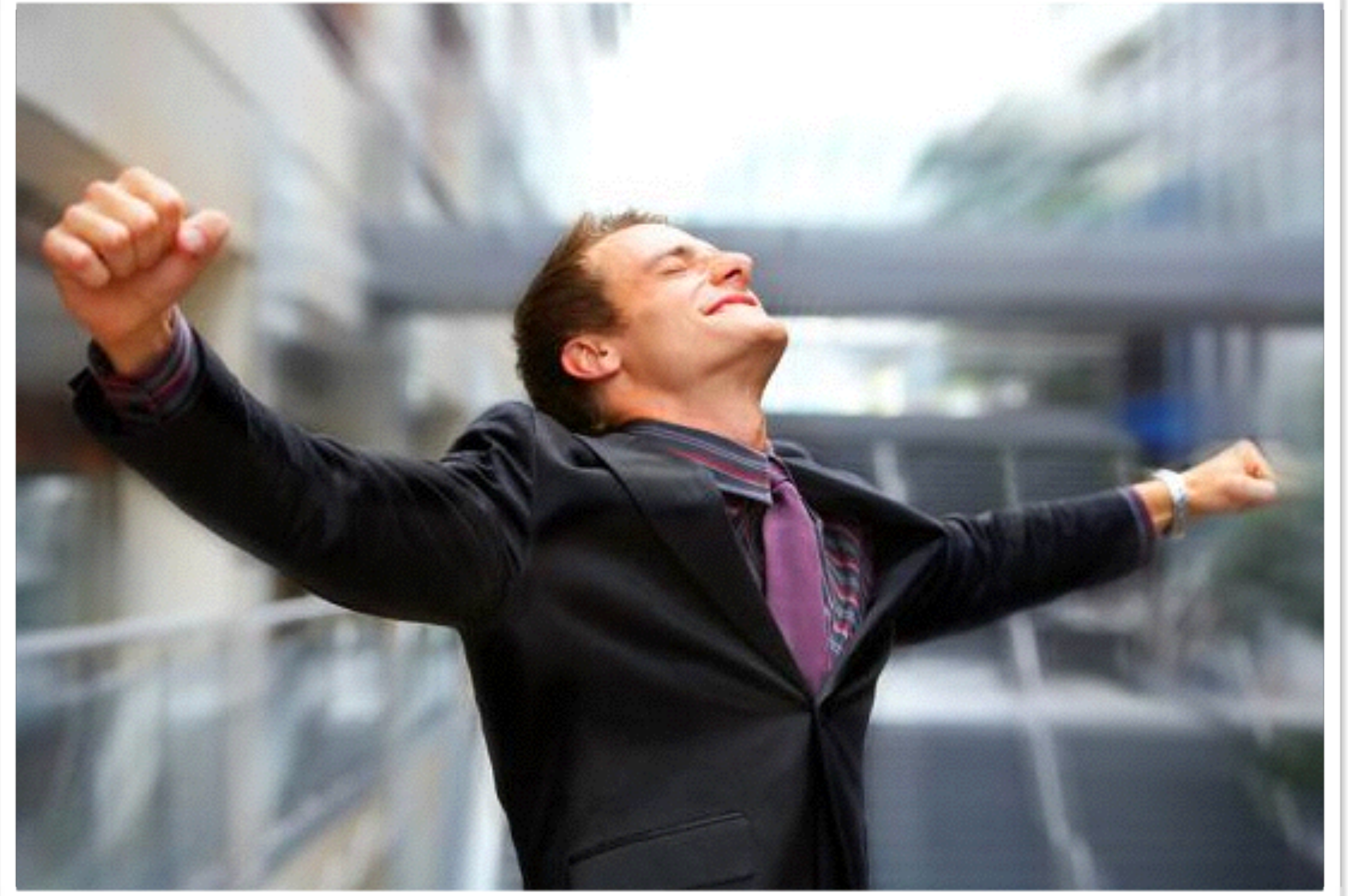


CARBON FIBER

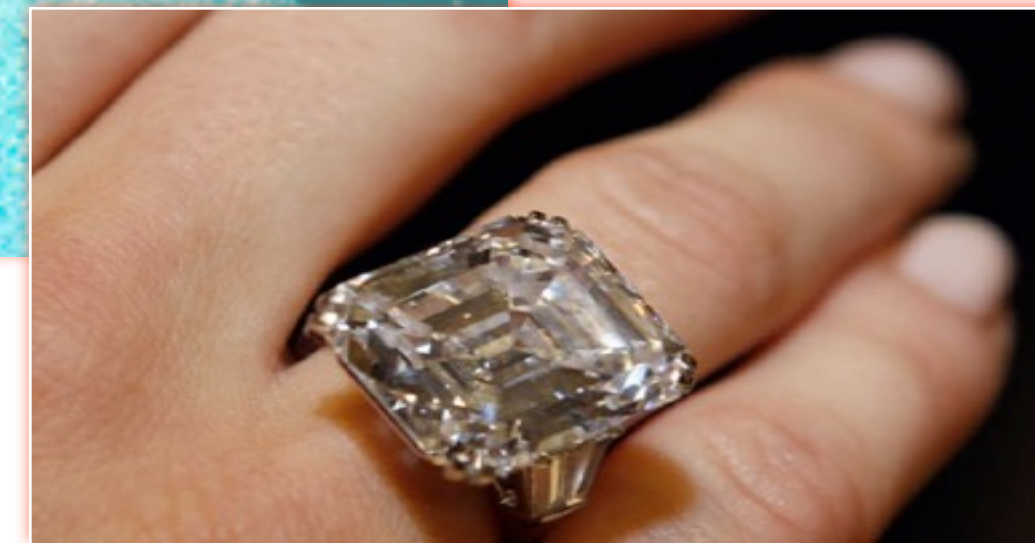


BMW 550i

How Do You Keep Your Personal Fire Lit?



Don't be distracted by your Standard of Living.



Your Standard of Loving!



Tell a Story



**The Future Demands
Constant Re-Thinking**

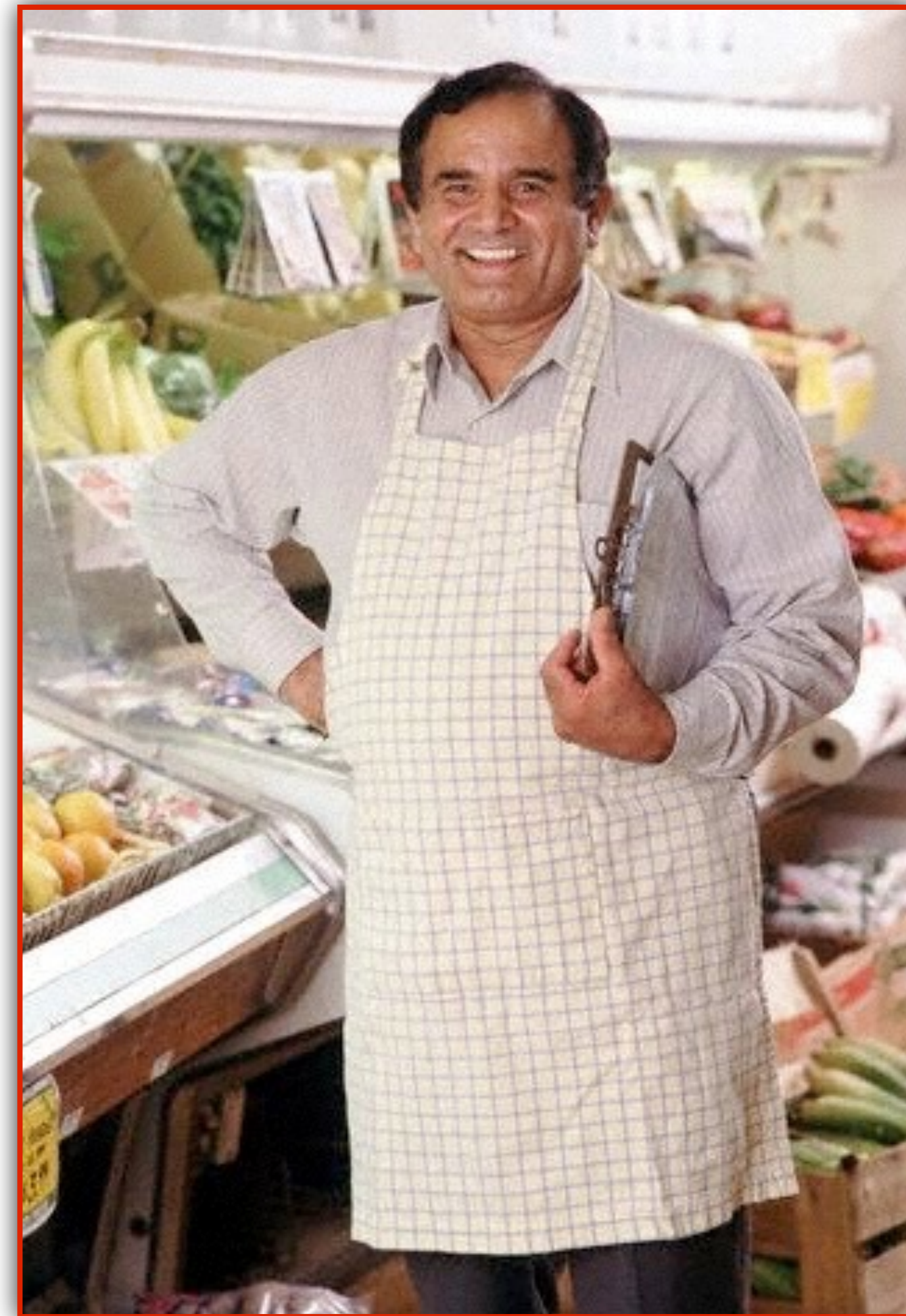
The image features a vibrant sunset or sunrise sky with a gradient from deep orange to dark blue. In the foreground, a dark silhouette of a hillside with some trees on the left is visible. The text 'The Future Demands Constant Re-Thinking' is prominently displayed in the upper half of the image in a bold, white, sans-serif font with a thin red outline.



Eric Sineath
Chief Architect & Practice Director

John Hixon Hixon's Market

Sweetwater, TX.









When You See People
Trying to Improve,
Encourage Them.

What's at stake?

...And, 85% will tell their friends via a social network.”

Avaya Research: TMCNet.com

Maria Garcia





dollar menu & more

Don't let PANIC steer YOU wrong.







Patients Feel...
Vulnerable,
Helpless,
Anxious,
Embarrassed,
& Out of Control



Maria Garcia



WESTIN[®]

HOTELS & RESORTS



