



Ross  
Shafer

If you would like me to visit  
your company...

**CONTACT:**

**Andria Earley 520.704.9745**

**Andria@RossShafer.com**

# **ARE YOU STILL RELEVANT?**

**(Future Proofing Your  
Organization)**

**by Ross Shafer**

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 data-driven aesthetic.

**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

**STAY RELEVANT:**

**The 'Herd' will  
Always Tell You  
Where They are  
Going Next**

# 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

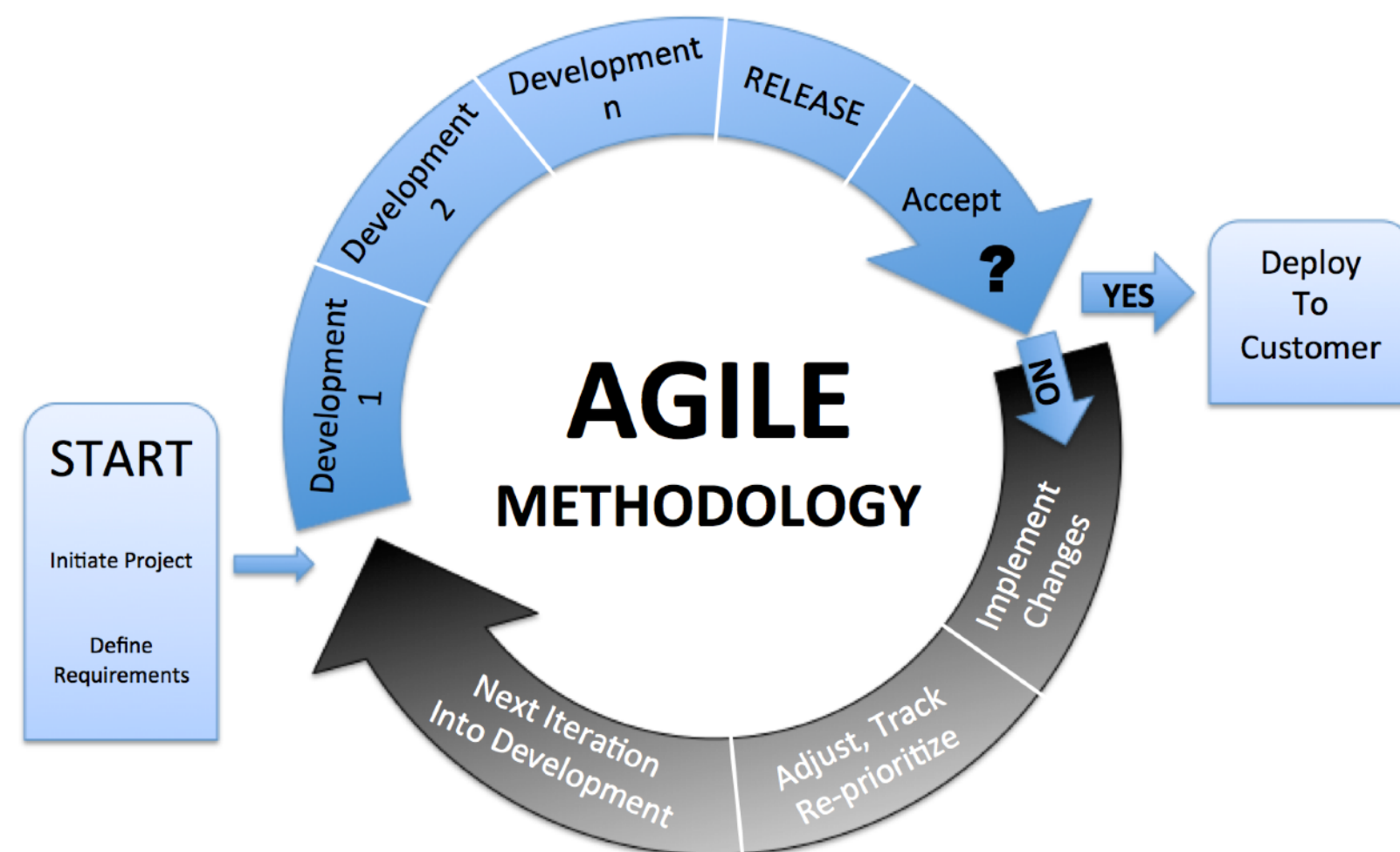








Ryan Shafer

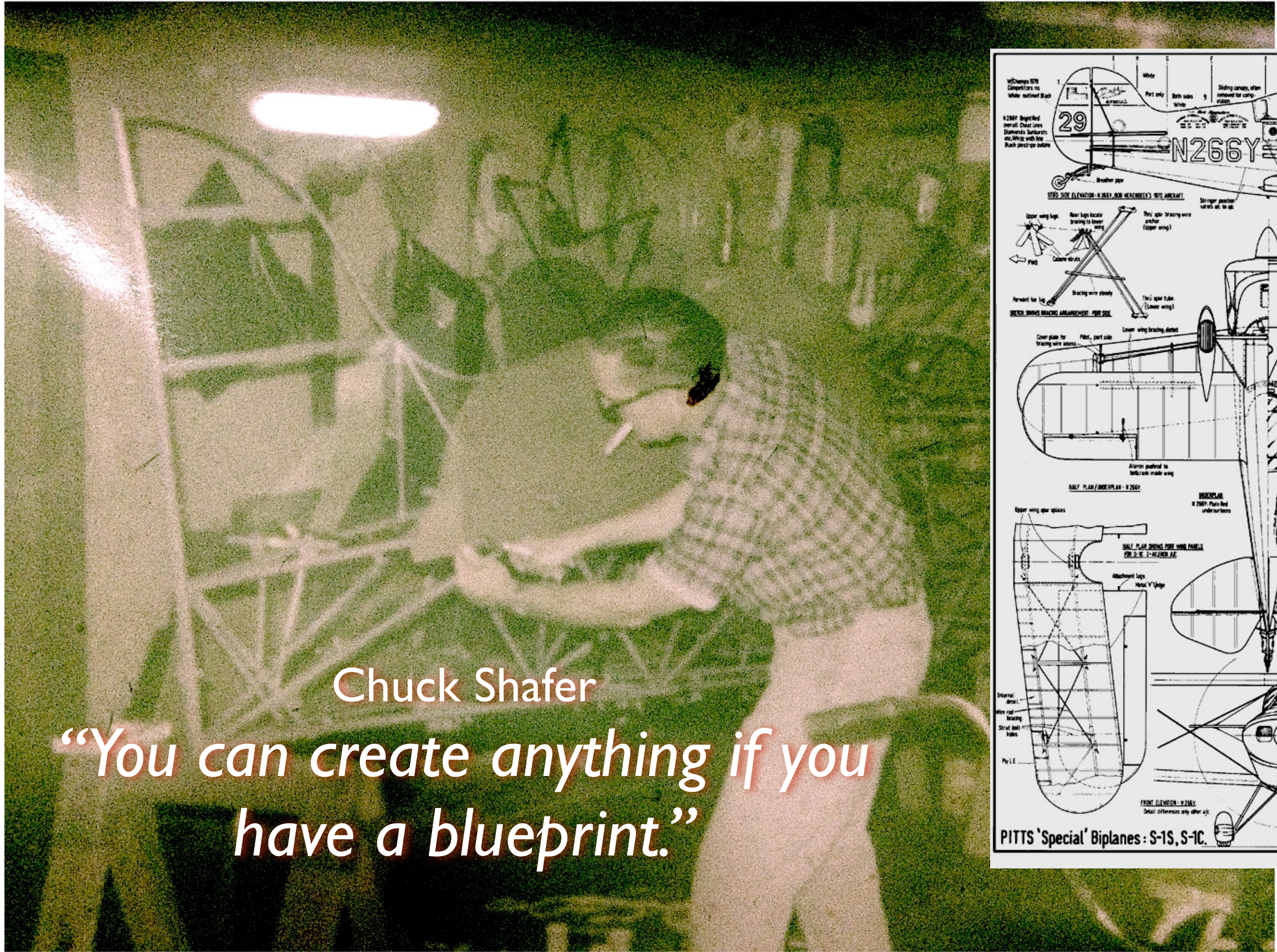


The background features a complex, layered design. It includes white technical blueprints with various lines, circles, and text on a light blue background. Overlaid on this are numerous binary digits (0s and 1s) in a darker blue color, some appearing to float or move across the scene. The overall aesthetic is high-tech and digital.

**STAY RELEVANT**  
**“Steal” Successful**  
**“Blueprints”**

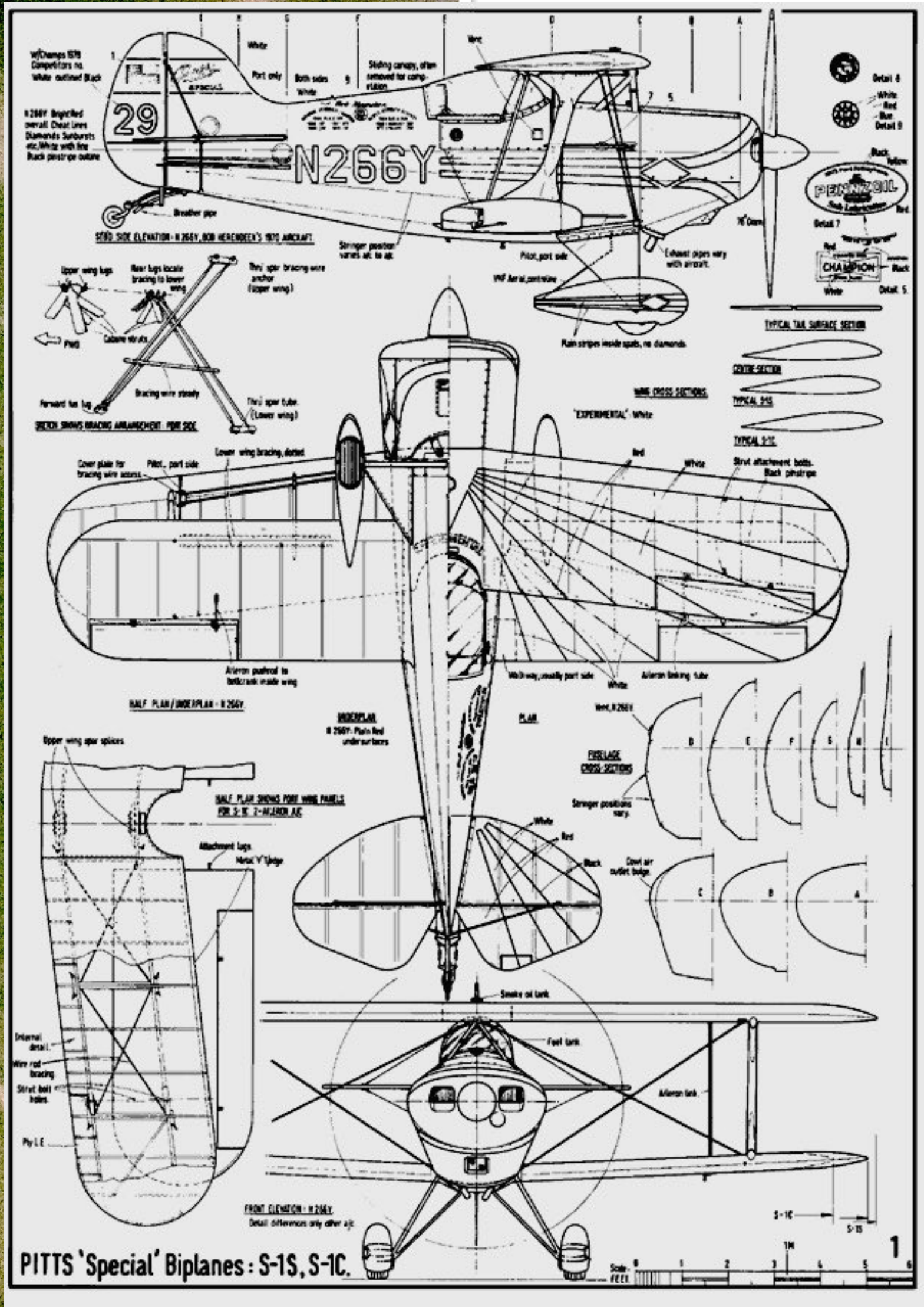


**Chuck Shafer**



Chuck Shafer

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



Maiden flight - May 1971



**“Fear is the enemy of success”**

**CHUCK SHAFER**



Restaurants/Food Service



Retail Clothing



TV & Film Production



Building Industry

**SHAFER® PROJECTION TV**

Turn your Den or Rec Room Into a Video Theatre

- 4 Ft. and 5 Ft. Screens
- Ceiling Models Available

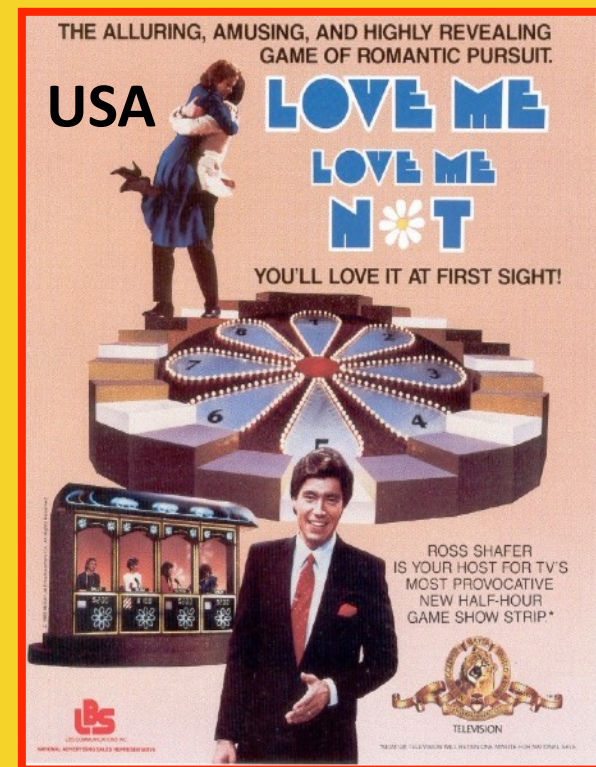
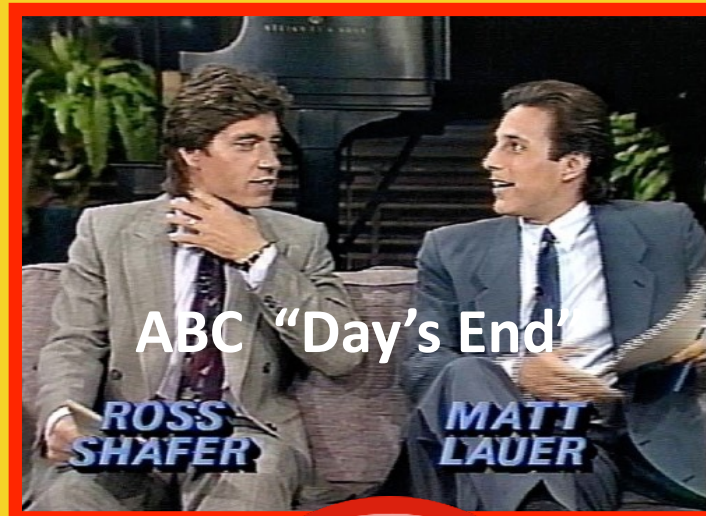
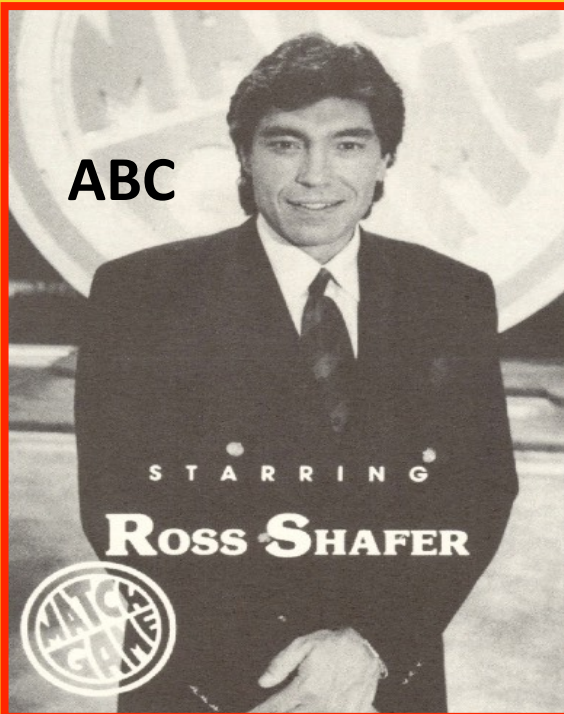
At last the Northwest's largest maker of Giant TV Screen systems is offering direct to you, for your home, the same Projection TV usually seen commercially. Come, see and compare during this sale!

**AS LOW AS \$997**

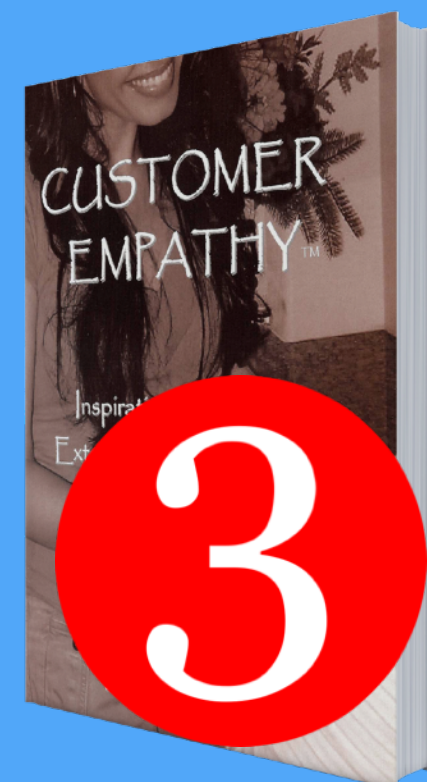
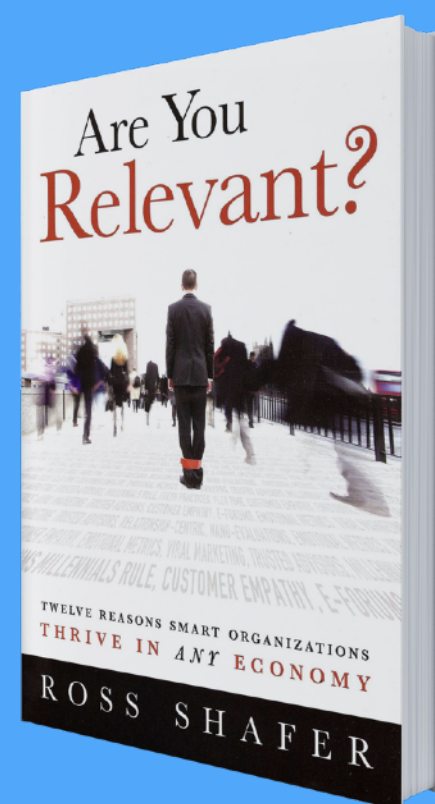
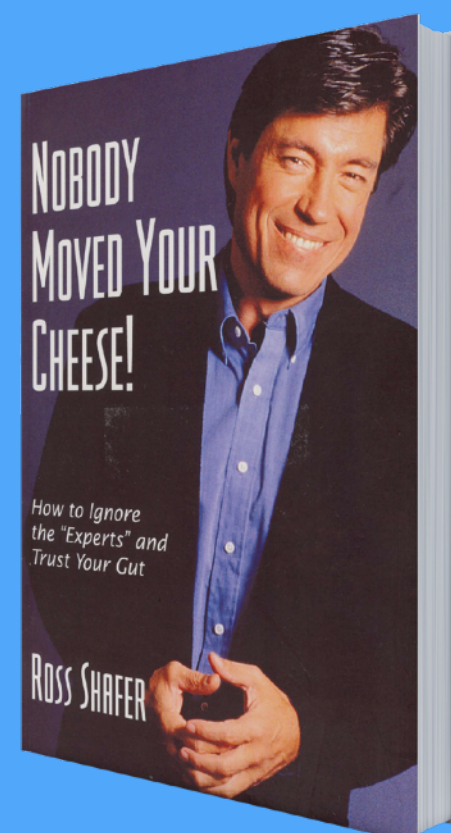
**SOUNDS OK!**

**Manufacturing**

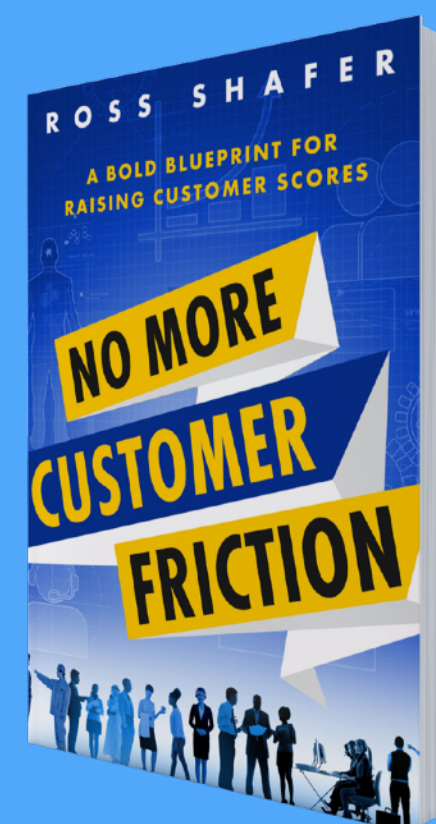
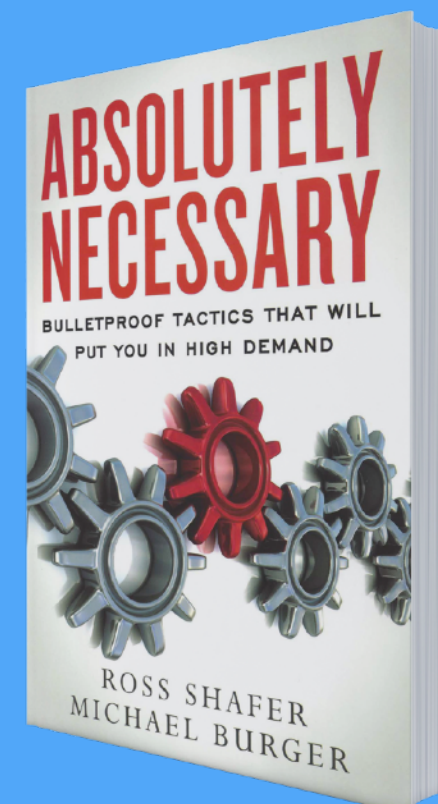
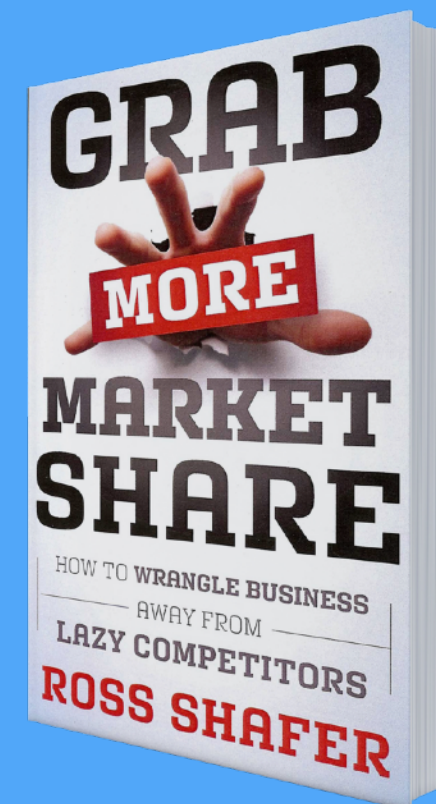
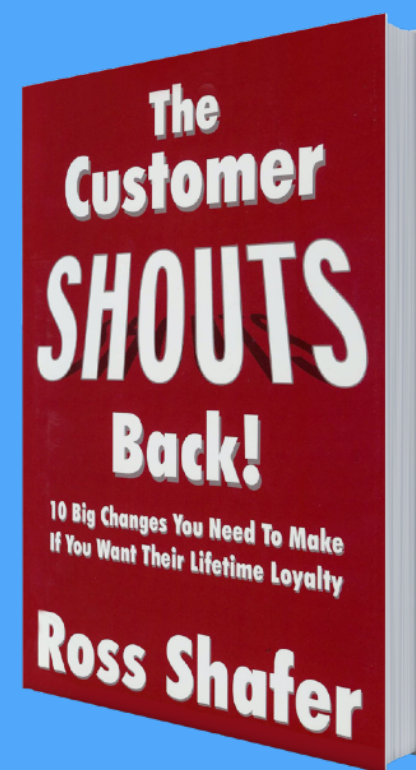
STUDIO COLLECTOR  
Puyallup, Wash. 98371



2



3



**FUTURE PROOF:**

**Innovate by  
Looking Outside  
The Relocation  
Industry**



## 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



[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](#)







# GRAND HYATT







# Sheraton


HOTELS & RESORTS

*Sink into*  
**plendor.**

Submerge yourself in comfort. The Sweet Sleeper Bed™ with its plush top mattress, hypoallergenic down pillows, and crisp cotton sheets, is only available at Sheraton. As always, visit [sheraton.com](http://sheraton.com) for Best Rates, Guaranteed.

MEMBER OF  STARWOOD PREFERRED GUEST®

 Save an extra 20% when you book and pay for your stay with your American Express® Card by 12/31/04 at [sheraton.com/amex](http://sheraton.com/amex).

 **Sheraton**  
HOTELS & RESORTS



LARAMAR

55,000 UNITS





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

**STAY RELEVANT**  
**Eliminate Friction**  
**from every**  
**Transaction**

Comcast  
xfinity

amazon

hulu

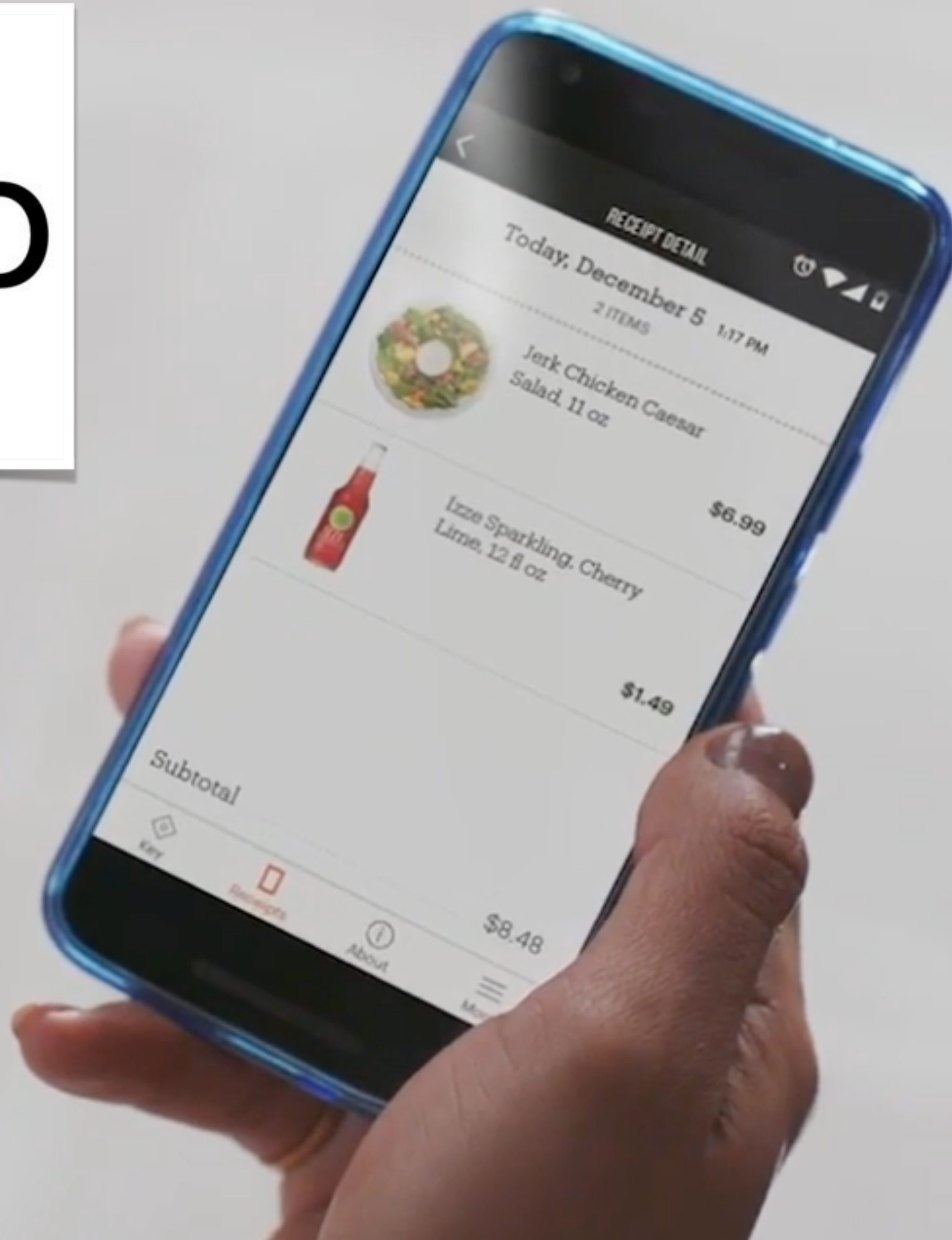
NETFLIX

Google



# amazon go

3,000 cashier-less stores







**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

**Teladoc**<sup>+</sup>



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

**STAY RELEVANT**

**Don't Over-Focus on...**



# 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.”**

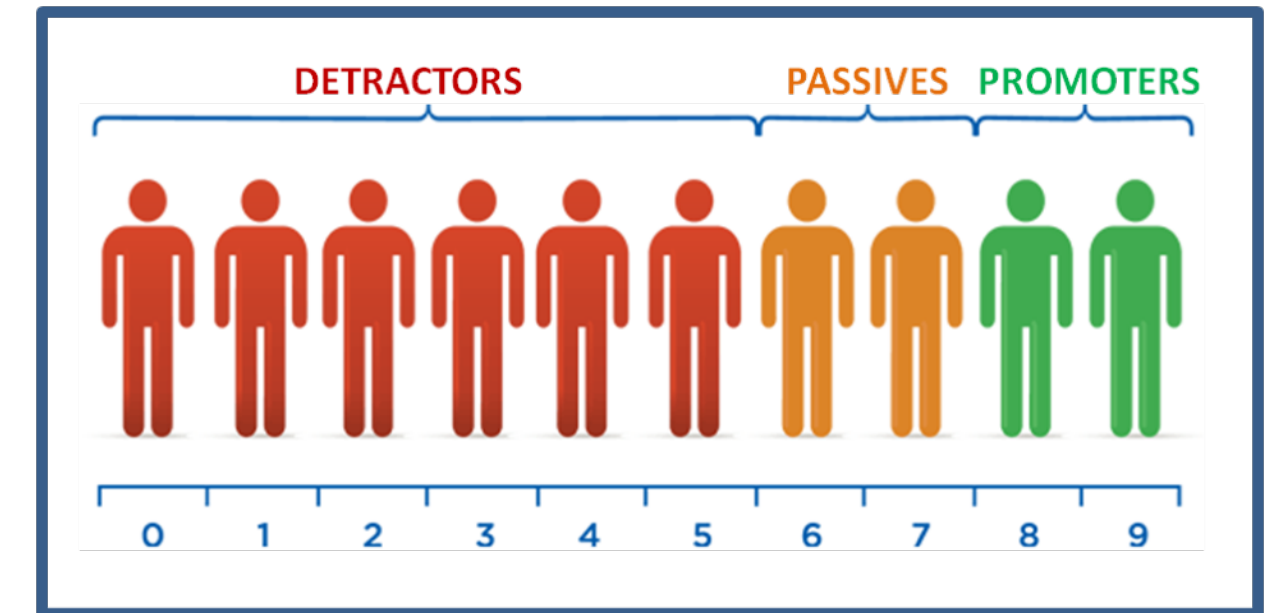


# CES (Customer Effort Scoring)



“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?”**



# TOYOTA

## OF PUYALLUP



*customer first.*



Freshly baked Otis-Spunkmeyer cookies.

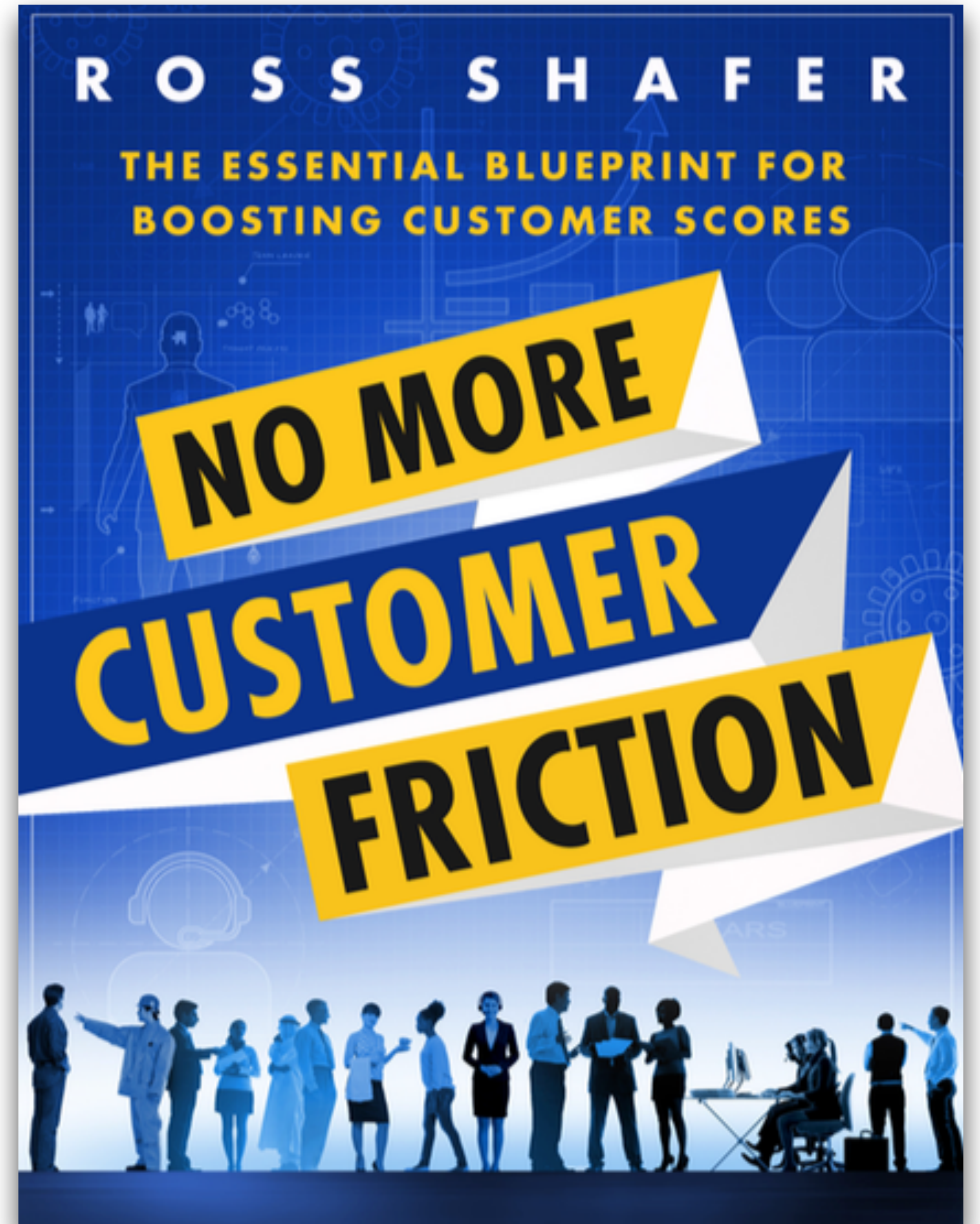
# Does



vs.



# Work?

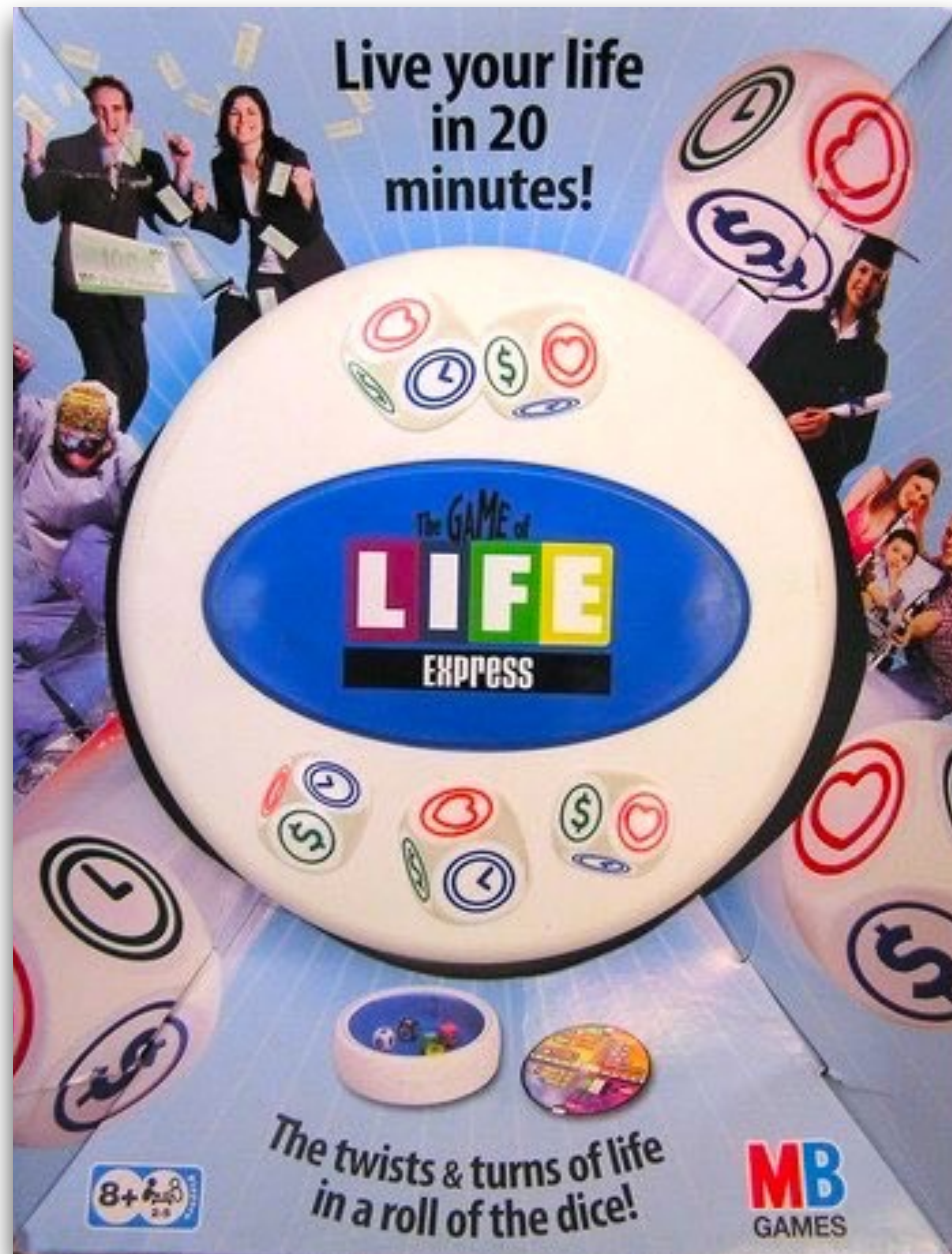


**comcast**<sup>®</sup>  
**xfinity**<sup>™</sup>

10 yrs ago, on the verge of bankruptcy, customers said,  
“the toys take long to build.”







Play the “Express” versions in 20 minutes!



The background is a vibrant blue with a complex pattern of white technical drawings, including various mechanical parts, gears, and circuit-like structures. Overlaid on this are streams of white binary code (0s and 1s) that appear to be moving or floating across the scene, creating a sense of digital activity and engineering precision.

**Sometimes  
We Can't See  
that WE Create  
the Problem**

**STAY RELEVANT**

**Be Intentionally  
Curious about  
Each Other**



***Be Personally & Professionally CURIOUS***





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



# **‘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](http://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 features a complex, layered design. It includes white technical drawings and blueprints on a light blue background, overlaid with a pattern of binary code (0s and 1s) in various shades of blue. The overall aesthetic is futuristic and digital.

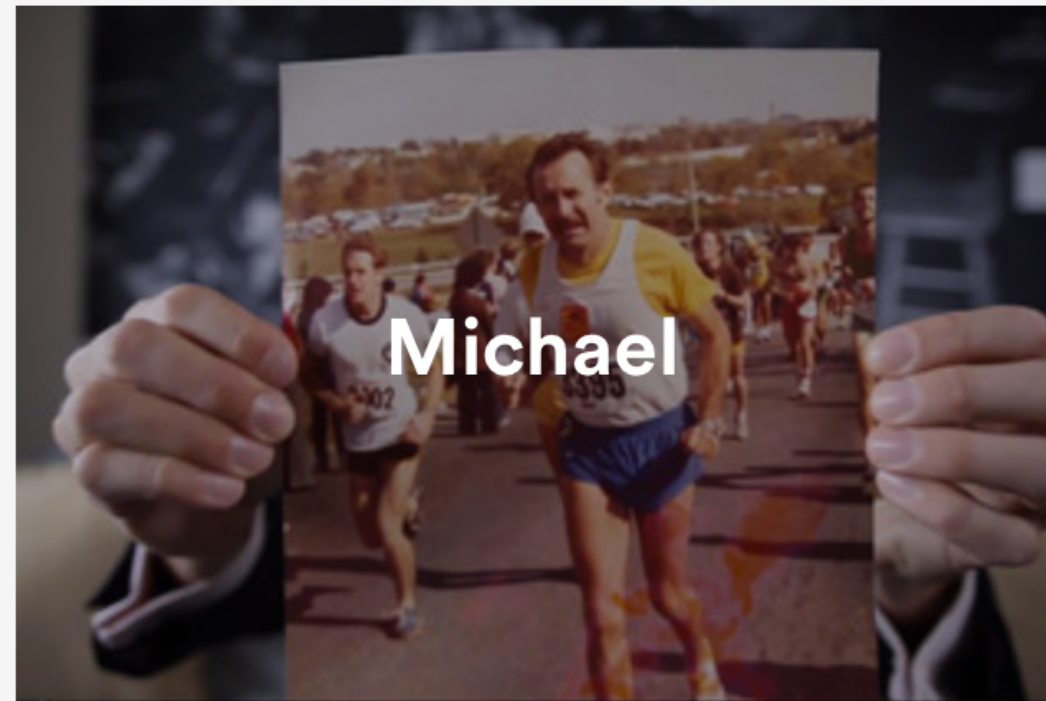
**STAY RELEVANT**

**What's Emotional  
about Your  
Brand Story**

**‘We don’t sell motorcycles. What we sell...**



# the Airbnb Community are Brand Spokespeople



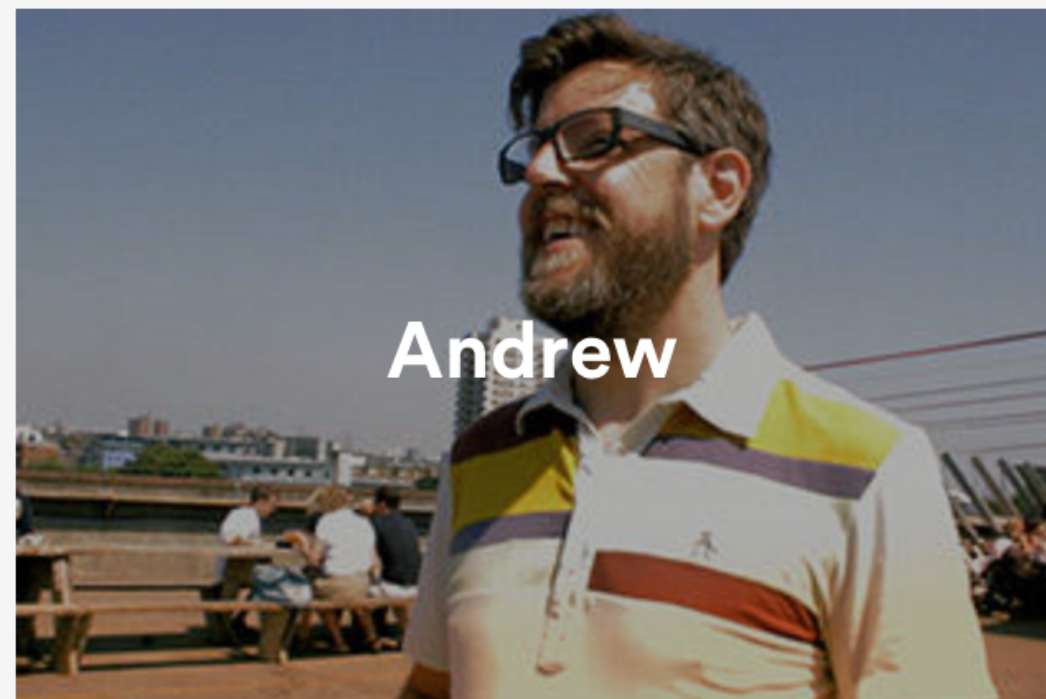
**New York, United States**  
A busy New Yorker keeps pace with tradition



**London, United Kingdom**  
Second Act: A new beginning



**New York, United States**  
New Chapter: Breaking bread together...again



**London, United Kingdom**  
Sowing the Seeds: Of love, and of vegetables



**Los Angeles, United States**  
The Art of Receiving: A host transforms his home, his work—and his life



**New York, United States**  
Full House: An invitation to friends, both old and new



Airbnb wants customers to share how they experienced The Brand.



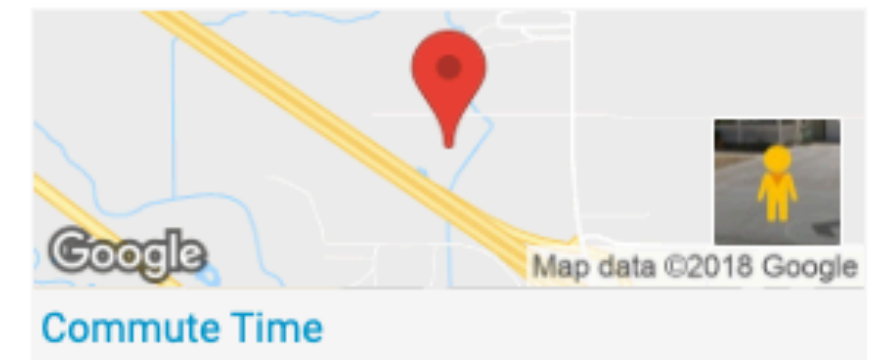
Chuck & Lois Shafer



**\$549,900** Est. Payment [\\$2,349/mo](#)

455 W Butler Ln, Ashland, OR 97520

3 beds 2 baths 1,620 sq ft



Property Type	Single Family Home	Last Sold	\$84,000 in 1982	Days on Realtor.com	6 days
Year Built	1982	Price per sqft	\$339	Garage	8 cars



realtip

Home includes a 1,000 sf RV shop Did you find this useful?

Ask a question

Share this home

Open Houses

Property Details

**In 1983, Chuck and Lois Shafer bought the single level, 3-bedroom 2-bath home at 455 W. Butler Lane as what they called their “retirement villa.” The 1,620 sq. ft home is located within minutes of Southern Oregon University, the Ashland Golf Club, the Shakespearian theaters, and the Ashland fixed based airport; where Chuck’s two airplanes were only four minutes from home.**

**Lois, on the other hand, was crazy about golf and gardening. Each year, their neighbors eagerly awaited the fresh fruits and vegetables Lois pulled from the expansive 1/4 acre irrigated garden.**

**Chuck not only loved his planes but anything with a motor. So, in addition to their two car garage, he built a 1,000 sf matching shop where he could tinker on his cars, boats, and motorcycles. Of course, he installed a microwave for his *Hot Pocket Pizzas*.**

**These days, Chuck undoubtedly tells his famous 'fish stories' in Heaven; while Lois recently celebrated her 91st birthday (with 74 friends) at a beautiful retirement community just two miles away.**

**Are you ready to create your own indelible-memory-life here, too?**

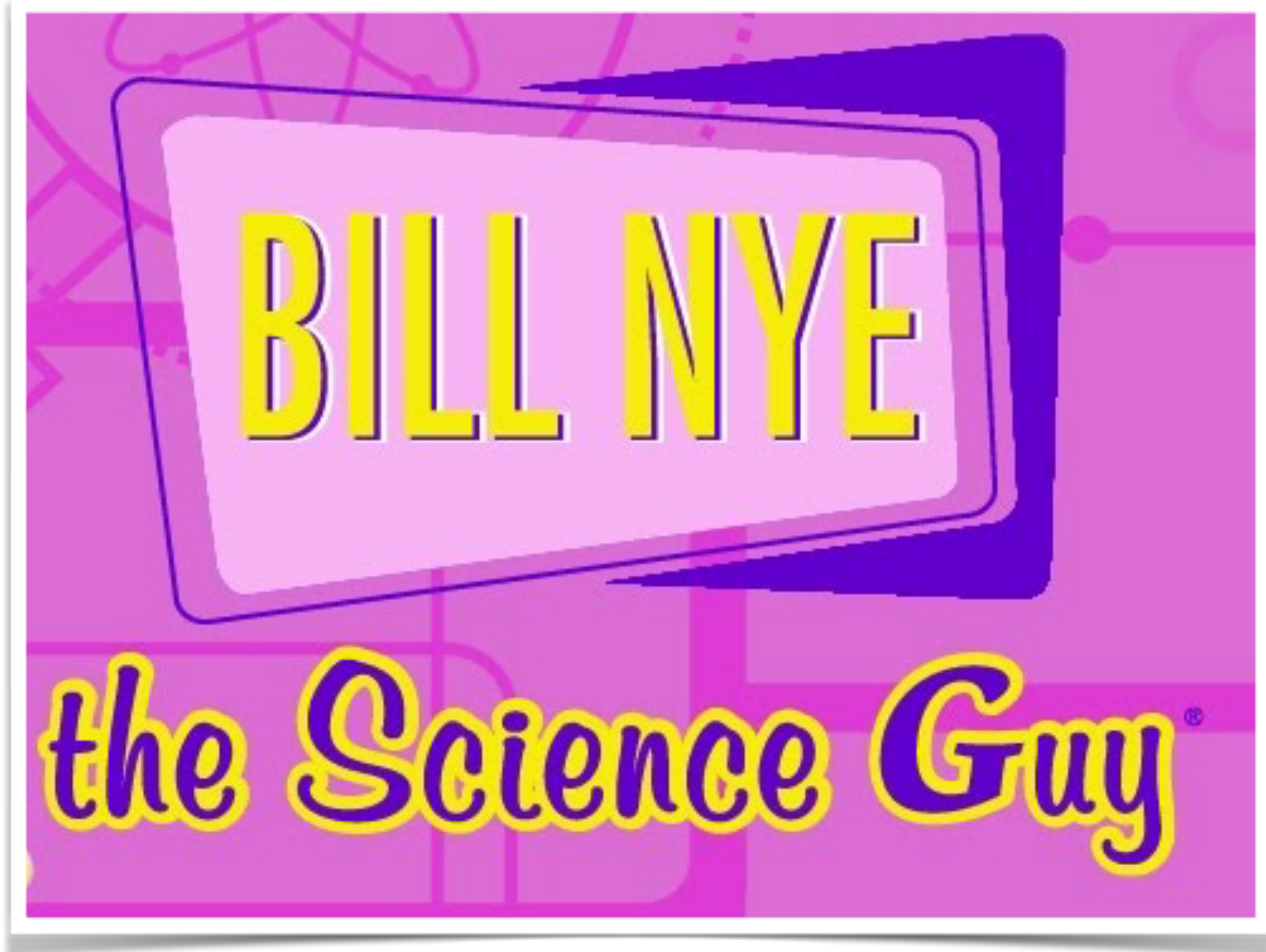


**STAY RELEVANT**

**Elevate Your**

**Superstars**

**Quickly**





# GIVING BACK: FREE RESOURCES

You



**ROSS SHAFER**  
Funniest Expert on *CHANGE*

Visit Ross Shafer's Website

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...

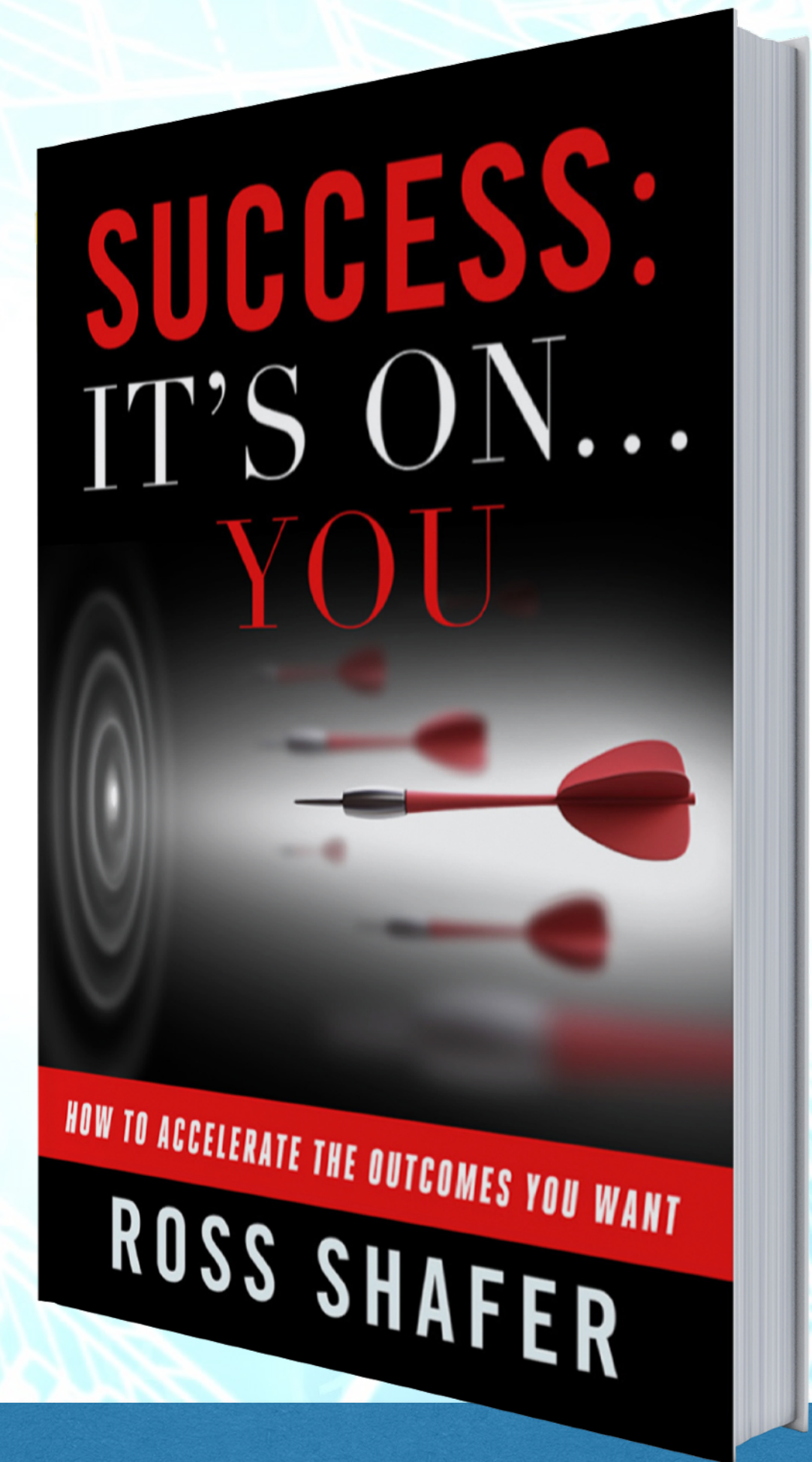
**Why is the Lifespan of a Company only 15 Years? | Leadership Speaker | Ross Shafer**  
by Ross Shafer  
1 week ago • 31 views  
In this short clip, leadership speaker and author, Ross Shafer, reveals his surefire Five-Step process for...

**How to 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...



Download (2) Free e-Books

[www.RossShafer.com](http://www.RossShafer.com)

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.

**Provide Ongoing  
Encouragement**





Ross  
Shafer

If you would like me to visit  
your company...

**CONTACT:**

**Andria Early 520.704.9745**

**Andria@RossShafer.com**