



Ross
Shafer

Want to Contact Ross?

Helen Broder
910-256-3495

Helen@SpeakerManagementLLC.com



Ross
Shafer

Amazing Experiences Start w/ Staying Relevant

(How to Make Your
Organization Future-Proof)



Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)


Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



Follow the Tracks of the Herd

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

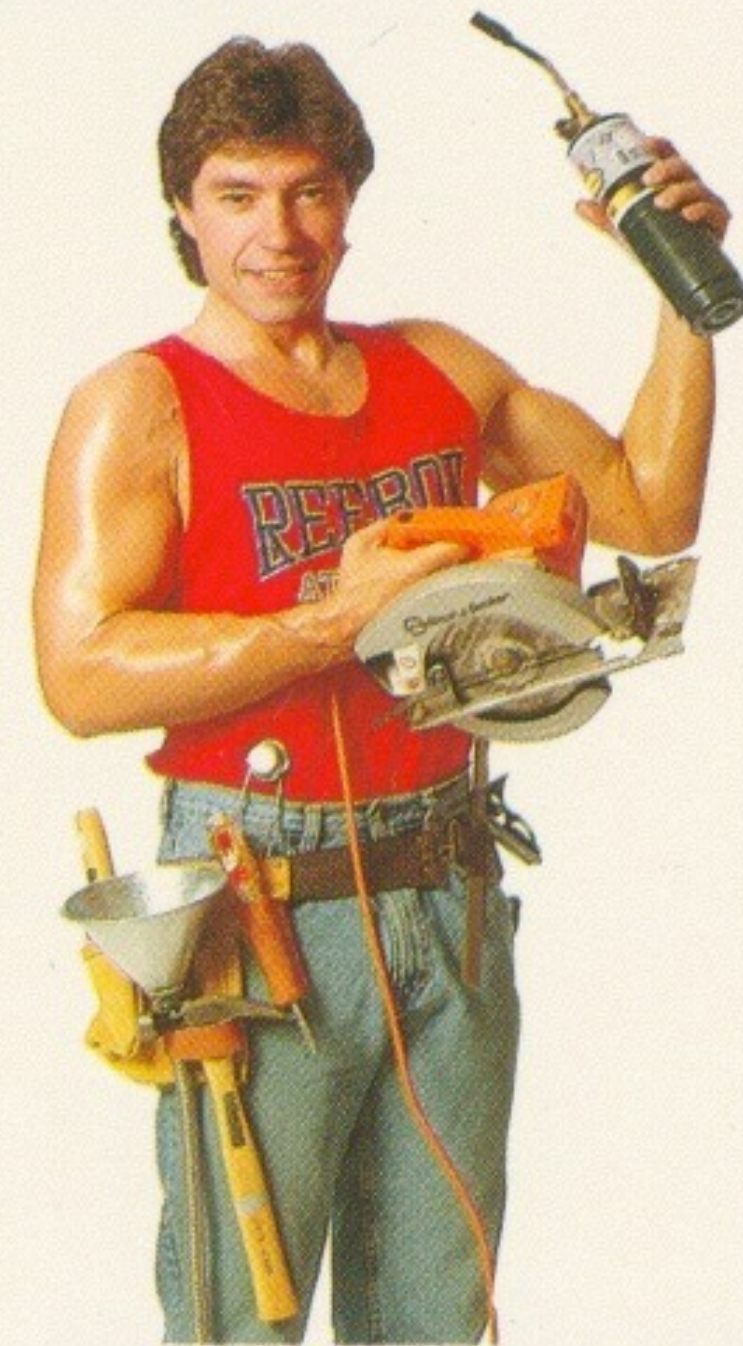
Startups Notice Trends Others Can't See

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 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.

How Can You ‘Future Proof’ Yourself?

Hotel Events

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

Events for November 1, 2017

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

[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](#)





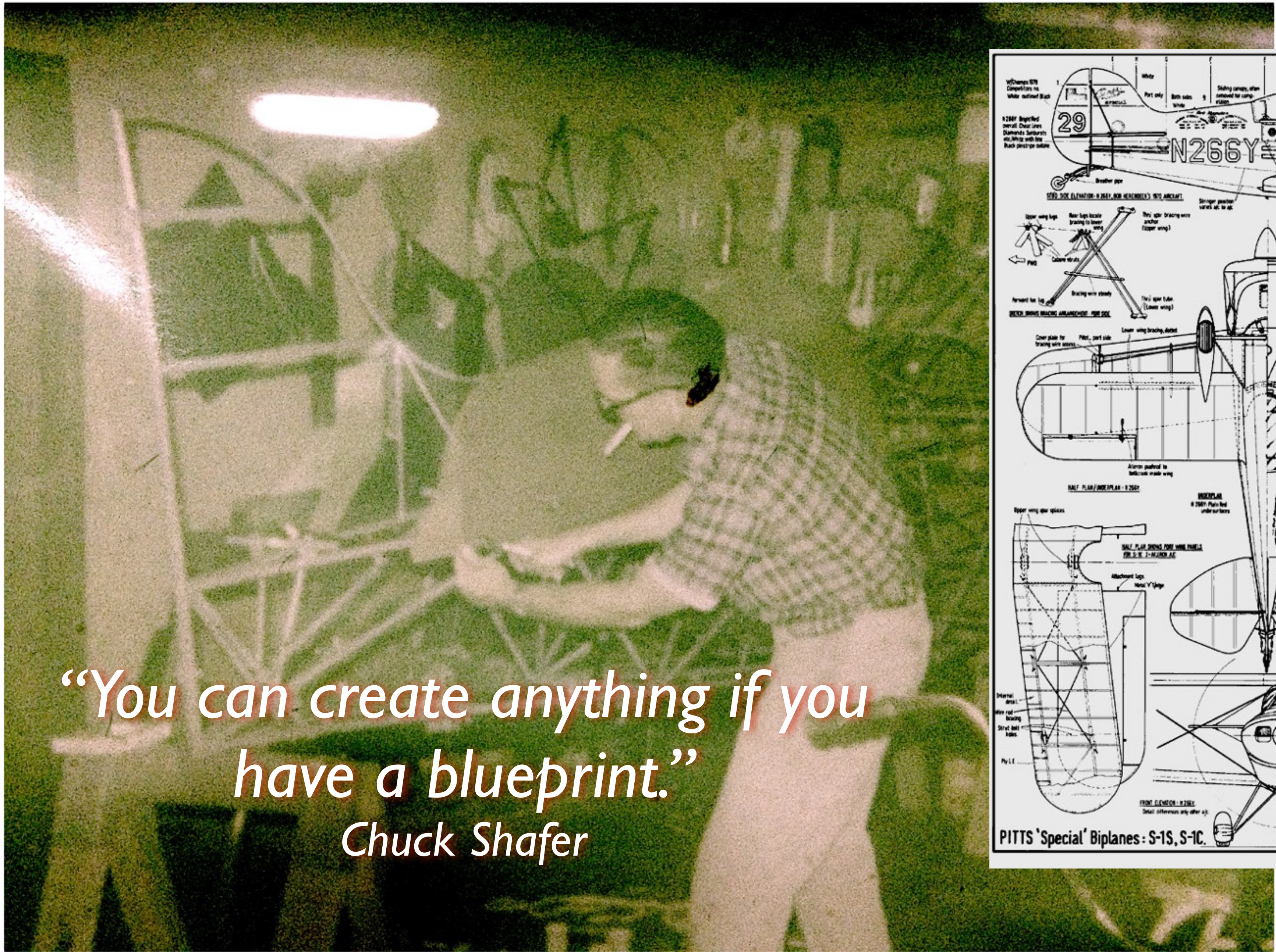


LARAMAR

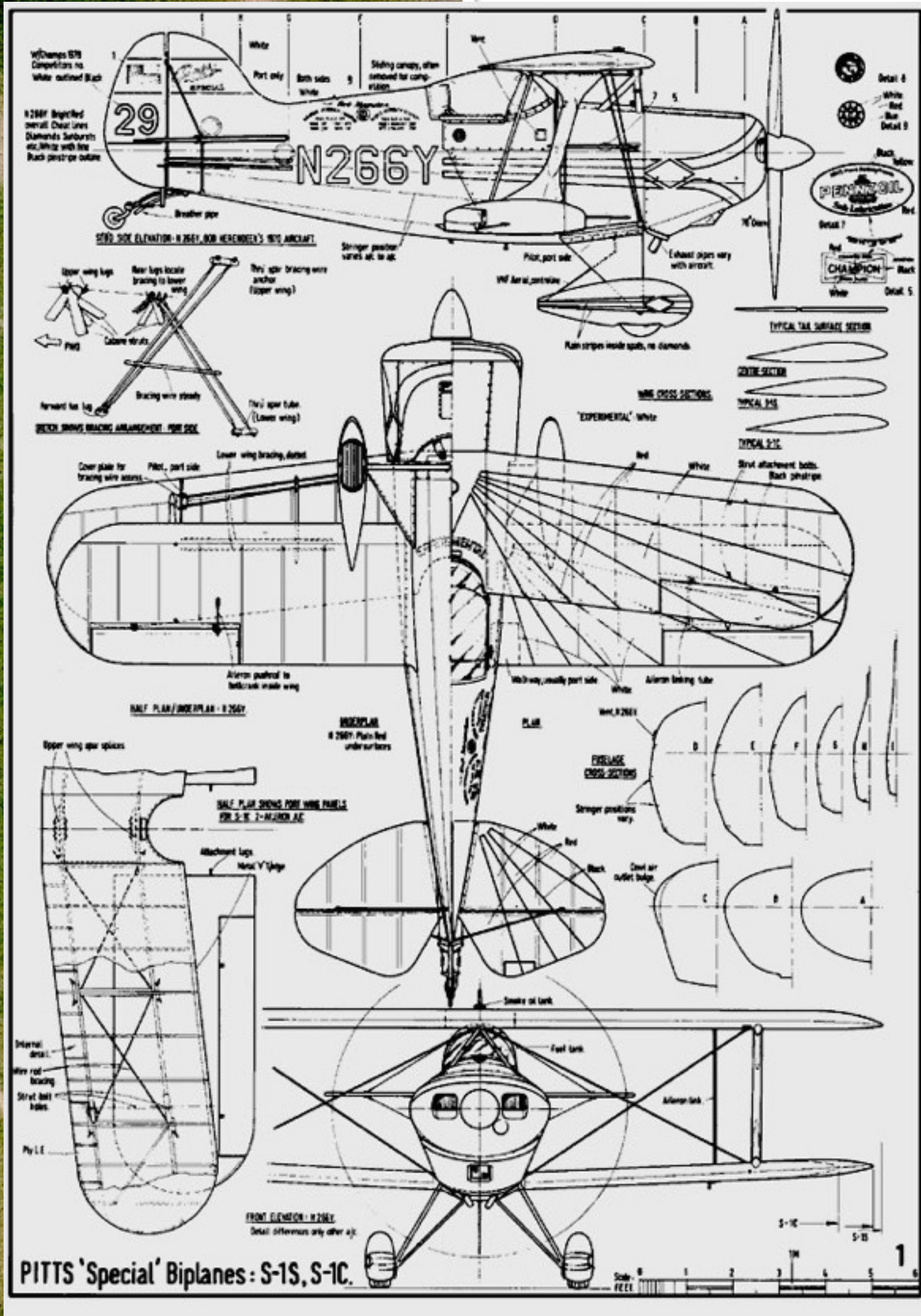
55,000 UNITS



**Startups May Not
Have Experience...
but they Curate
Everything They've
Learned**



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



Maiden flight - May 1971



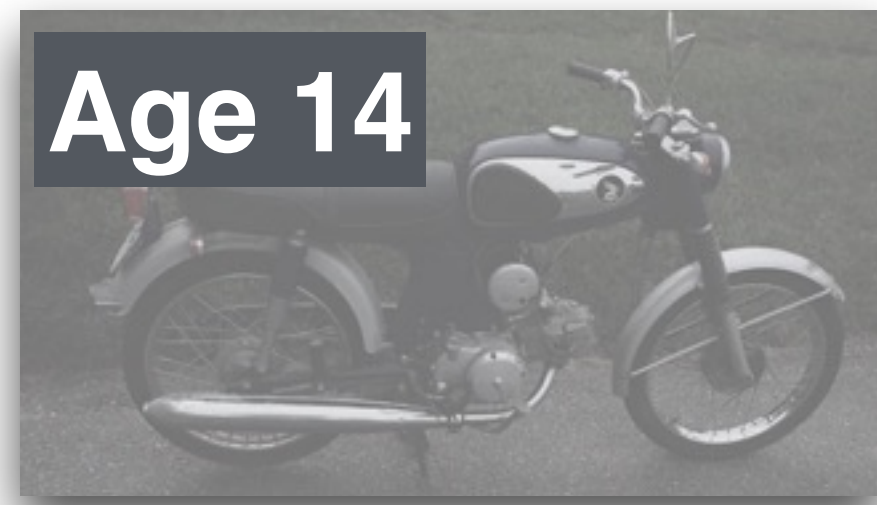
**“Success is not about who you know...
it’s about who knows YOU.”**

CHUCK SHAFER





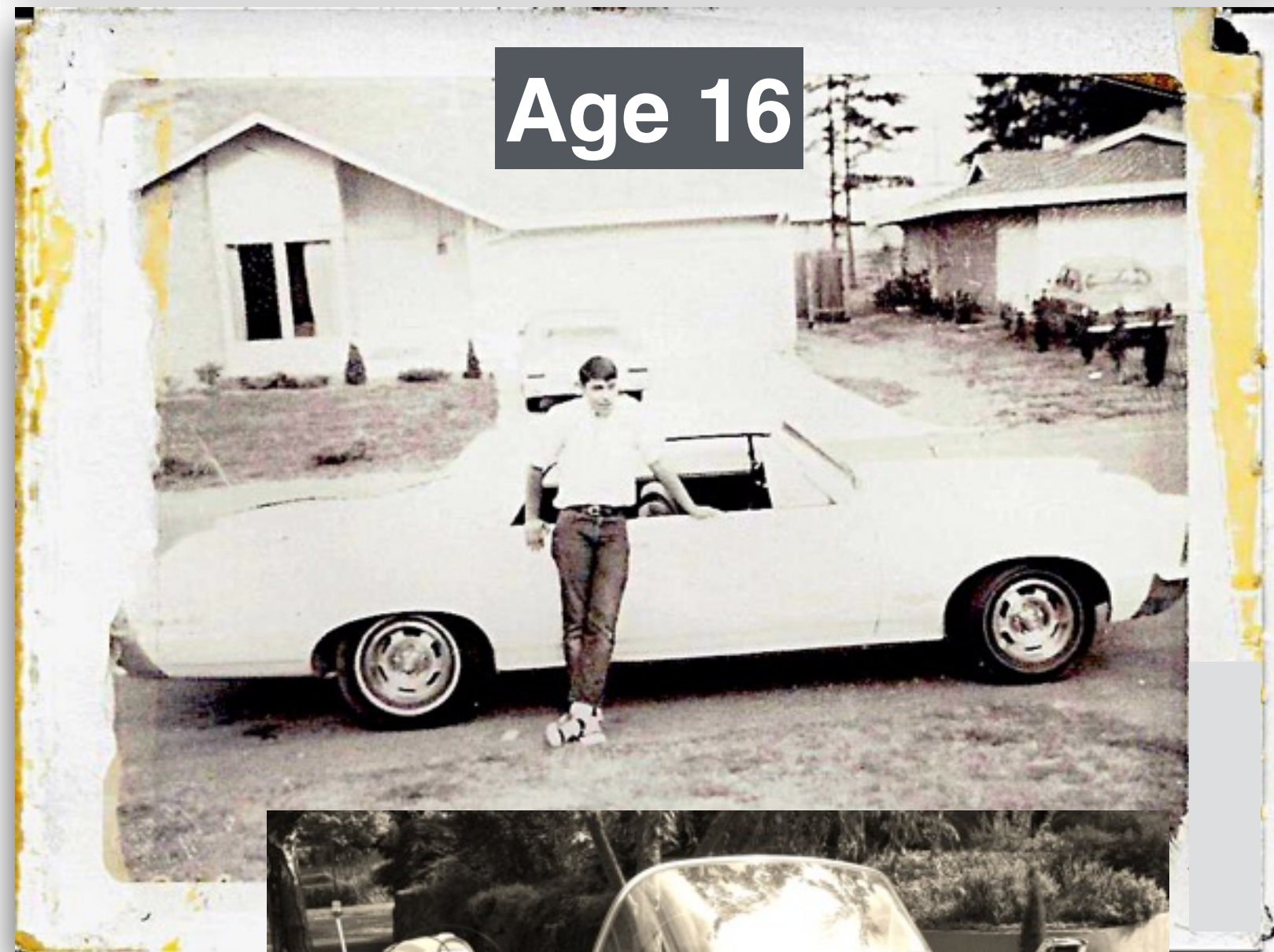
Age 13



Age 14



Age 18



Age 16



Age 24



Age 19



Age 19







UNITED STATES BANKRUPTCY COURT Western District of Washington

Honorable Brian D. Lynch, Chief Judge | Mark L. Hatcher, Clerk of Court





Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

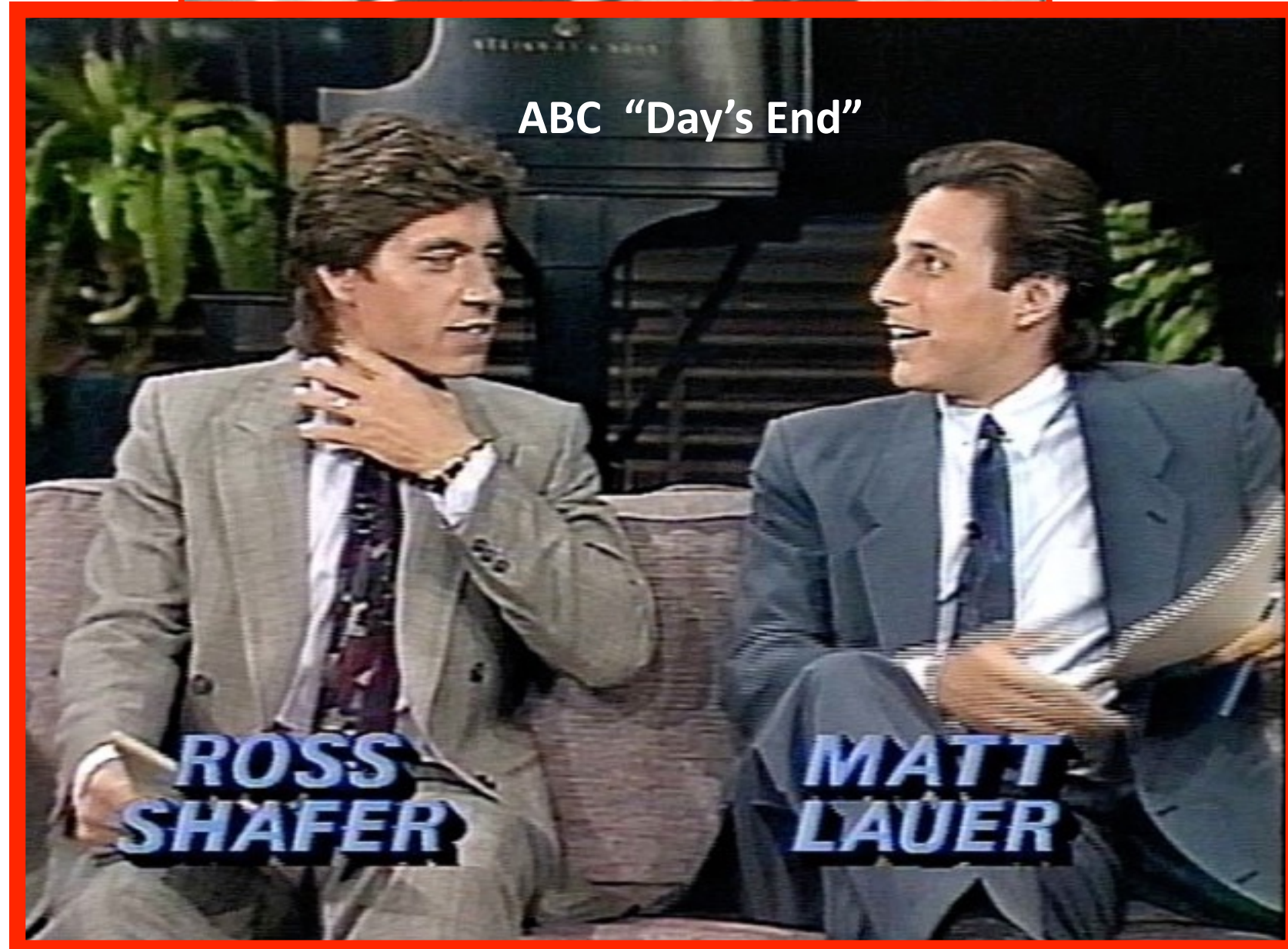
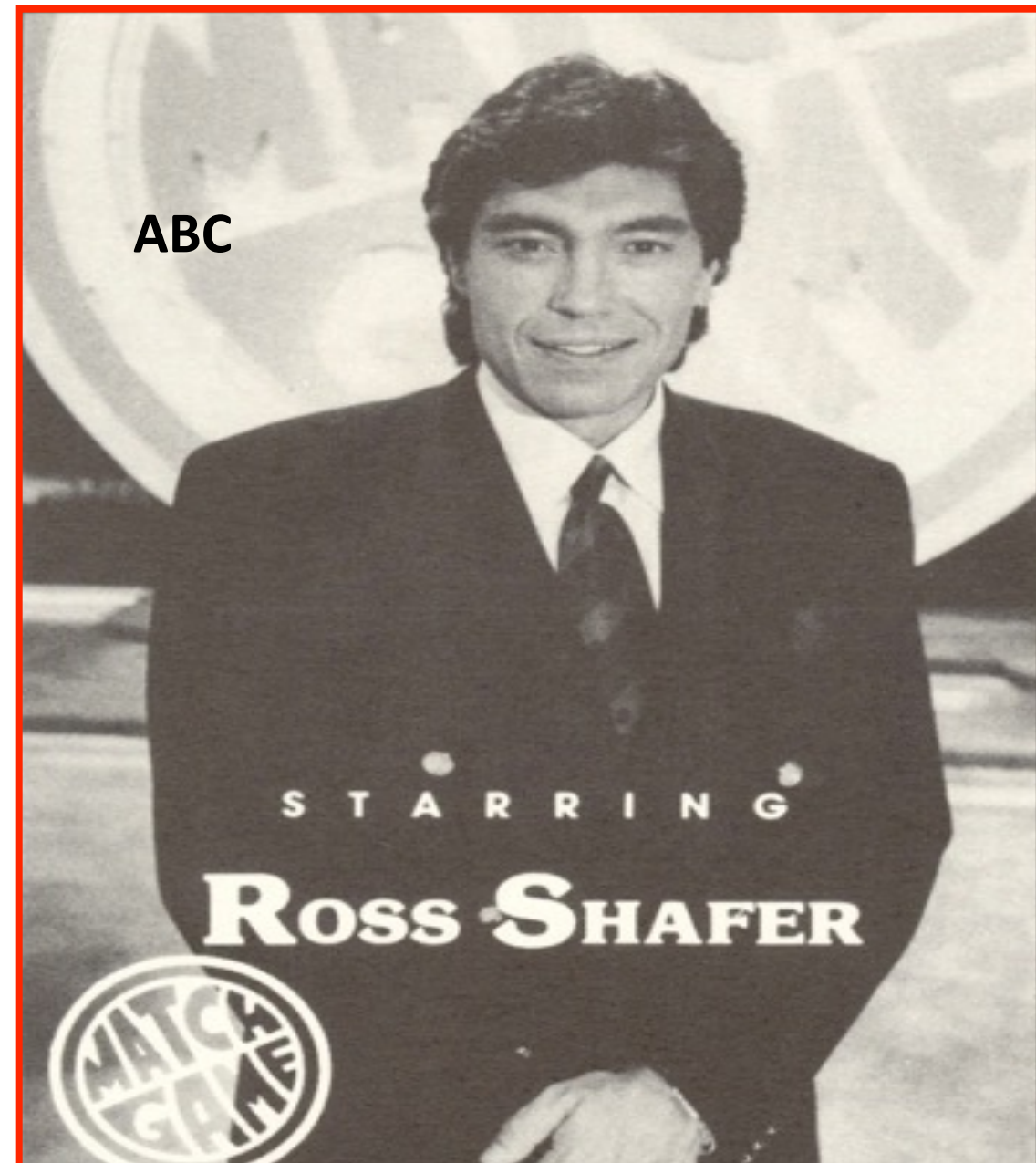
The Beginners Guide Volume 1

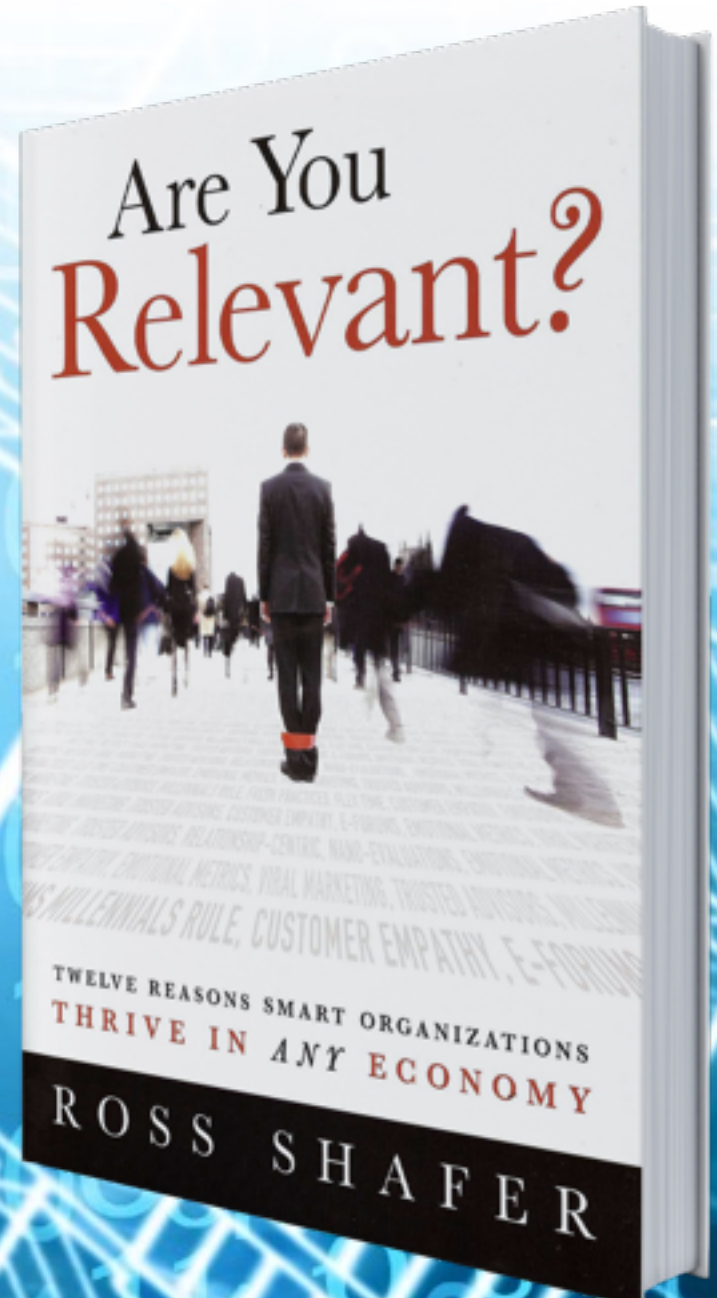
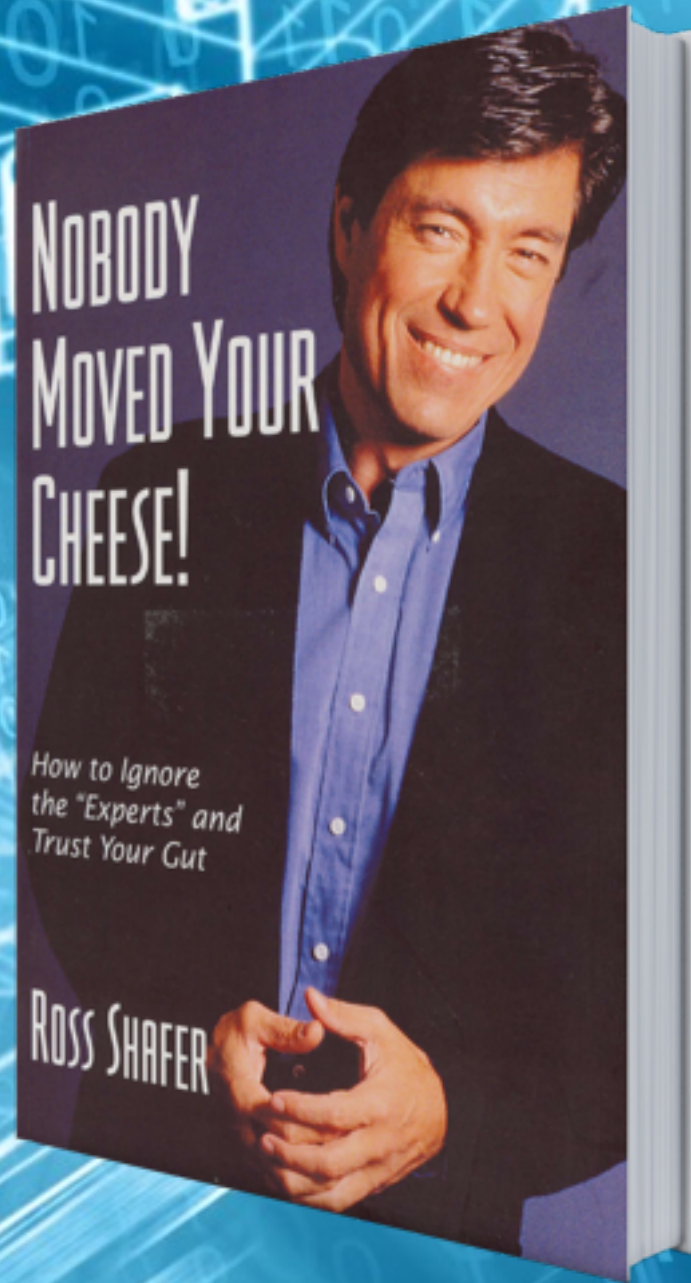
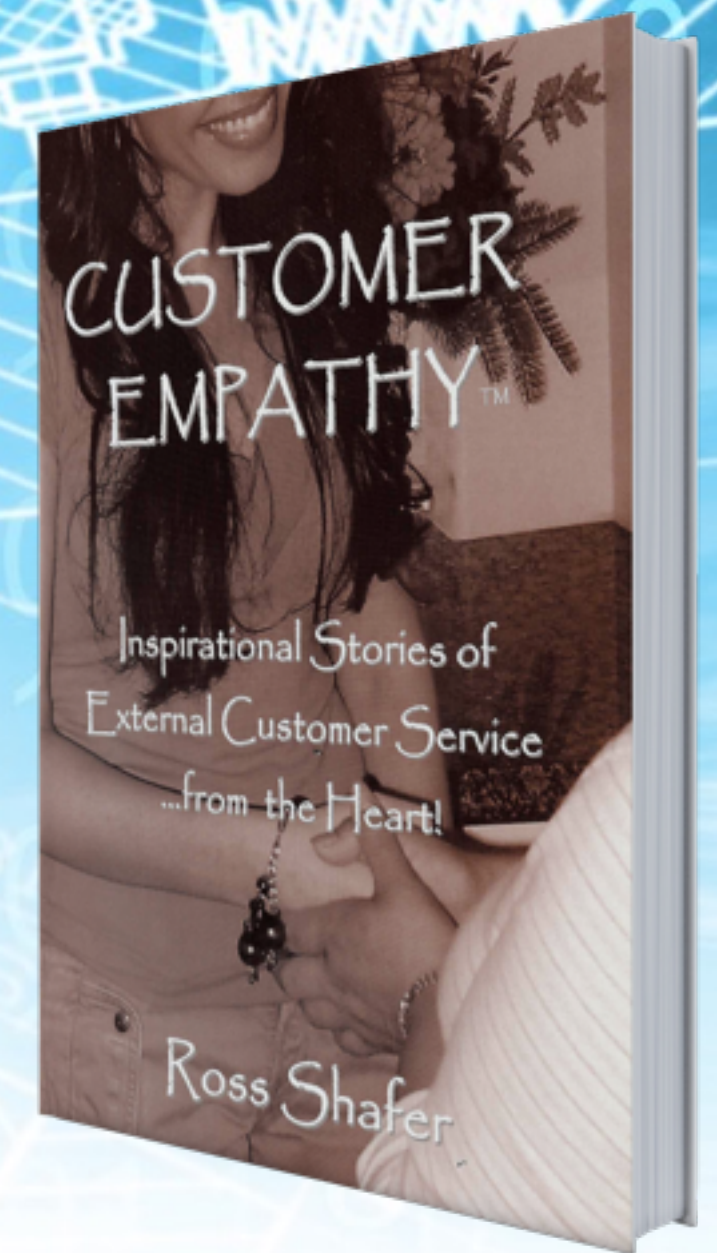
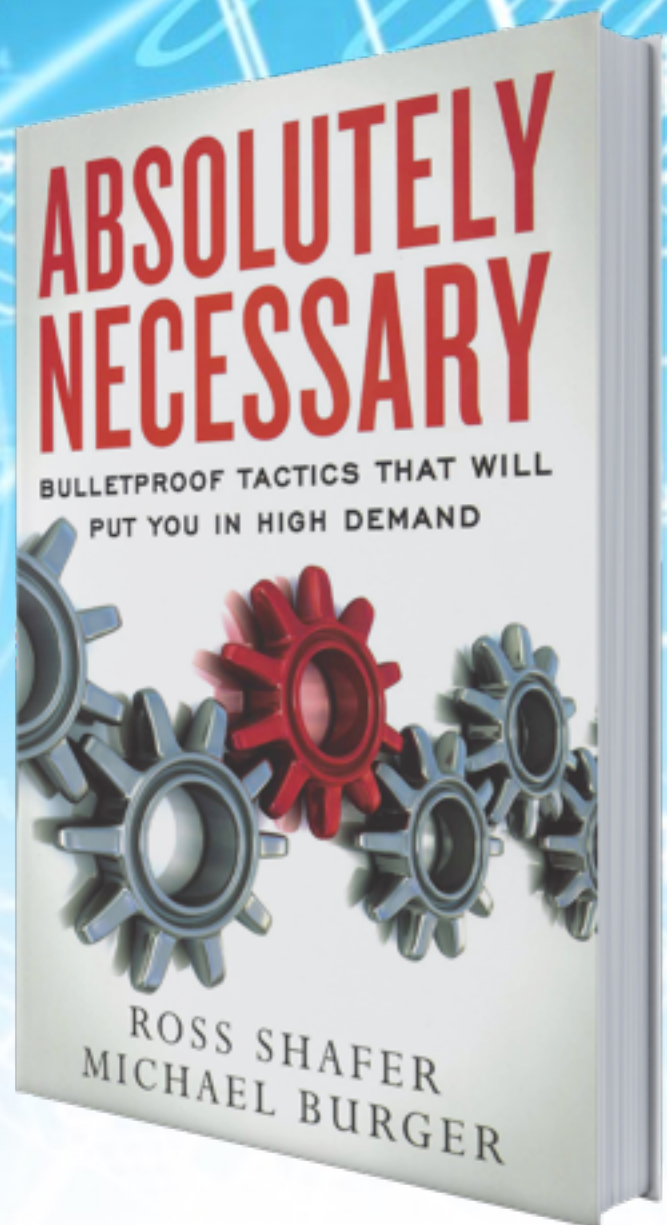
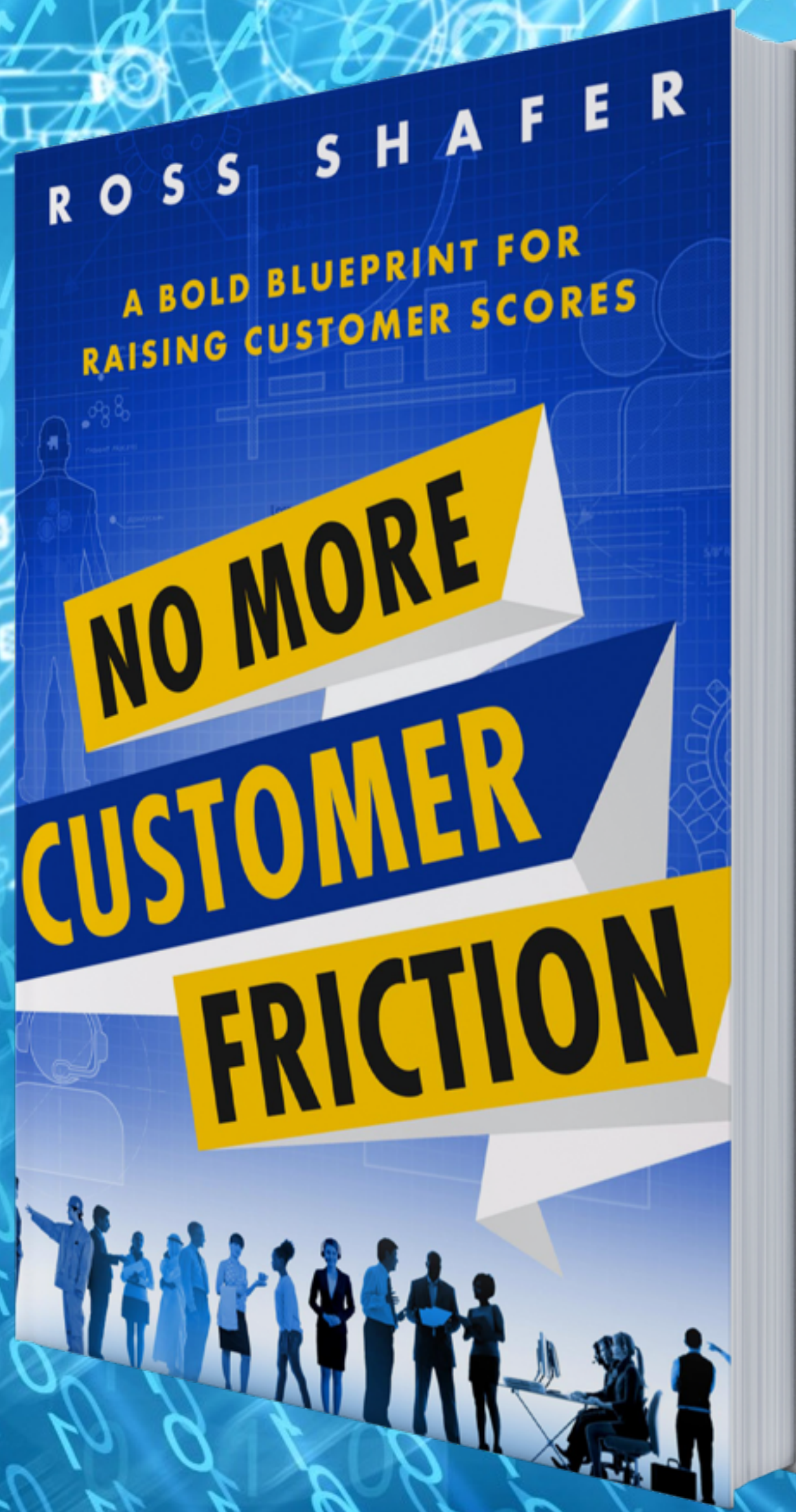
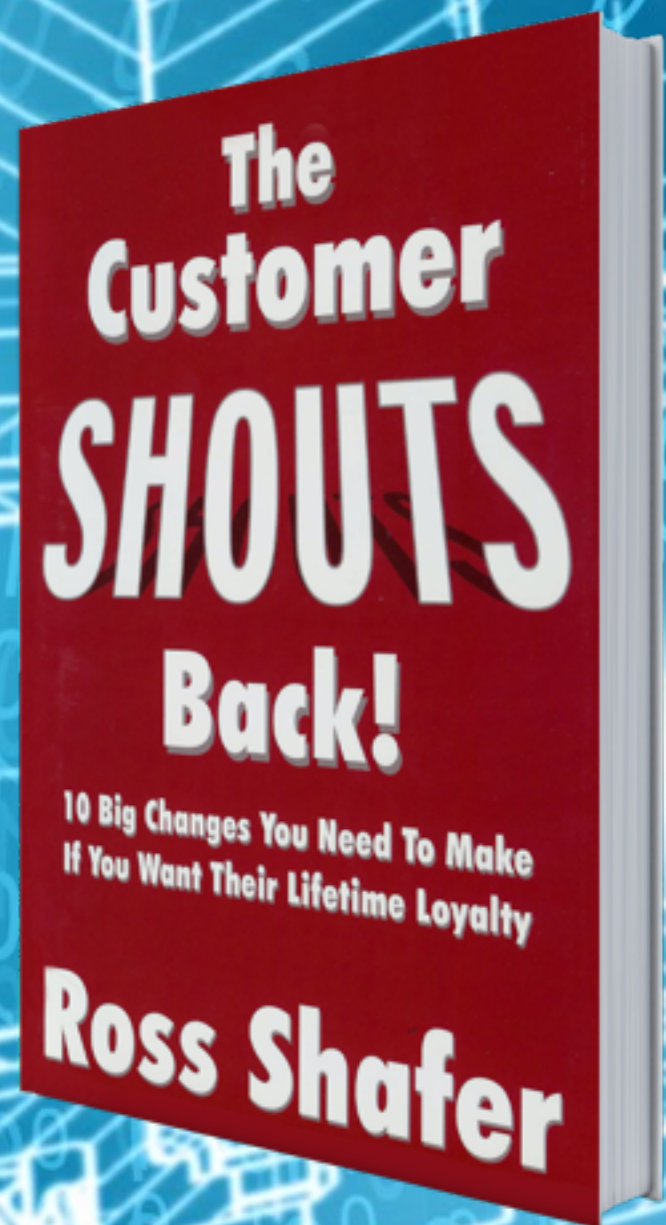


Sam & Enrico

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.

Stay Uncomfortable





The Future of CX

(Customer Experience)

is Friction-Free



MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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

PREVENTS
MISCOMMUNICATION

AVAILABLE 24/7

ADDS URGENCY



**VIDEO
CONSULTATION**

The image shows a blurred background of a grocery store aisle. In the center, the text "amazon go" is overlaid in white. The word "amazon" is in a lowercase, sans-serif font, and "go" is in a similar font but slightly larger. A white arrow, characteristic of the Amazon logo, curves under the "a" in "amazon" and points towards the "o" in "go". In the background, a person wearing an orange shirt is visible, standing in the aisle. The shelves are filled with various products, but they are out of focus.

amazon go

R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION



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 background with a black halftone dot pattern.

CSAT (Customer SATisfaction)



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

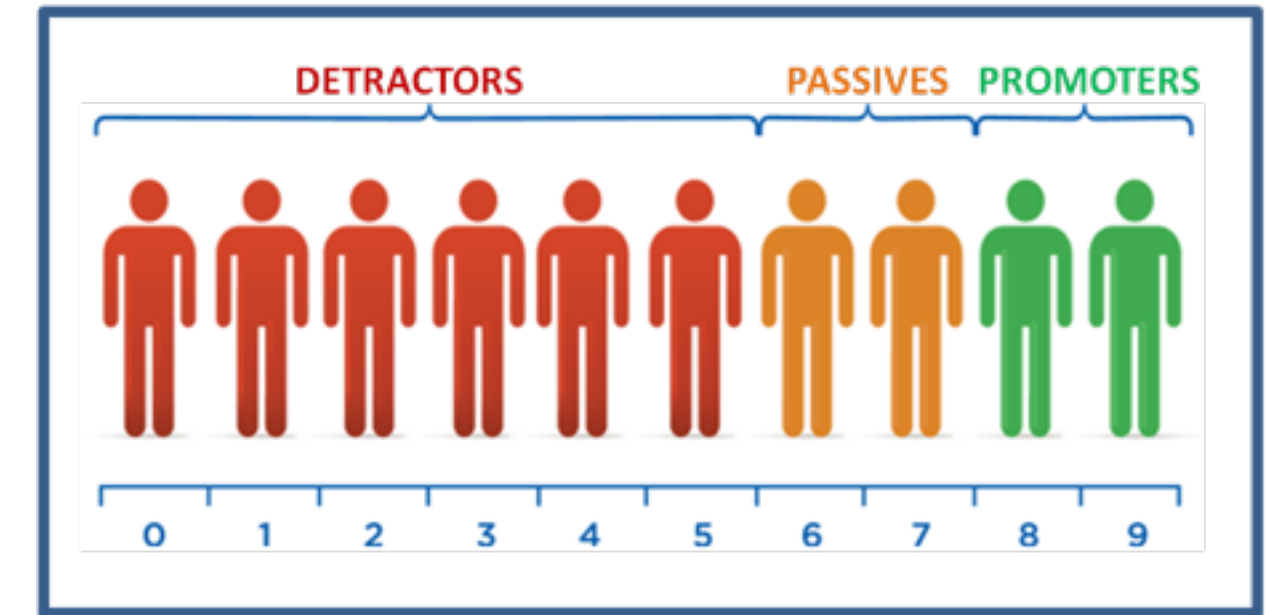
The bigger risk to loyalty is when you fail or disappoint them.”

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)



“While we want scores of (9) and (10)...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.**”

**WE CAN'T.
THAT'S
AGAINST OUR
POLICY.**



**WE HAVE TO
CHARGE YOU A
RESTOCKING
FEE**



**THE
ANSWERS
ARE ON OUR
F.A.Q. PAGE**





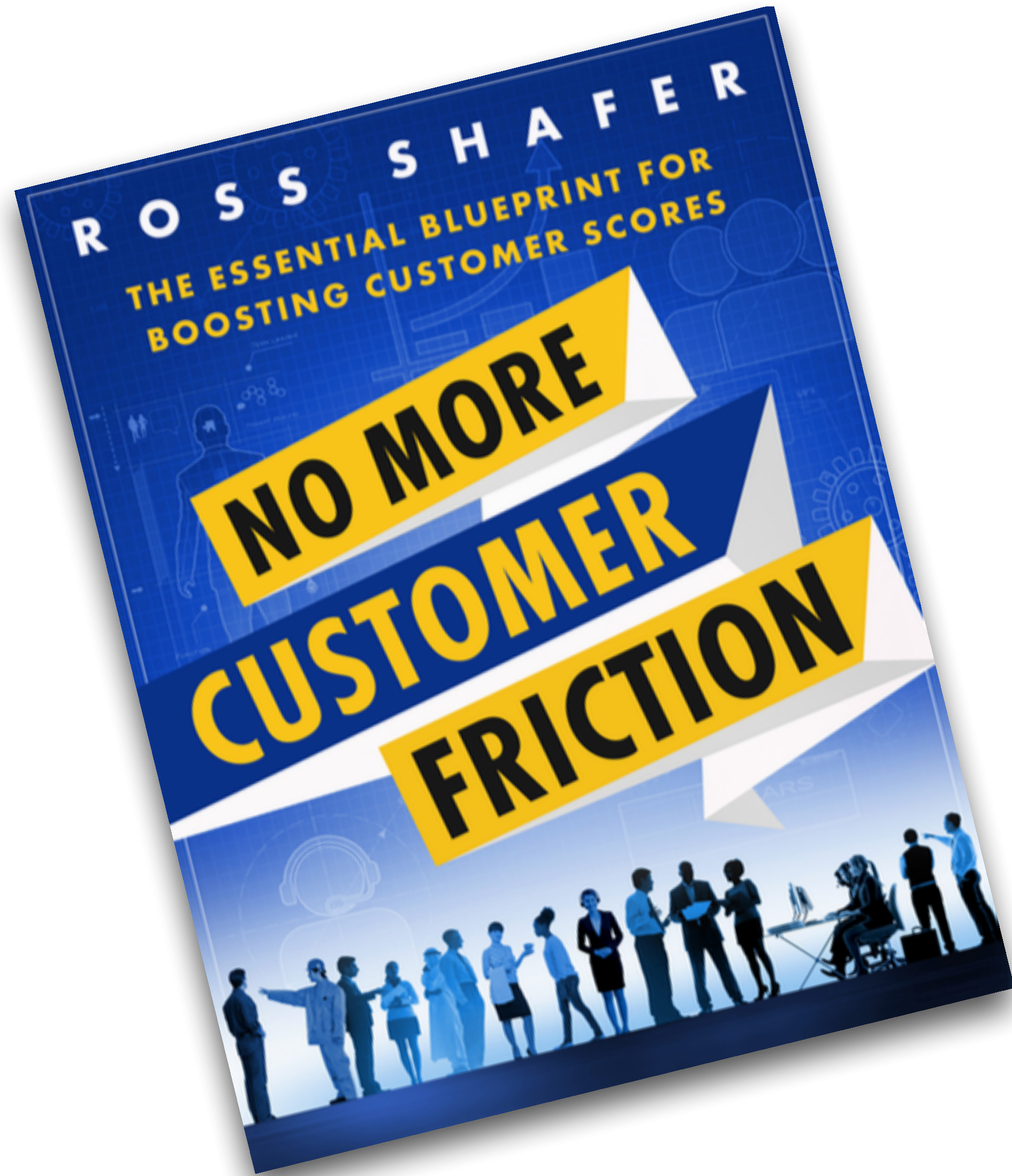
erases



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



Makes you laugh.
KISSES YOUR FOREHEAD
says he's sorry.
makes an effort.
HOLDS YOUR HAND.
WORKS HARD
attempts to understand you.



**Does This
System
Work?**



Complaints led to losing 1,000,000m subscribers in just one quarter.



They fixed ALL processes. Billing. Call Centers. Installs.

Comcast is #1 in customer sign-ups & retention.



**10 yrs ago, on the verge of bankruptcy,
customers complained the toys were
boring & prices were too high.**



TODAY: LEGO IS THE BIGGEST TOY COMPANY ON THE PLANET

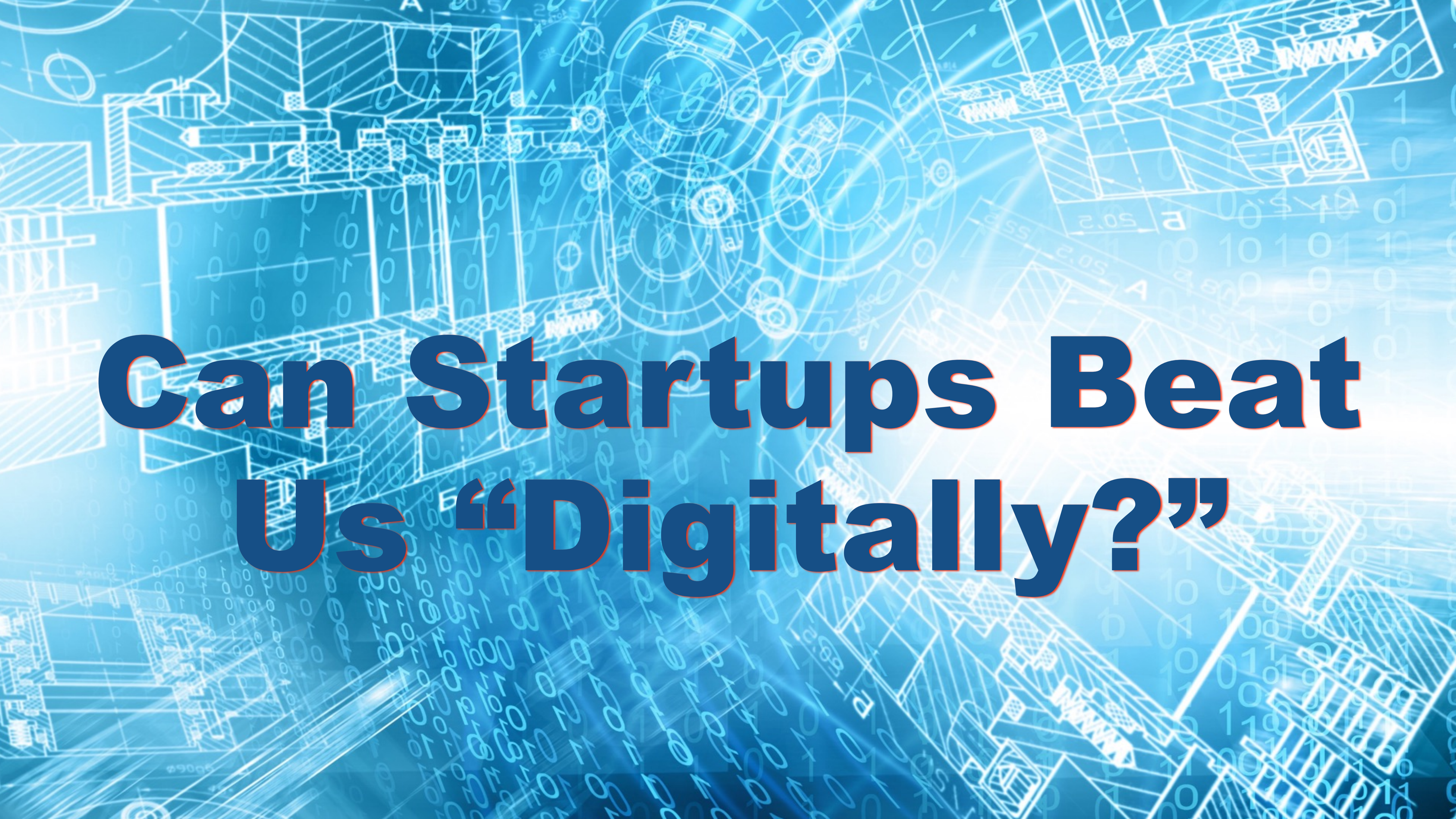


**Highest # of complaints meant they were
Last Place in their industry
re: Customer Experience**

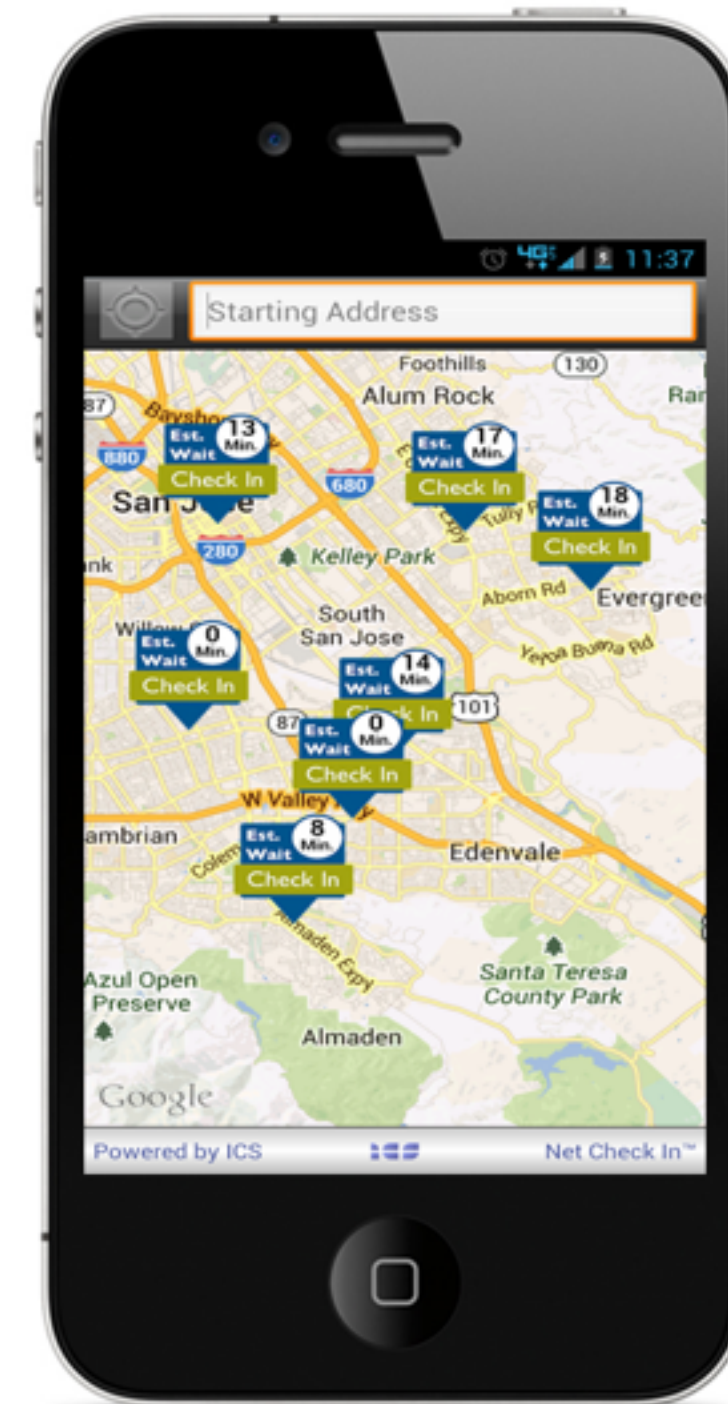


By coaching Linemen, Meter Teams, Call Centers, Admin, & Designers. We empowered instant fixes.

**In 90 days, their J.D. Power scores rose 21 Points.
Now, #1 in their industry.**

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 and engineering aesthetic.

Can Startups Beat Us “Digitally?”



When anyone complains, “I’m getting killed by...

amazon.com

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

**You say, “Amazon is not all-powerful.
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, 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.



**Curiosity is YOUR
Unfair Advantage**





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





 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 features a complex, layered design. It includes technical blueprints with various lines, circles, and text like 'A', 'B', and '50.2'. Overlaid on these are streams of binary code (0s and 1s) in a light blue color, creating a digital and engineering aesthetic. The overall color palette is dominated by shades of blue, from light to dark.

How to Attract & Retain Young People

Millennials Will be 40yrs old in 2 years!



#1:

**The Most Critical
Skill of the Future?**

**They must be able
to pitch, explain,
and sell their ideas**

#2?

**How Do They Want
to be Managed?**

**DON'T
MENTOR
THEM**

#3:

**How do You Motivate
Them?**

“LEVELING UP” Motivates Achievement

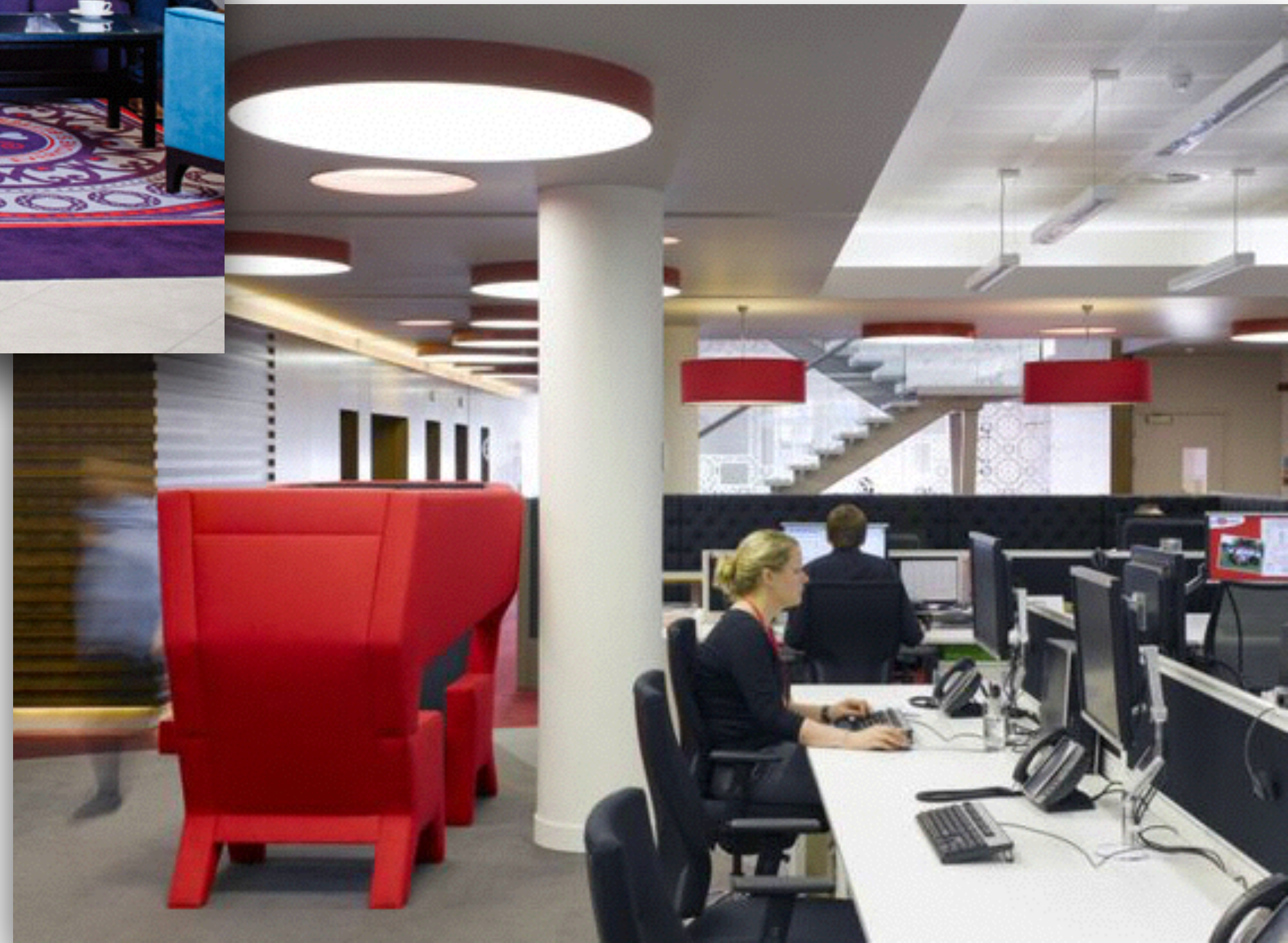


300,000 attended GamesCom



#4:

The Cubicle is Dead



#5:

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

FUN!

(w/ an

Attitude)

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



**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[®]**

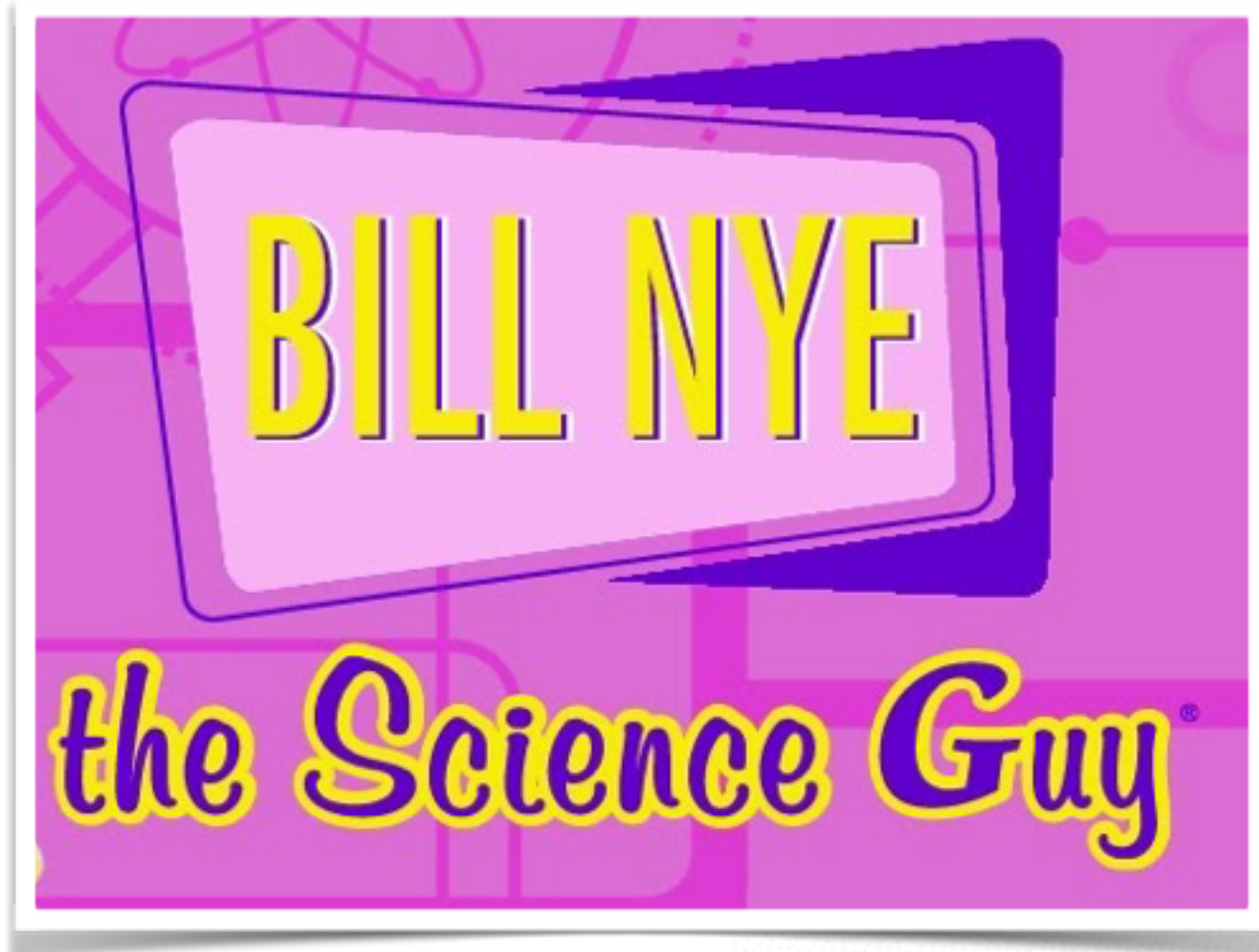


THOSE STUFF. FUN STUFF.
FIND US AT FACEBOOK.COM/CARLSJR

Company founded 2011
Sold in 2016 to Unilever for \$1 Billion



**When You Find
Young
Superstars...
Exploit Them**



GET MY FREE RESOURCES



ROSS SHAFER'S
RELEVANT LEADERS CLUB
Innovate. Motivate. Educate. Sustain.

Ross Shafer

Home Videos Playlists Channels Discussion About

Relevant Leaders Club

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...

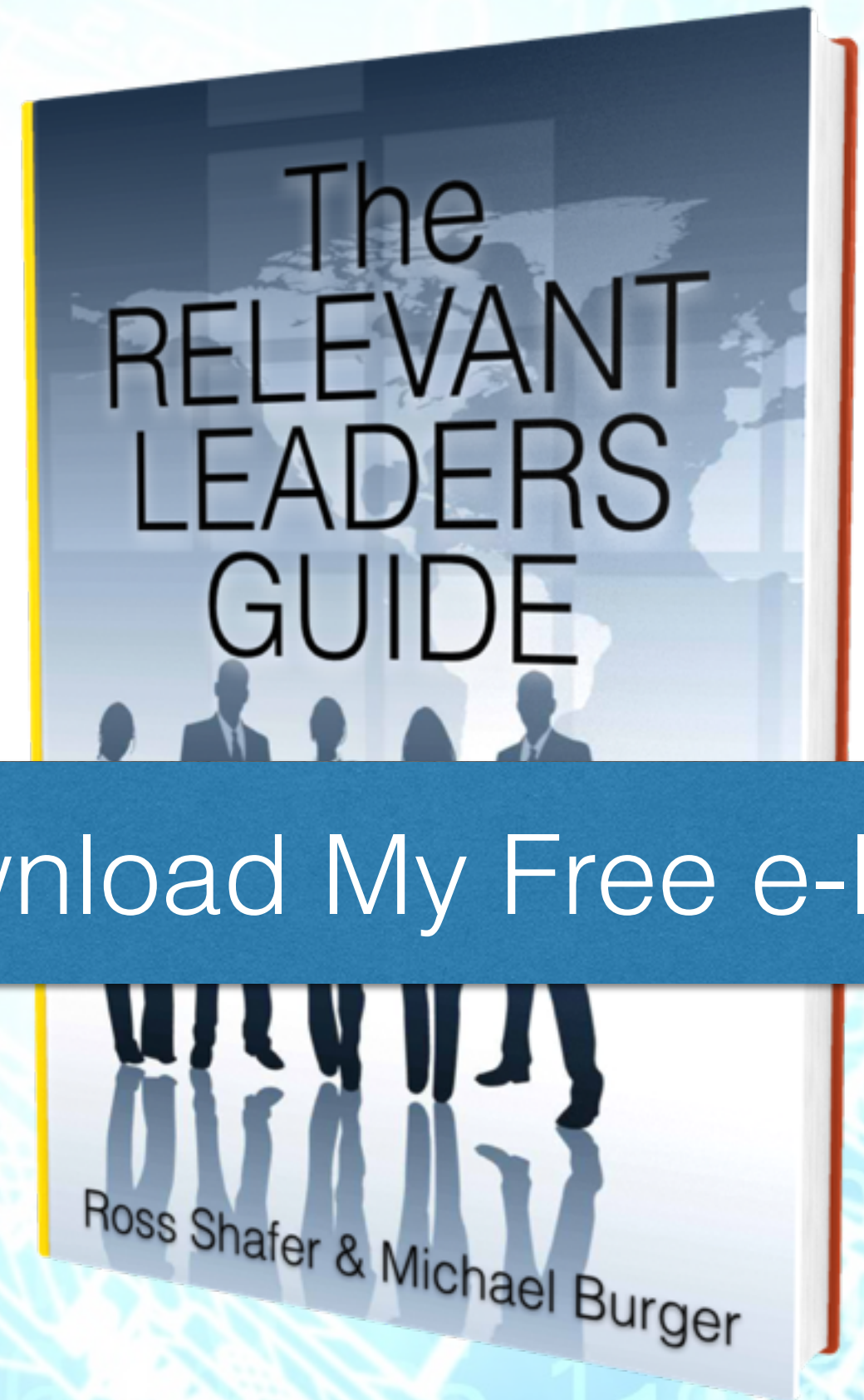
How to Pitch Your Big Ideas to the Boss | Leadership Speaker | Ross Shafer
by Ross Shafer
1 week ago • 31 views
In this short clip, leadership speaker and author, Ross Shafer, reveals his surefire Five-Step process for...

Should You Change Your "Leadership" Persona? | Leadership speaker | Ross Shafer
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Have you ever wondered if you should change your personality when you get a "big" new job? Then you...

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

The background is a complex technical drawing or blueprint in shades of blue and white. It features various geometric shapes, lines, and circles, resembling a mechanical or architectural plan. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

Organizations with CHARACTER Last Longer



Chuck Shafer 1927-2001



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



Daddy/Daughter date
11th birthday!

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Ongoing Encouragement





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