



If You Want a Custom  
Program for YOUR  
Organization...

\*Contact Kelly Skibbie  
[kelly@KepplerSpeakers.com](mailto:kelly@KepplerSpeakers.com)  
1-703-516-4000

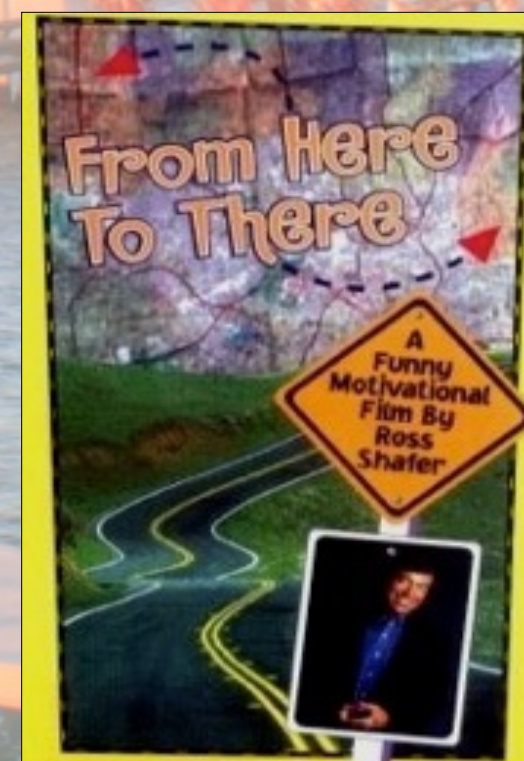
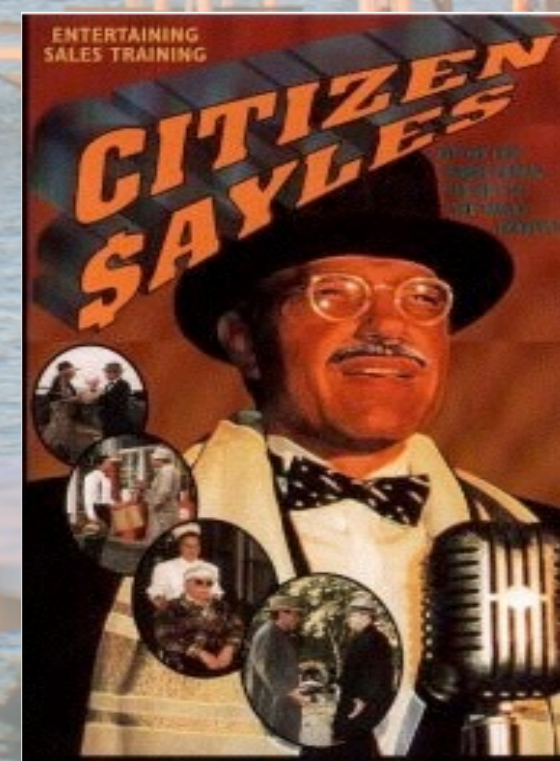
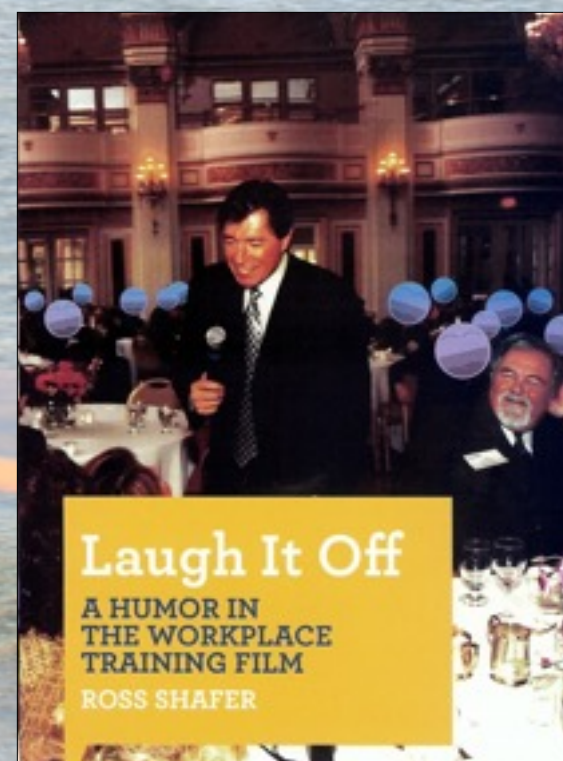
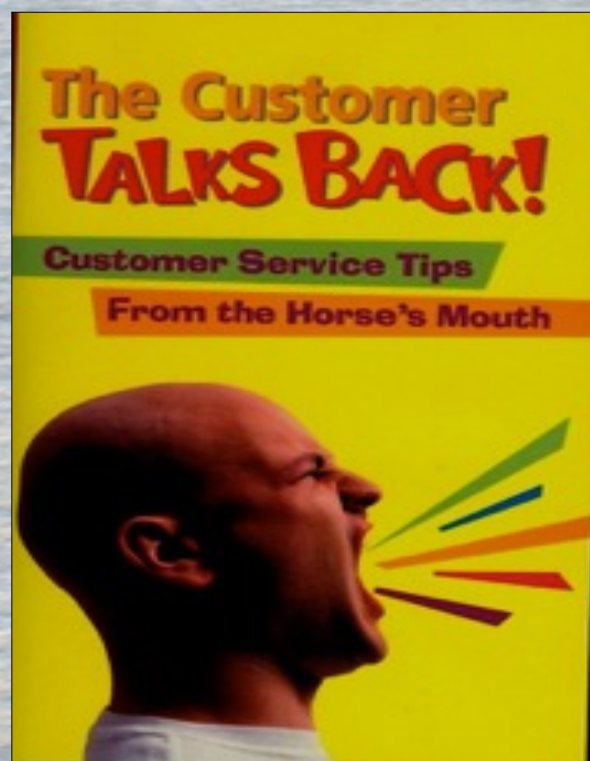
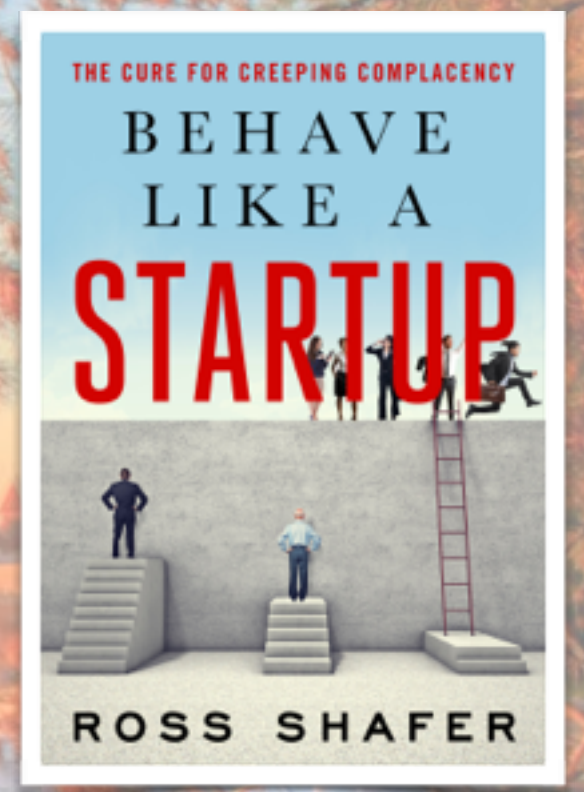
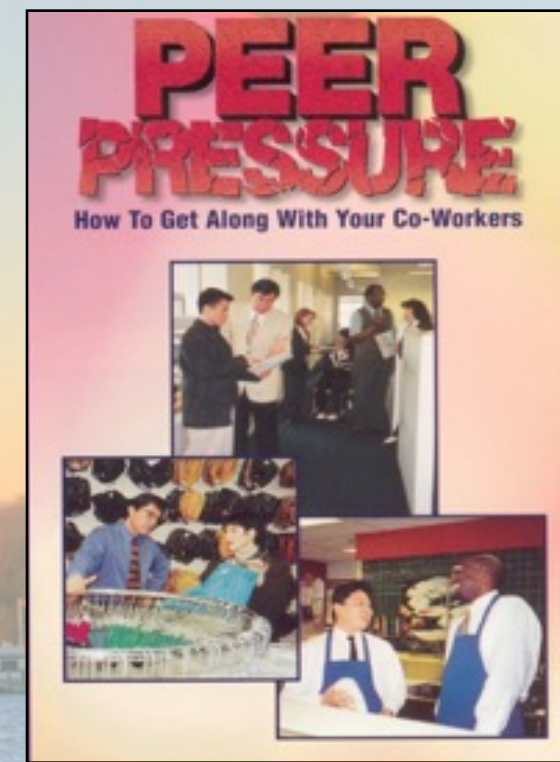
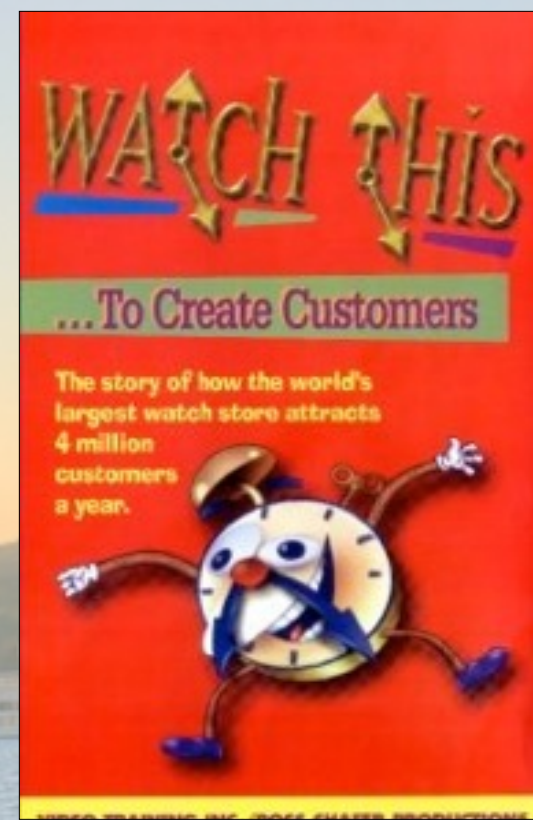
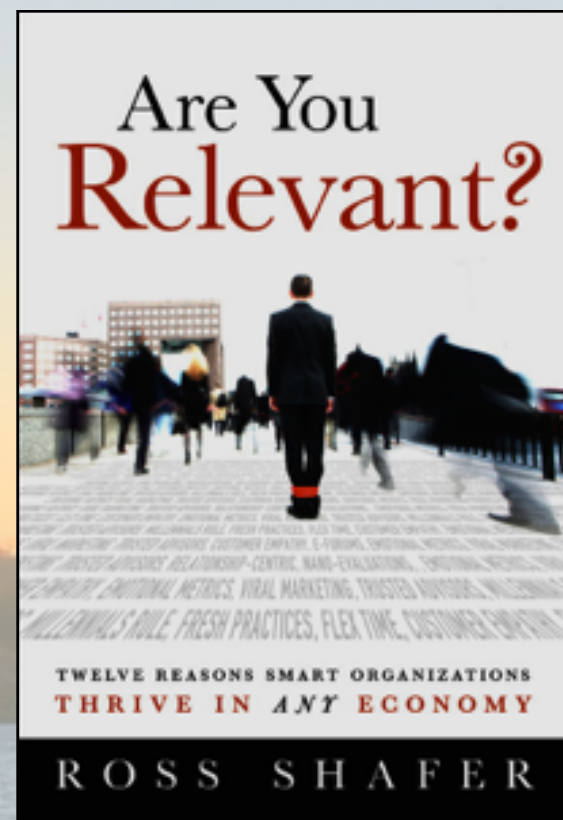
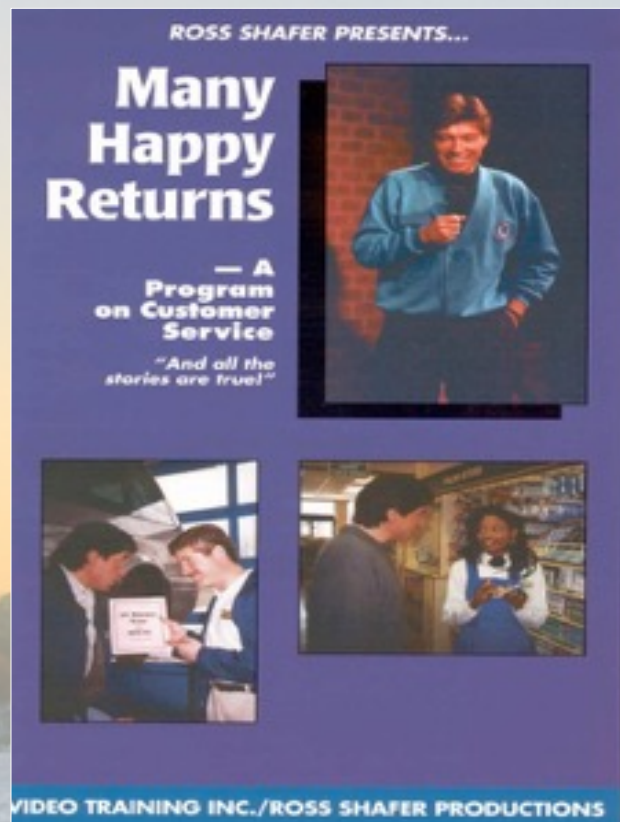
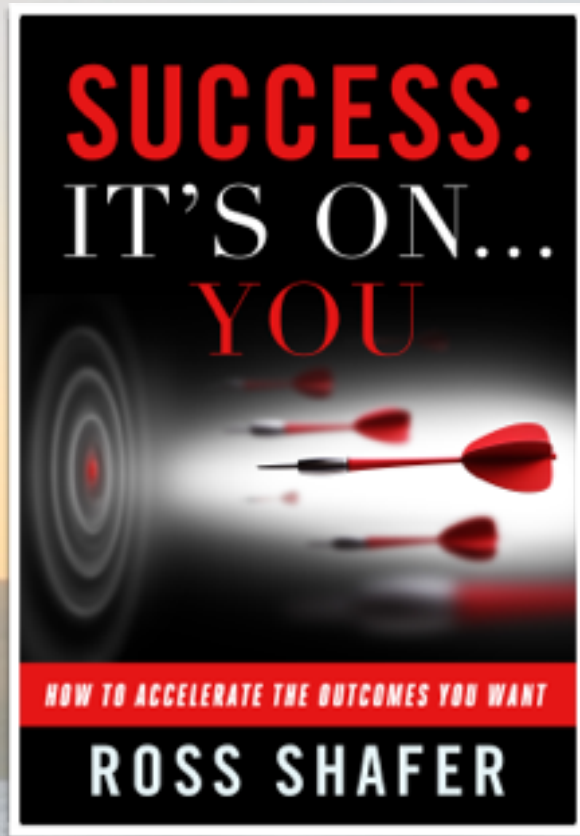
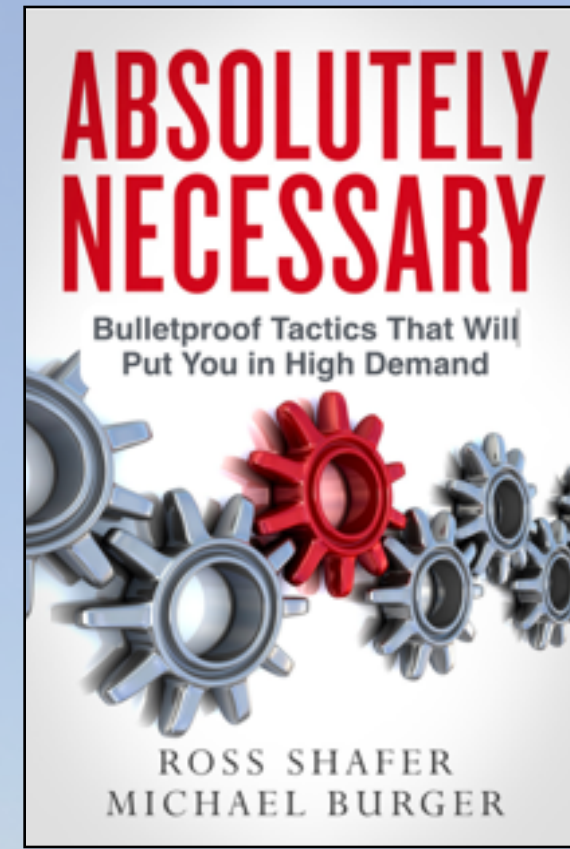
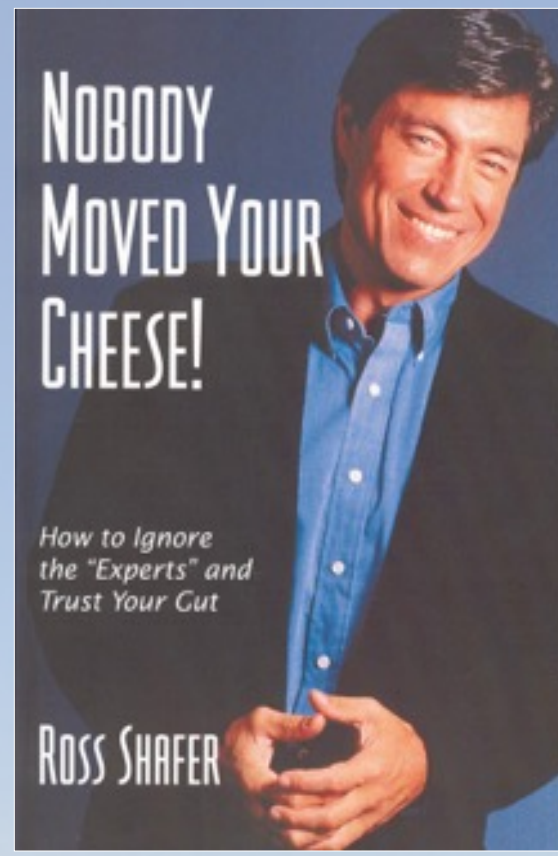
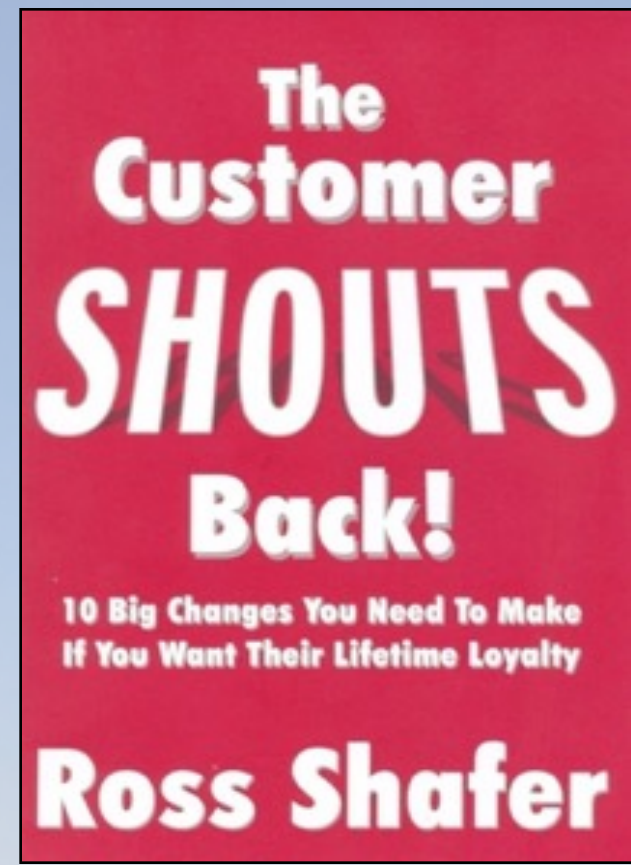
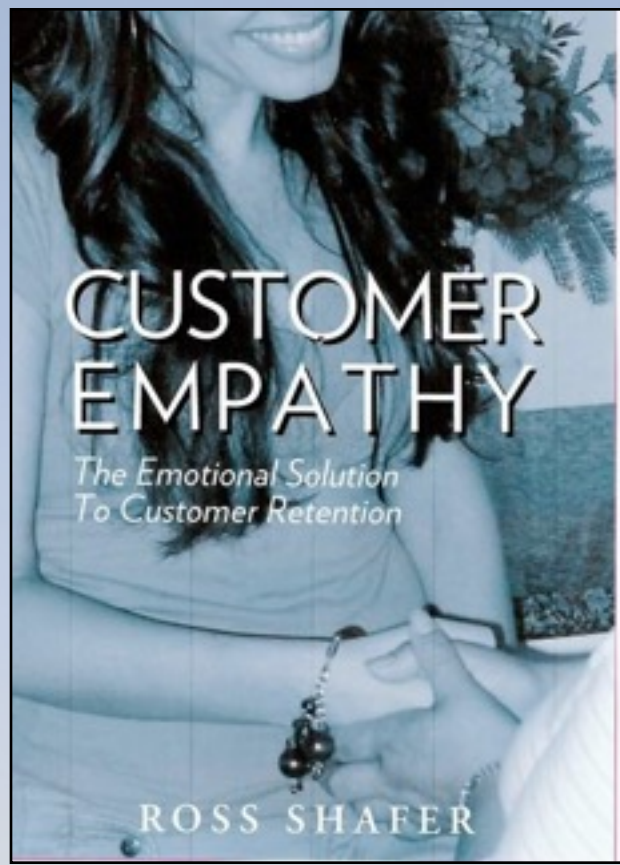
**ROSS SHAFER**



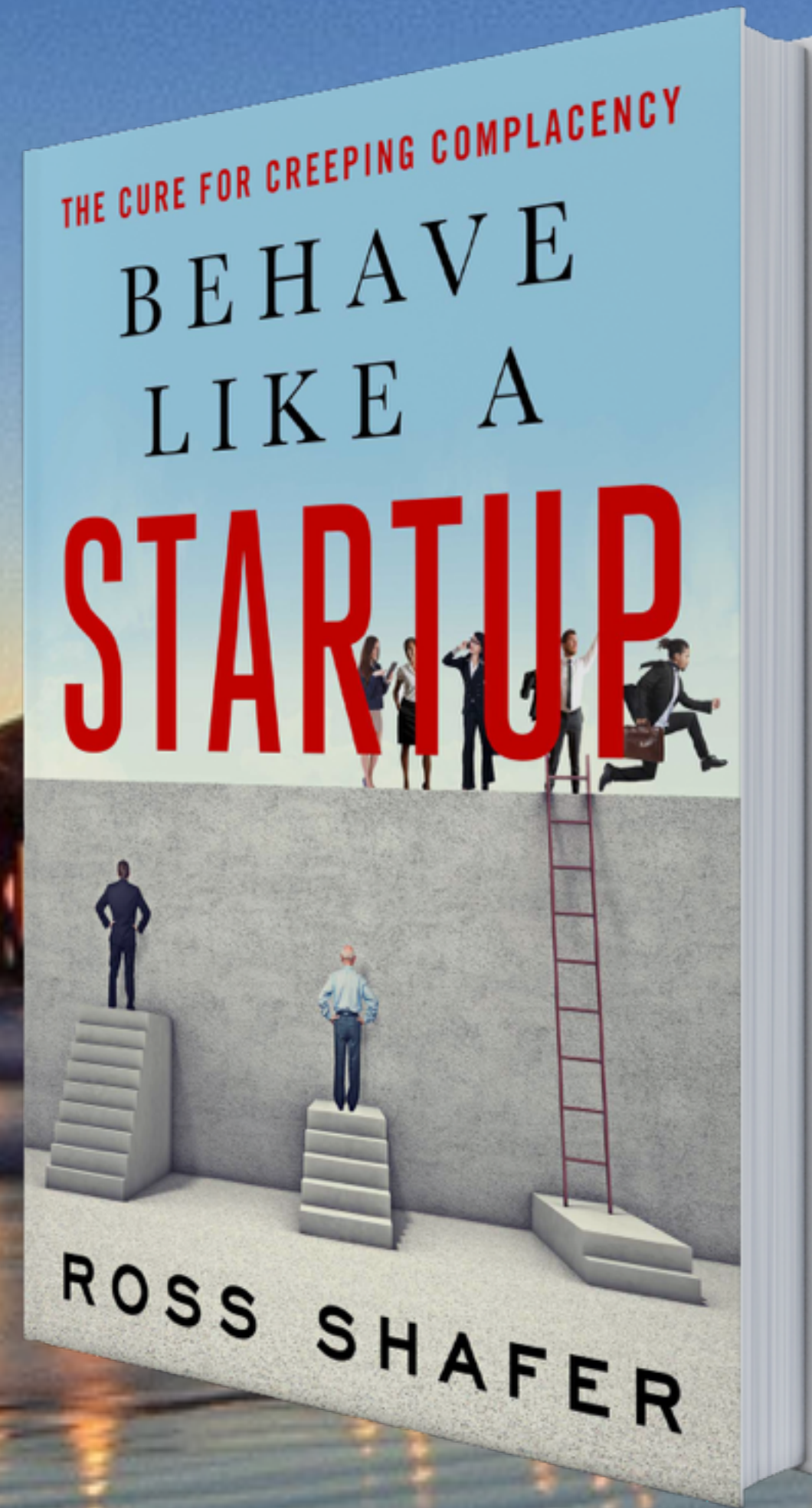
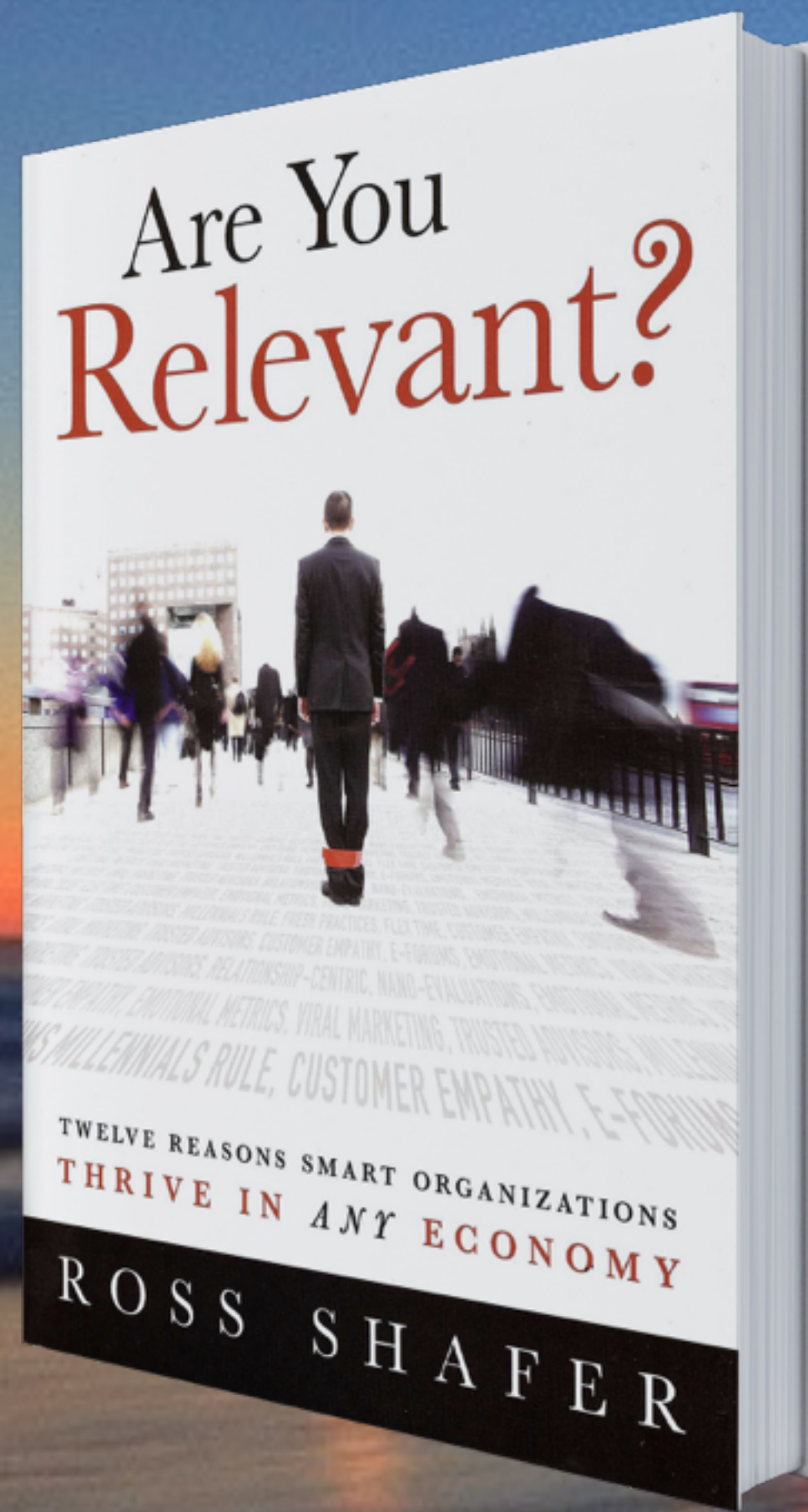
# How to Stay Relevant

Ross Shafer









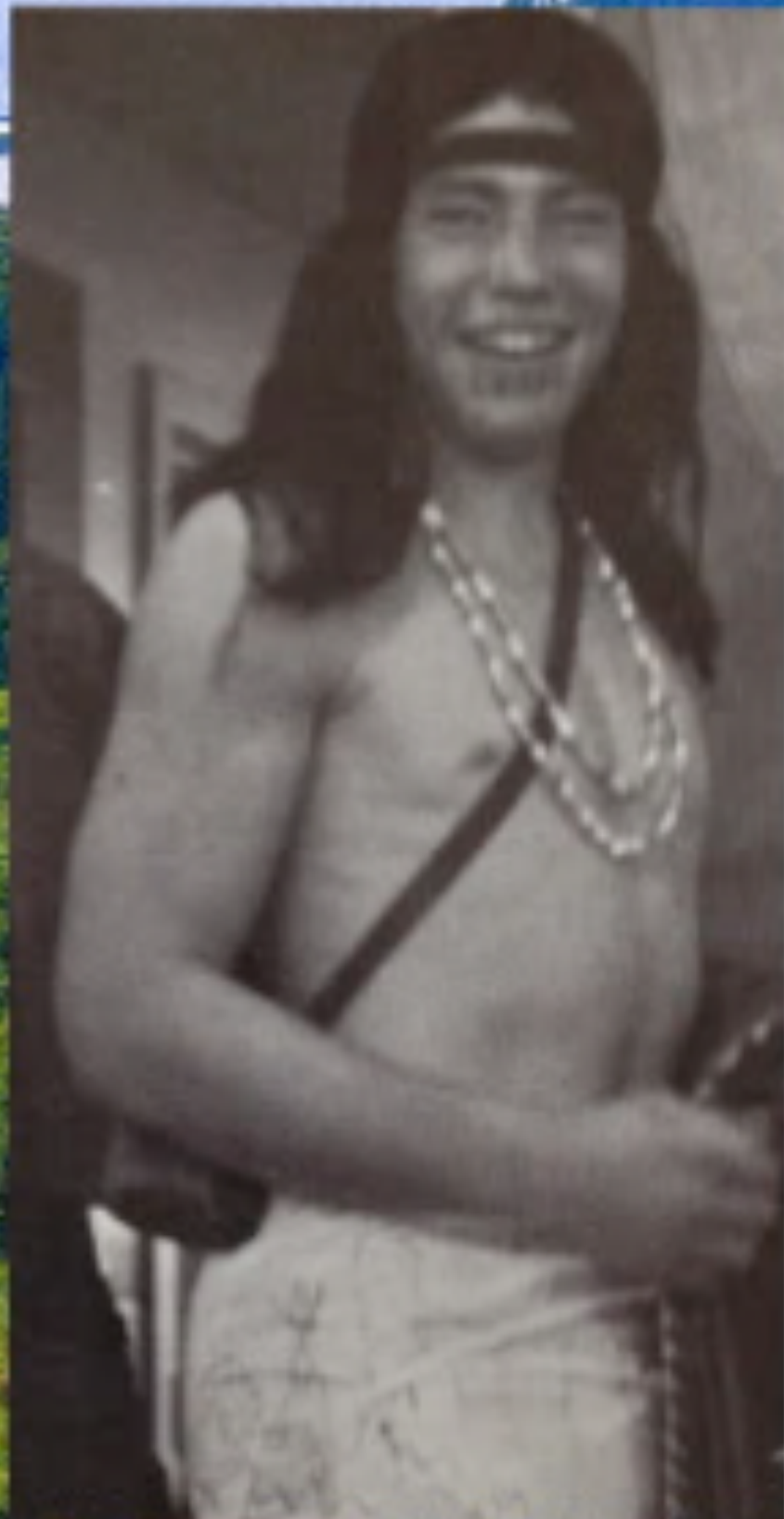


**What I'm NOT...**





# Being Accountable for Profit Rewrites Your Future



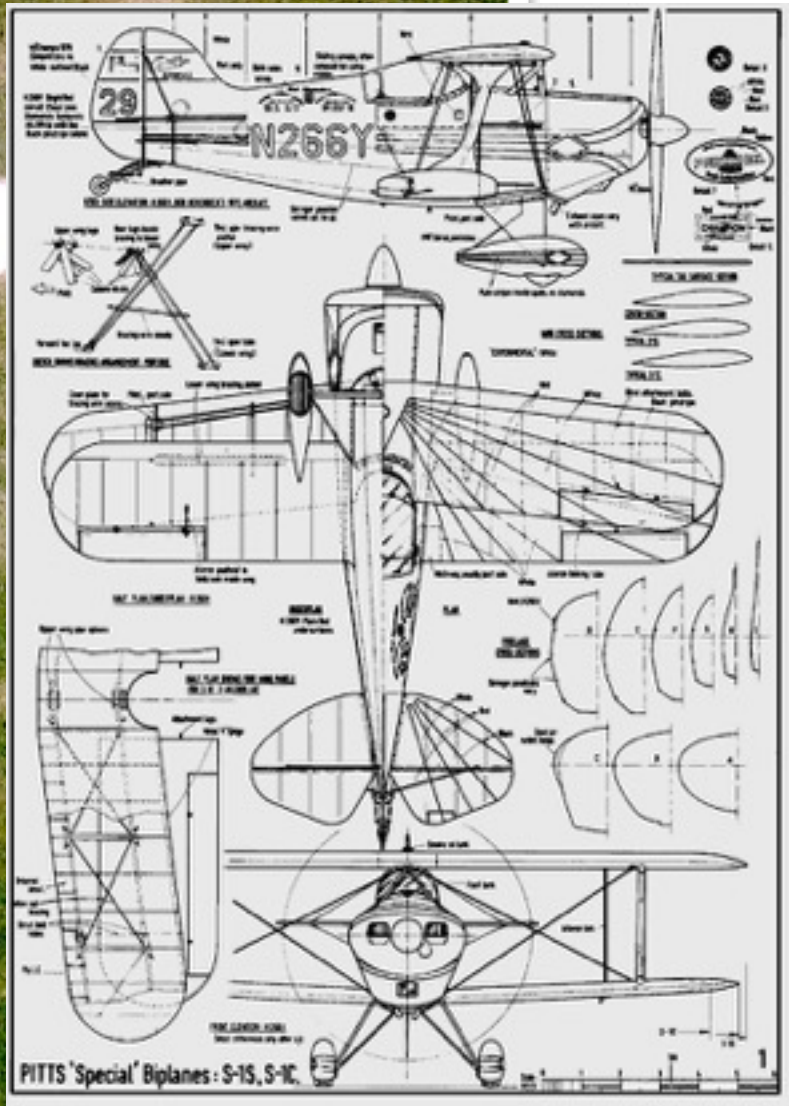
**Ross Shafer**  
Blackfoot Indian Tribe  
Chemeketa Reservation land  
(Salem, Oregon)  
Puyallup Indian Reservation  
(Puyallup, Washington)





Chuck Shafer 1927-2001





Chuck Shafer - Pitts Special Bi-Plane  
*“You can create anything when you  
have a blueprint.”*







Maiden flight - May 1971



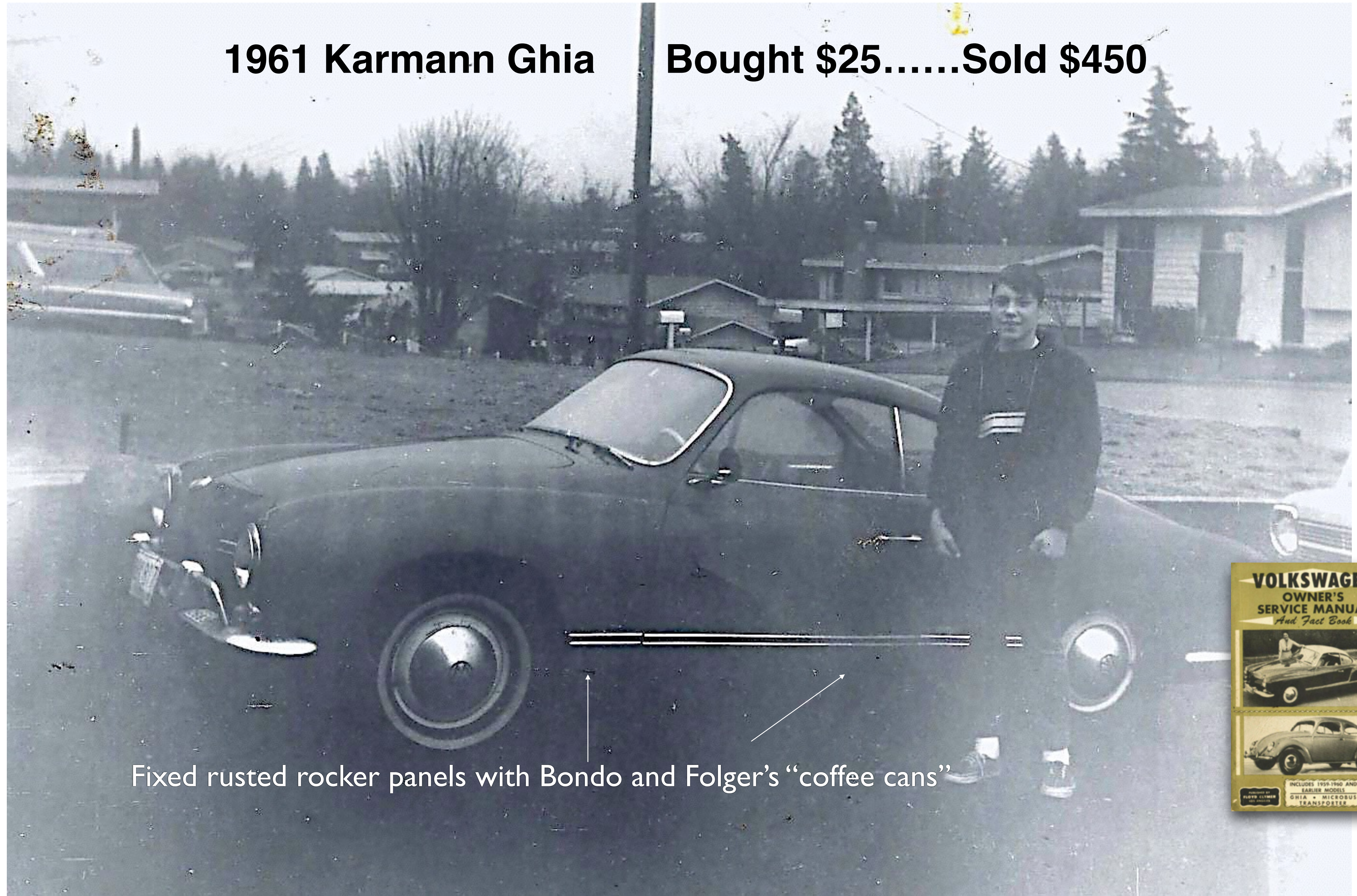






**1961 Karmann Ghia**

**Bought \$25.....Sold \$450**



Fixed rusted rocker panels with Bondo and Folger's "coffee cans"





**Bought \$530....Sold \$1,700**



**1965 Pontiac GTO Convertible**

1965  
TEMPEST  
GTO

**BODY**

SHOP MANUAL



# 1984 Ferrari 308 GTS Bought \$9,800







**Sold it for \$38,500**





**purchased for \$4,800**



**sold 18 mos. later for \$17,500**





bought \$178,000



sold \$360,750





*Explaining things the easy way!*

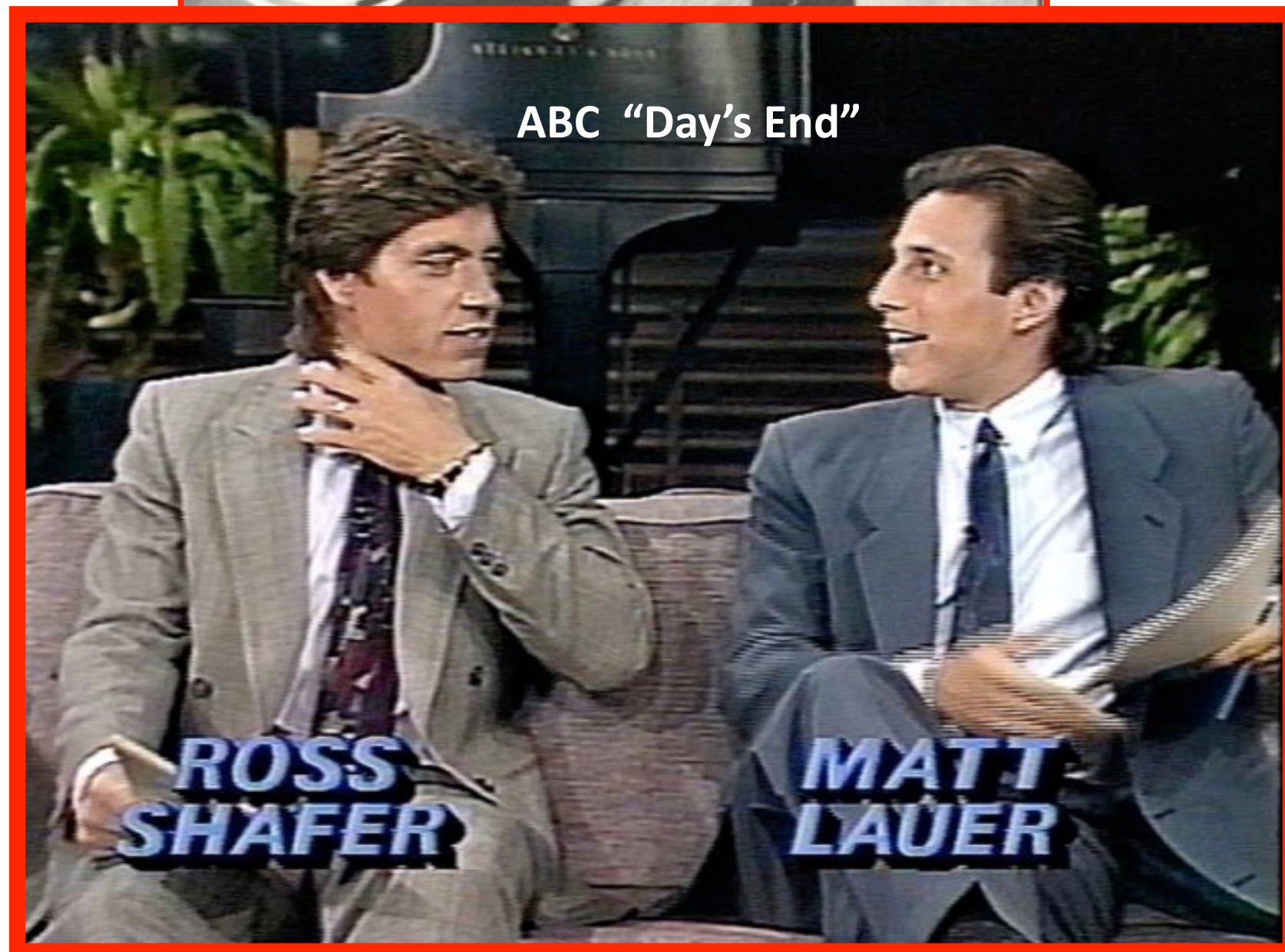
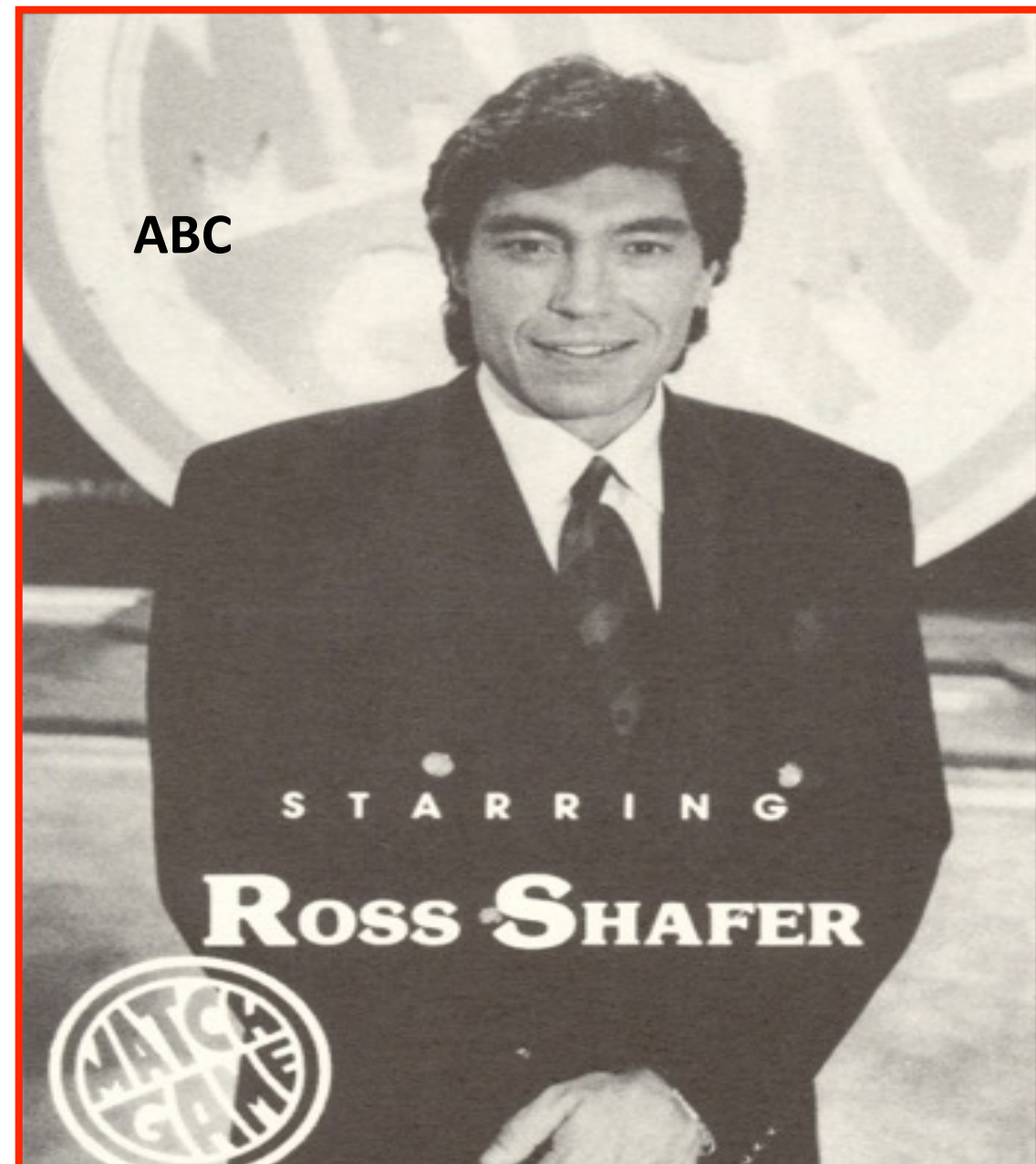
**How to Start a Pet Shop (retail) Business**

**Advancing Beginners**

**The Beginners Guide Volume 1**









# Follow the Tracks of the Herd







**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

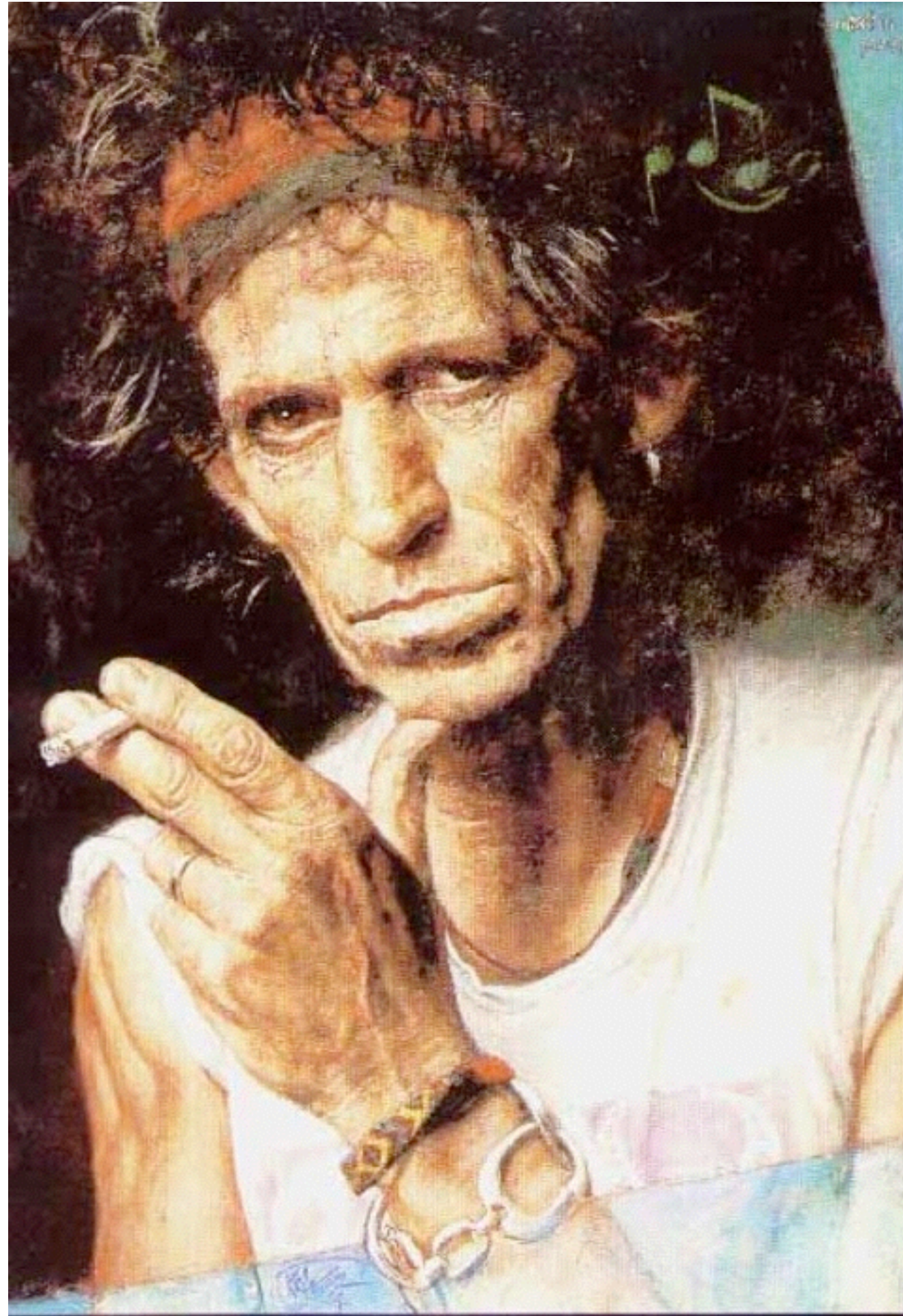
## Ross Shafer





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





73 year olds on a \$550million Tour



# Be “Paranoid” About Innovation





# “Lifespan” of S & P 500 Companies

**In 1968** - Companies lasted an average of 70 years

**By 1980** - Companies lived only 25 years

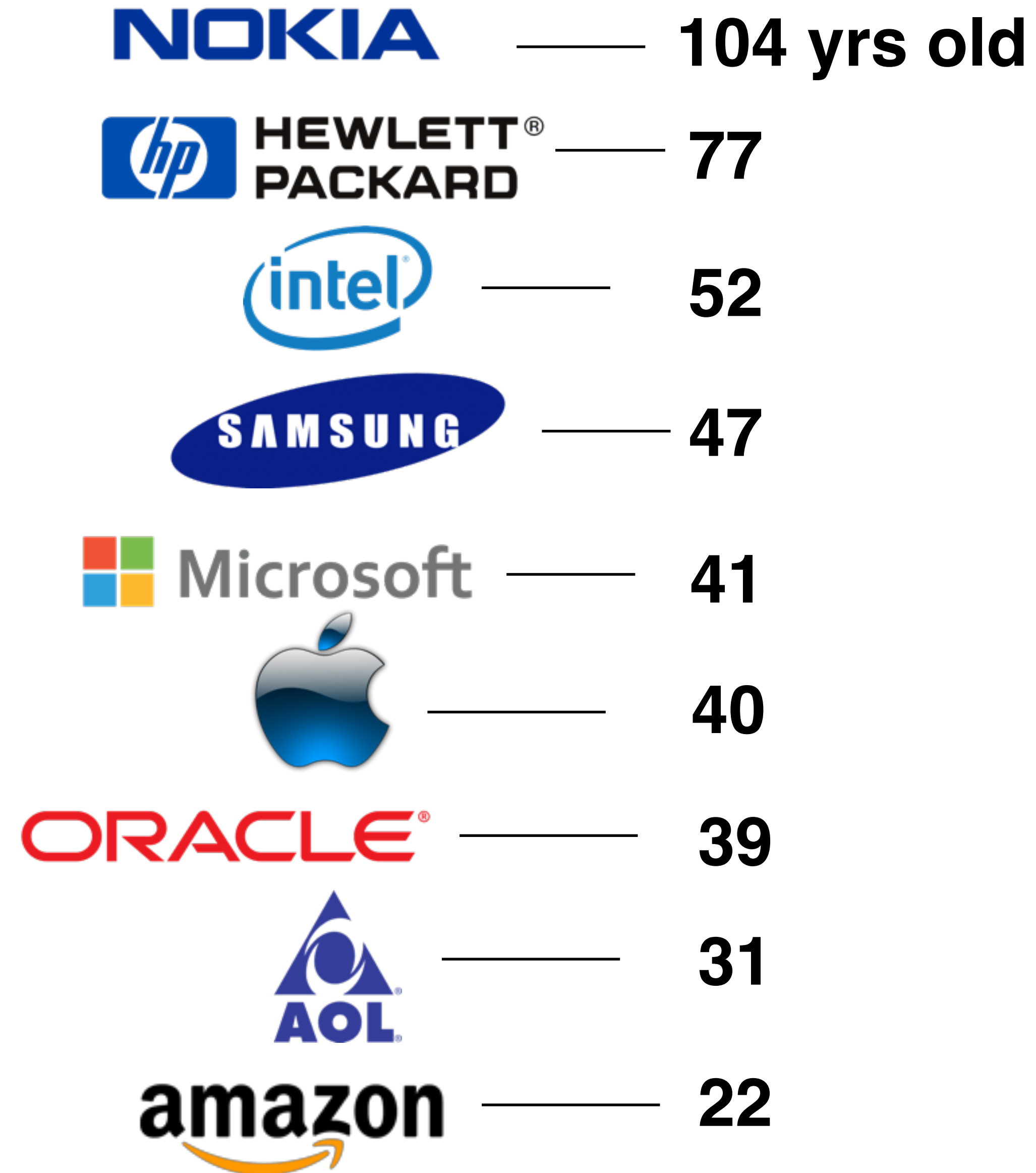
**2016** - Less than 15 years

NOTE #1: S & P replaces companies on average every two weeks! 75% of them will be replaced by 2027







NOTE #2 Standard & Poor's Index is an American stock market index based on the market capitalizations of 500 large companies having common stock listed on the NYSE or NASDAQ.

Source:<http://www.theatlantic.com/business/archive/2015/04/where-do-firms-go-when-they-die/390249/>







<b>NOKIA</b>	104 yrs old
 <b>HEWLETT® PACKARD</b>	77
	52
	47
 Microsoft	41
	40
<b>ORACLE®</b>	39
	31
<b>amazon</b>	22



Galaxy Note 7



# Hotel Events

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

## Events for September 28, 2016

**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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[Calendar](#)

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[All Denver, CO Locations](#)

[View All Locations](#)











## **Laramar Apartment Homes - 55,000 units**



# Every Product Needs an Emotional Story





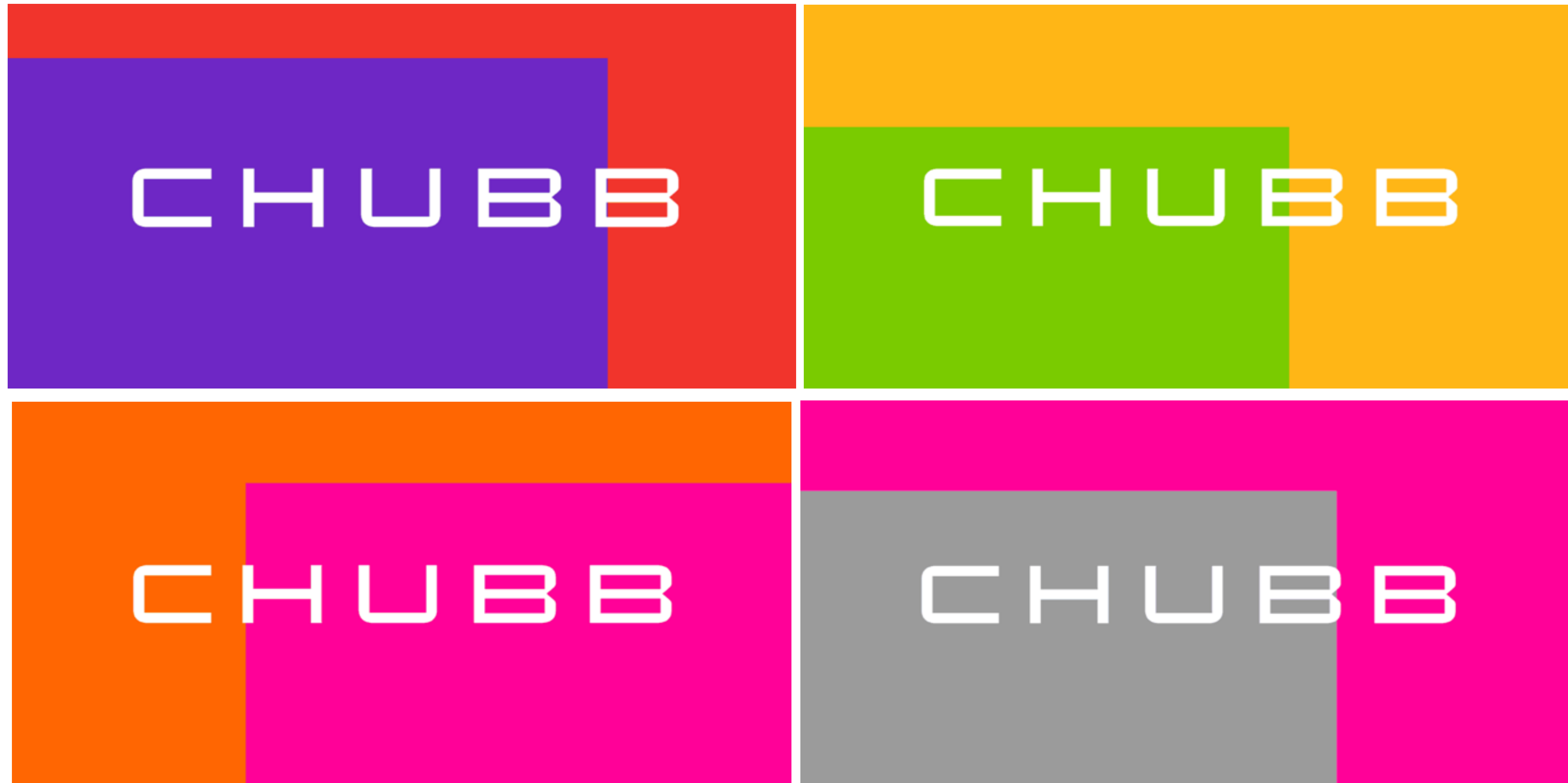
A photograph of Evan G. Greenberg, Chairman/CEO, sitting at a table. He is wearing a dark suit jacket over a light-colored checkered shirt. He is looking towards the camera with a slight smile. In front of him is a plate of food, and he is holding a knife and fork. The background is slightly blurred, showing what appears to be an indoor setting with a window.

Evan G. Greenberg  
Chairman/CEO

*"We are restless craftsmen."*



MORE SCALE. MORE DATA.  
MORE COUNSELORS.









**She'll tell you  
size doesn't matter.  
She's lying.**



Super Star<sup>®</sup> with cheese



**It's gonna get messy.**



**EAT  
LIKE  
YOU  
MEAN  
IT<sup>®</sup>**



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





**ROSE 31**

90ml 3 FL. OZ.

conditioner/  
apres shampooing

For:

**Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York

**ROSE 31**

90ml 3 FL. OZ.

shower gel/  
gel douche

For:

**Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York

**ROSE 31**

90ml 3 FL. OZ.

body lotion/  
lotion pour le corps

For:

**Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York





# Dignity<sup>®</sup> MEMORIAL

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cremation & cemetery service providers.

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you and your loved ones peace of mind. We offer Free,  
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# Celebrating Claudine G. Bowers 1922 - 2010





# Technology is Your Unfair Advantage





# Predict & Prevent



*“We’ve checked your roof and everything is ok”*





# How will the High-End market buy in 2017?

‘Luxury’ businesses need to place digital at the heart of their operations. They must fully embrace digital because their consumers already have.

Globally, 95% of luxury buyers are digitally connected and it’s estimated that 75% of luxury purchased are influenced by at least one digital touchpoint.



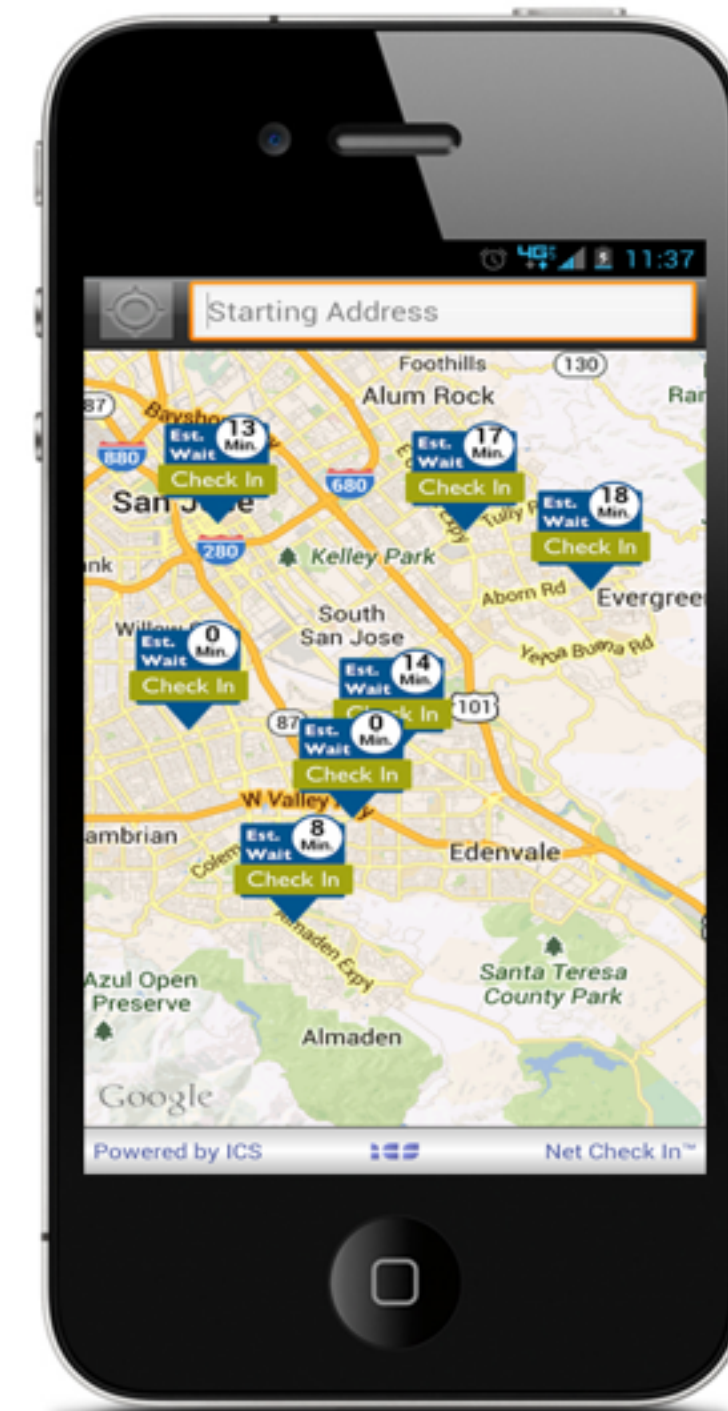
**\*Big Data**

**\*Digital Marketing**

**\*Customer Journey Mapping**









# Humalogy



vs.



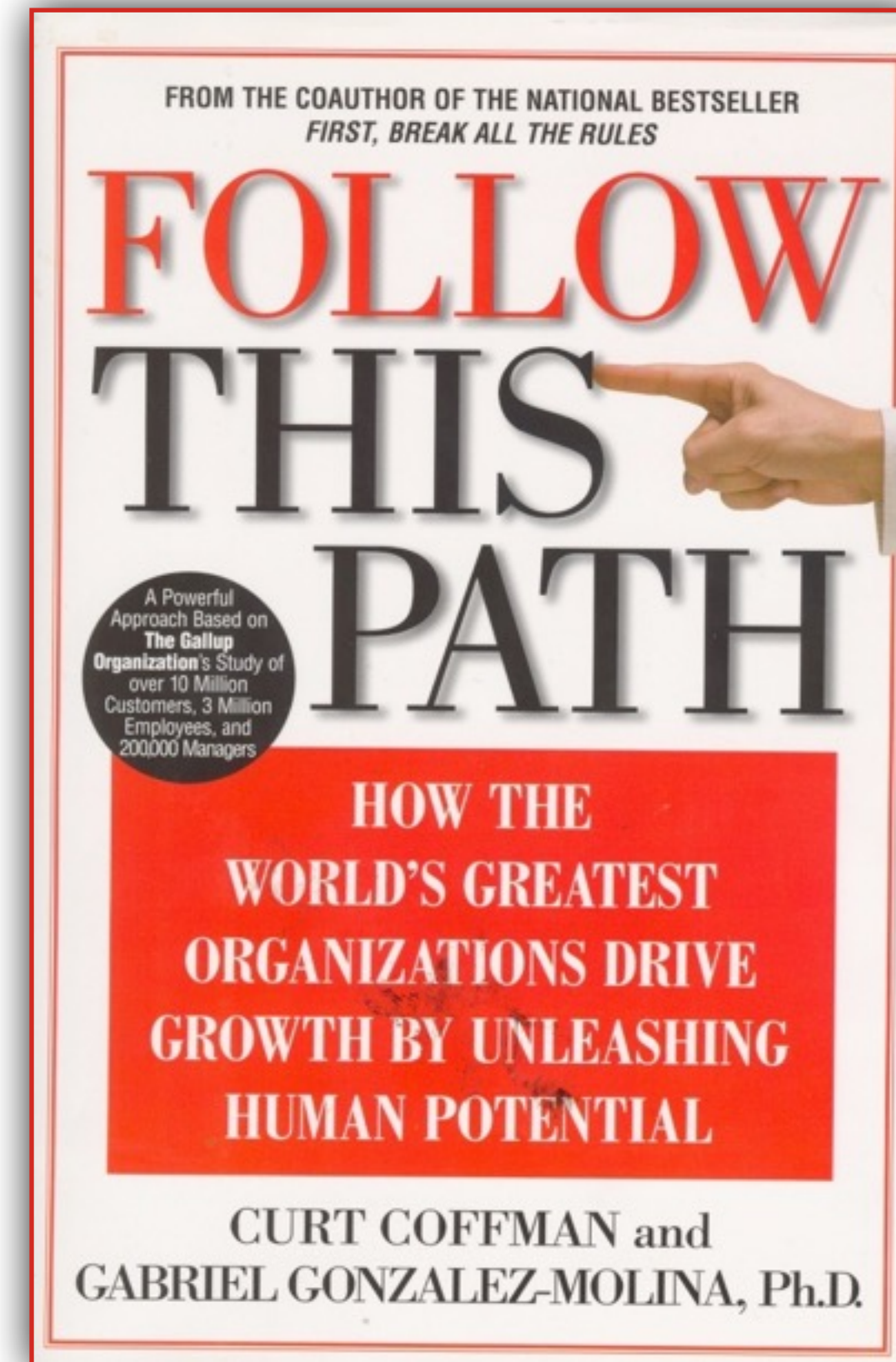


**When People Love You,  
They Give You More  
Money**





# Gallup Case Study: The Large Bank





# A 'Top 5' U.S Bank

**11% Customers Love The Bank**  
(Won't go anywhere else)

**22% Pretty Satisfied**

**38% Would Switch if Closer Bank**

**28% Not Happy w/ Anything**

*\*Gallup case study – Follow This Path*



They Deposit  
\$8,136 More/Per  
Customer.



6% more 'loving the  
bank' translated to...



6% more 'loving the bank' translated to...

**\$1 billion in  
Deposits.**



**John Hixon**  
**Hixon's**  
**Market**

**Sweetwater, TX.**





# People Interpret **CURIOSITY** as “Love”











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)

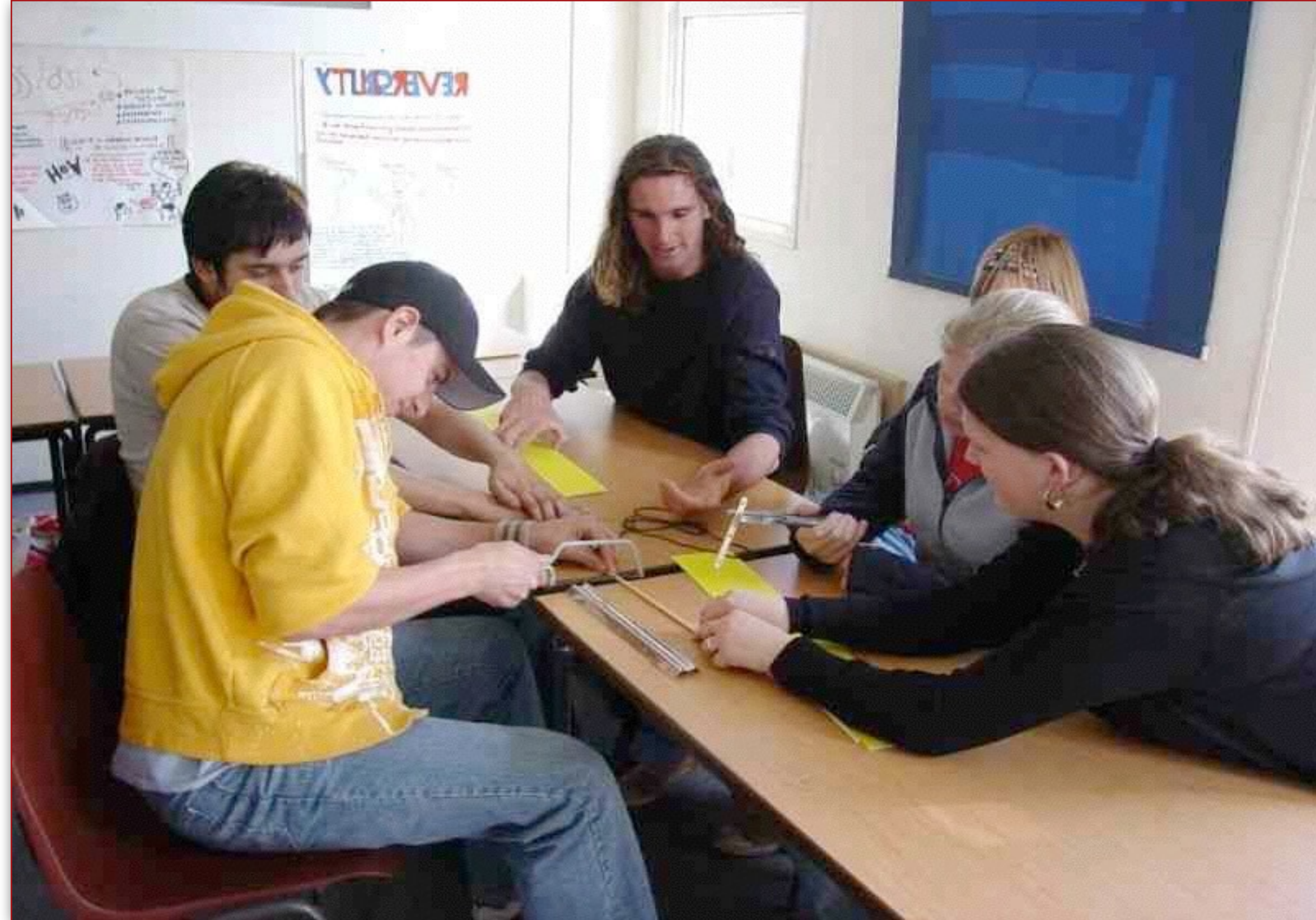
6 hours ago · Like · 1



**Kathleen Hassan** yup

5 hours ago · Like · 1





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



# Ongoing Encouragement



# POST MEETING: FREE RESOURCES

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

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

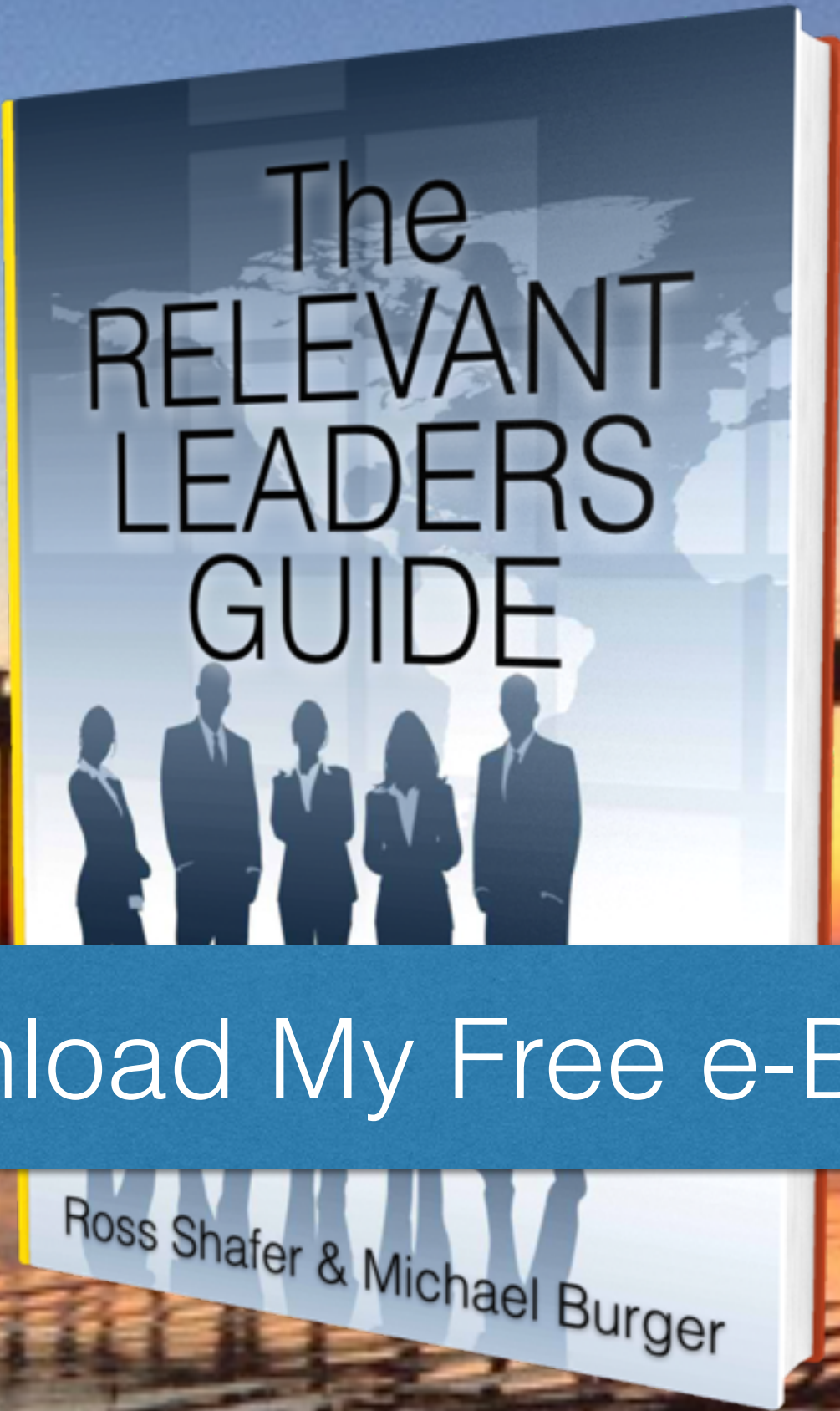
**Relevant Leaders Club** Download All

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



# Follow the Tracks of the Herd





# Be “Paranoid” About Innovation





**Every Product Needs an  
Emotional Story**





# Technology is Your Unfair Advantage





**When People Love You,  
They Give You More  
Money**





# People Interpret **CURIOSITY** as Love

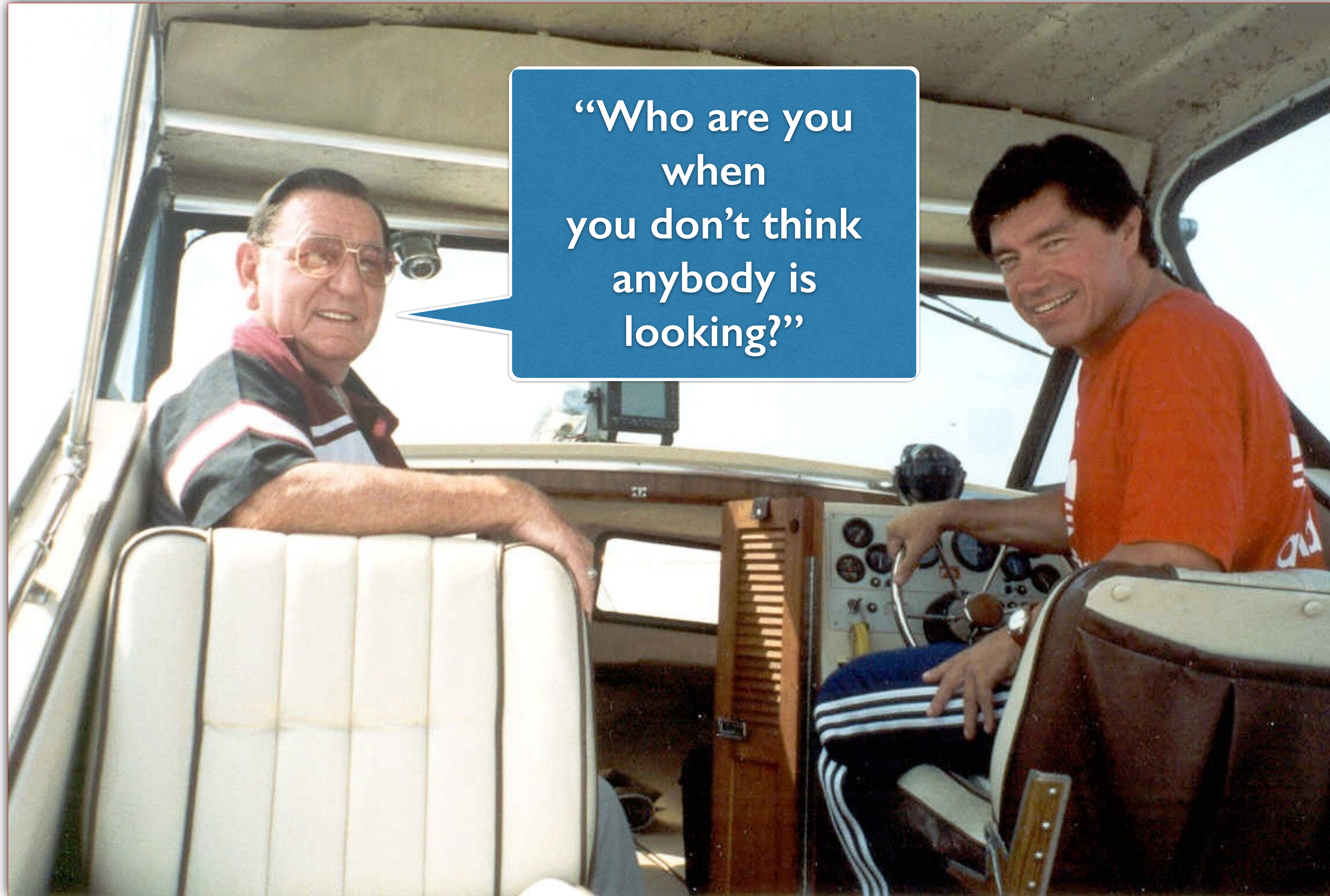




**Resilience is  
Your Best Friend**







Chuck Shafer 1927-2001





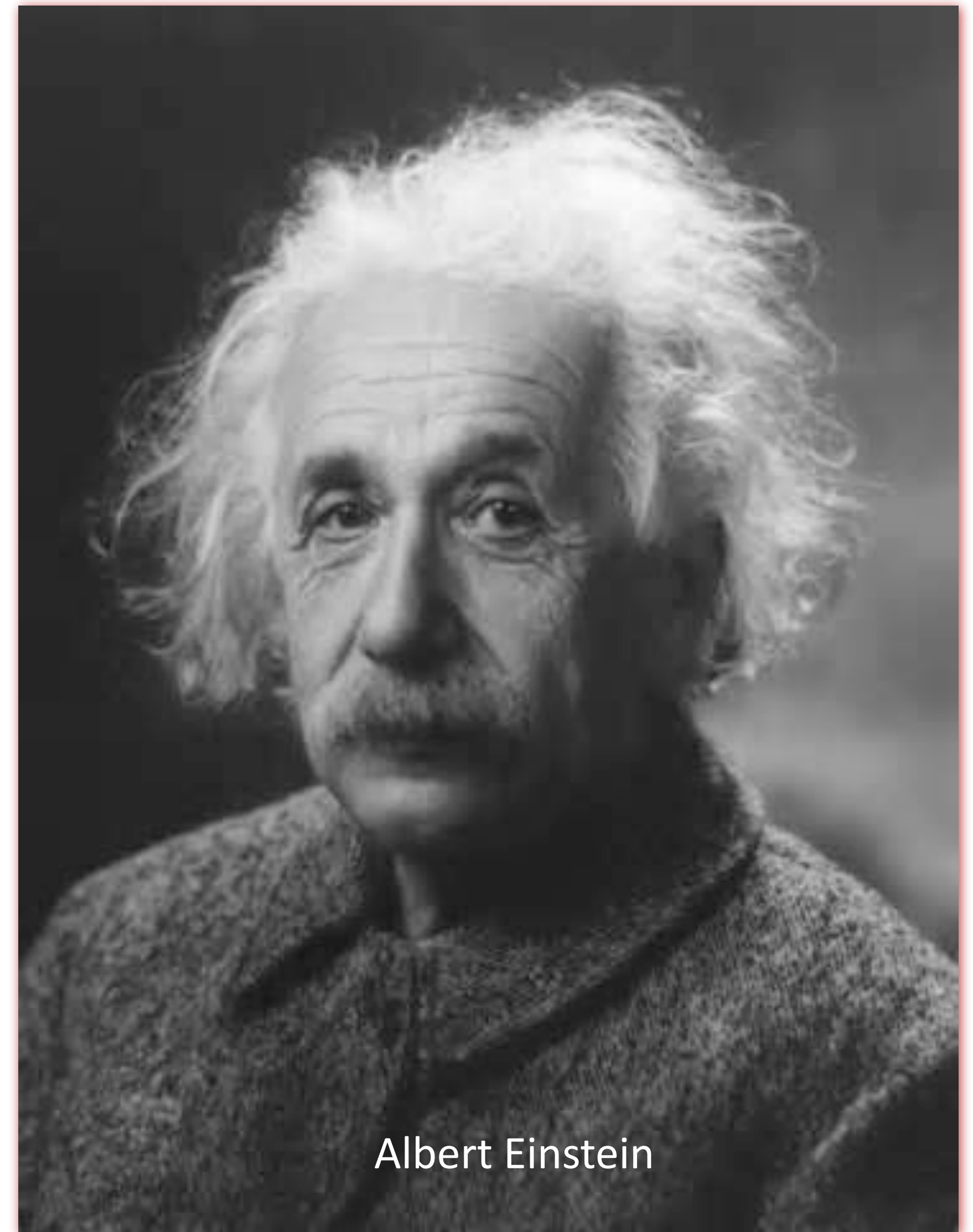
Leah, Ross, Lauren (Lolo), Ryan & Adam Shafer



Daddy/Daughter date  
10th birthday!



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



Albert Einstein





If You Want a Custom  
Program for YOUR  
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\*Contact Kelly Skibbie  
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1-703-516-4000

**ROSS SHAFER**