



Ross
Shafer

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Ross
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**Leaders Who Are
Future-Proof...**

**STAY
RELEVANT**





Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



Follow the Tracks of the Herd

**Startups Notice
Trends Other
People Ignore**

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





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 engineering aesthetic.

Startups Are NOT Stalled by ‘Perfection’



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Go to the Wrong Meetings

Hotel Events

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

Events for November 15, 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

Association of Human Nature Convention



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[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

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[Make A Reservation](#)

[Map & Directions](#)

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[Corporate Events / Banquets](#)

[Calendar](#)

[In the Neighborhood](#)

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LARAMAR

55,000 UNITS



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**‘Nimble’ Requires
Some
Fearlessness**



Maiden flight - May 1971



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

CHUCK SHAFER

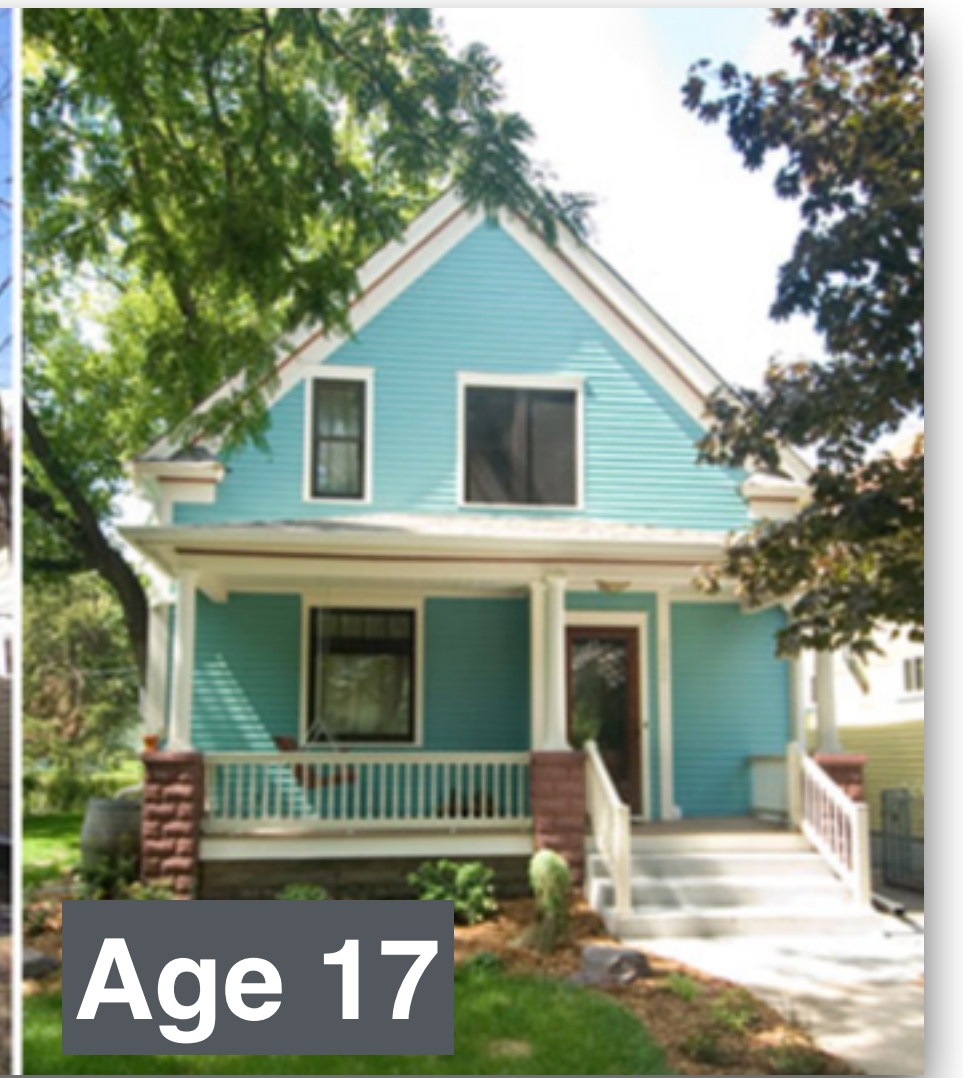




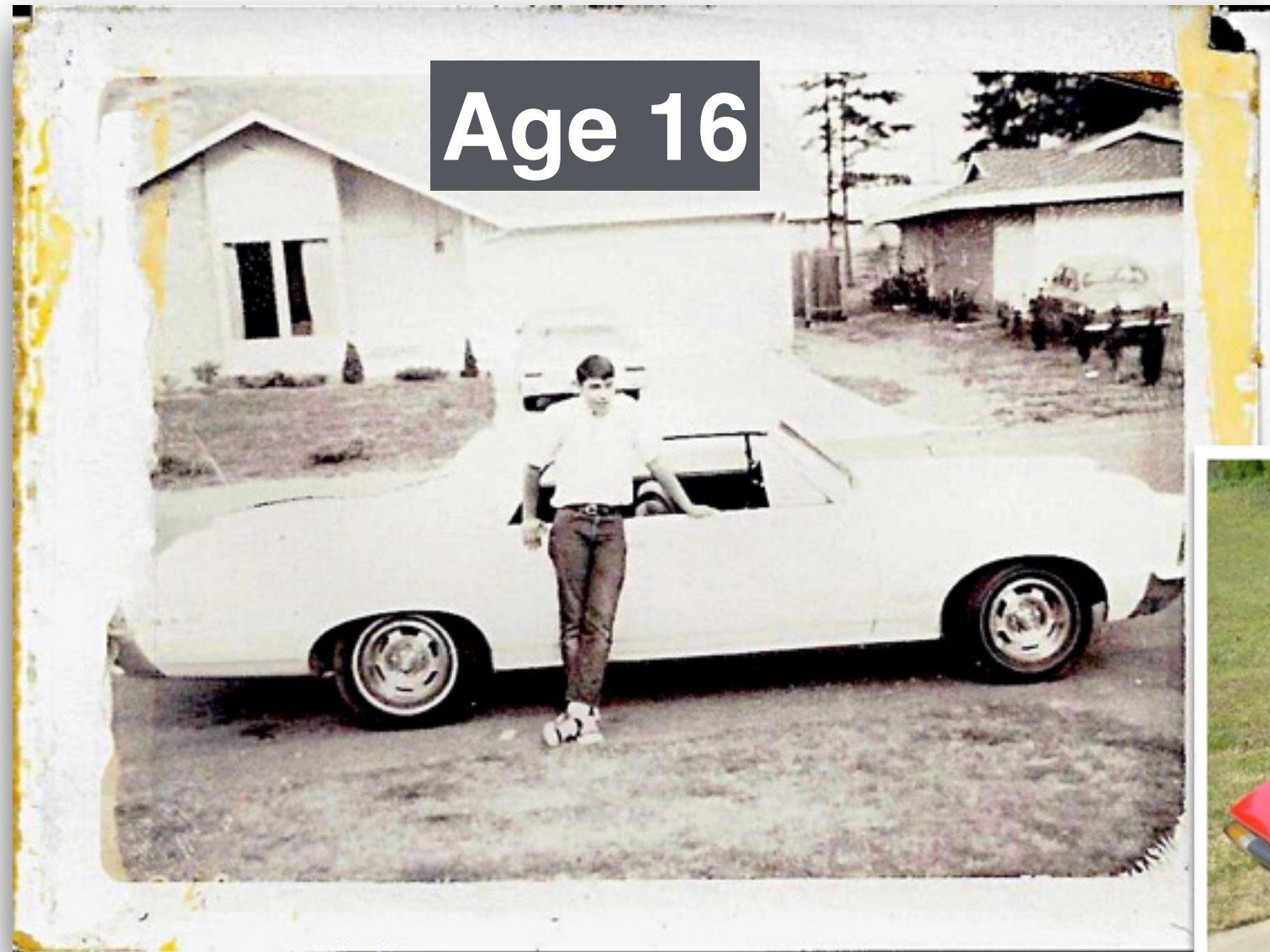
Age 13



Age 14



Age 17



Age 16



Age 29



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

Restaurants/Food Service



Retail Clothing

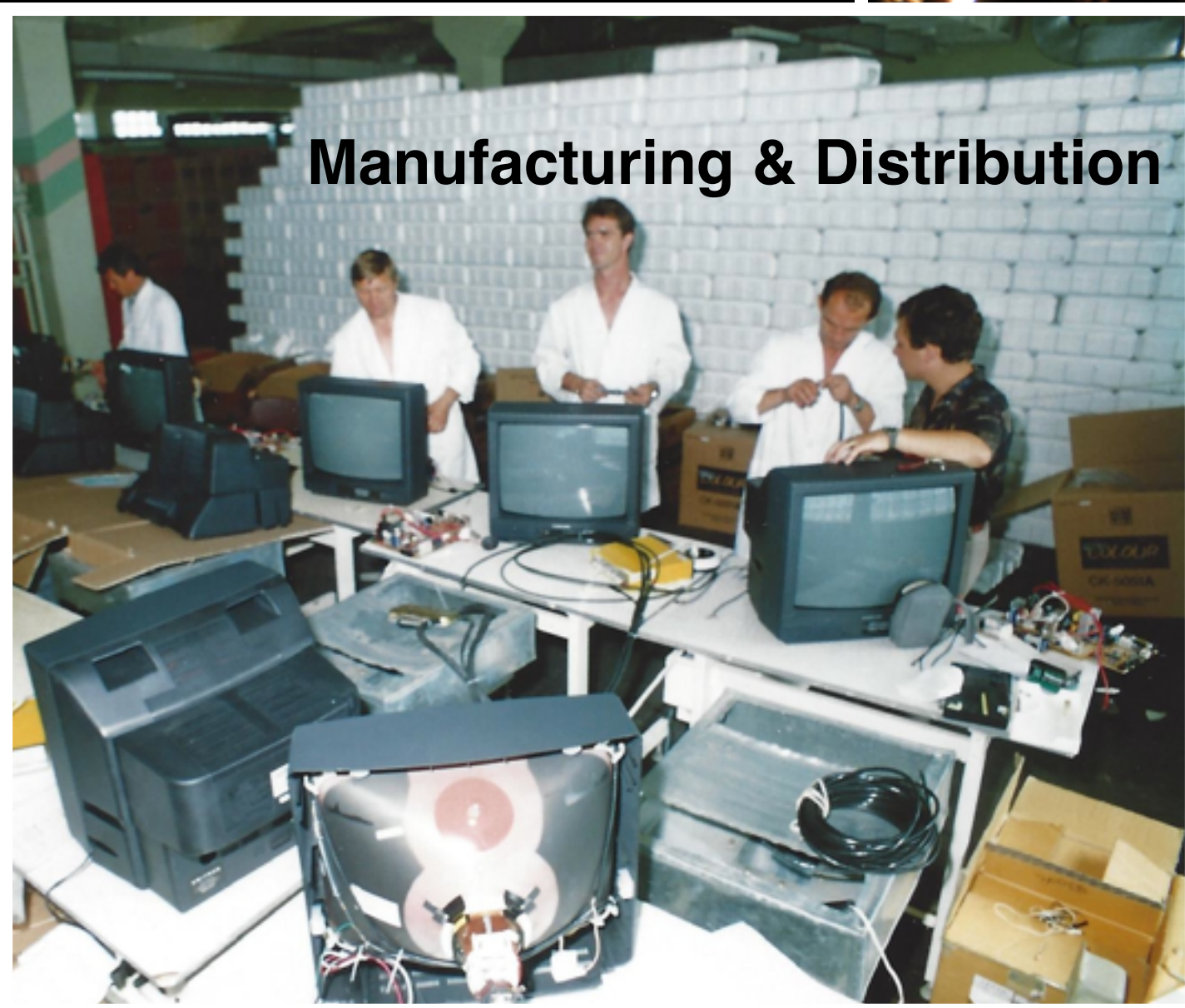
Photography & Product Marketing



Building Industry




Manufacturing & Distribution

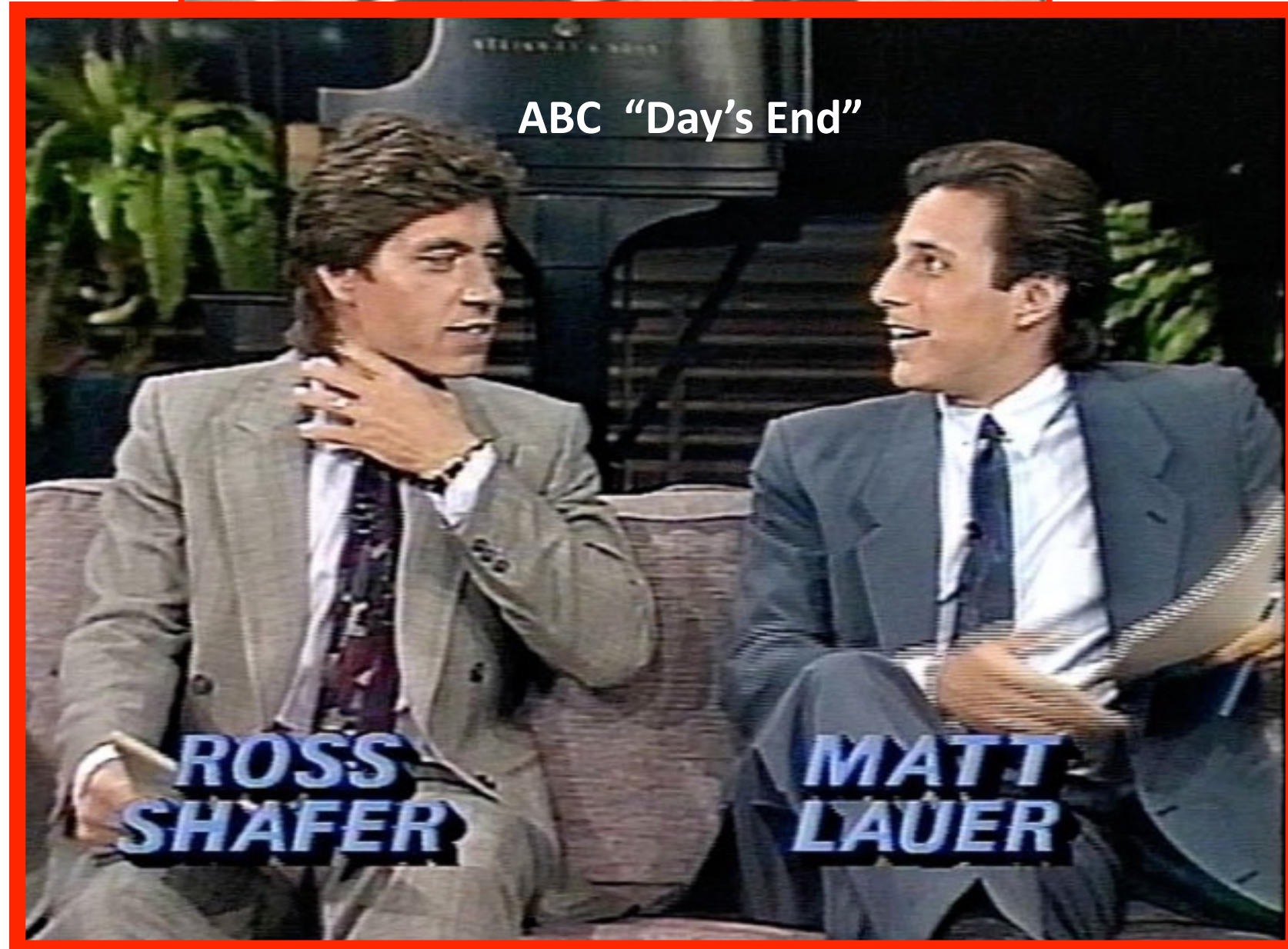
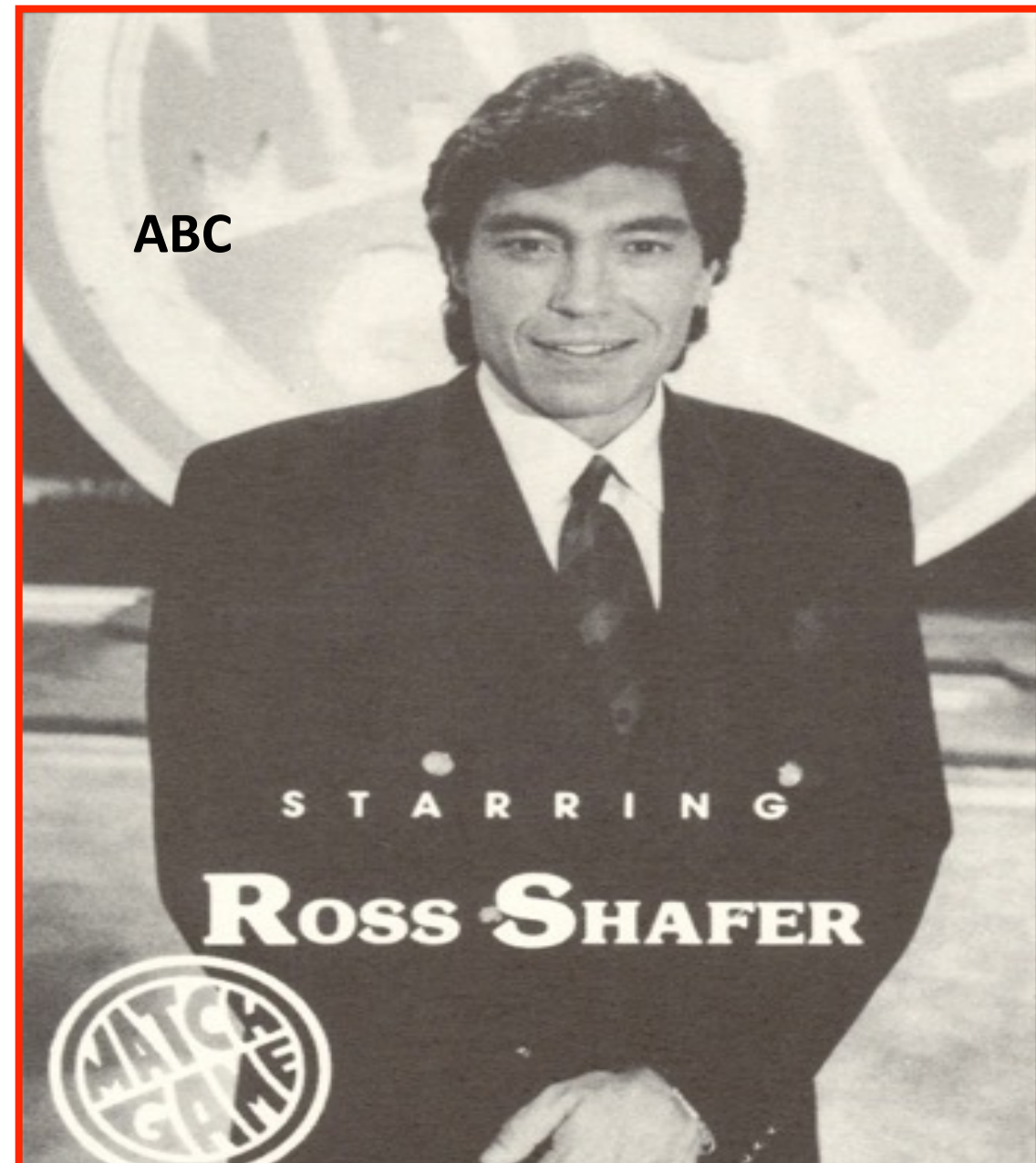


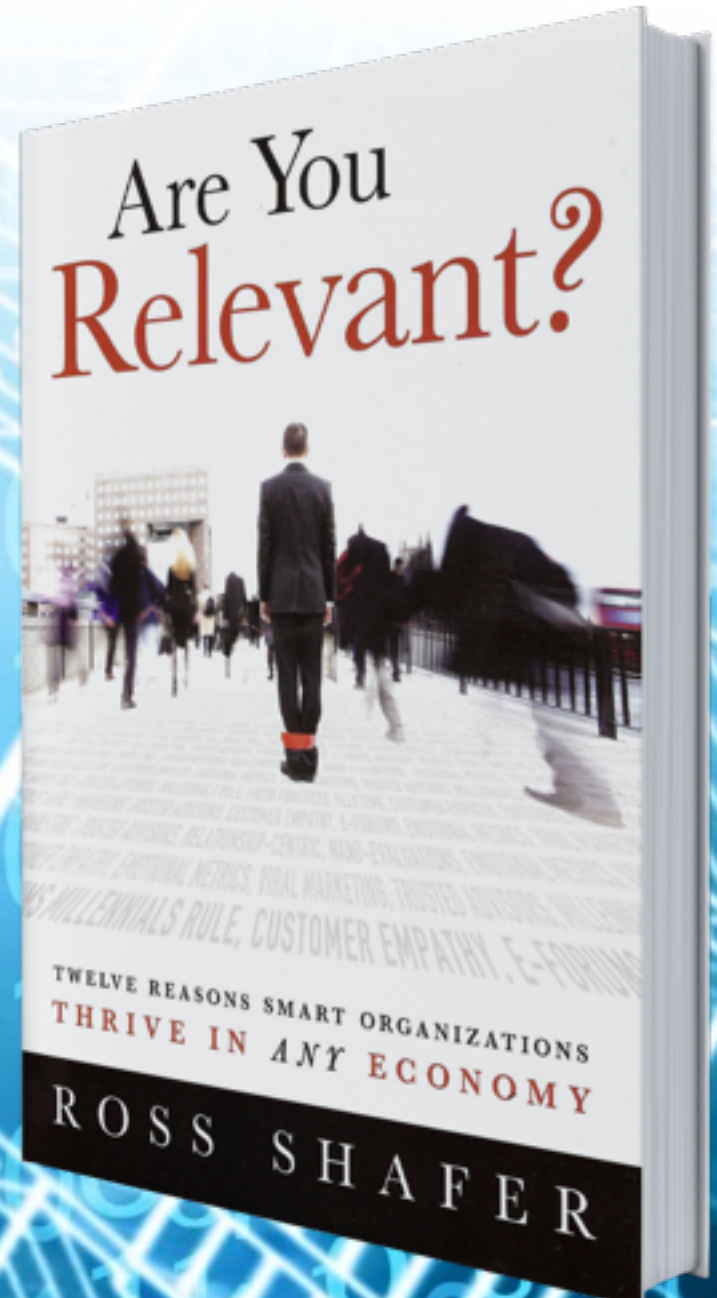
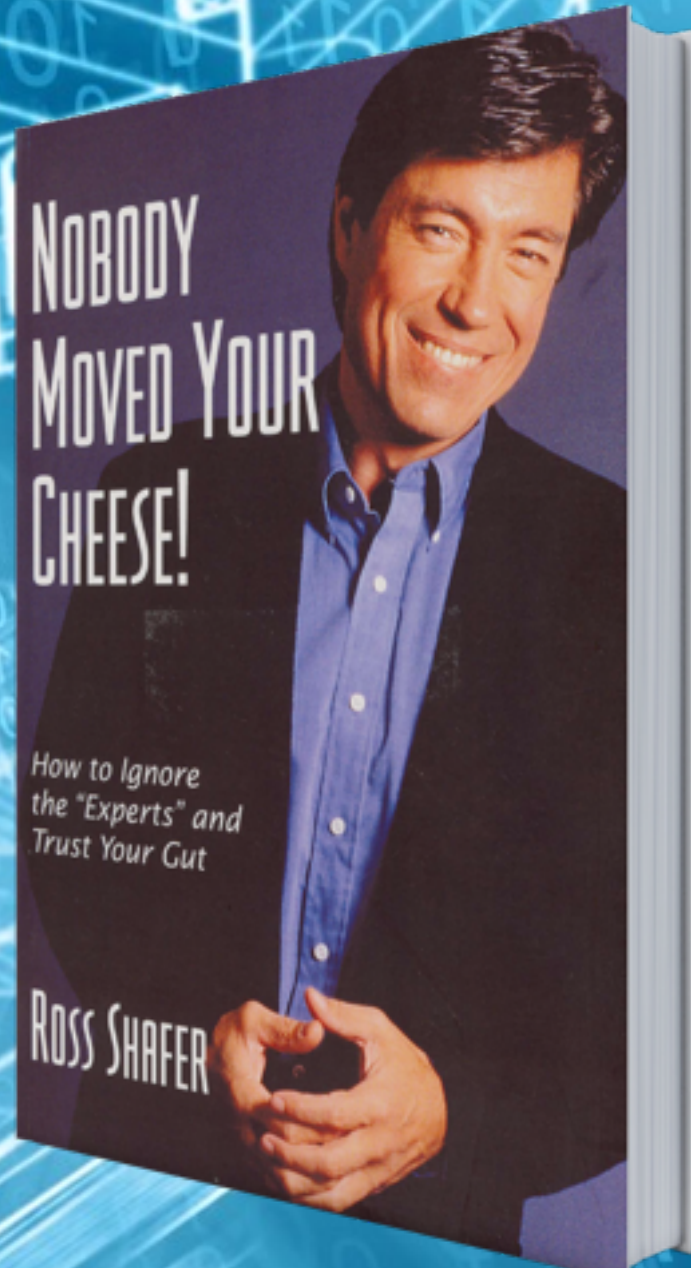
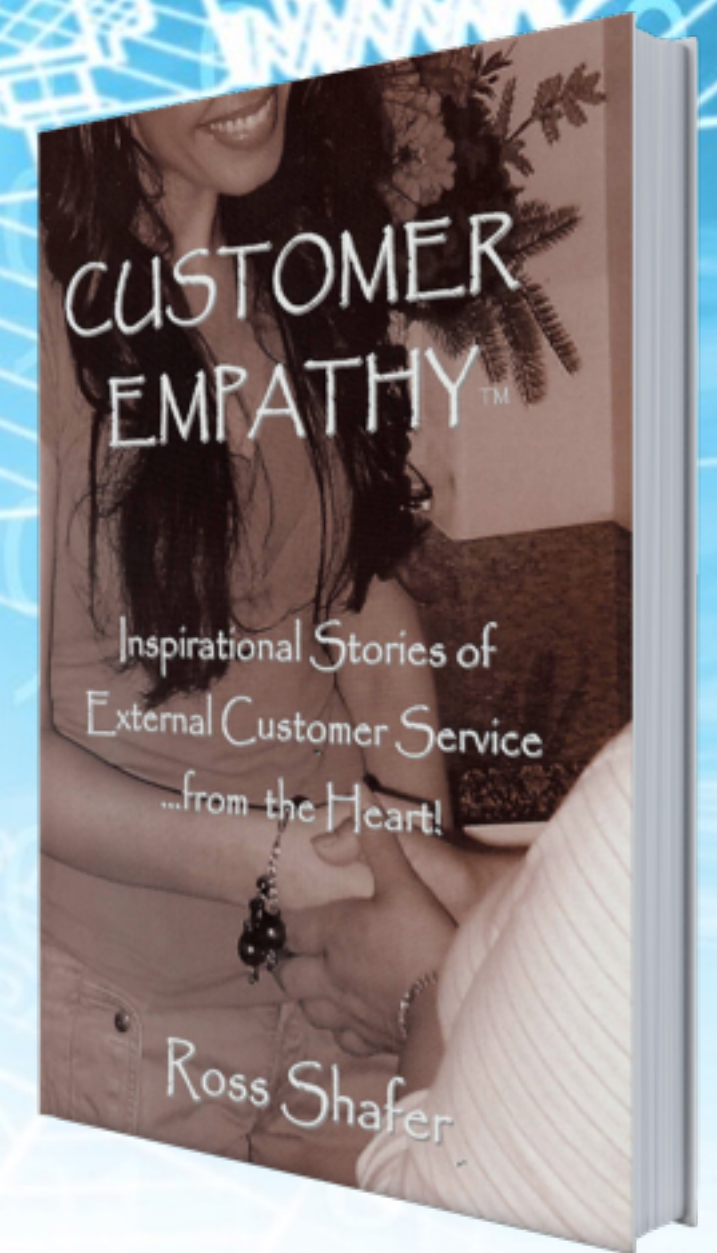
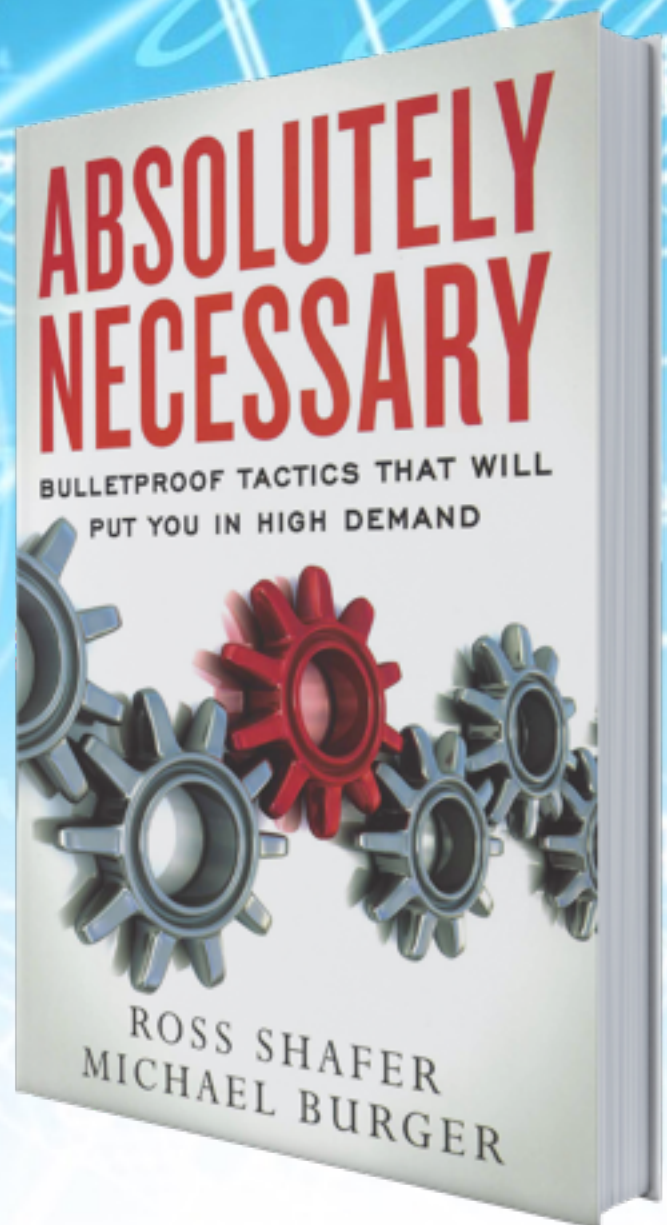
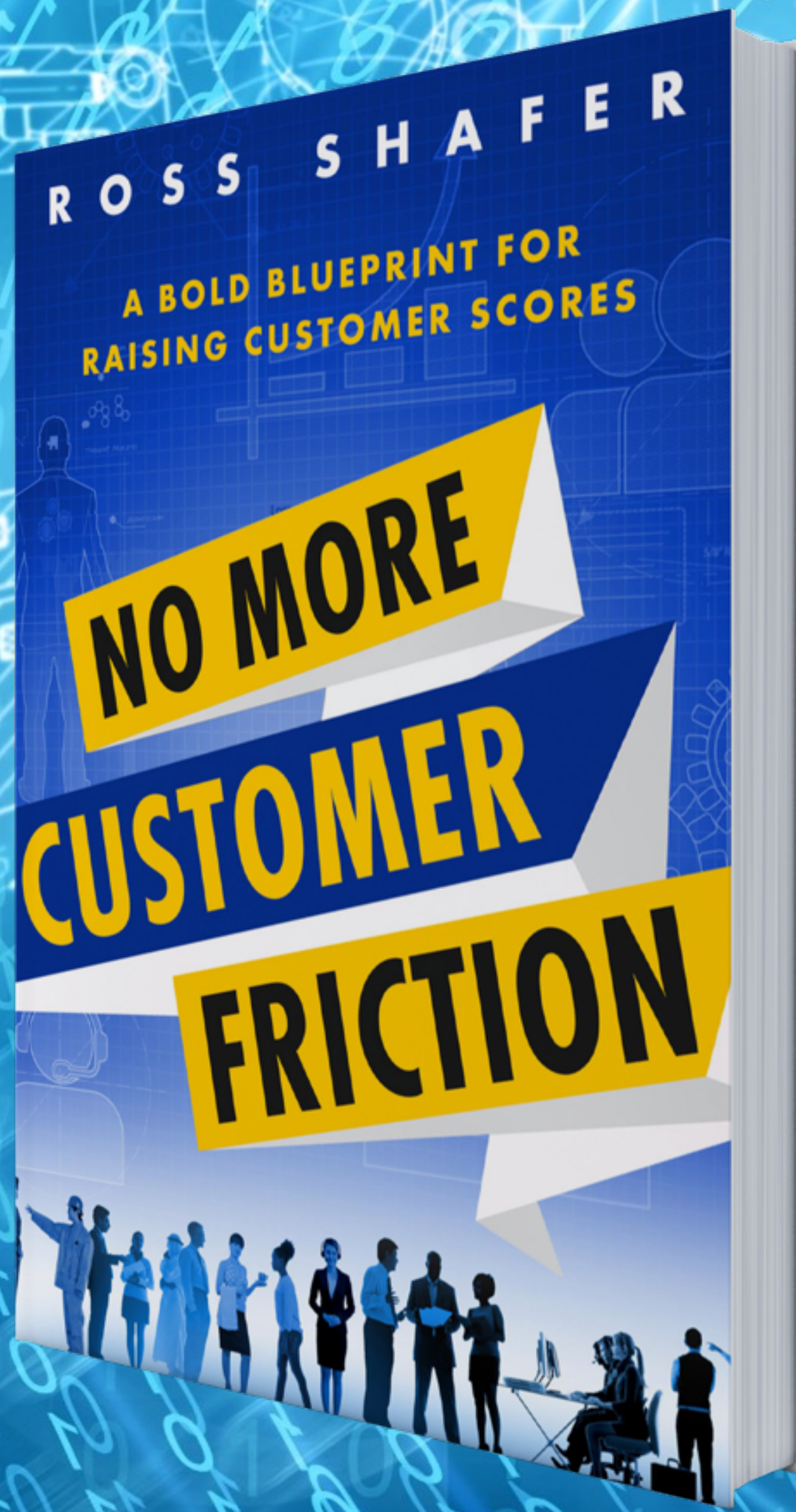
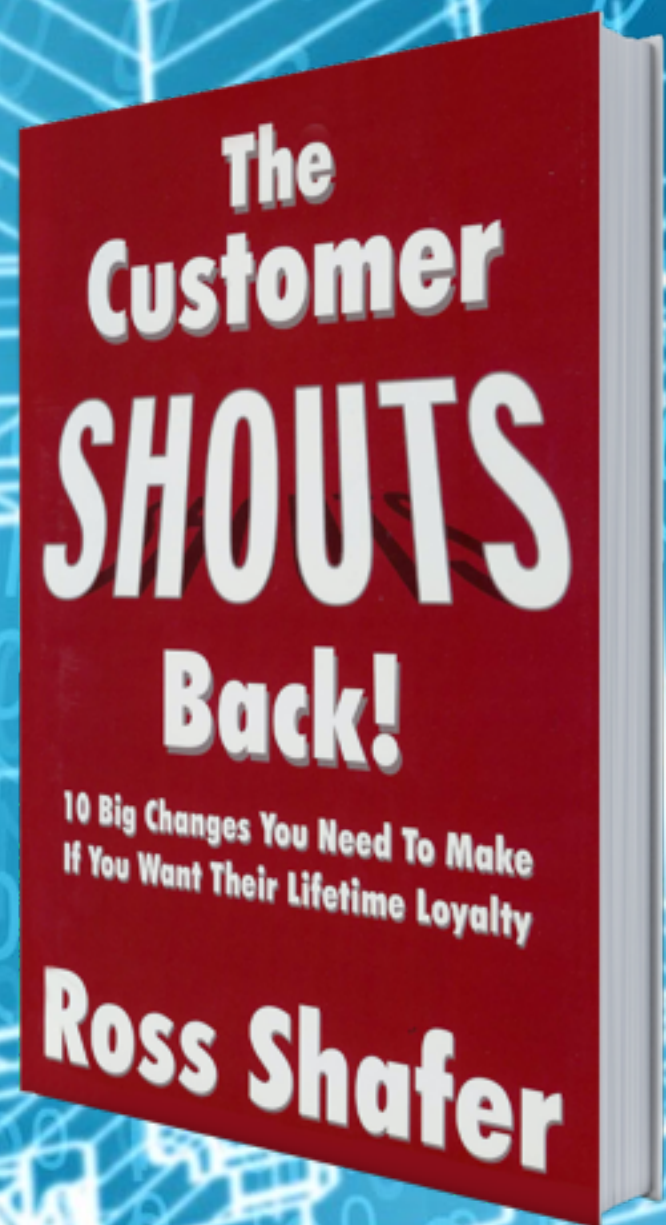
TV & Film Production



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

**STARTUPS:
“The impossible is
for other people.”**





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 Amazon Go logo is overlaid in white. The logo consists of the word "amazon" in a lowercase, sans-serif font, followed by a white arrow that curves from the bottom of the 'a' to the bottom of the 'z'. To the right of the arrow is the word "go" in the same lowercase, sans-serif font. In the background, a person wearing an orange shirt is visible, standing in the aisle. The shelves are filled with various products, and the overall scene is out of focus.

amazon go

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.



erases



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

CSAT (Customer SATisfaction)



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

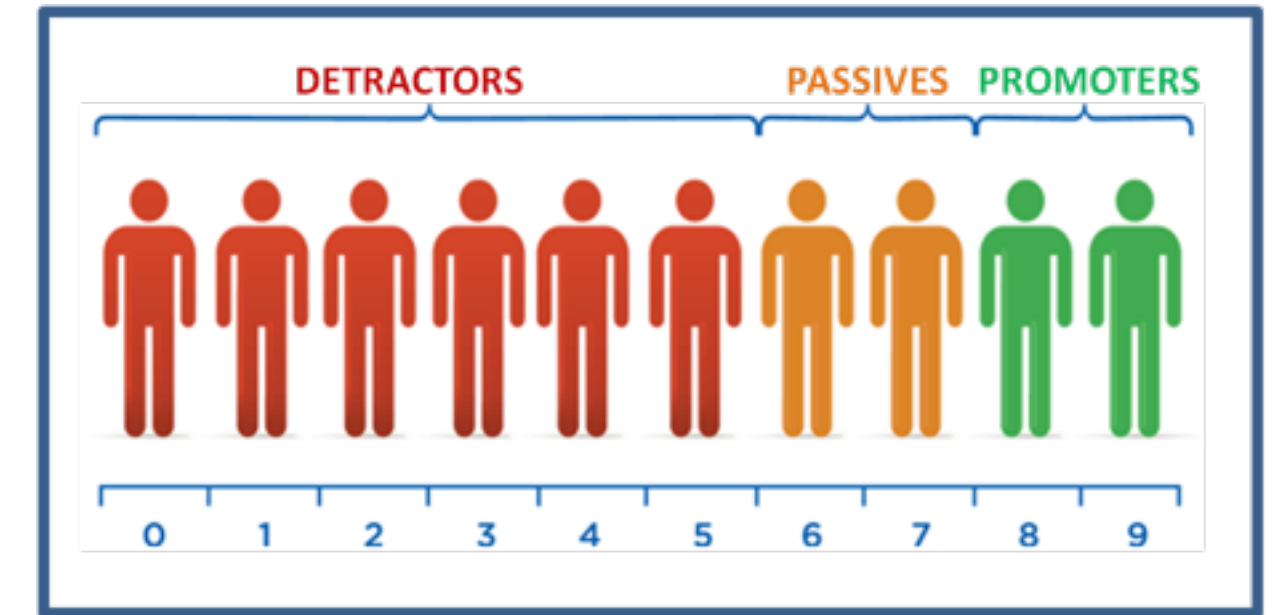
The bigger risk to loyalty is when you fail or disappoint them.”

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.**”



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 years ago on the verge of bankruptcy





TODAY: LEGO IS THE BIGGEST TOY COMPANY ON THE PLANET



**Highest # of complaints meant they were
Last Place in their industry**



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

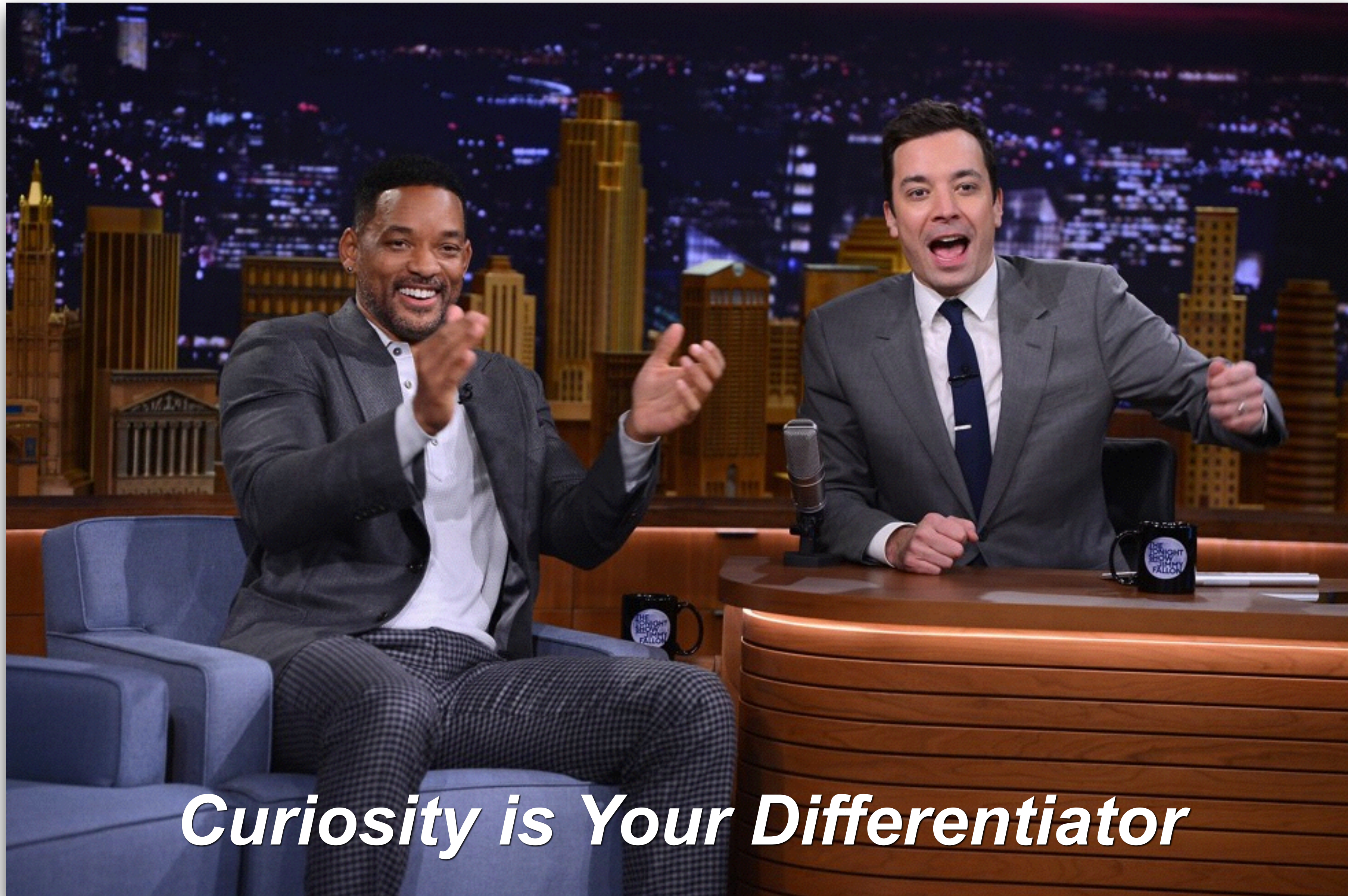
In 90 days, their J.D. Power scores rose 21 Points.
Now, #1 in their industry.



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

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 and engineering aesthetic.

Accelerate the Growth of Your Relationships



Curiosity is Your Differentiator









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

How Do You Attract & Retain Young People?

Millennials Will be 40yrs old in 2 years!



#1?

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

DON'T

MENTOR THEM

#2:

**How do You Motivate
Them?**

“LEVELING UP” Motivates Achievement



300,000 attended GamesCom



#3:

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

FUN

**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[®]**



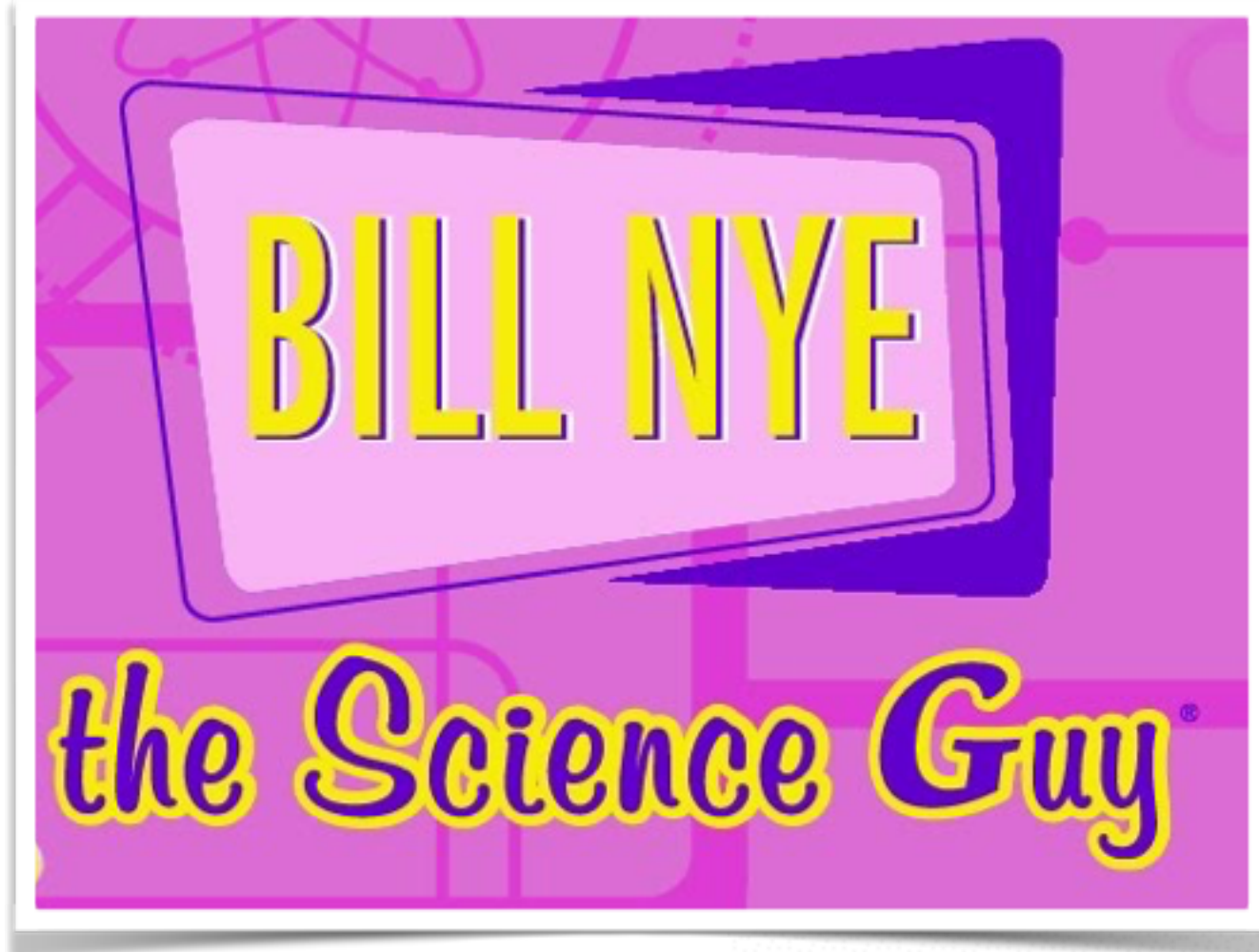
THOSE STUFF. FUN STUFF.
FIND US AT FACEBOOK.COM/CARLSJR

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



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, suggesting a digital or data-related theme.

**When You Find
Young
Superstars...
Turn Them Loose**



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...

Why is the Lifespan of a Company only 15 years? | Leadership Speaker | Ross Shafer

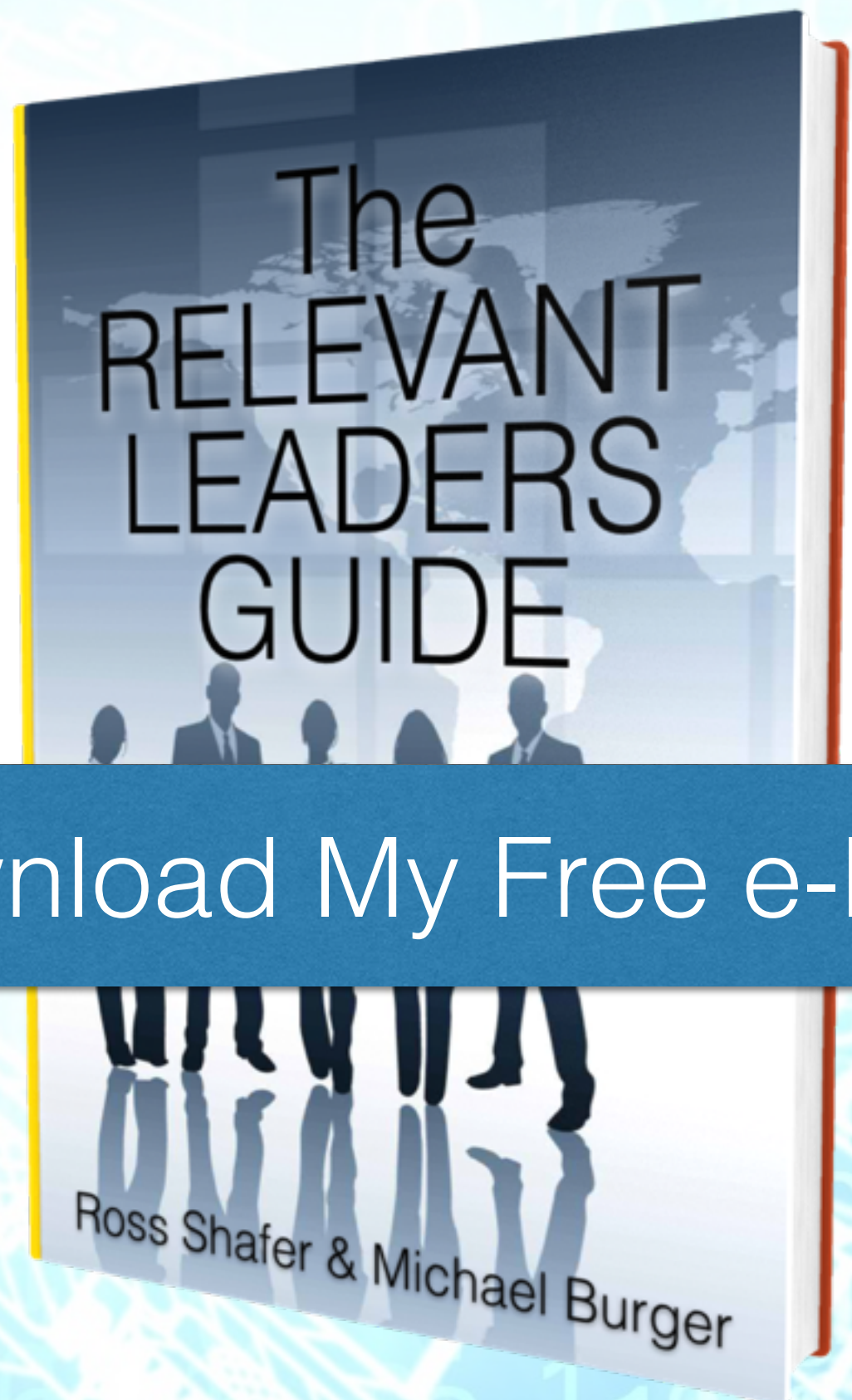
How to Pitch Your Big Ideas to the Boss | Leadership Speaker | Ross Shafer

Should You Change Your "Leadership" Persona? | Leadership speaker | Ross Shafer

How Can Leaders Make Better Decisions? | Leadership Speaker | Ross Shafer

How Can Small Office Financial Advisors Beat The Big Guys? | Leadership Speaker | Ross...

Leadership Video Blog



Download My Free e-Book

www.RossShafer.com

**Organizations with
CHARACTER
last 63% Longer**



Chuck Shafer 1927-2001



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



Daddy/Daughter date
11th birthday!

The background is a vibrant blue gradient. It features a complex overlay of white technical drawings, including cross-sections of mechanical parts and architectural plans. Interspersed among these drawings are vertical columns of binary code (0s and 1s) in a lighter blue color, suggesting a digital or data-driven context. The overall aesthetic is clean, professional, and tech-oriented.

Ongoing Encouragement Heightens Performance



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Shafer

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