



Ross
Shafer

**If you want to contact Ross
after the meeting...**

PHONE:

(520)704-9745

or Email:

Andria@RossShafer.com

How Can Construction Companies

**STAY
RELEVANT?**

Restaurants/Food Service



Retail Clothing



TV & Film Production



Building Industry

SHAFER® PROJECTION TV

Turn your Den or Rec Room into a Video Theatre with 4 Ft. and 5 Ft. Screens in Ceiling Models Available

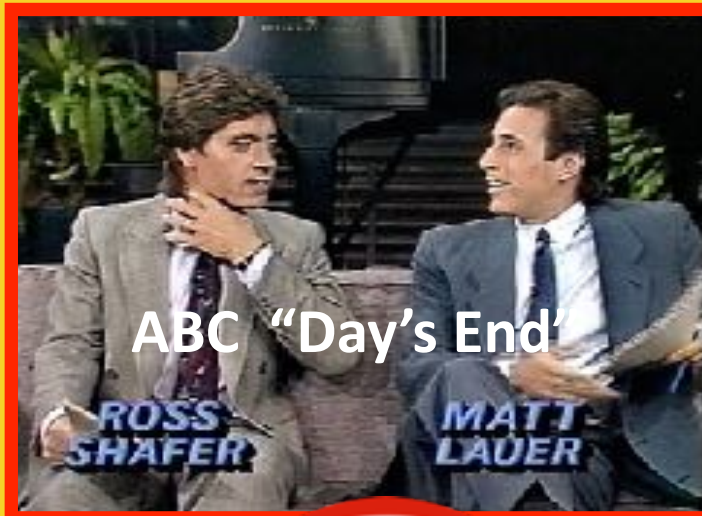
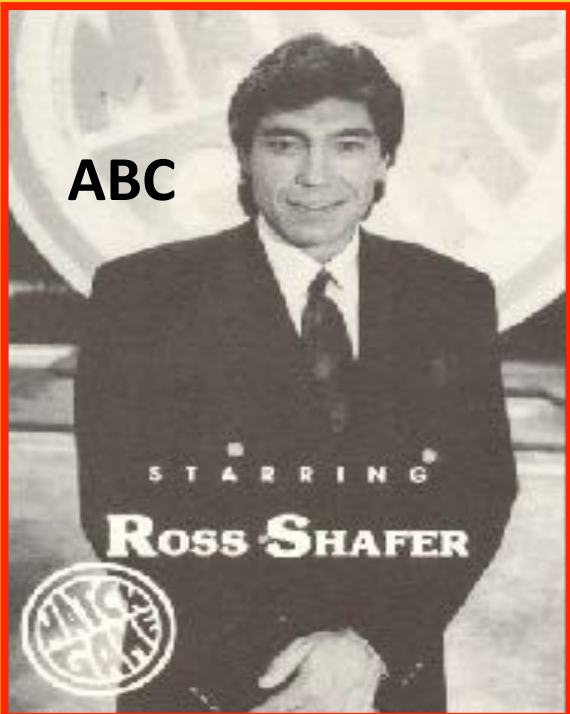
At the Northwash largest market of Great TV Screen Systems is offering direct to you for your home, the same Projection TV usually seen commercially. Come see and compare during this sale.

AS LOW AS \$997

SOUNDS O.K.!

Manufacturing

fration COLLECT 300 Center Puyallup Puyallup, Wash. 98371



ABC "Day's End"



USA

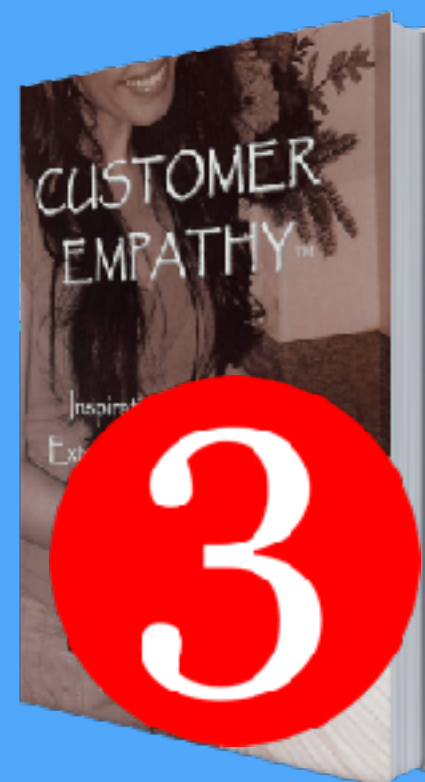
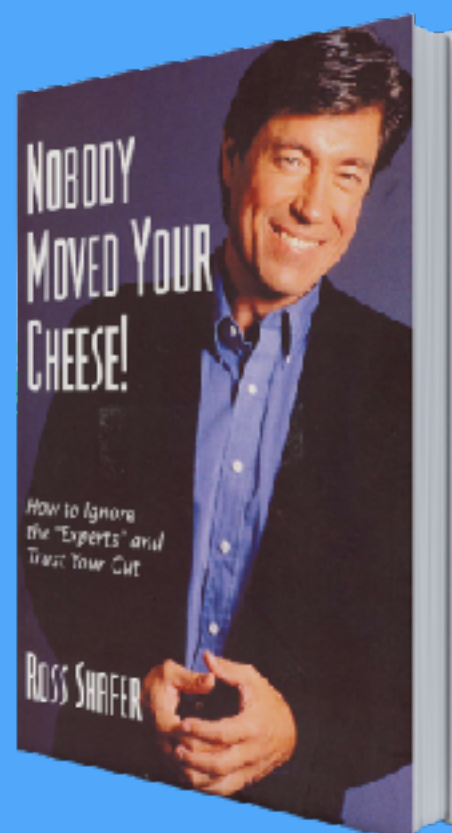
LOVE ME LOVE ME NOT



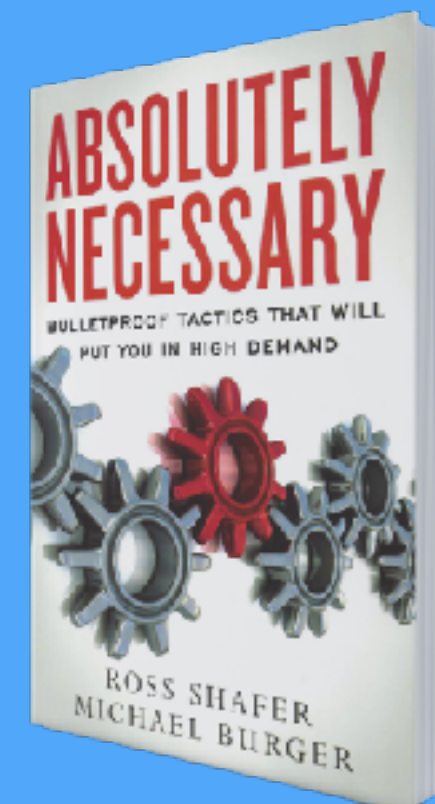
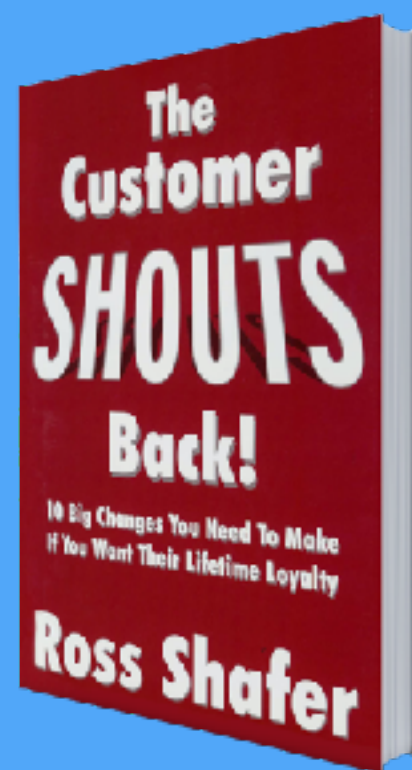
FOX "LATE SHOW"

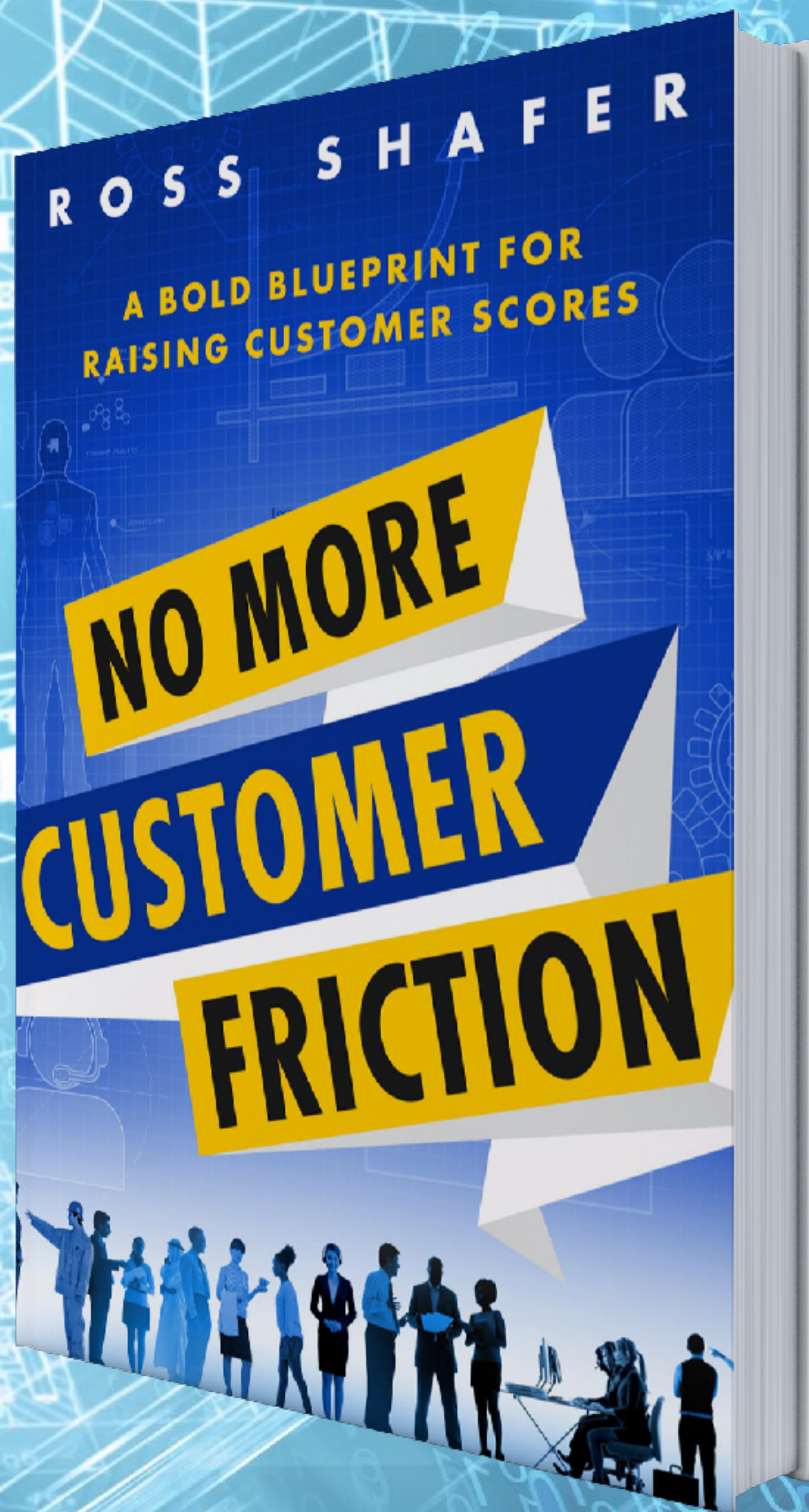


2



3





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**

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





360 ★

Review order (1)

Pickup store
Parker & Hilltop ▾
Prep time 3 - 7 min

10 min

Coff. Americano \$2.95

Your order may be ready before you arrive


It looks like your estimated travel time is longer than your order prep time. Consider placing your order when you're a little closer to the store.

[Back to order](#) [Continue](#)

Subtotal.....	\$2.95
Tax 8%.....	\$0.24
Total.....	\$3.19

YOU MAY ALSO LIKE

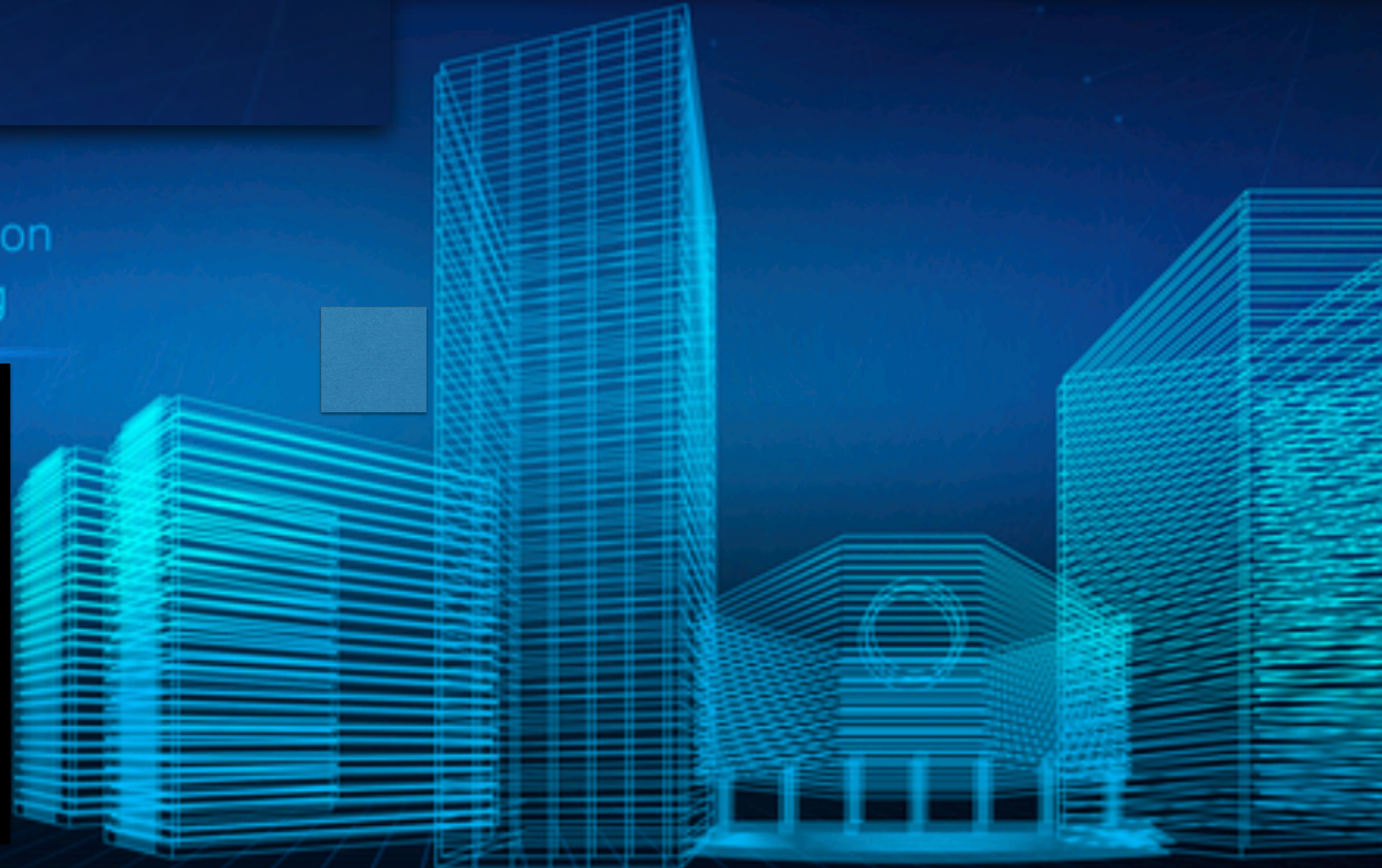
[Checkout \\$3.19](#)



Projects are 30% more efficient

BIM Building
Information
Modeling

Architectural BIM
Structural BIM
MEP BIM
Plumbing BIM
Mechanical BIM
Electrical BIM



Humalogy



+



The background is a light blue technical drawing or blueprint. It features various mechanical parts, lines, and annotations. On the right side, there is a vertical column of binary code (0s and 1s). The overall aesthetic is clean and professional, representing engineering and technology.

Staying Relevant Isn't Just About Technology

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



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[LOCATIONS](#)

[MENUS](#)

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[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)







LARAMAR

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)



Why Have Client Expectations Changed in 2020?

THE
amazon

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

‘EFFEECT’

Comcast
xfinity

amazon

hulu

NETFLIX

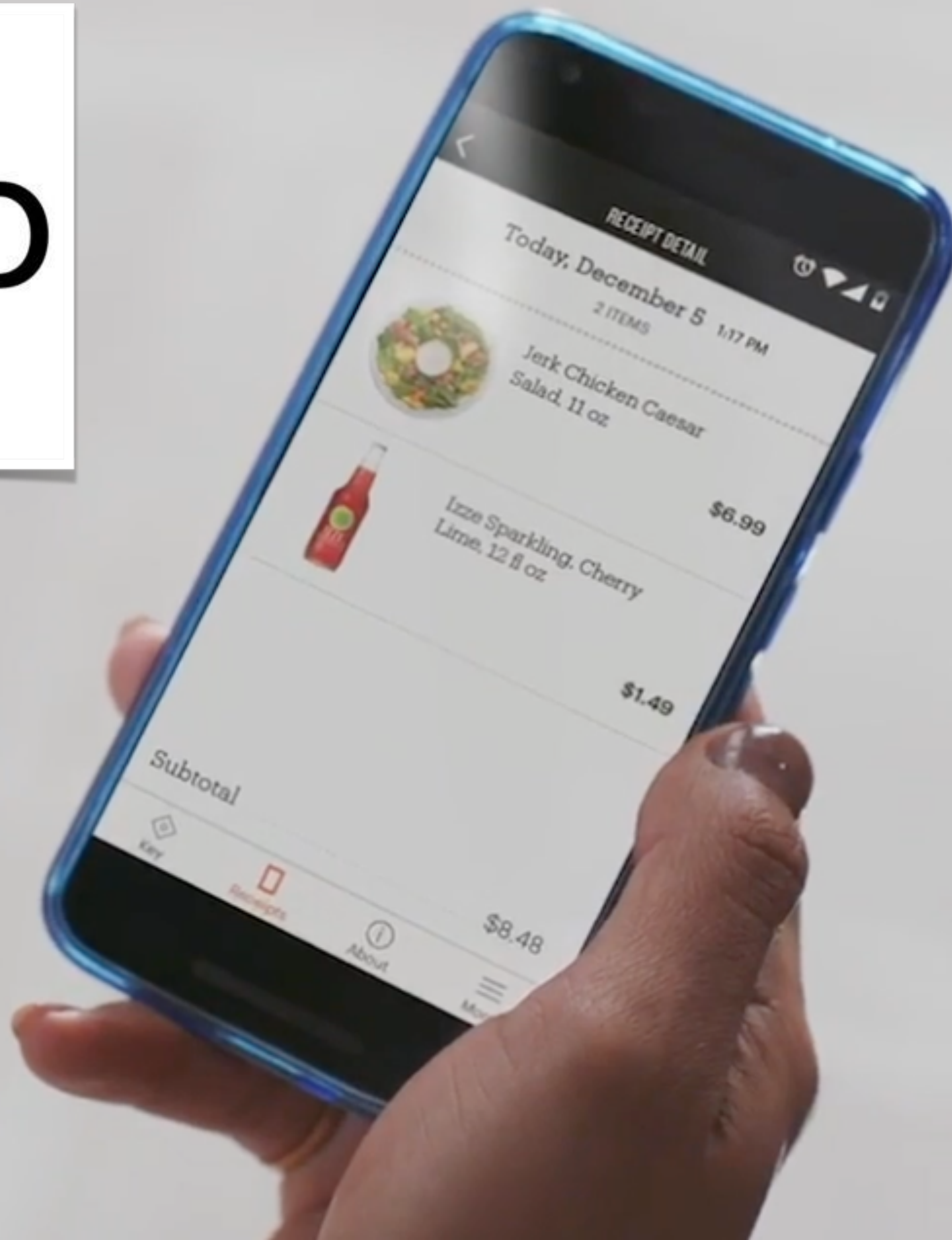
Google





amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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



New data for 2020

**DON'T
Obsess
About...**



CSAT (Customer SATisfaction)



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

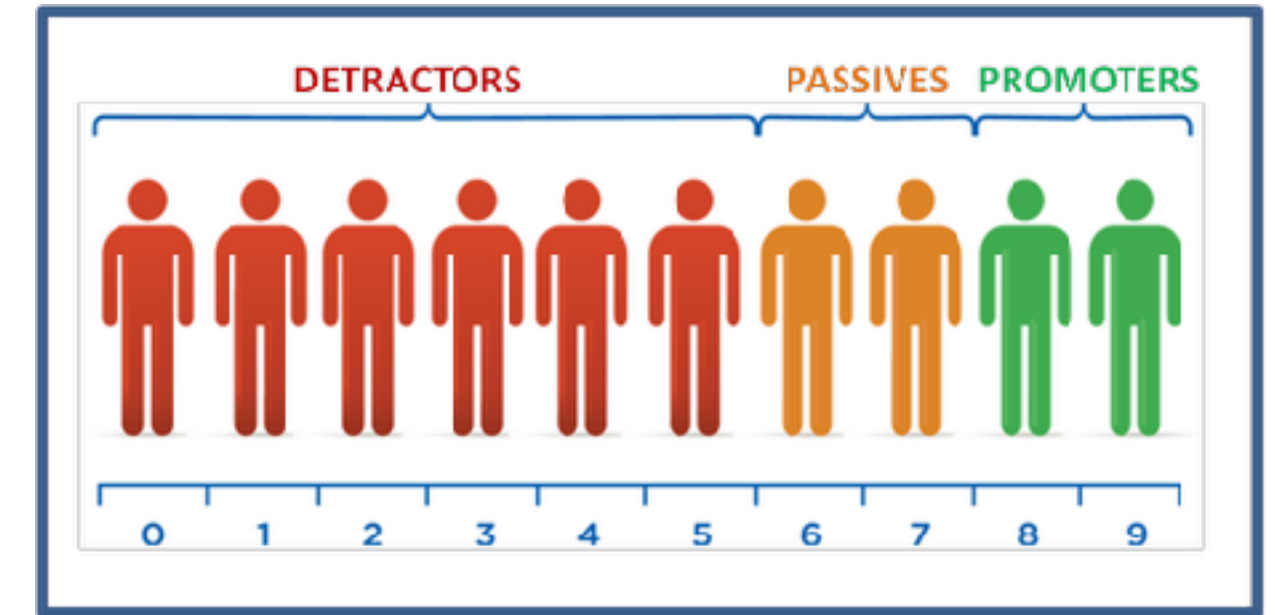
The bigger risk to loyalty is when you fail or disappoint them.”

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.**”

The background is a light blue technical drawing or blueprint. It features various mechanical parts, gears, and lines. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

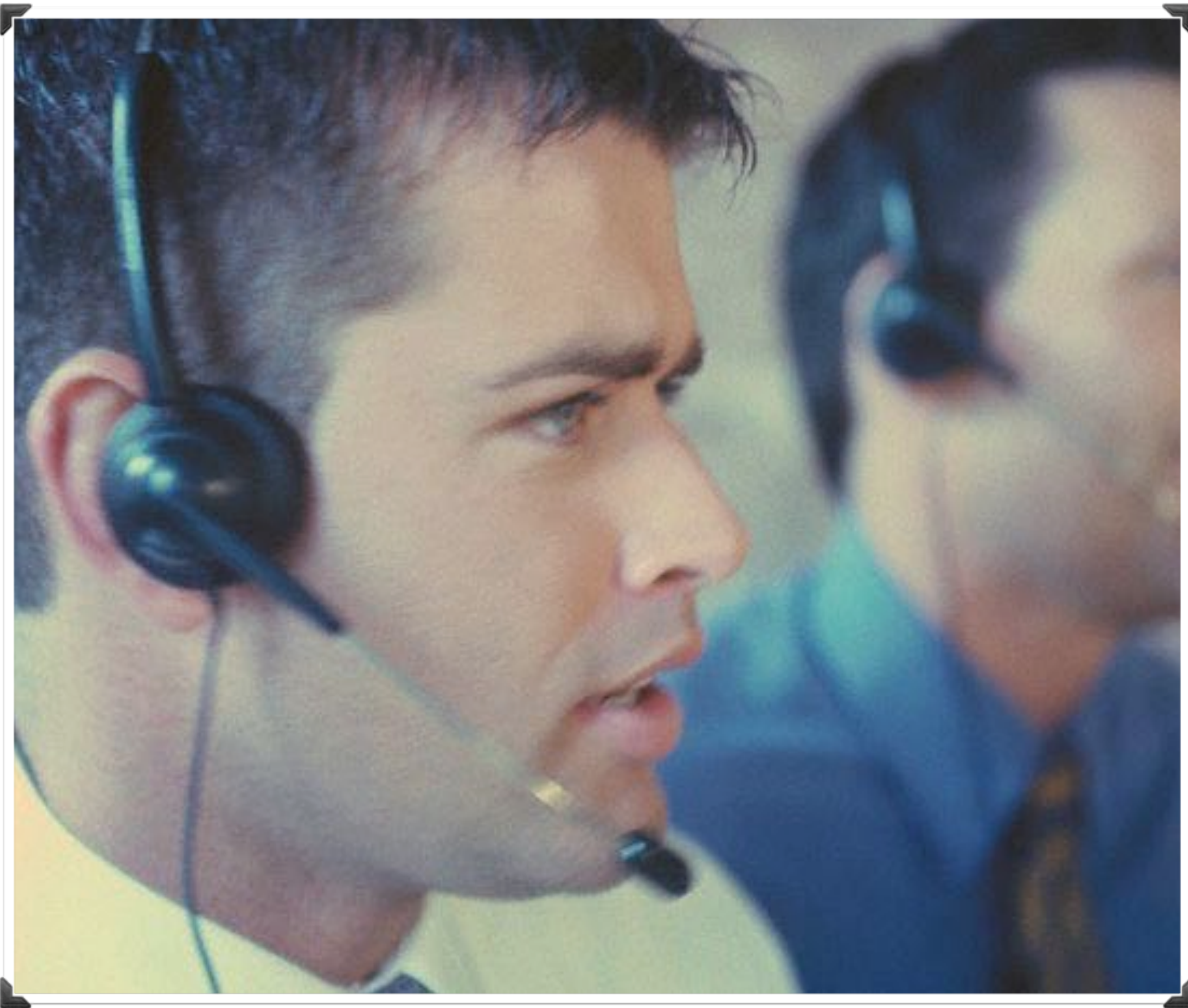
Promises MADE.

Promises KEPT!

Eliminate the



Moments



**“Thanks for calling.
My name is Jason.
How can I
provide you with
outstanding
customer care?”**



GE Capital

“To improve our customer service some departments will be closed for training.”





TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

Does



vs.



Work?


comcast[®]
xfinity[™]



**Scores UP 21 points
in 90 days**

Westar Energy®



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

**Sometimes
WE Create
the Problems**





**How Else Can YOU
Become the Builder
of Choice?**

The background features a light blue color scheme with a complex pattern of white architectural blueprints and binary code (0s and 1s). The blueprints include various lines, circles, and text, while the binary code is scattered throughout, some appearing as vertical columns and others as horizontal sequences. The overall aesthetic is technical and digital.

Rehearse **Outcome** **Protocols**

Military Readiness

“We are at DefCon 2”

(Cuban Missile Crisis)

Police Department

“We have 999
during a 211”

FIVE  **9** TM

Best Responsiveness

Empathy: "I understand"

Listen Harder

Full Transparency

FULLY SUPPORT EACH OTHER

Urgent Follow Up

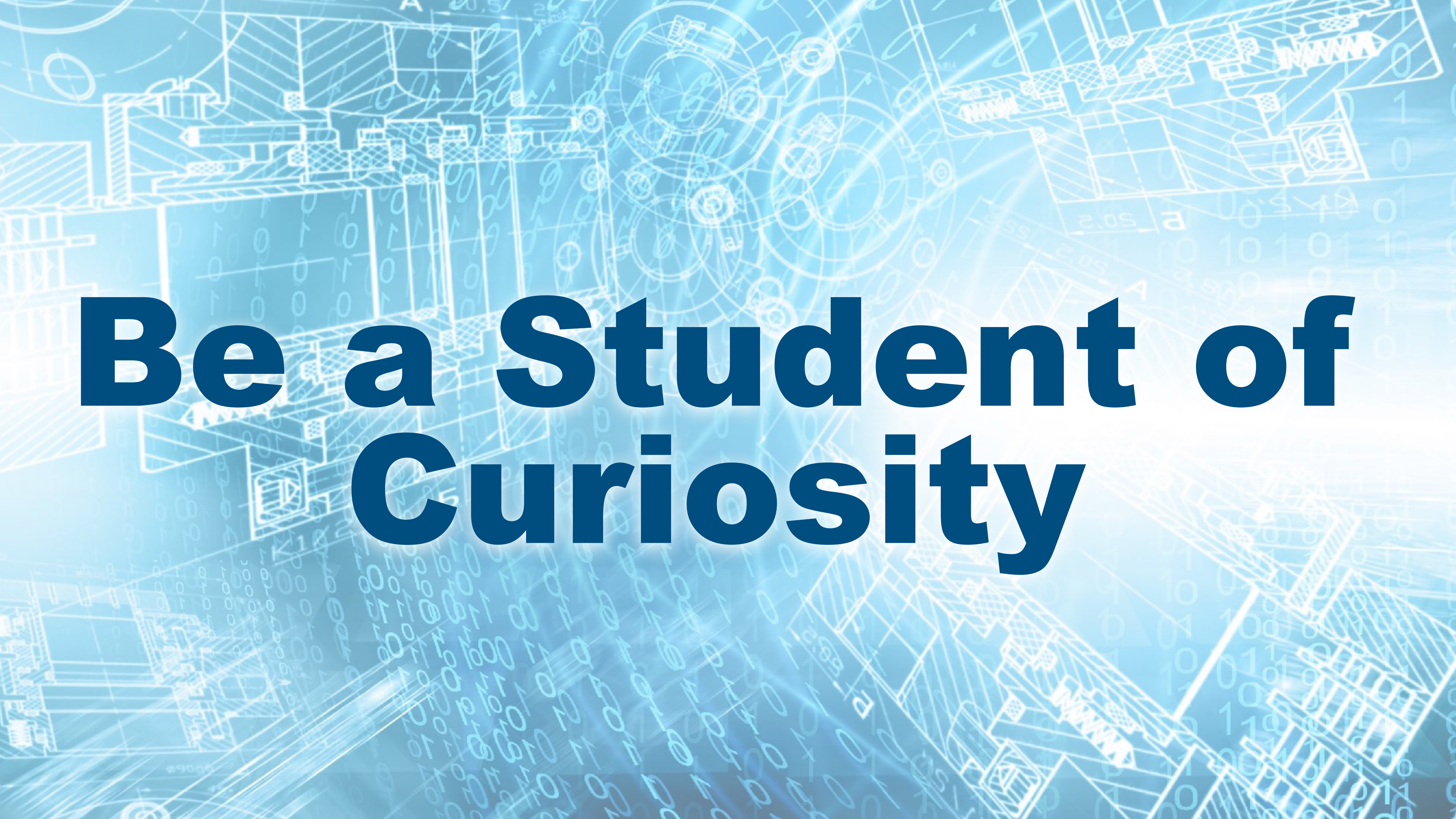


Customer Retention

126%

Employee Retention

131%

The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural blueprint. Interspersed throughout the drawing are strings of binary code (0s and 1s) in a lighter blue color, some of which are slightly blurred or faded, creating a sense of depth and digital connectivity.

**Be a Student of
Curiosity**



Be Personally & Professionally CURIOUS





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





*“This week, YOU will be
our 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 (Cool inventions)

<http://dupress.com/periodical/trends/business-trends-2014/>
(Deloitte University)

<http://www.gartner.com/newsroom/id/2603623> (Technology trends)

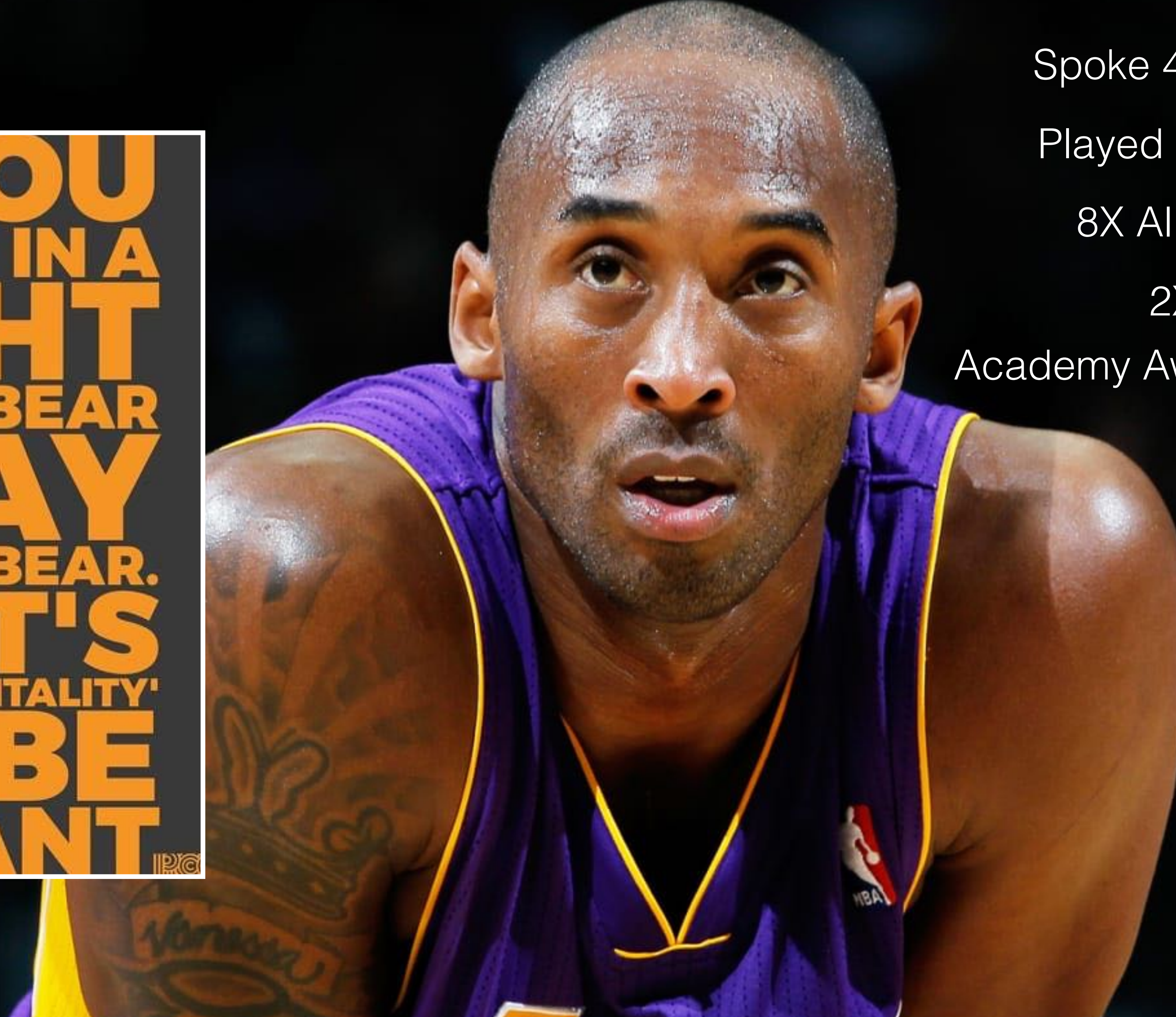
<http://www.infoq.com/research/software-trends-2014> (Software trends)

<http://www.businesswire.com/news/home/20140101005013/en/Forrester-Top-Global-eCommerce-Predictions-2014#.U-GCYIYQ7wI>
(Business Wire & Forrester Research)

The background is a complex technical drawing or blueprint in white lines on a light blue background. It features various geometric shapes, circles, and lines, typical of an engineering or architectural plan. Overlaid on this are faint, semi-transparent binary code (0s and 1s) scattered across the image, suggesting a digital or data-related theme.

**How Do You
COACH
CONFIDENCE?**

**IF YOU
SEE ME IN A
FIGHT
WITH A BEAR
PRAY
FOR THE BEAR.
THAT'S
'MAMBA MENTALITY'
-KOBE
BRYANT**



Spoke 4 languages

Played 20 seasons

8X All NBA Team

2X NBA MVP

Academy Award Winner

World's Greatest Shooter



1,127 Free Throws in a Row



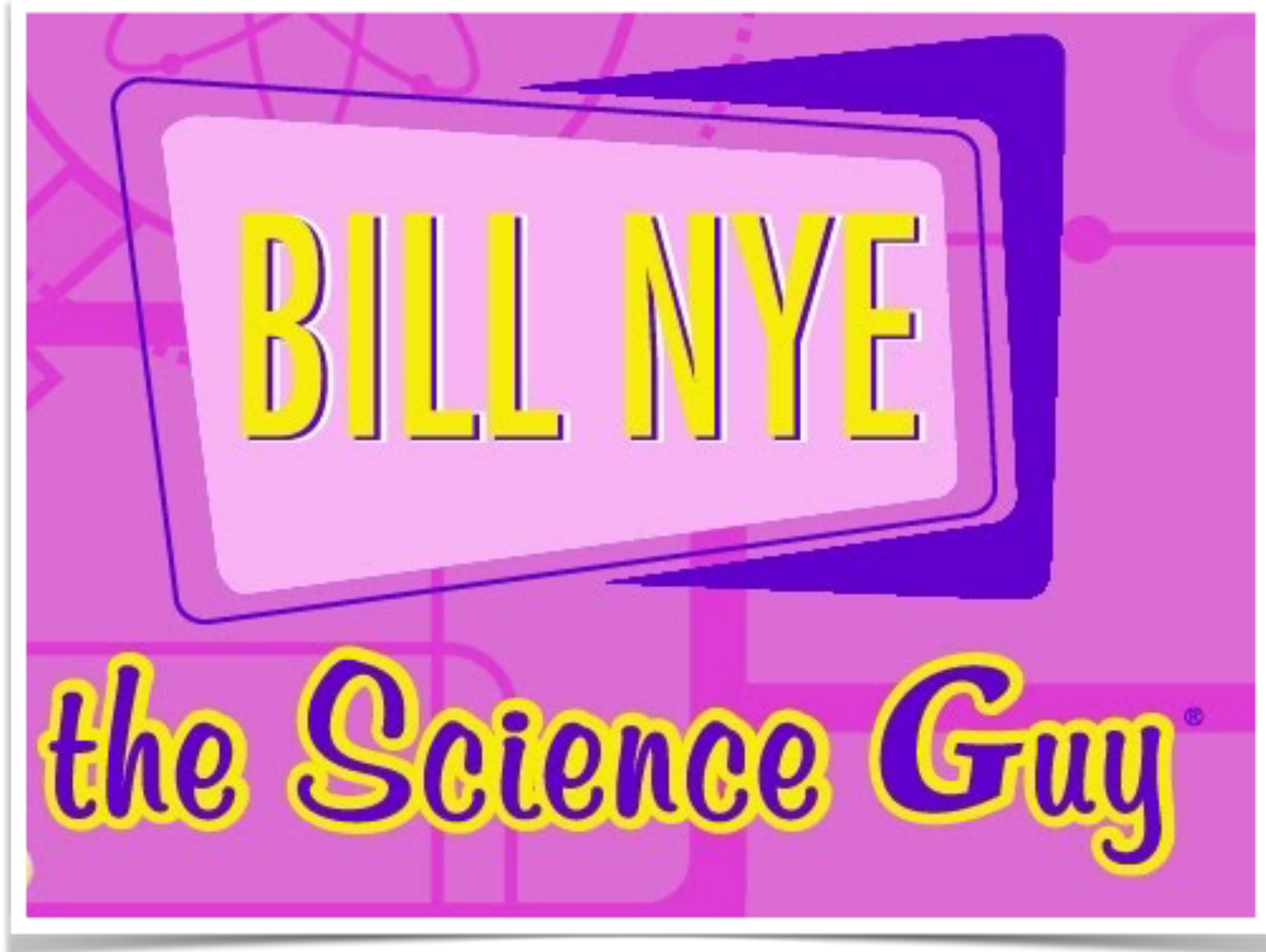


The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**Elevate Your
Superstars Quickly**

“Not-So-Wild” Willy







GIVING BACK: FREE RESOURCES

You



The image shows a screenshot of the YouTube channel for Ross Shafer. At the top, there is a profile picture of Ross Shafer, a smiling man with dark hair, and his name 'ROSS SHAFER' in large red letters. Below his name is the tagline 'Funniest Expert on CHANGE'. A button says 'Visit Ross Shafer's Website'. The channel name 'Ross Shafer' is visible, along with a 'Subscribe' button. Below the channel name are navigation tabs: Home, Videos, Playlists, Channels, Discussion, and About. A section titled 'Relevant Leaders Club' is visible, with a 'Download All' button. Below this are several video thumbnails with titles and view counts:

- Why is the Lifespan of a Company only 15 Years?** | Leadership Speaker | Ross Shafer (31 views)
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer (31 views)
- Should You Change Your "Leadership" Persona?** | Leadership speaker | Ross Shafer (68 views)
- How Can Leaders Make Better Decisions?** | Leadership Speaker | Ross Shafer (85 views)
- How Can Small Office Financial Advisors Beat The Big Guys?** | Leadership Speaker | Ross... (62 views)



Download (2) Free e-Books

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

**Encourage
Team Members
Like a Video
Game**





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