

NEXT LEVEL EXCELLENCE



by
Ross
Shaffer



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

The background features a complex pattern of white technical drawings, including cross-sections and mechanical parts, overlaid on a light blue background. Scattered throughout are strings of binary code (0s and 1s) in various orientations and sizes, creating a digital and technical atmosphere.

Relentless Pursuit of Ignored Opportunities



Ross Shafer
Age 22



COOK-LIKE- A-STUD

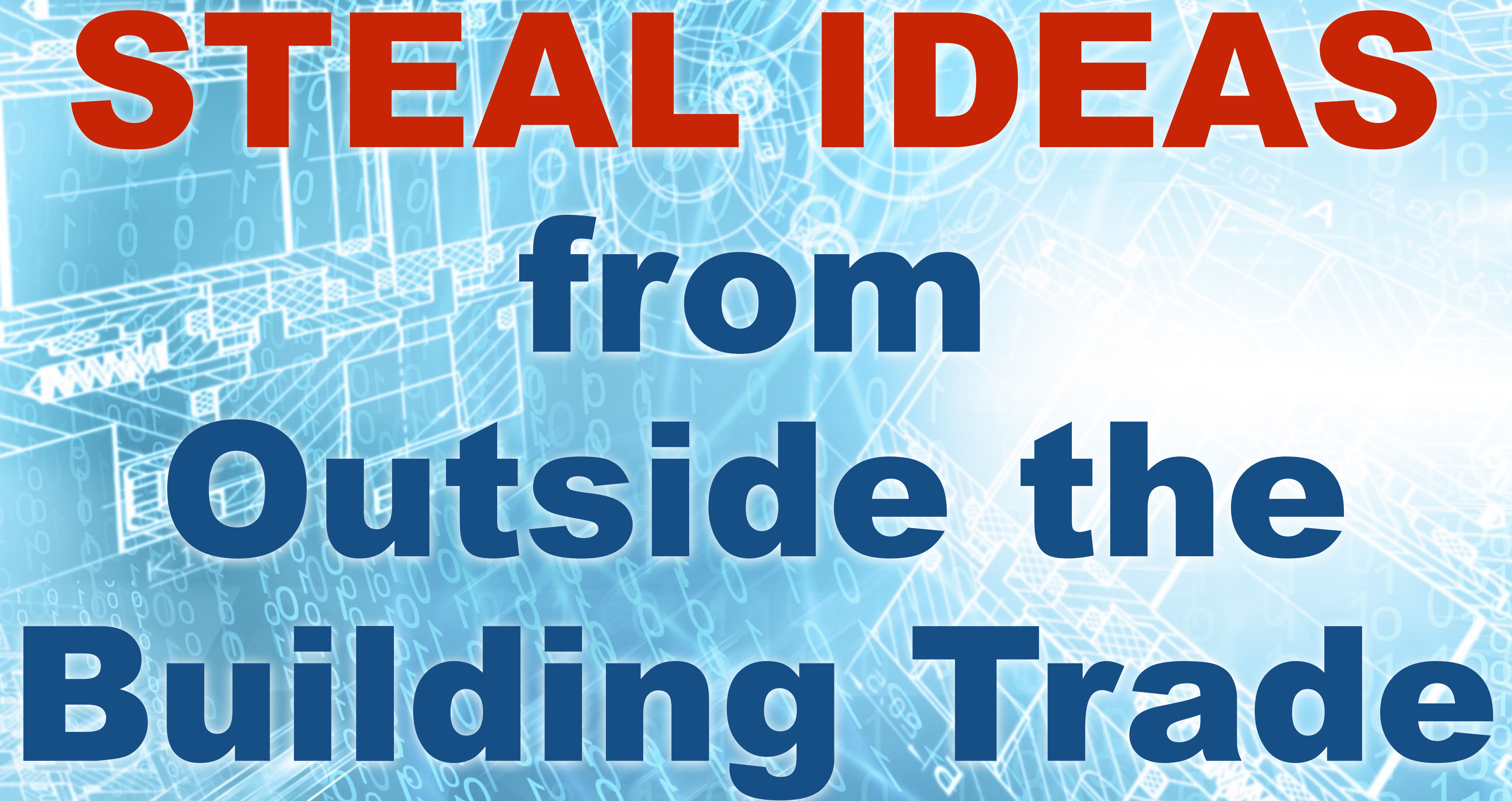
* 38 lip smackin' meals men can prepare
in the garage ... using their own tools!

Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





The background features a light blue gradient with white architectural blueprints and binary code (0s and 1s) overlaid. The text is centered and reads:

STEAL IDEAS
from
Outside the
Building Trade

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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[BANQUETS & MEETINGS](#)

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[In the Neighborhood](#)

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LARAMAR

55,000 UNITS

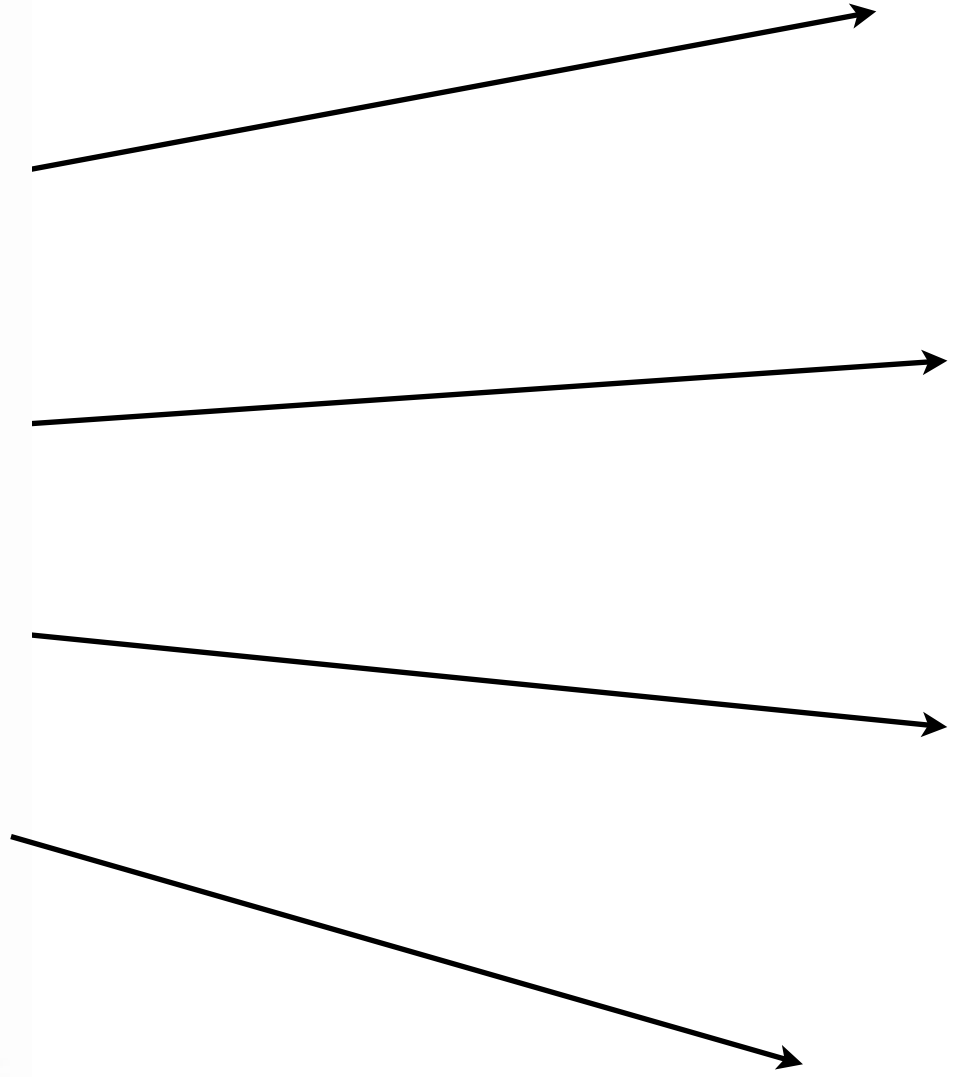


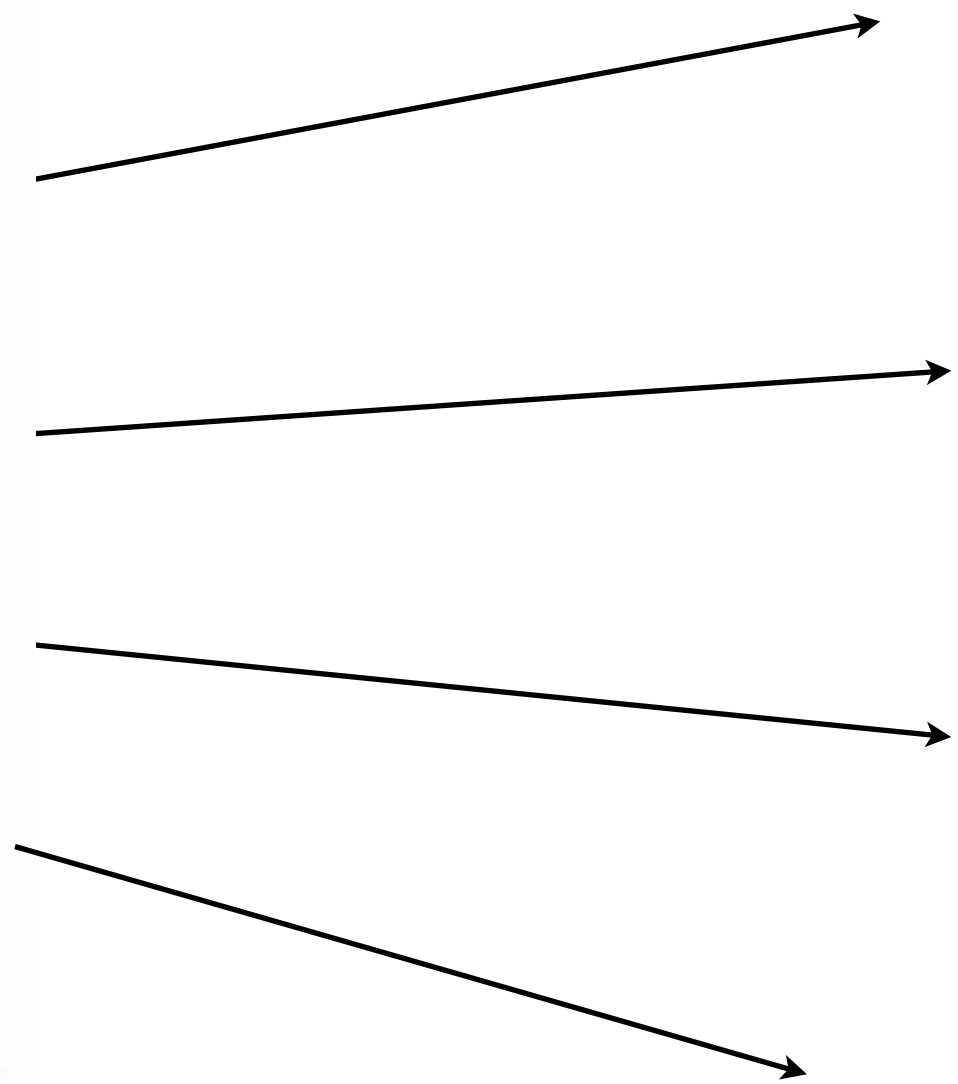
The background features a complex pattern of white architectural blueprints and binary code (0s and 1s) on a light blue gradient. The blueprints include various technical drawings, lines, and symbols, while the binary code is scattered throughout, some appearing as larger, more prominent digits.

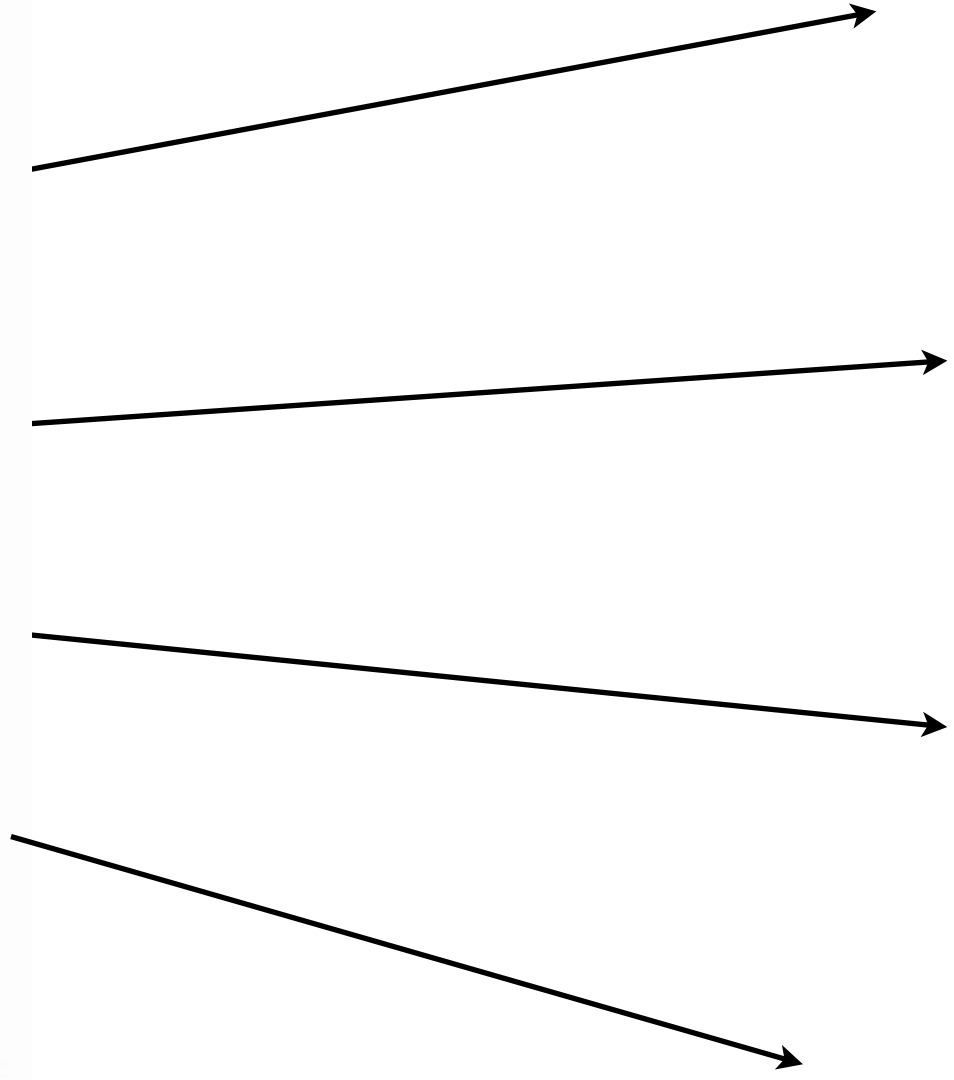
Other People's Blunders Save You Money

The “Empty Bag” Issue









LOYALTY:

**Let Me Change
What You Know...**

**Don't Be
Obsessed
by the...**



Eliminate the



Moments

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.**”



**Raised Scores 21 points
in 90 days**

Westar Energy®





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

(5)  **Moments**

Won't Fix (1)





TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

The background is a complex technical drawing in white lines on a light blue background. 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 sense of digital data flow. The overall aesthetic is clean, technical, and futuristic.

**Success is
a Science**



Maiden flight - May 1971



***“You can build anything in the world as long as
You have a blueprint that works.”***

Chuck Shafer





1,127 Free Throws in a Row





The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various mechanical parts, gears, and lines, rendered in a white and light blue color. Overlaid on this are several streams of binary code (0s and 1s) in a light blue color, creating a digital or engineering aesthetic.

Your Brand:
THINK BIGGER





GRAND
HYATT

The Grand Bed



Sheraton

HOTELS & RESORTS

S Sink into
splendor.

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 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.

Sheraton
HOTELS & RESORTS

Revive Collection

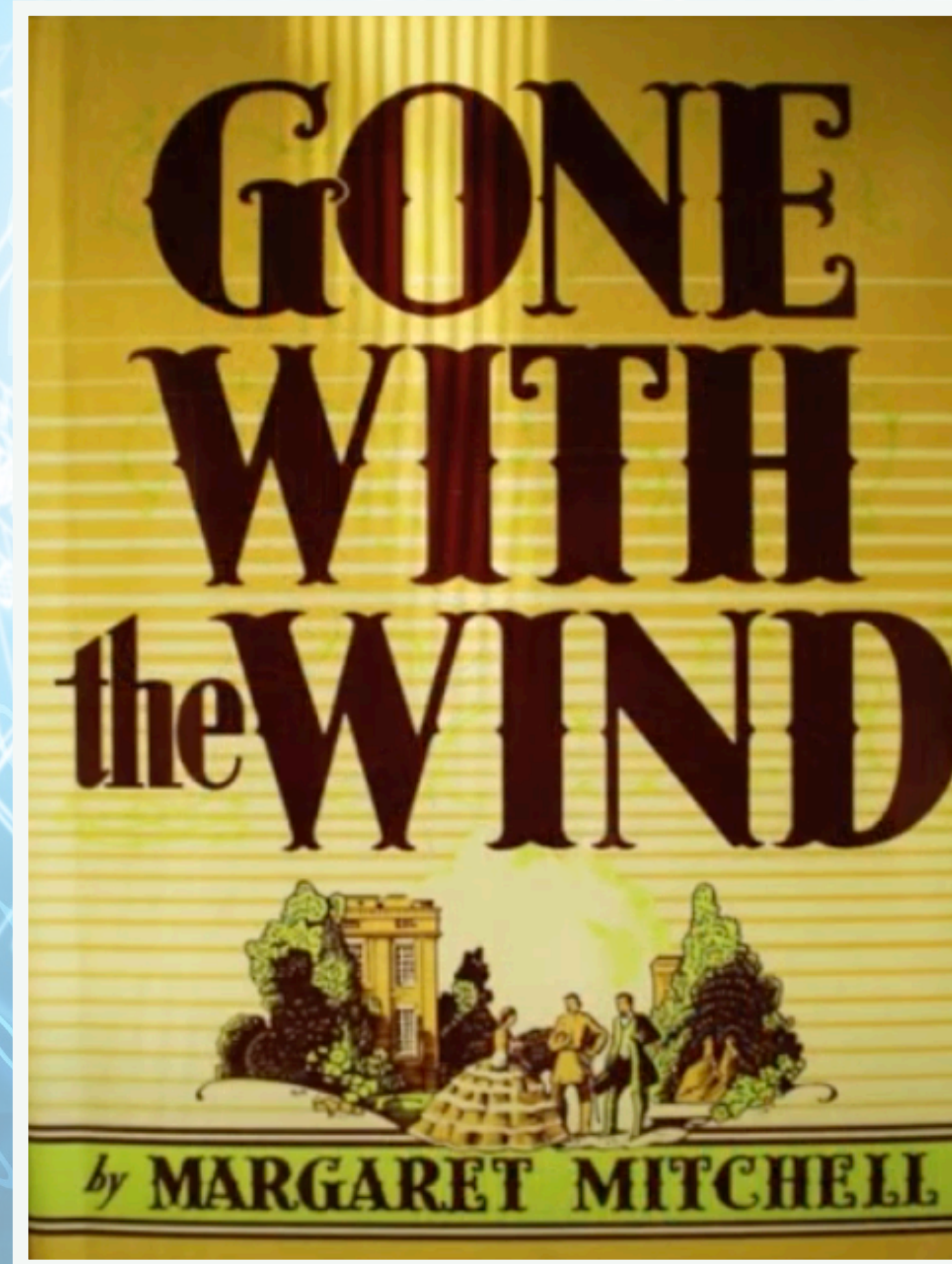
BECAUSE A GOOD MORNING
ISN'T ALWAYS ENOUGH

The Revive Collection is leading the way as we create a bright spot and invite you to enjoy it. For work; for play; for whatever is most important to you.

You will find the Revive Collection at all Marriott Hotels and Resorts. And now, you can also enjoy it at home.



Your “Brand Story” Should Make People Talk about You?

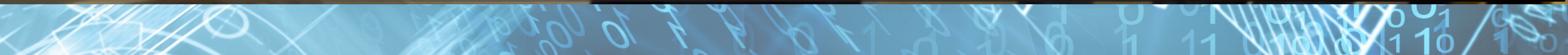


SHOP CLASS: **(Aka Industrial Arts)**





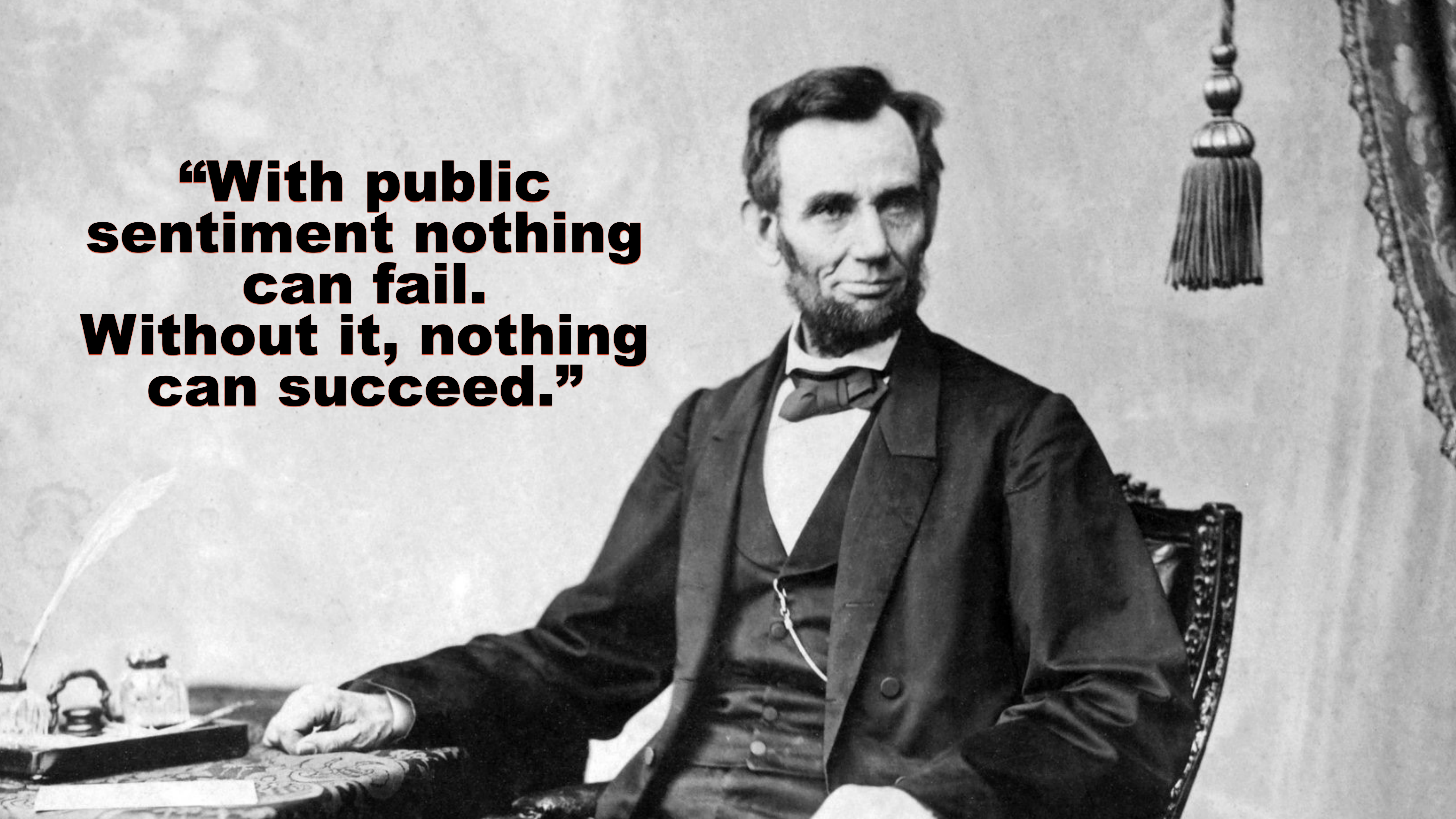
MANUFACTURING

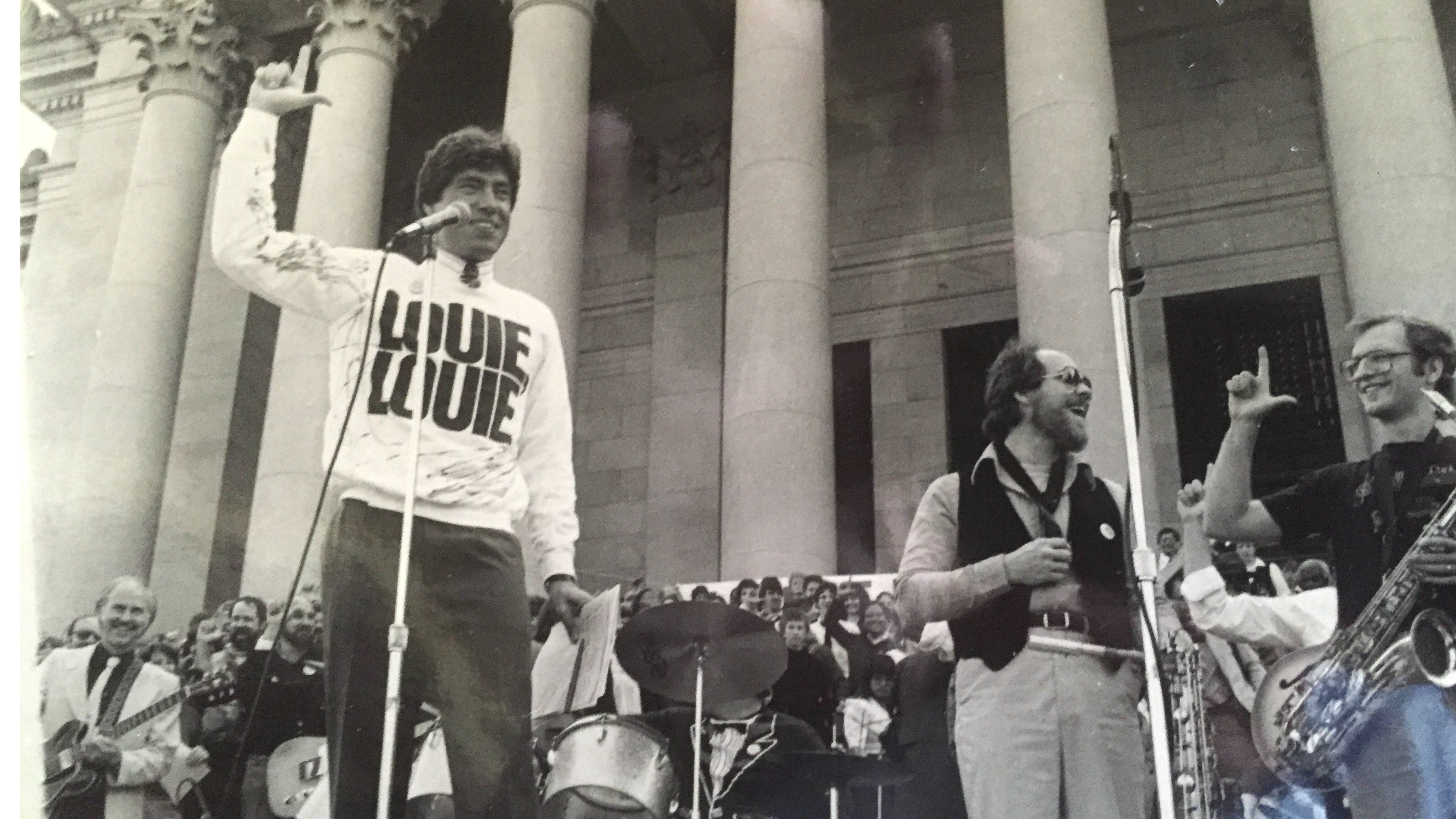


The background is a light blue technical drawing or blueprint, overlaid with a pattern of binary code (0s and 1s) in a slightly darker blue. The drawing includes various geometric shapes, lines, and some faint text like 'A', 'B', and 'C'.

**Capture the
Hearts of Your
Community**

**“With public
sentiment nothing
can fail.
Without it, nothing
can succeed.”**





**SOCIAL MEDIA
Rarely Cares.**


**CURIOSITY
Always Cares.**



Be Personally & Professionally CURIOUS





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.

How to Motivate Younger Team Members

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





3.7% Unemployment

**(Yet, 85% of people
HATE their jobs)**

Inc.

<https://www.inc.com/kevin-j-ryan/7-percent-workers-dream-career-survey-unhappy-workers.html>

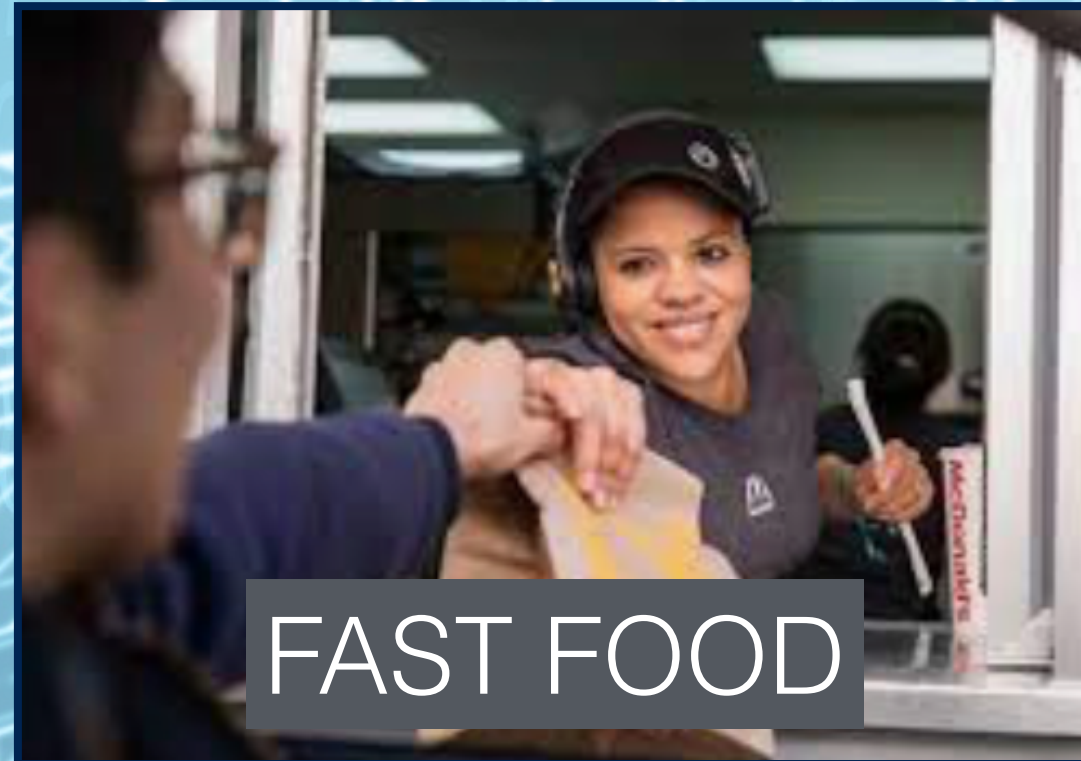
Forbes

<https://www.forbes.com/sites/gadlevanon/2021/05/04/job-satisfaction-stays-high-despite-pandemic-economic-crisis/amp/>

RETHINK YOUR Recruiting Strategy



HOME BIZ



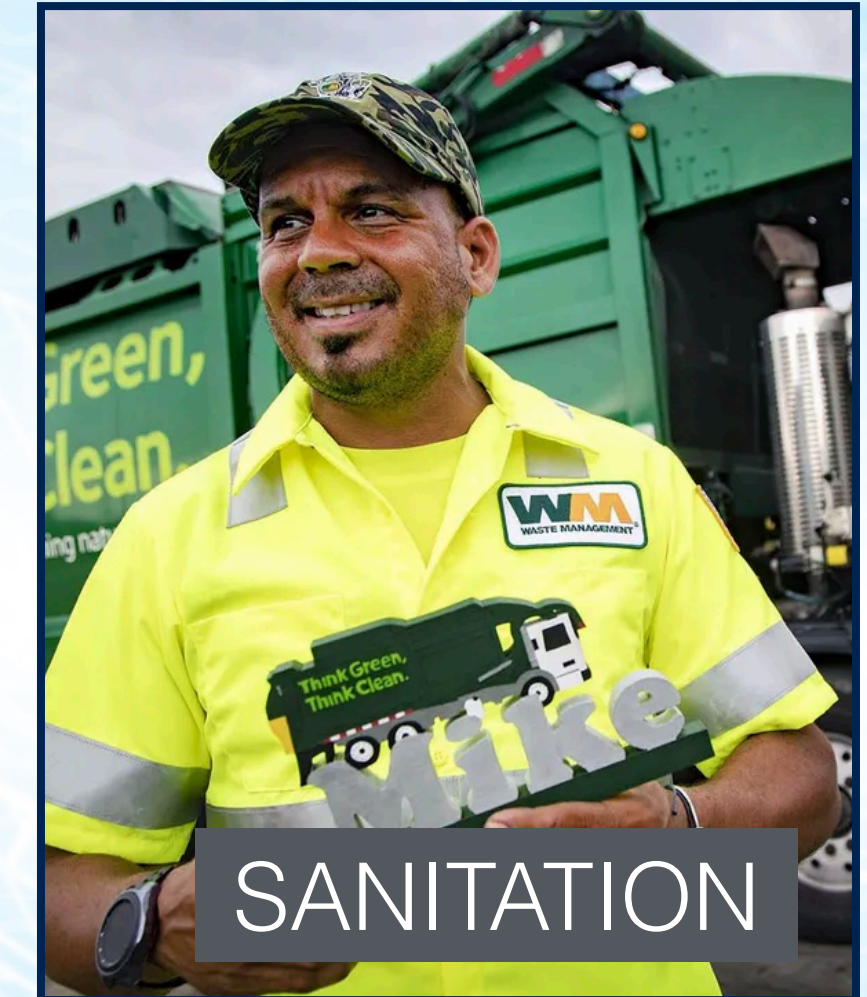
FAST FOOD



BOOKKEEPERS



POLICE



SANITATION



PROJECT
MGRS.



UBER- LYFT



FLAGGERS



CABLE
INSTALLERS



RETAIL

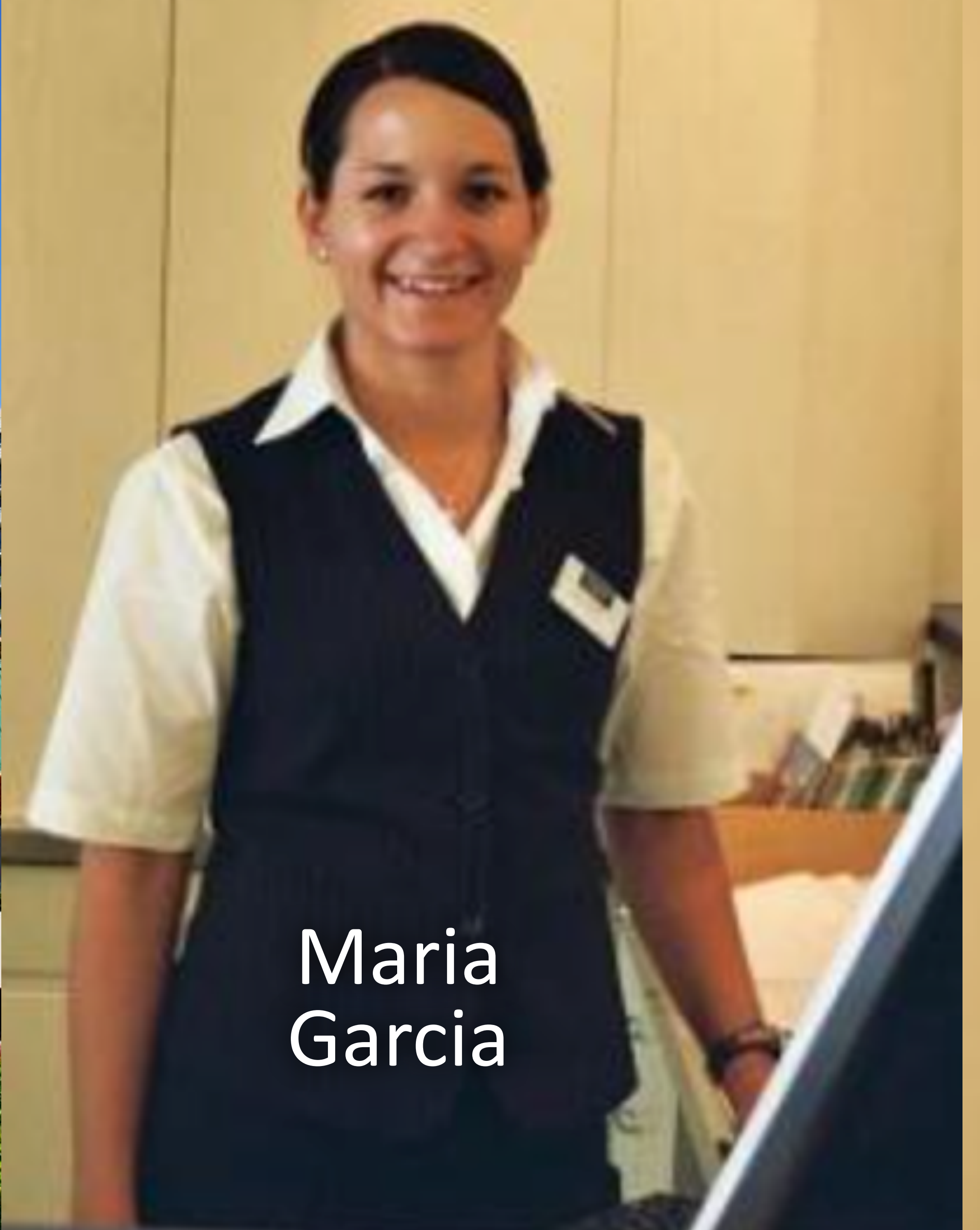
“QUICK WINS” are Motivating

Leveling Up

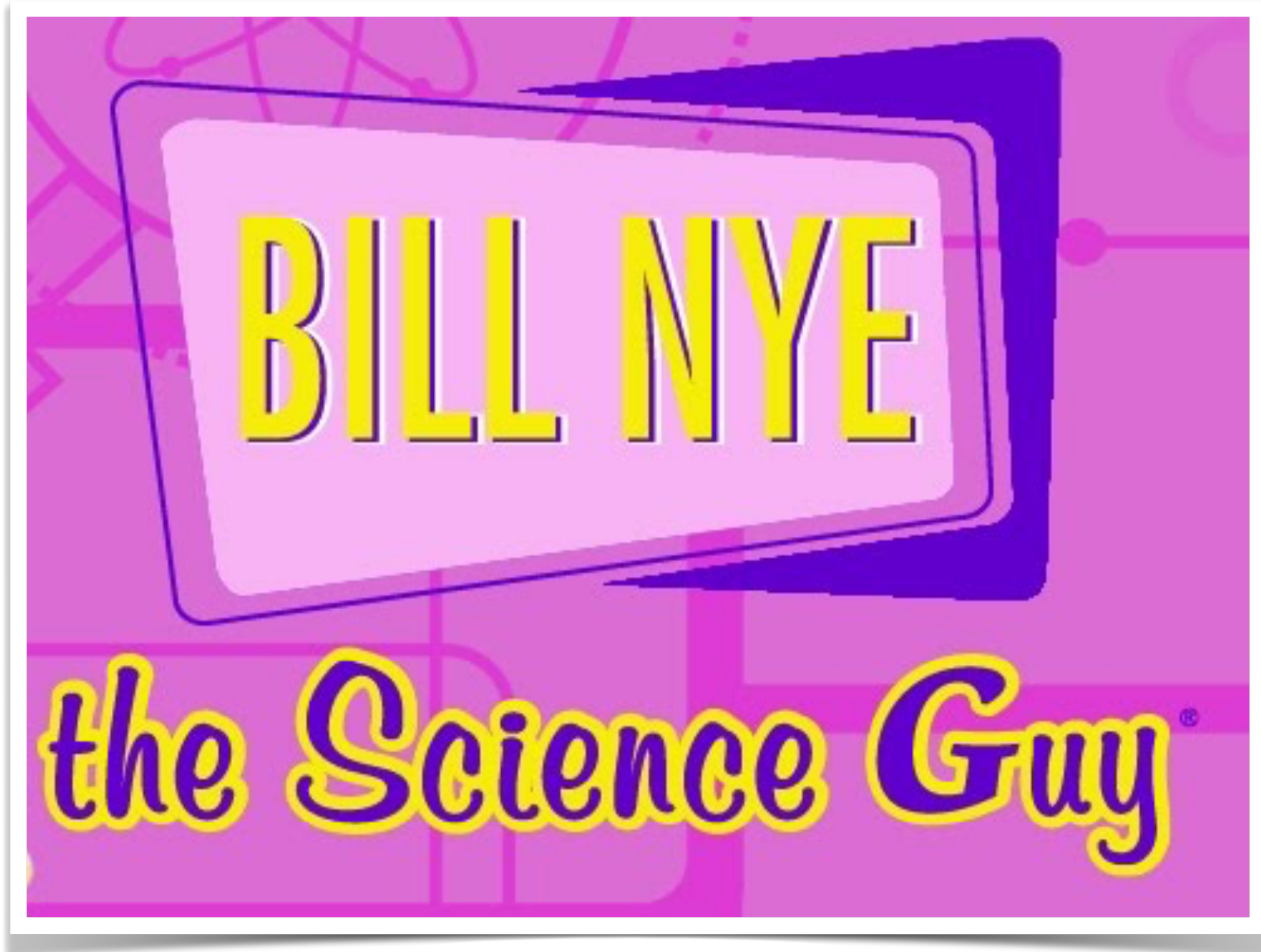


The background is a complex technical drawing or blueprint in white lines on a light blue background. It features various geometric shapes, circles, and lines, suggesting a mechanical or architectural design. Overlaid on this are numerous binary digits (0s and 1s) in a lighter blue color, scattered across the scene, giving it a digital or data-driven feel.

**PROMOTE YOUR
SUPERSTARS
QUICKLY**



Maria
Garcia





FREE RESOURCES

You



ROSS SHAFER
Funniest Expert on *CHANGE*

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

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



Download Free e-Books

www.RossShafer.com

The background is a light blue gradient with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings are streams of binary code (0s and 1s) in a slightly darker blue color, creating a digital and technical atmosphere.

Loyalty Happens in the FINAL MOMENT

The Teacher asks us to recall (6) numbers in 30 seconds:

4, 27, 40, 61, 14, & 75

RECENCY

100% of us remember the LAST number

PRIMACY

1/2 half of us remember the FIRST number

60

40

20

0

05

10

25

20

25

30






WORLD NEWS TONIGHT

WITH
DAVID MUIR

The "Kicker Story"







**ENCOURAGE
OTHERS TO
PUSH THEIR
LIMITS**



A vibrant tropical resort scene featuring a long, narrow swimming pool with several water fountains. The pool is flanked by lush greenery, including numerous tall palm trees and colorful flower beds. In the foreground, there are wicker lounge chairs with white cushions. The sky is bright blue with scattered white clouds. The word "THANK YOU" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

THANK YOU