



Ross
Shafer

**If you want to Ross for your
meeting...**

CONTACT:

Jay Conklin 703.516.4000

Jay@kepplerspeakers.com



“Success: It’s on You”

Ross Shafer

TRACED BY-

LETTERED BY-

CHECKED BY-

SHEET NO.


ClearCaptions

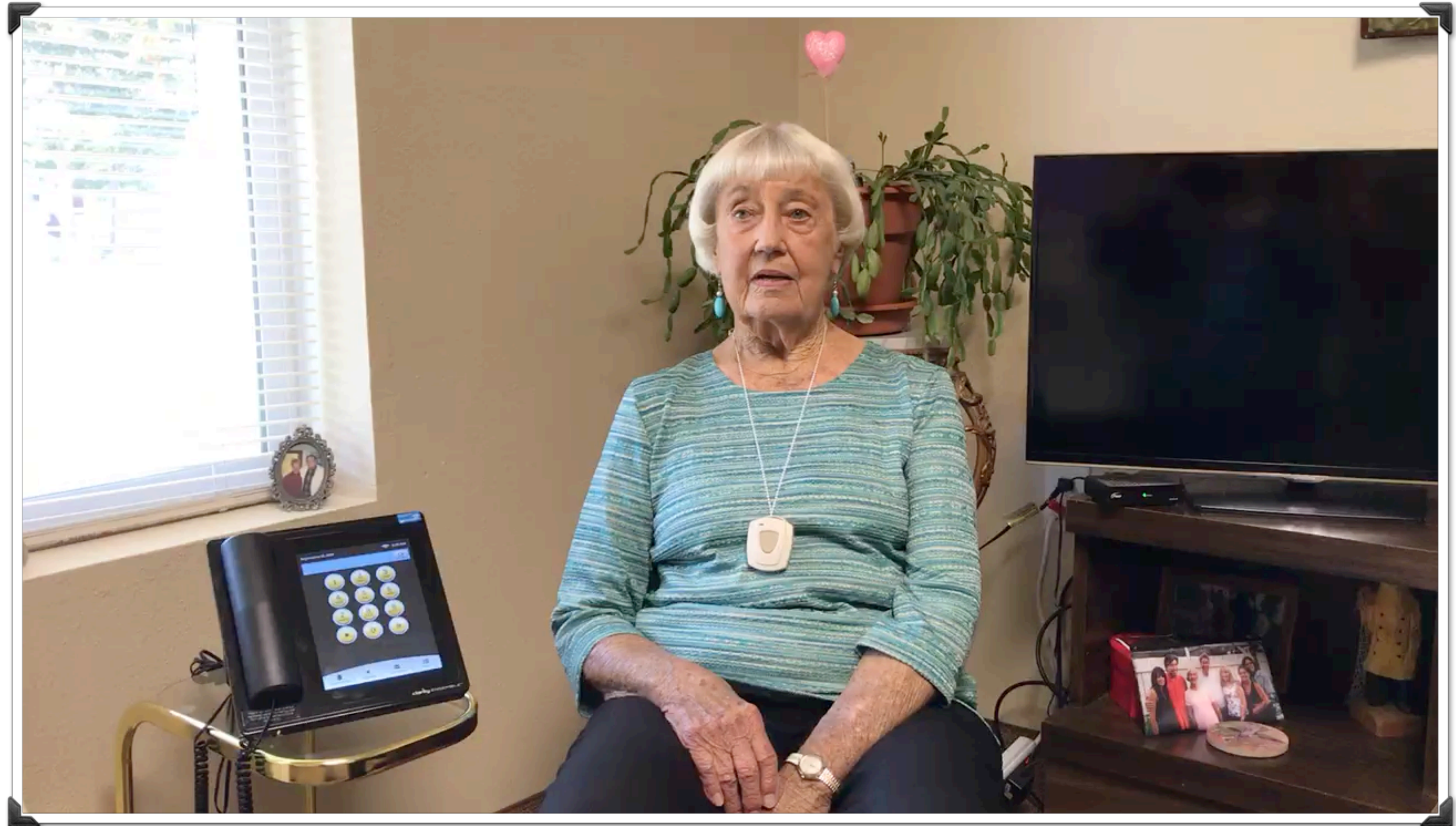


ClearCaptions®

Get the whole conversation.

**My mother is
your Brand
Ambassador in
Ashland, Oregon**

Lois Shafer: 91



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

I AM OBSESSED...

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 several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic. The text 'What I'm Not...' is centered in a bold, dark blue font.

What I'm Not...



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

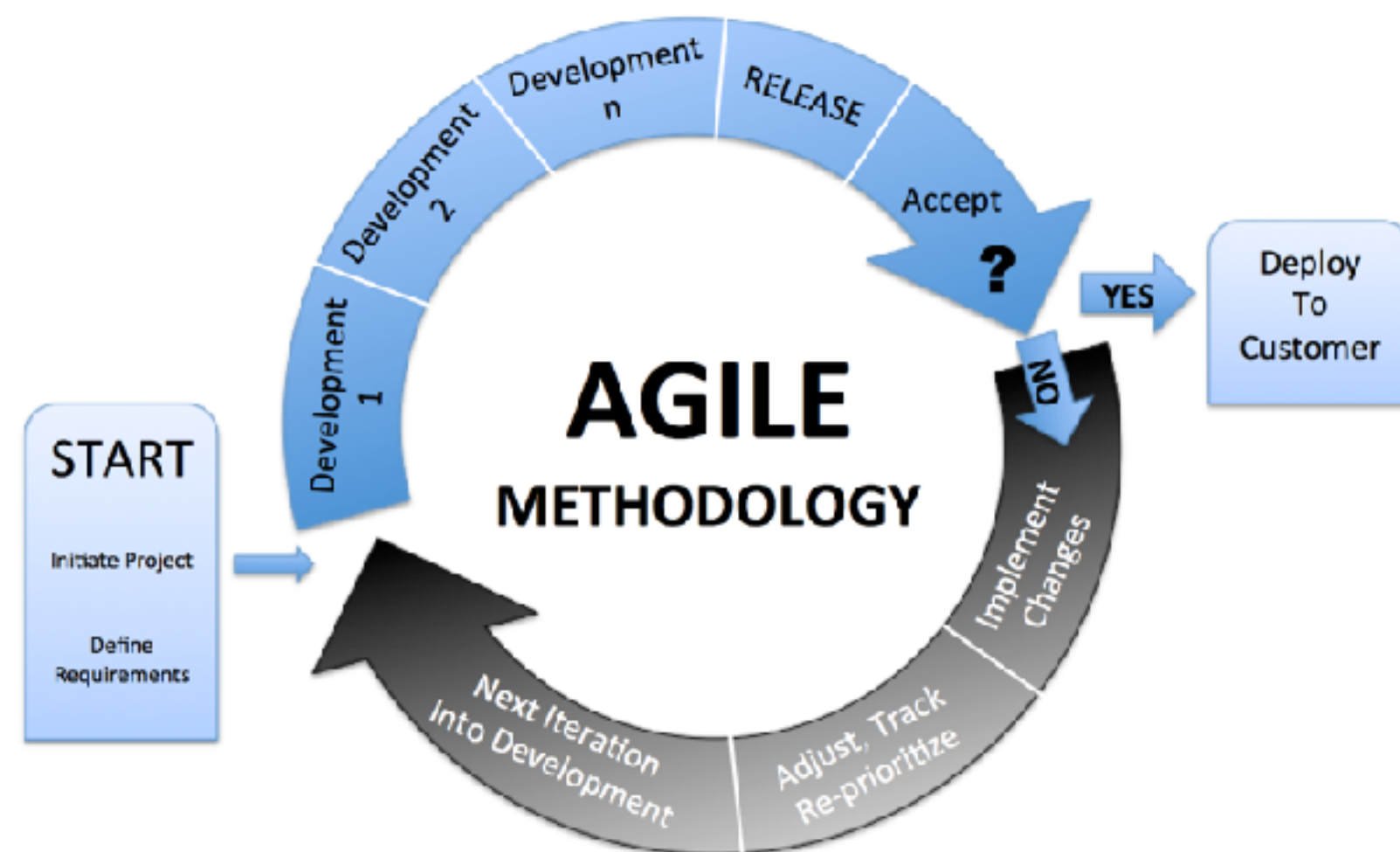
Ross Shafer

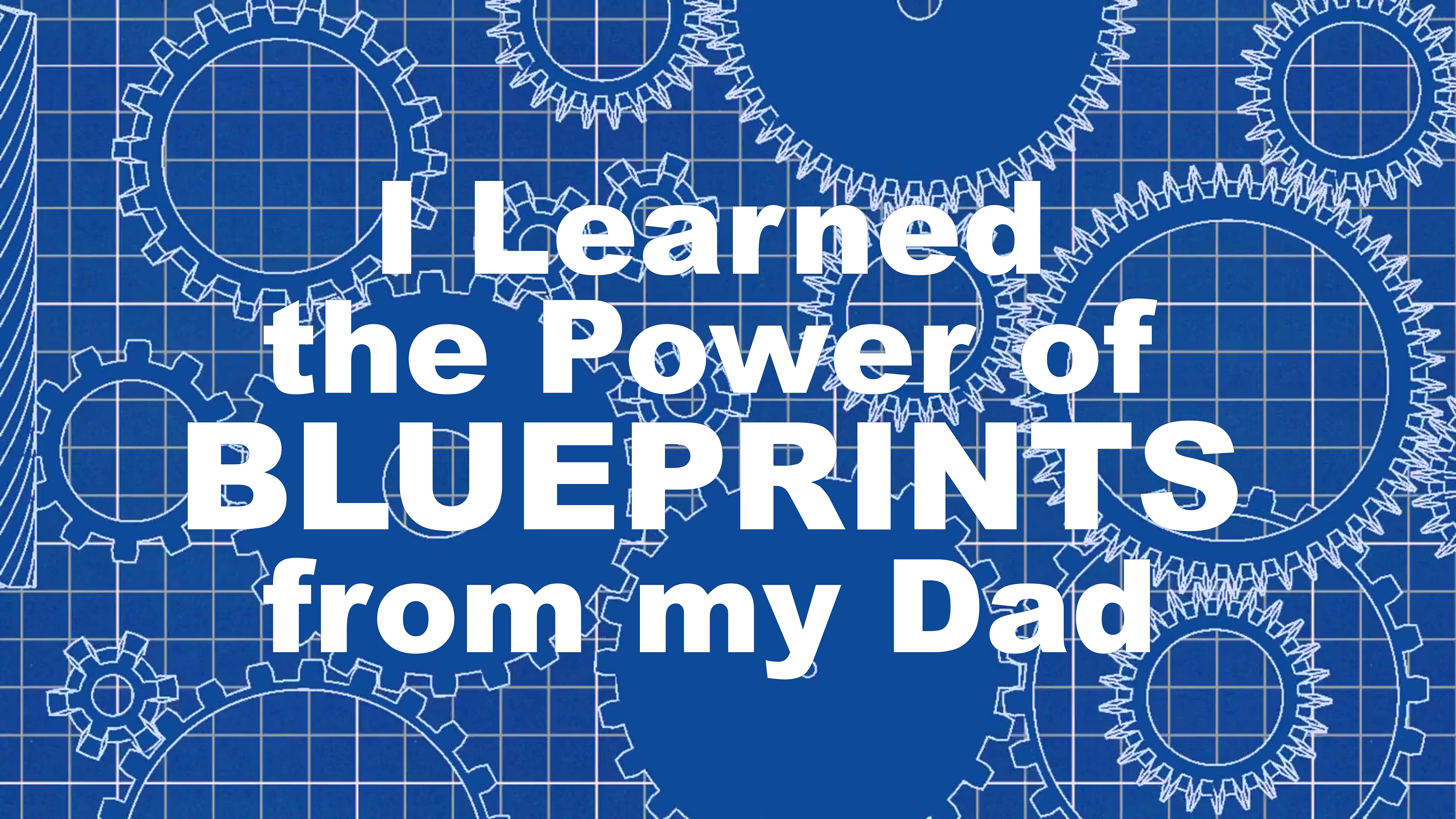






Ryan Shafer





**I Learned
the Power of
BLUEPRINTS
from my Dad**

Maiden flight - May 1971



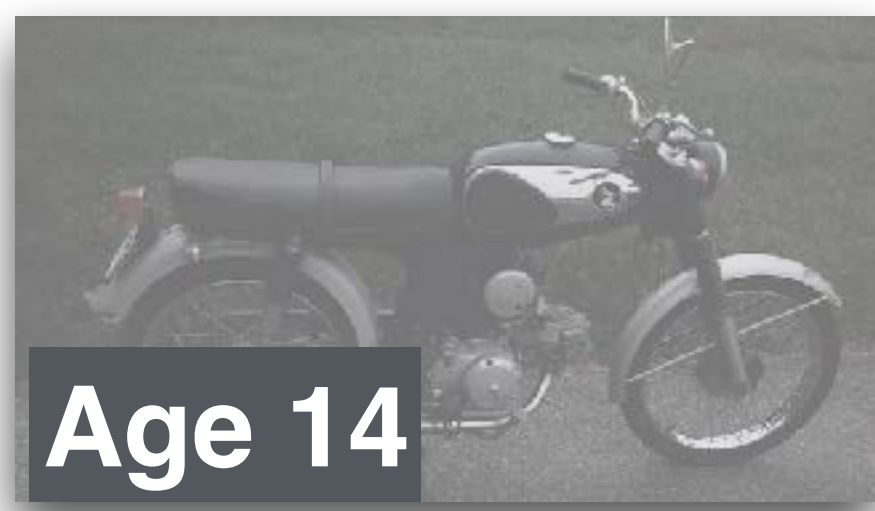
“Fear is the enemy of success”

CHUCK SHAFER

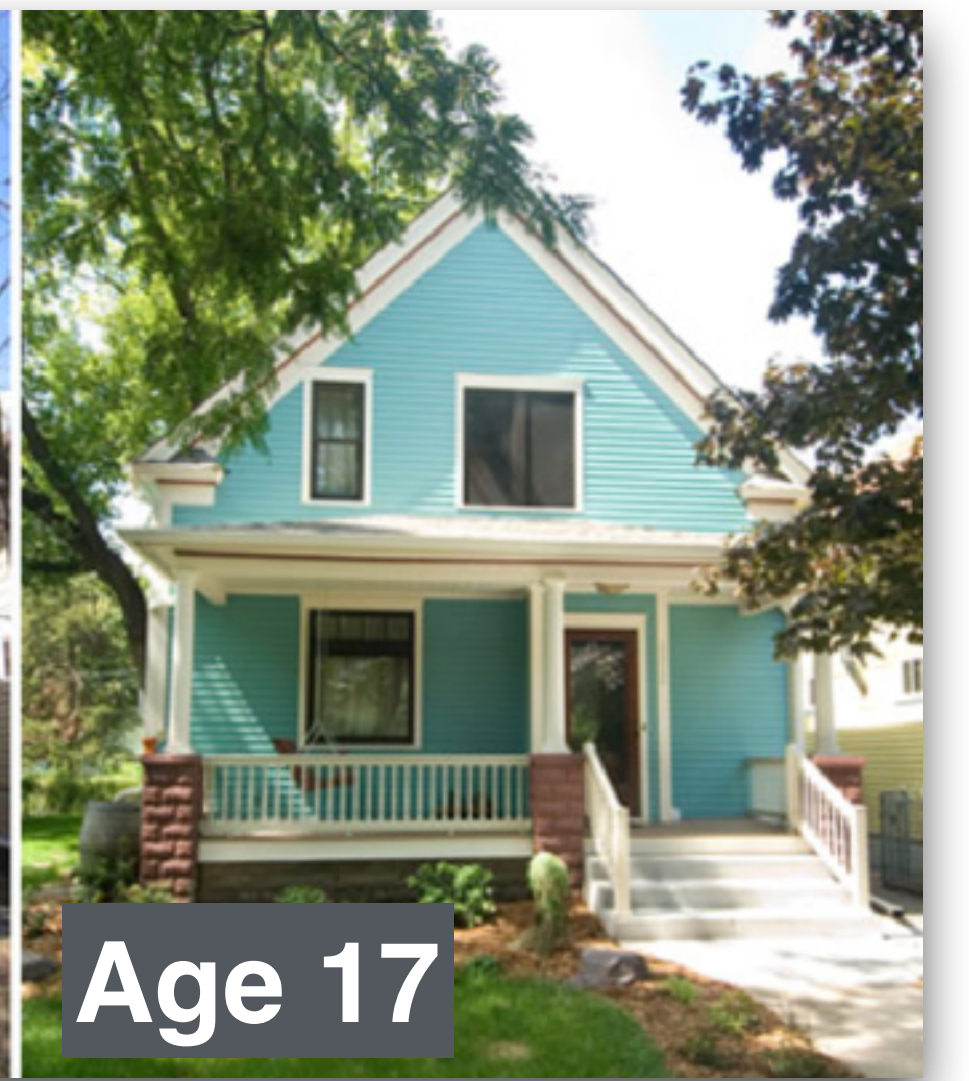




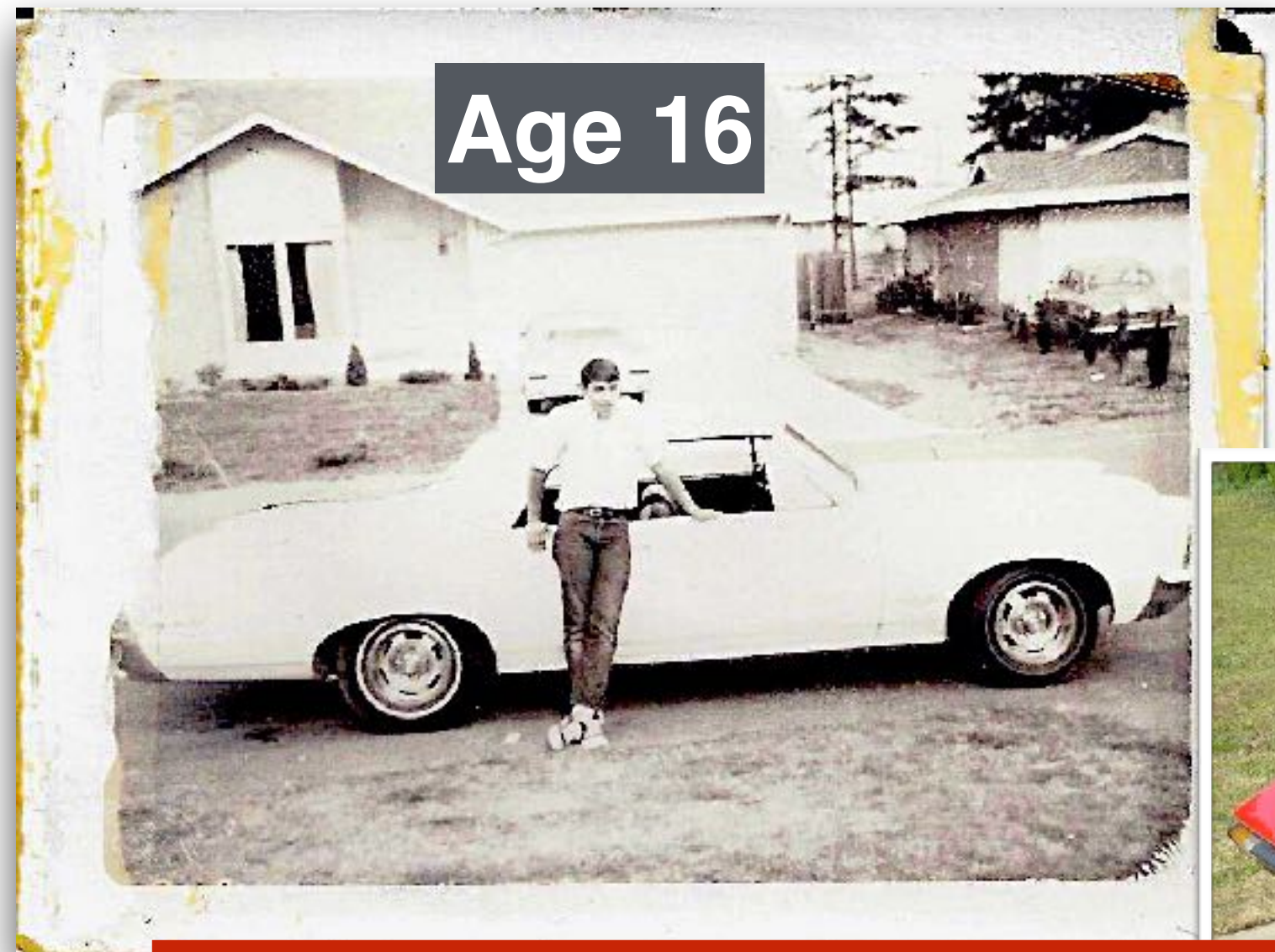
Age 13



Age 14



Age 17



Age 16



Age 29

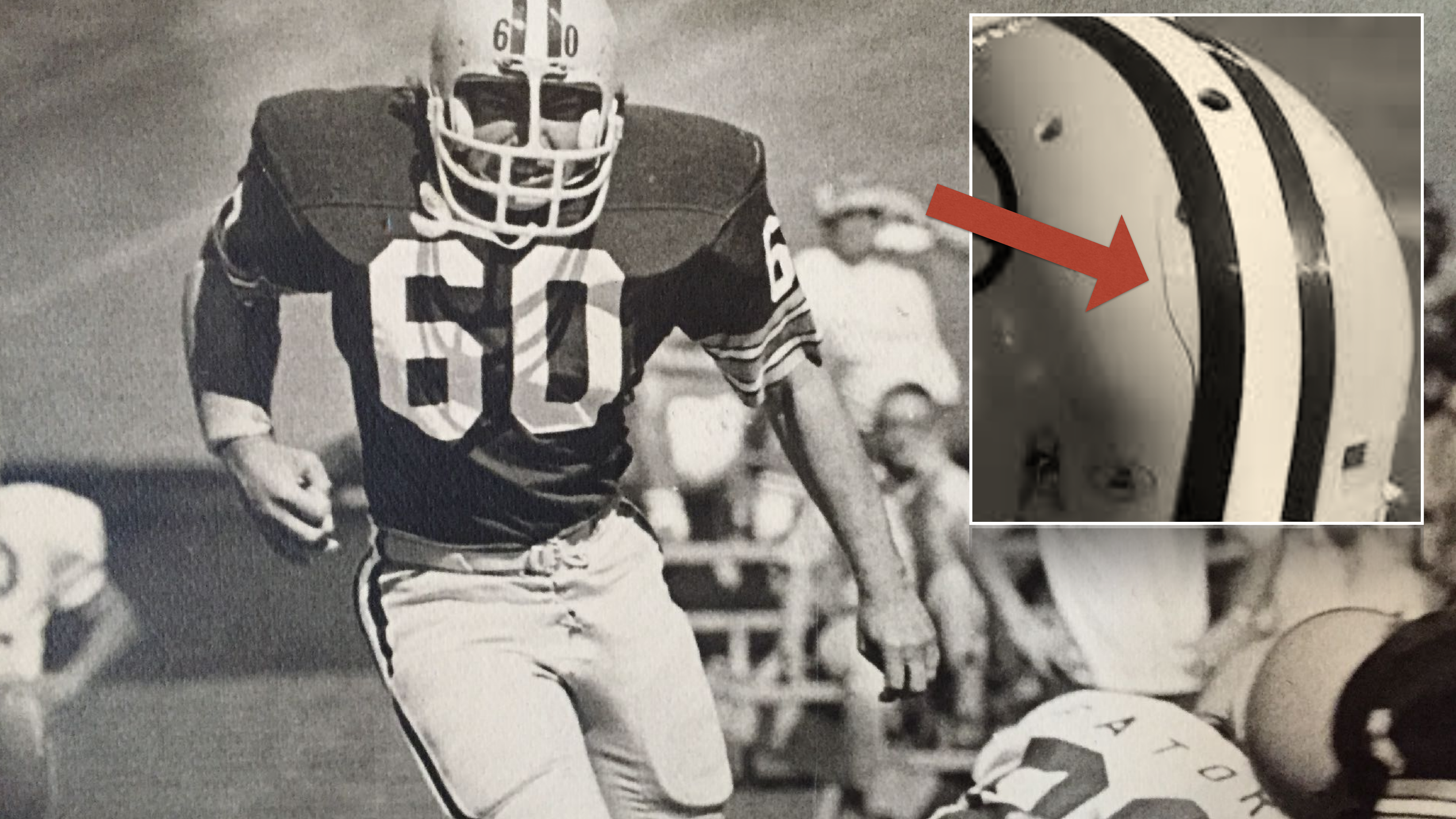


Flipping Homes



Age 19

Flipping Vehicles





UNITED STATES BANKRUPTCY COURT Western District of Washington

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





Age 22

Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1



Restaurants/Food Service



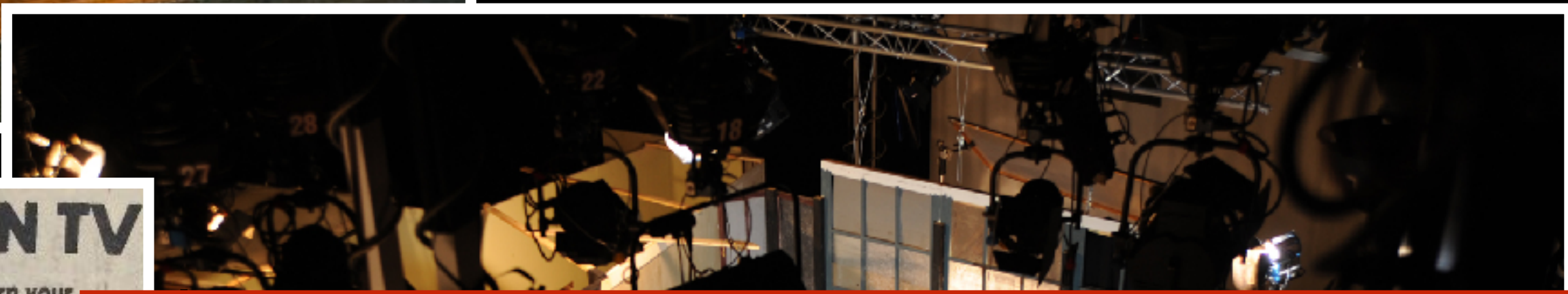
Retail Clothing



Photography & Product Marketing



Building Industry



Flipping Broken Companies

SHAFER® PROJECTION TV



Turn your Den or Rec Room Into a Video Theatre

- 4 Ft. and 5 Ft. Screens
- Ceiling Models Available

At last the Northwest's largest maker of Giant 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.

For Home Demonstration Information CALL COLLECT (206) 848-8300

119 Hi Ho Shopping Center
Puyallup, Wash. 98371

STUDIO in Puyallup



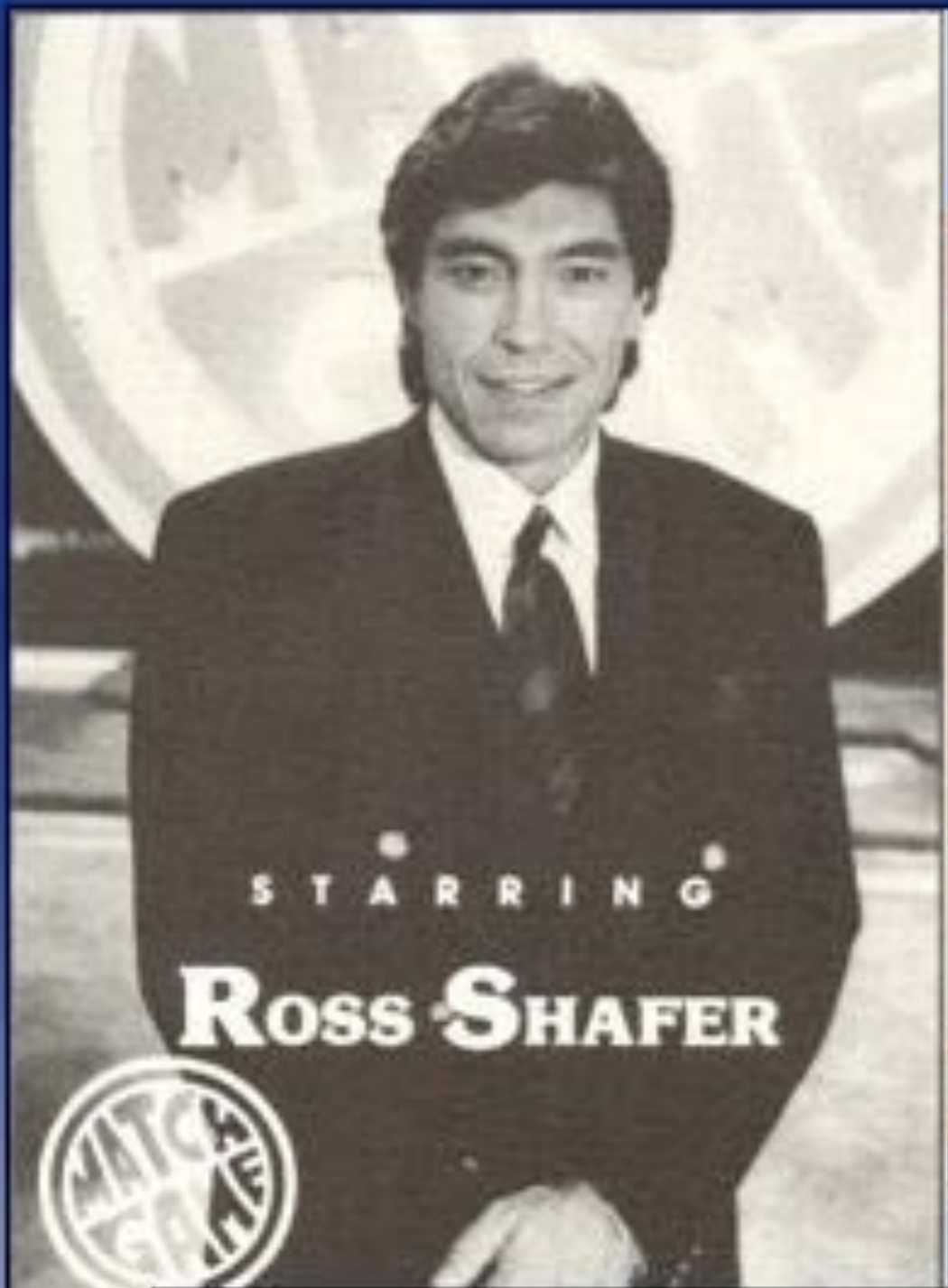

TV & Film Production



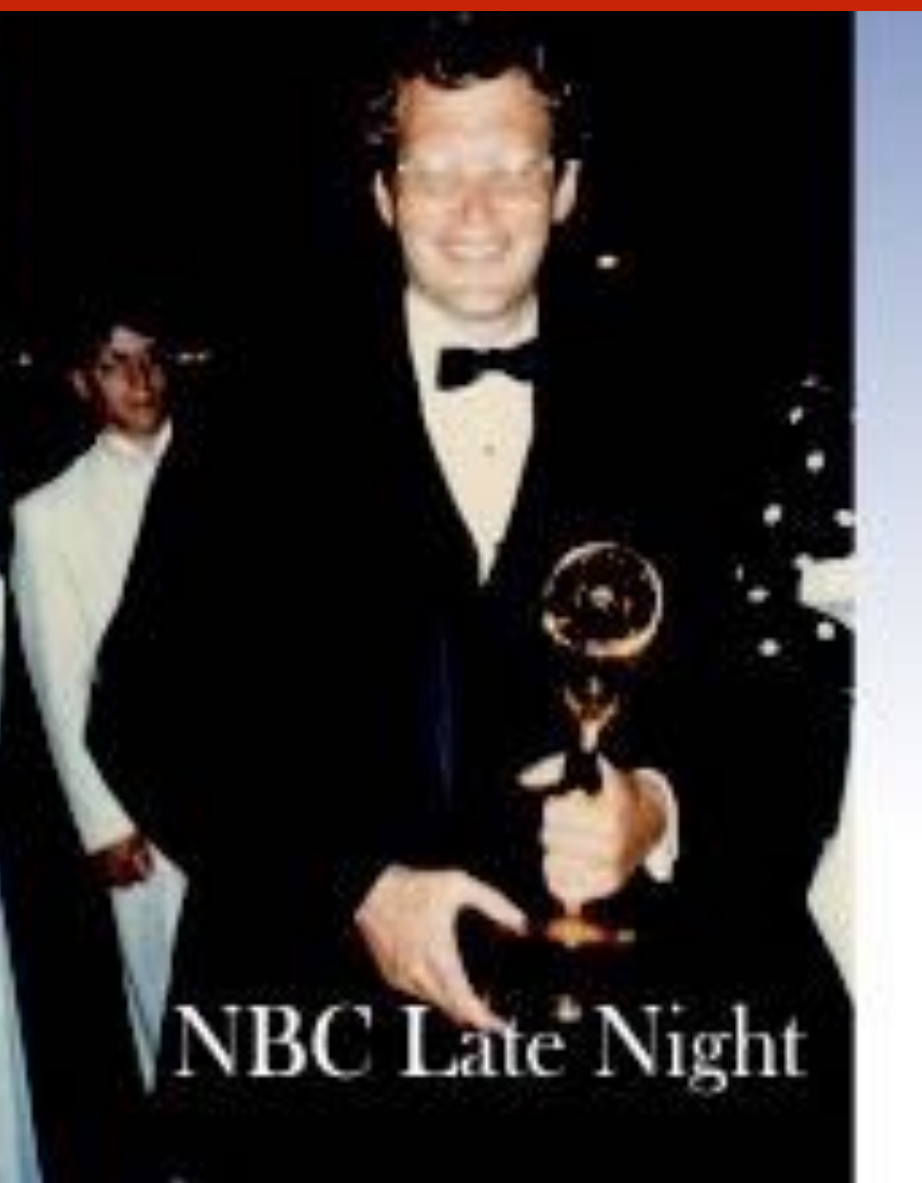
A silver and black microphone is mounted on a black stand, positioned on the left side of the frame. The background is a vibrant red, vertically pleated curtain. The text 'STAND UP COMEDY' is written in a large, white, serif font across the center-right of the image.

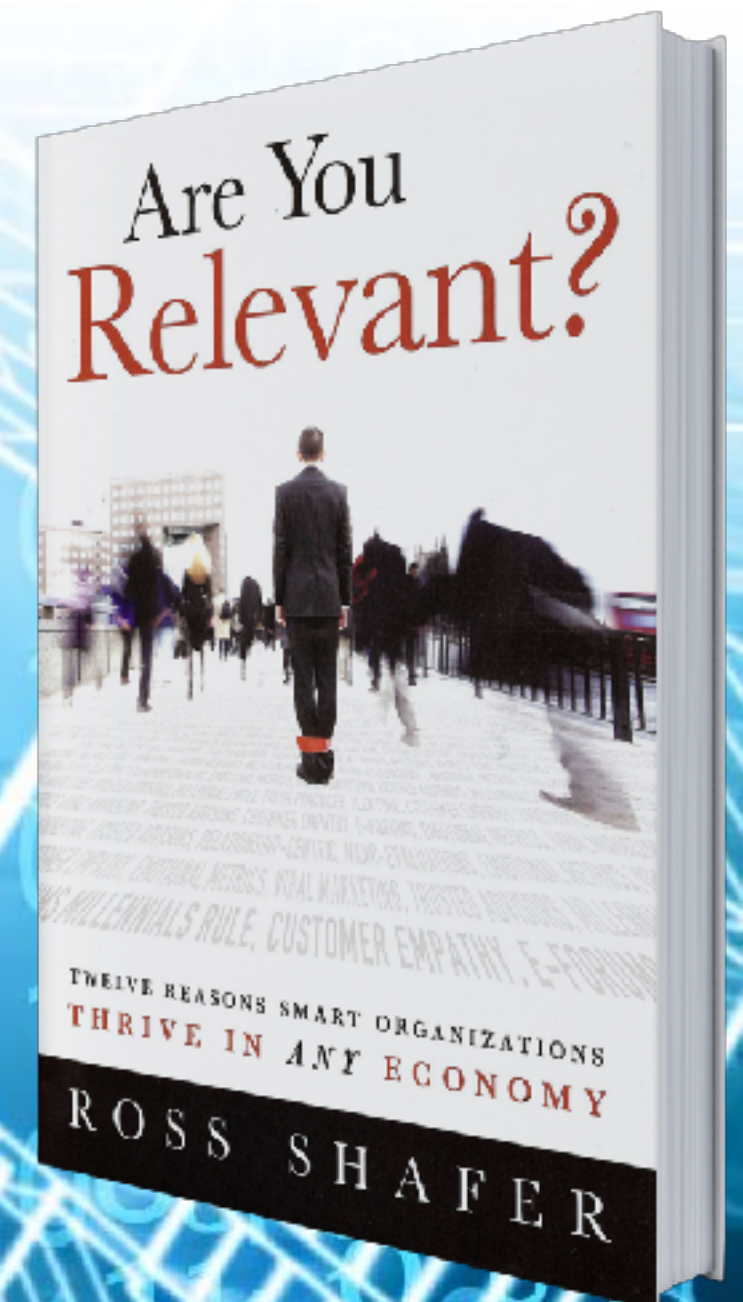
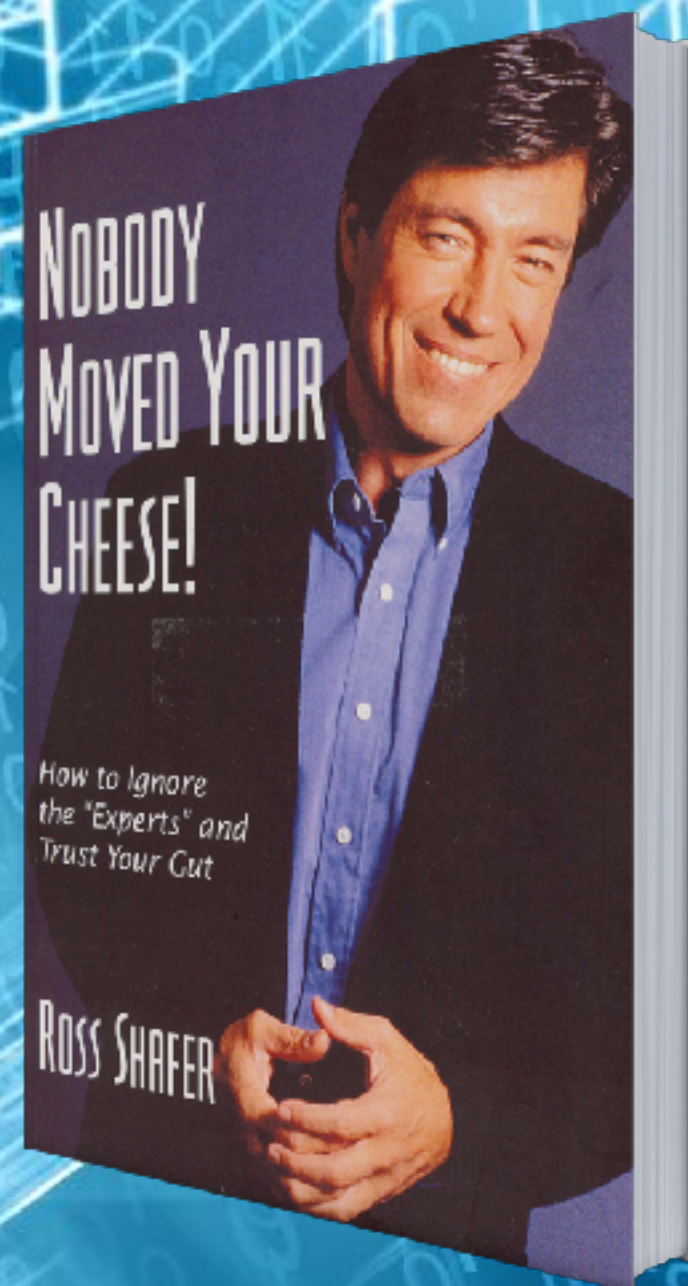
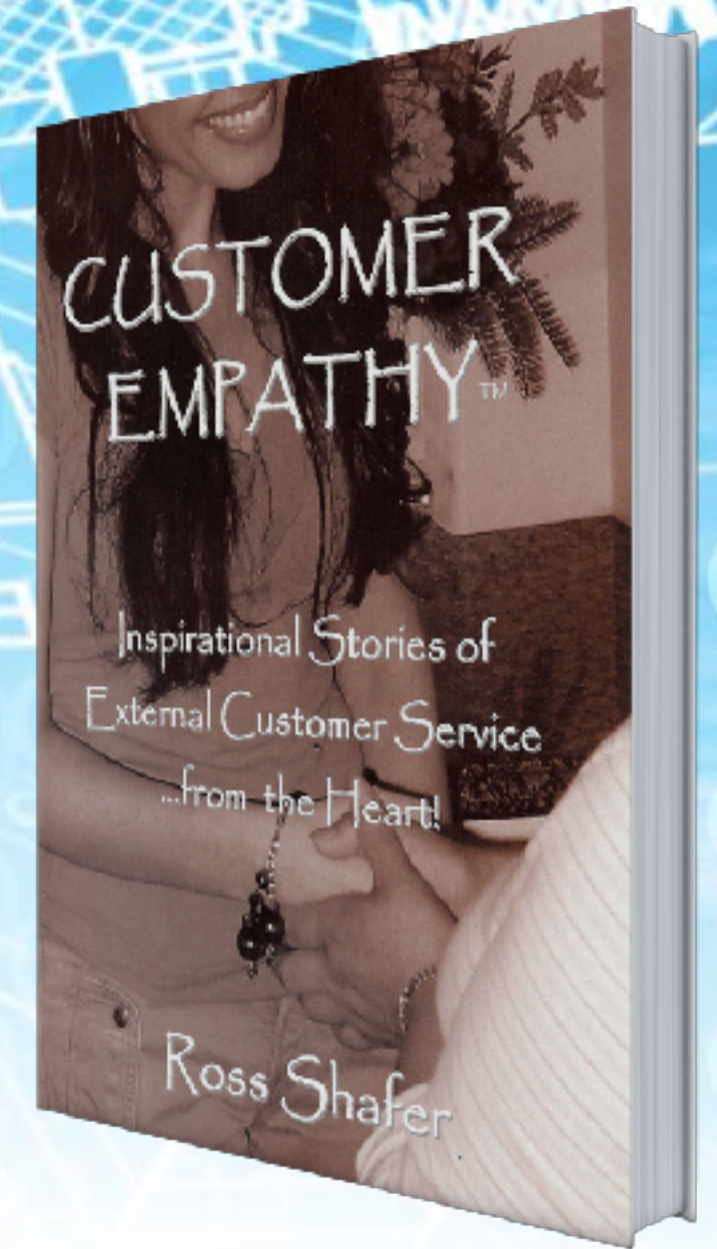
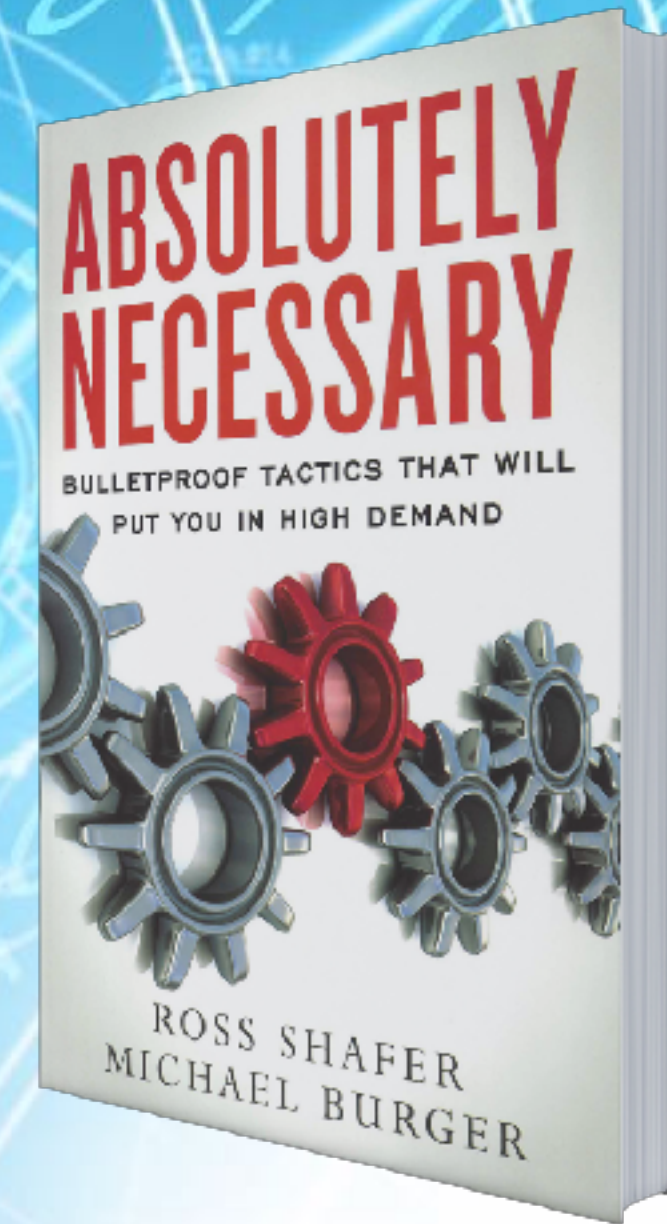
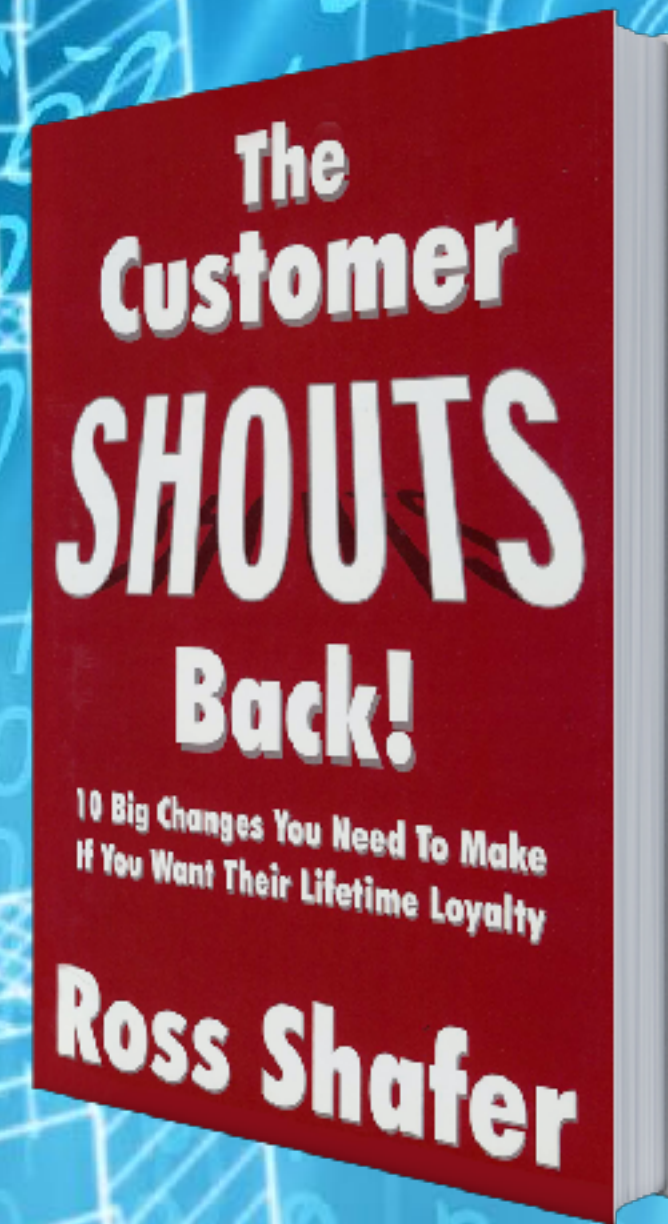
STAND UP COMEDY

(I followed the BLUEPRINT for
getting on TV)



Talk & Game Host





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.

**Where will Your
Next Innovation
Come from?**

Hotel Events

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

January 3, 2019



Group/Event	Room	Time
GENERAL ELECTRIC		
BREAK OUT SESSION A		
Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

CRASH THE WRONG MEETINGS

Association of Human Nature Convention



[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

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[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





Idea Harvest

It costs
\$20/person
to join
the meeting

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**Customers Judge
You from their
Other Experiences**

Comcast
xfinity

amazon

hulu

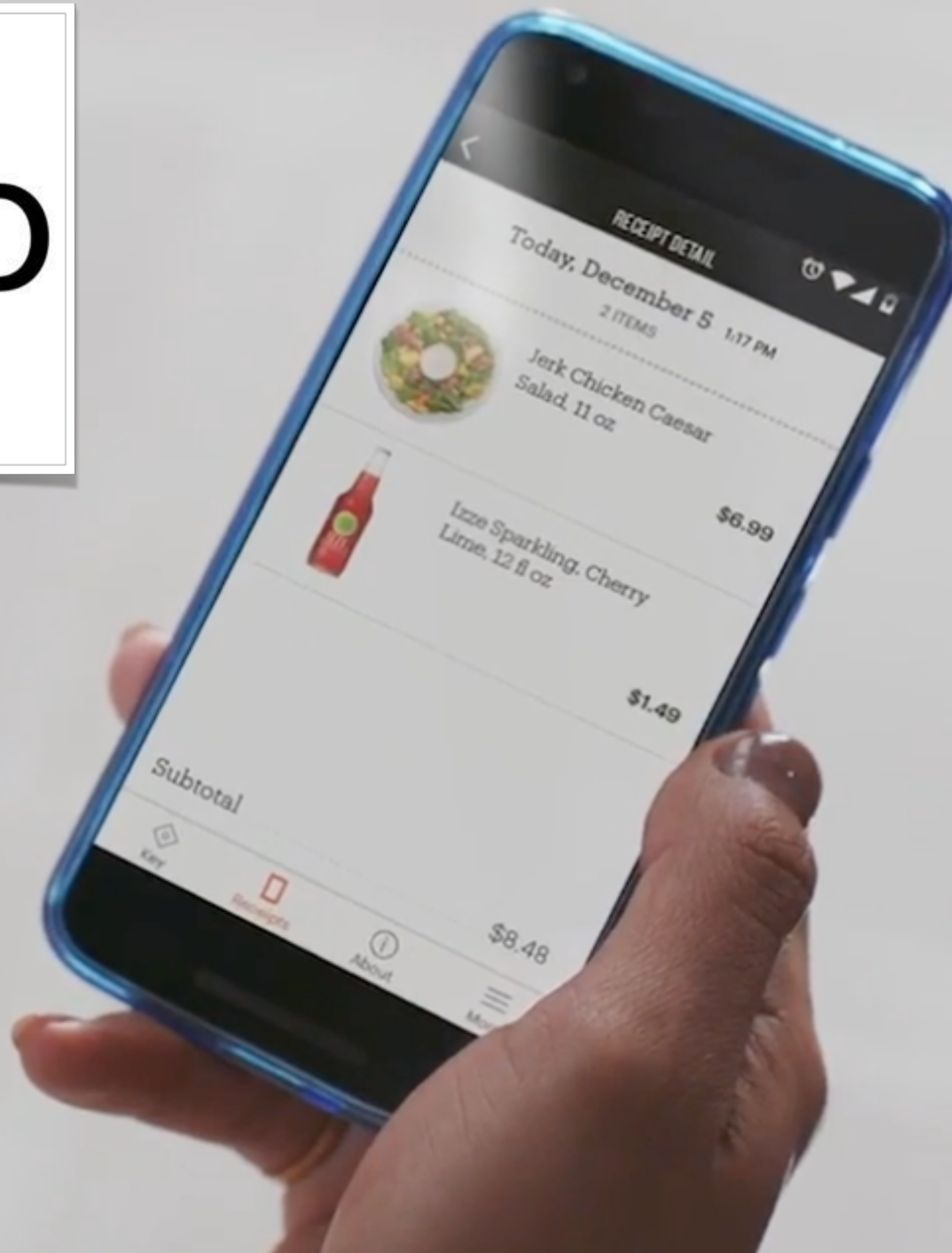
NETFLIX

Google



amazon go

3,000 cashier-less stores



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Eliminate All Transactional Friction

R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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

You Don't Have to



Your Customers

Eliminate the



Moments



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



TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

CSAT (Customer SATisfaction)



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

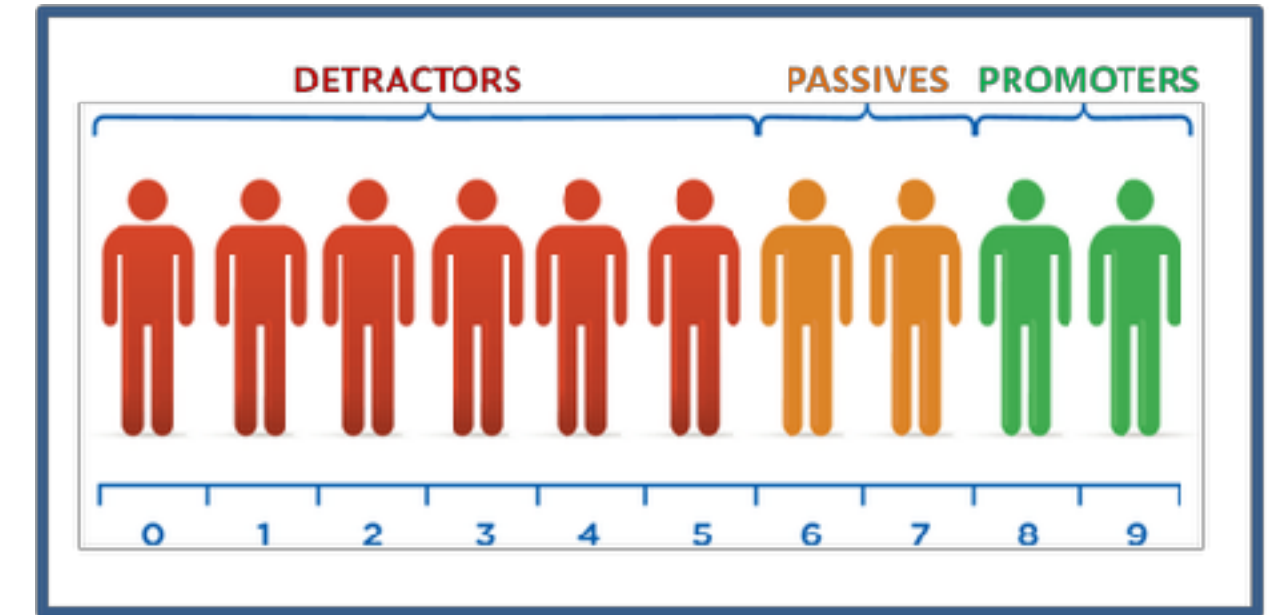
The bigger risk to loyalty is when you fail or disappoint them.”

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 customer 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.**”



What is the Most Dangerous Threat to Your Business?

BTW: It's NOT Millennials





facebook



You Tube



LinkedIn

snapchat

FOMO



🔍 Find a Therapist (City or Zip)



Susan Krauss Whitbourne
Ph.D.

Fulfillment at Any Age



Is Facebook Making You Depressed?

New research suggests who's at risk for depression from too much Facebook use

Posted Oct 14, 2017

[f SHARE](#) [🐦 TWEET](#) [✉ EMAIL](#) [🔗 MORE](#)

That experience of “FOMO,” or Fear of Missing Out, is one that psychologists identified several years ago as a potent risk of Facebook use. You're alone on a Saturday night, decide to check in to see what your Facebook friends are doing, and see that they're at a party and you're not. Longing to be out and about, you start to wonder why no one invited you,


“Un-Friending” Melt Downs

Mood Swings Based Upon CLICKS & LIKES

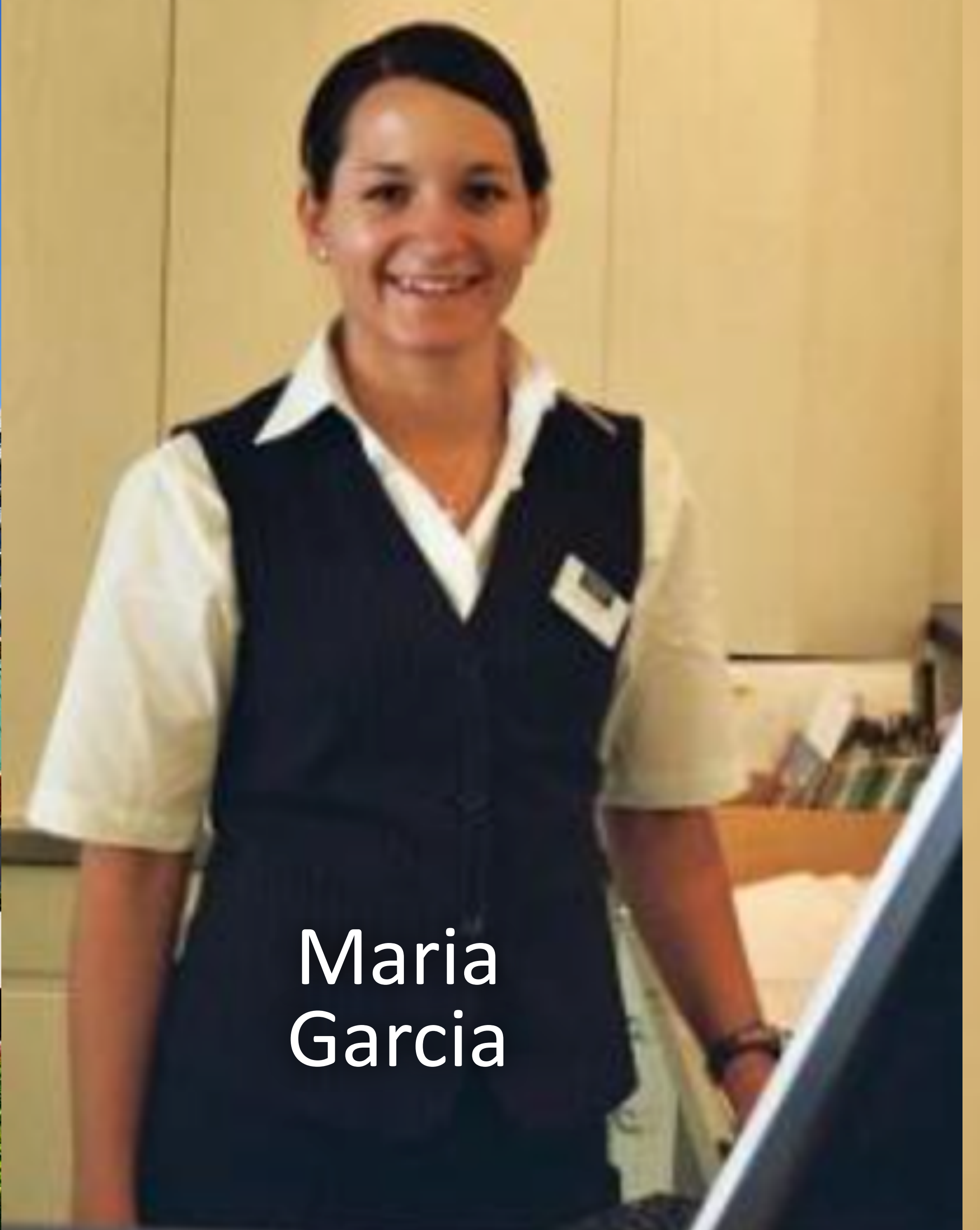
DISTRACTION ERRORS AT WORK

CO-WORKER TENSION

Self-Absorbed. Self- Obsessed.

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

**HOW WILL YOU
“SCALE”
YOURSELF?**



Maria
Garcia

Pay Extreme Attention to Others

*Living an
Other-Focused™ Life*



Ross Shafer

Garry Poole

Show EXTREME Patience

**Try to meet their
Baby Boomer children**

Hold “PARTY-LIKE” Events

*Ask for their friend's names,
a church, clubs, YWCA.*

Do installs on time

Come when Called

*Living an
Other-Focused™ Life*



Ross Shafer

Garry Poole



BE PROFESSIONALLY CURIOUS





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





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Tell a More Emotional Brand Story

‘We don’t sell motorcycles. What we sell...



“...is the ability for a 43-yr old accountant to dress in black leather, drive through small towns, and have people be afraid of him.”





Dignity[®] MEMORIAL

The largest network of funeral,
cremation & cemetery service providers.

Plan. To Make it Right.[®]

Preplanning your funeral or cemetery arrangements gives you and your loved ones peace of mind. We offer Free, engaging, interactive pre-planning seminars.

Call Today: 504-729-1912

Peaceful.
Beautiful.
Everlasting.

Lake Lawn
Metairie

Celebrating Claudine G. Bowers 1922 - 2010





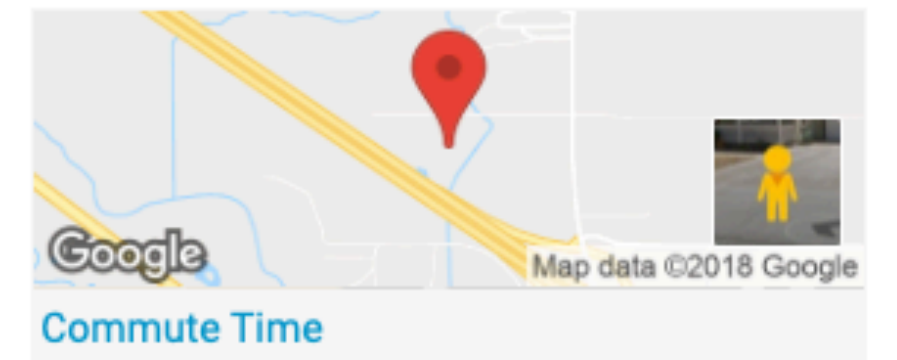
Chuck & Lois Shafer



\$549,900 Est. Payment [\\$2,349/mo](#)

455 W Butler Ln, Ashland, OR 97520

3 beds 2 baths 1,620 sq ft



Property Type	Single Family Home	Last Sold	\$84,000 in 1982	Days on Realtor.com	6 days
Year Built	1982	Price per sqft	\$339	Garage	8 cars



realtip

Home includes a 1,000 sf RV shop Did you find this useful?

[Ask a question](#)

[Share this home](#)



Open Houses



Property Details



In 1983, Chuck and Lois Shafer bought the single level, 3-bedroom 2-bath home at 455 W. Butler Lane as their retirement villa. They had no idea that location would become one of the most valuable in Ashland. The 1,620 sq. ft home is located in an upscale neighborhood within minutes of Southern Oregon University, Lithia Park, the Ashland Golf Club, the Shakespearian theaters, Bellview Elementary School, and the Ashland fixed based airport; where Chuck's 2nd greatest passion, (his two airplanes) were only four minutes from home.

Lois was crazy about her two "G"s...golf and gardening. Each year, their friends (and wonderful neighbors) eagerly awaited the fresh fruits and vegetables Lois pulled from the expansive TID irrigated garden on their 1/3+ acre lot.

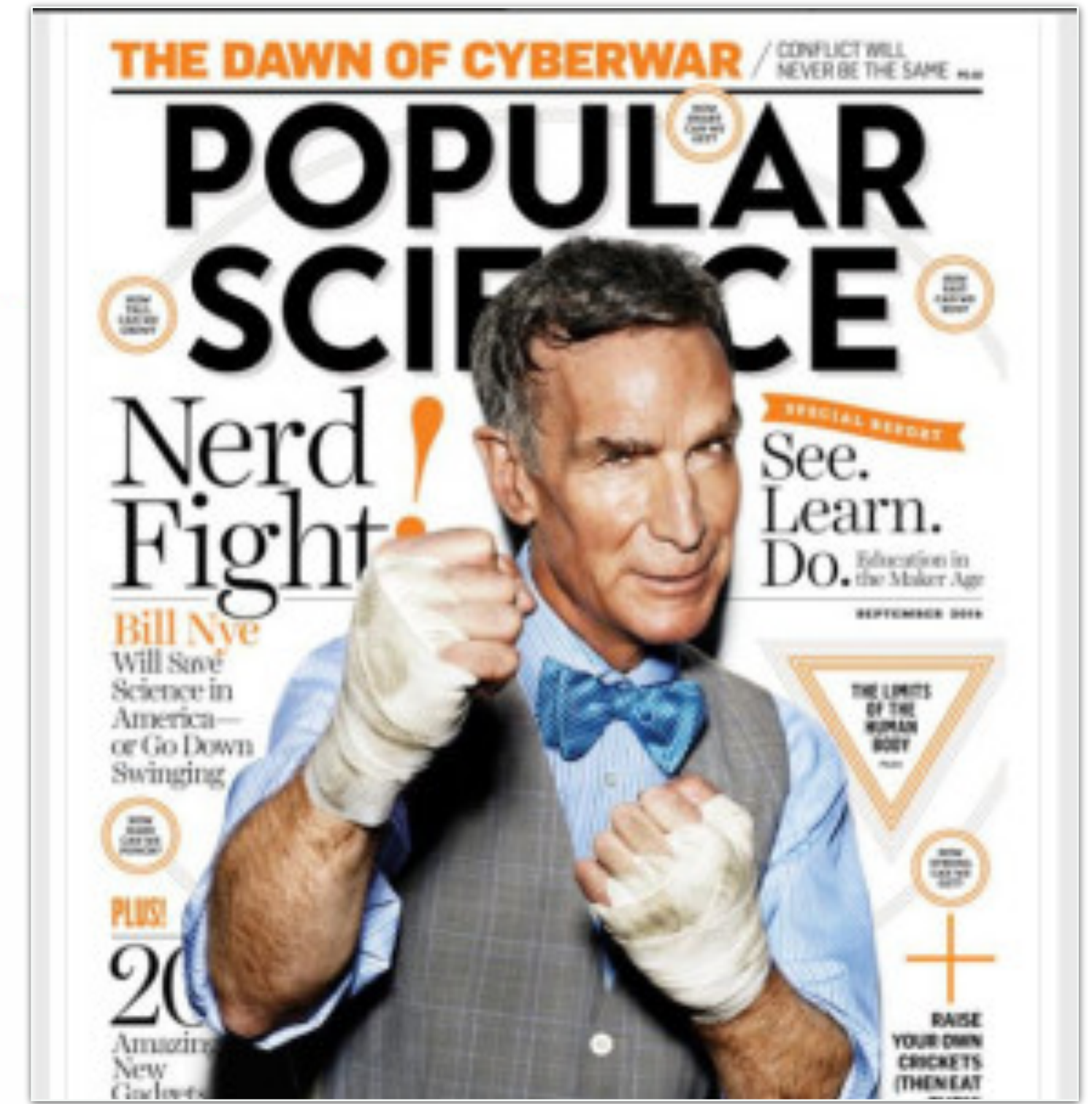
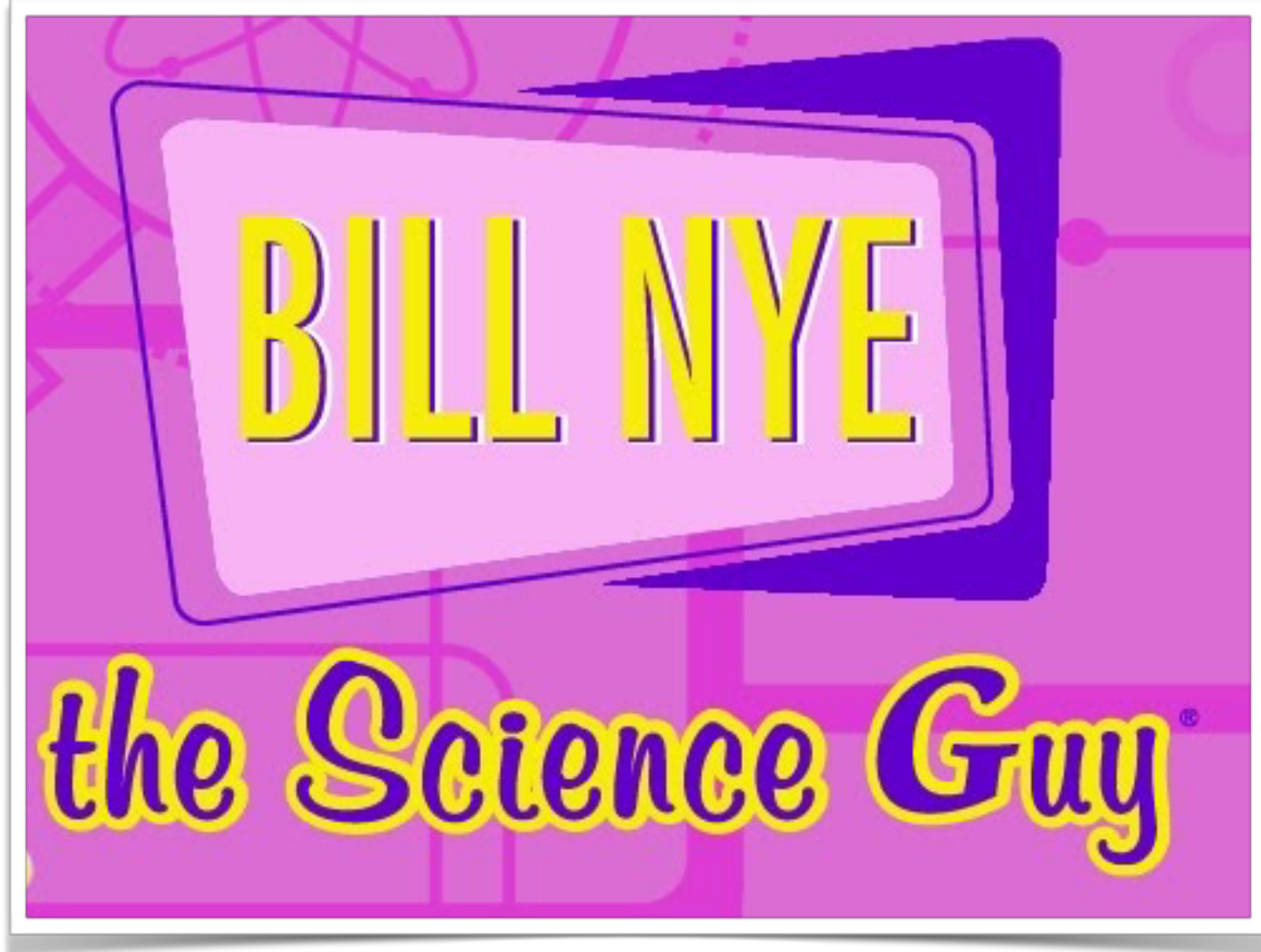
Chuck not only loved his planes but anything with a motor. So, in addition to their two car garage, he built a 1,000 sf matching shop where he could tinker on his cars, boats, and motorcycles. Of course, he left lots of room for their 31-foot 5th wheel travel trailer; which was served by a separate RV driveway.

These days, Chuck undoubtedly tells his famous 'fish stories' in Heaven; while Lois recently celebrated her 91st birthday (with 74 friends) at a beautiful retirement community just two miles away.

Are you ready to create your own memorable life here, too?

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**Elevate Your
Superstars
Quickly**



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 next to it says 'Visit Ross Shafer's Website'. Below the header, there are navigation tabs for 'Home', 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About'. A 'Subscribe' button is visible in the top right. The main content area is titled 'Relevant Leaders Club' and includes a description: '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...'. Below this, there 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



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



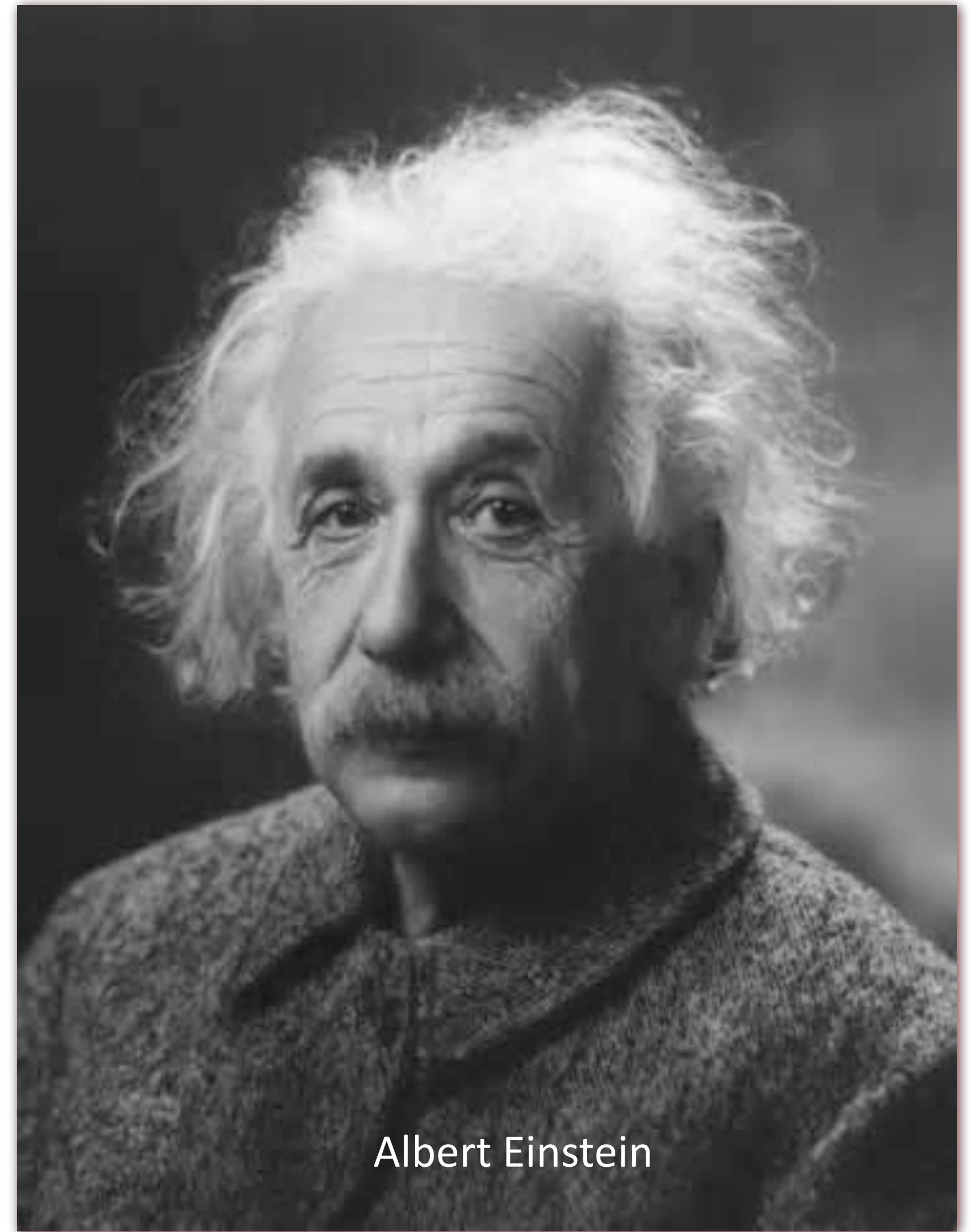
Daddy/Daughter date
12th birthday!

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Offer Wisdom

**“This work will be exhausting
sometimes.”**

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



Albert Einstein

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**Provide Ongoing
Encouragement**





Ross
Shafer

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meeting...**

CONTACT:

Jay Conklin 703.516.4000

Jay@kepplerspeakers.com