



Ross
Shafer

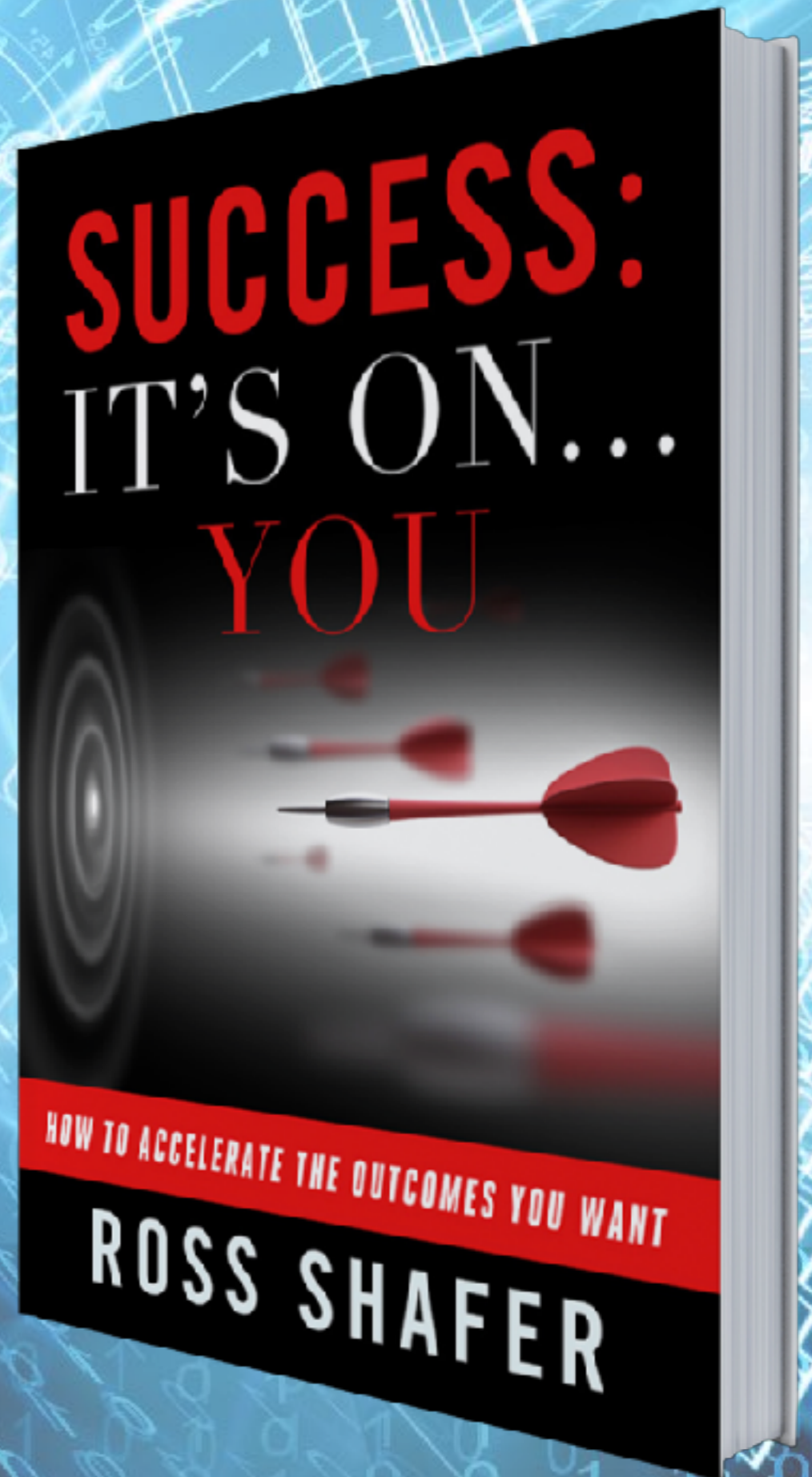
**WANT TO CONTACT
ROSS?**

**Helen Broder
(910)256-1204**

Helen@RossShafer.com



Ross
Shafer



CURRENT:
Knowing
Skinny
Jeans are
Popular



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and dimensions. A prominent feature is a large, bright, circular light effect in the upper center, with rays emanating from it. The drawing includes labels such as '118.5', 'K1/2"', 'A', '50.5', '50.2', and 'A'. Binary code (0s and 1s) is scattered throughout the background, particularly in the lower half.

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



Blackfoot

Chemeketa
Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



Follow the Tracks of the Herd

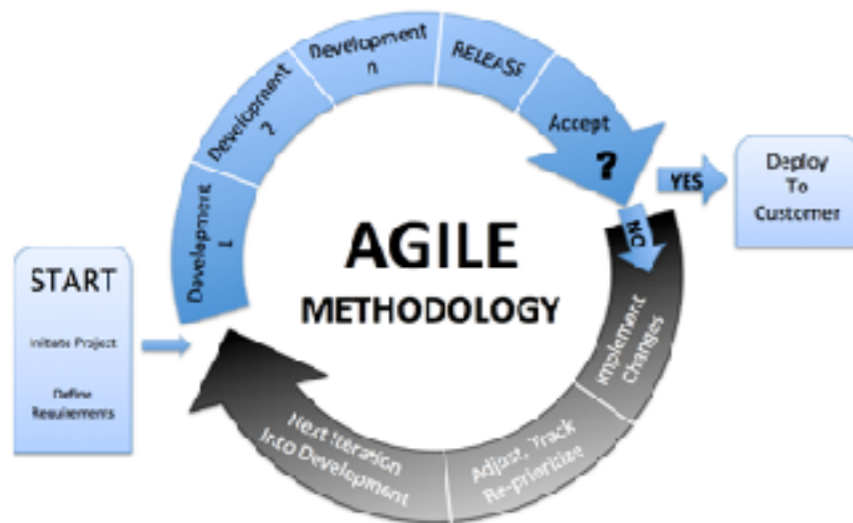
COOK-LIKE- A-STUD

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

Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





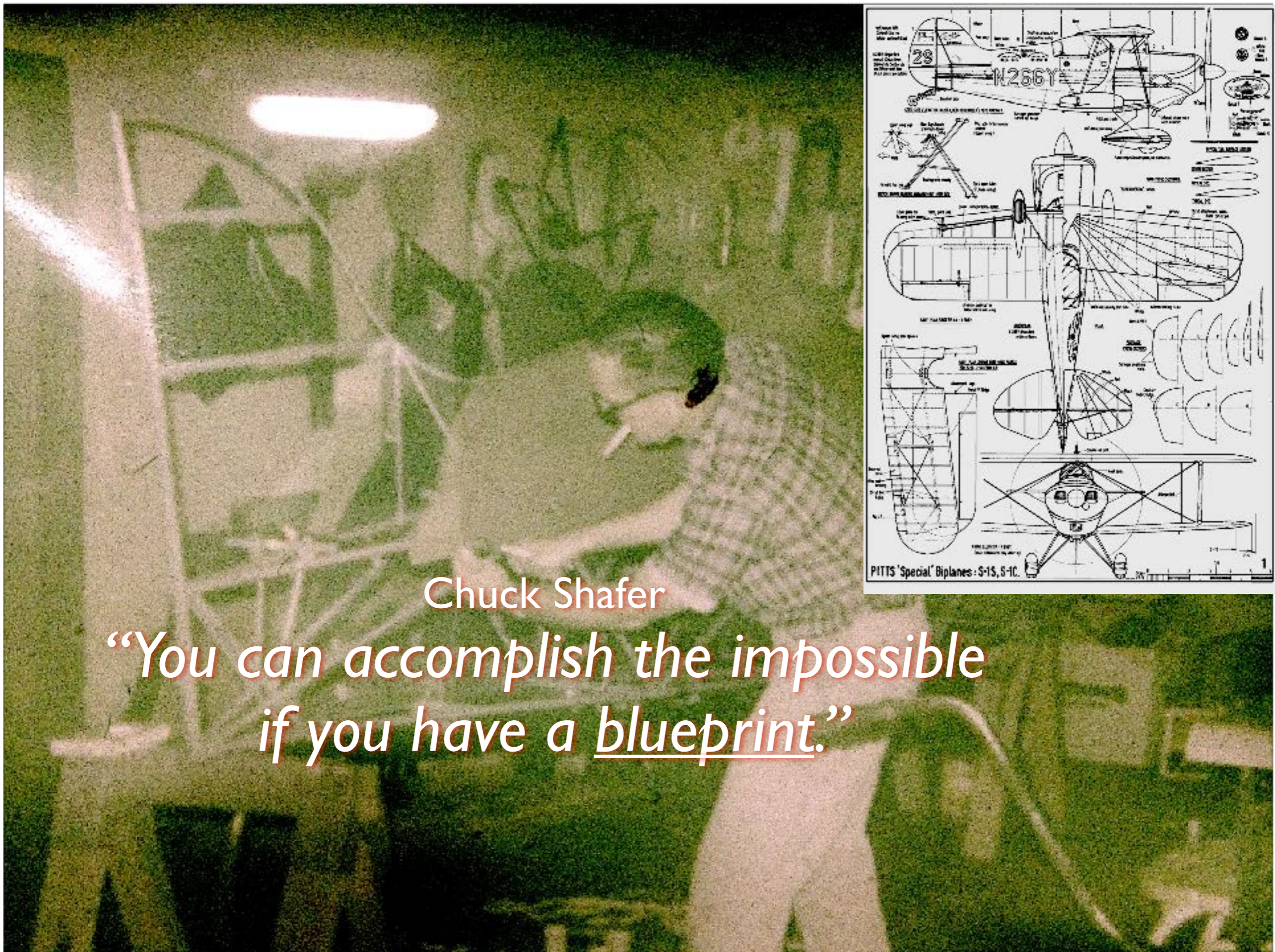
Ryan Shafer



Trust Successful BLUEPRINTS

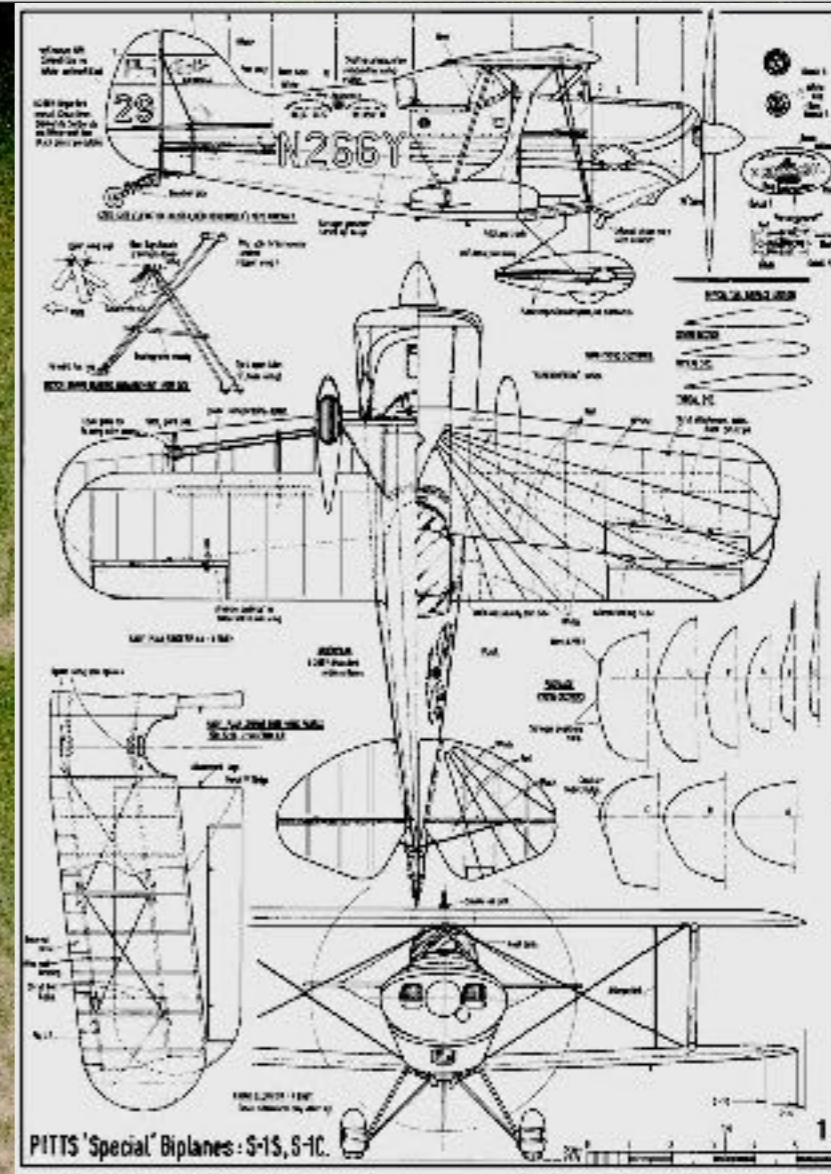


Chuck Shafer 1927-2001



Chuck Shafer

*“You can accomplish the impossible
if you have a blueprint.”*



Maiden flight - May 1971



“Fear is the enemy of success”

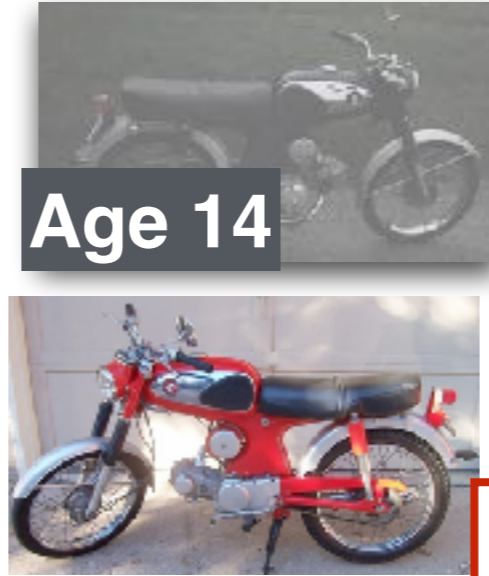
CHUCK SHAFER



Age 13



Age 14



FLIPPING
HOUSES

Age 16



Age 29

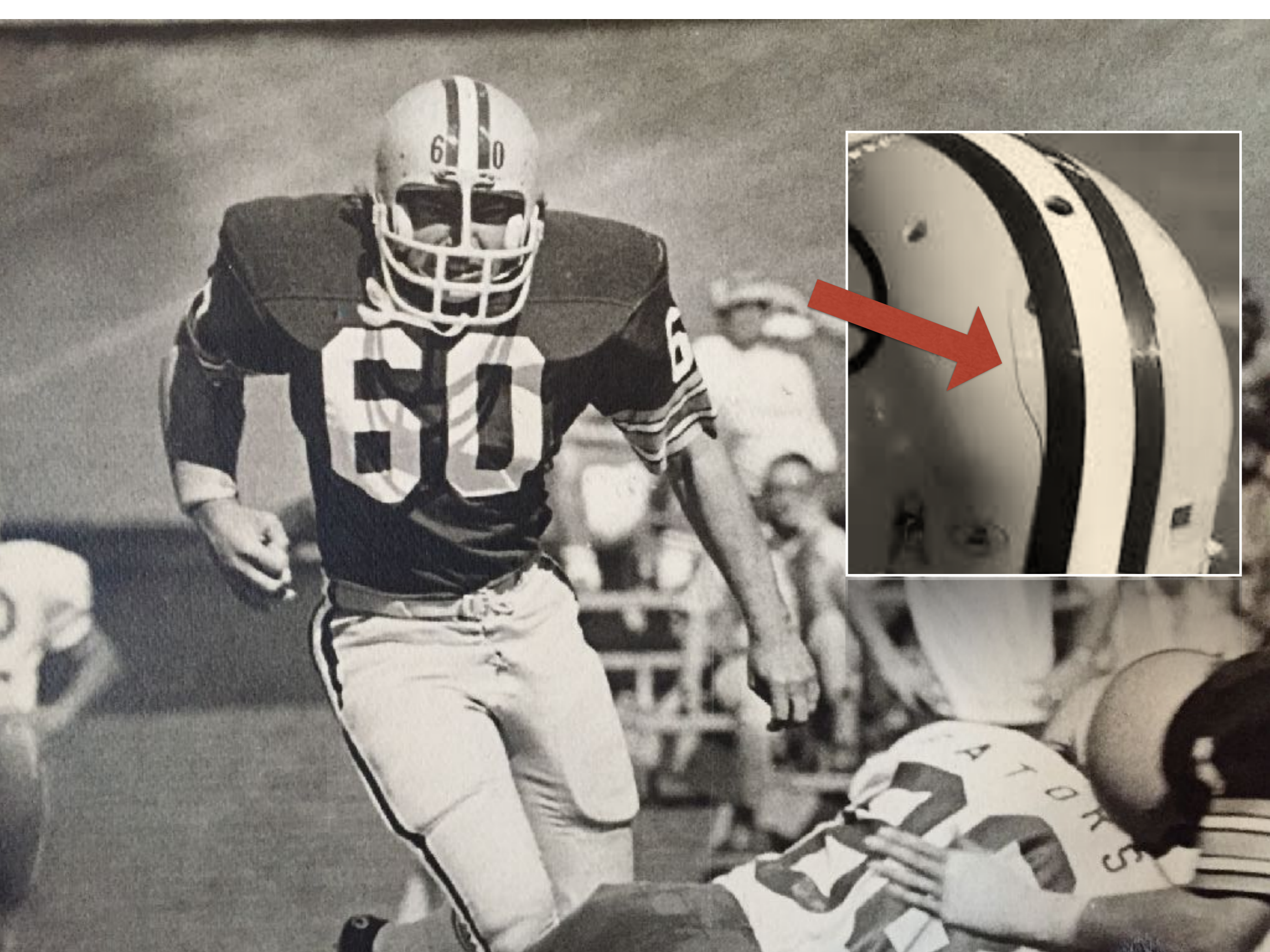


FLIPPING
VEHICLES



Age 19







UNITED STATES BANKRUPTCY COURT Western District of Washington

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



Restaurants/Food Service



Retail Clothing



Photography & Product Marketing



Building Industry



FLIPPING 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 Nation'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.

STUDIO in Puvallup

SHAHER PROJECTION TELEVISION

For Home Demonstration Information CALL COLLECT (206) 848-8300
119 NE Ho Shopping Center
Bellevue, Wash. 98131

TV & Film Production





Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

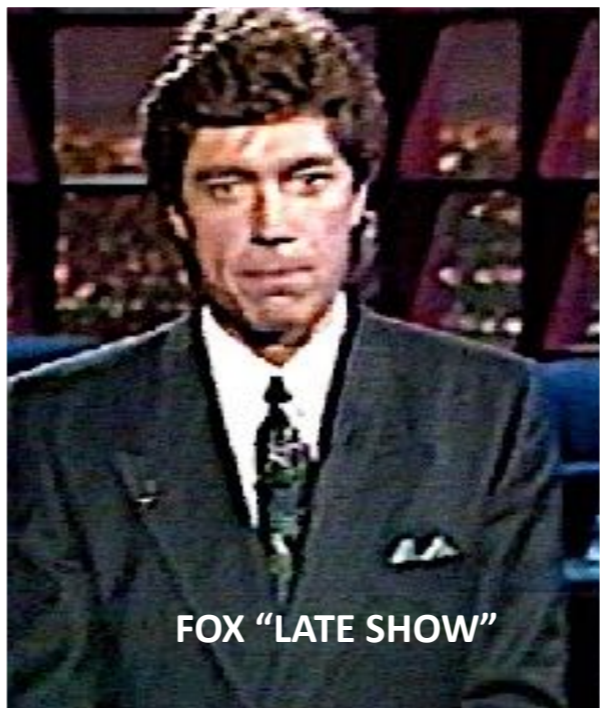
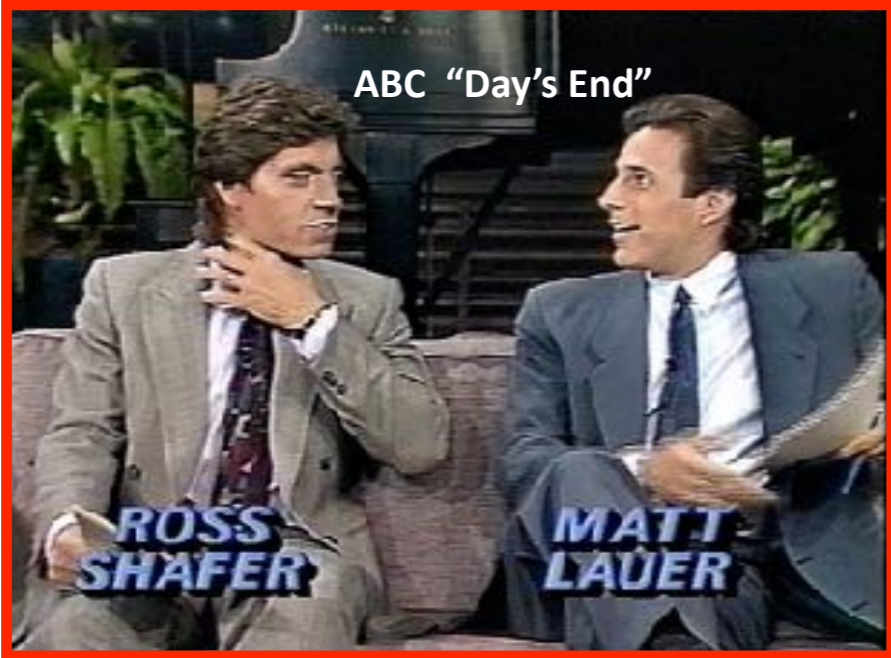
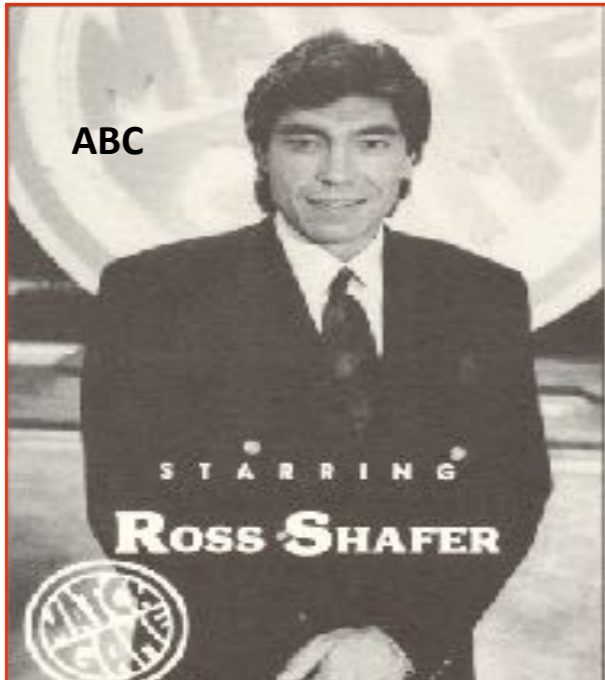
The Beginners Guide Volume 1





The Shafer “Blueprint”







**Always Stay
Fresh, Smart
& Innovative**

9:34



FRIDAY
78° HIGH 78°
CURRENT LOW 68°



SATURDAY
77° HIGH 67°
LOW



SUNDAY
76° HIGH 66°
LOW



DOUBLE TREE
BY HILTON

Hotel
Events



CRASH THE WRONG MEETINGS

		10:00 PM - 2:45 PM
	Green 3 & 4	3:25 PM - 5:00 PM
	Cascade 7 & 8	3:25 PM - 5:00 PM
	RAYTHEON SIX SIGMA	Cascade 1
		8:30 AM - 4:30 PM
	Awards Committee	Maxis Ballroom
		10:00 AM - 11:00 AM
	Client Appreciation Lunch	Grand Ballroom 1 & 2
		11:30 AM - 1:30 PM

Association of Human Nature Convention



MCCORMICK & SCHMICK'S

SEAFOOD & STEAKS

Preferred G

RESERVATIONS

LOCATIONS

MENUS

GIFT CARDS

Restaurant Home

Make A Reservation

Map & Directions

Hours of Operation

Menus

Corporate Events / Banquets

Calendar

In the Neighborhood

All Denver, CO Locations

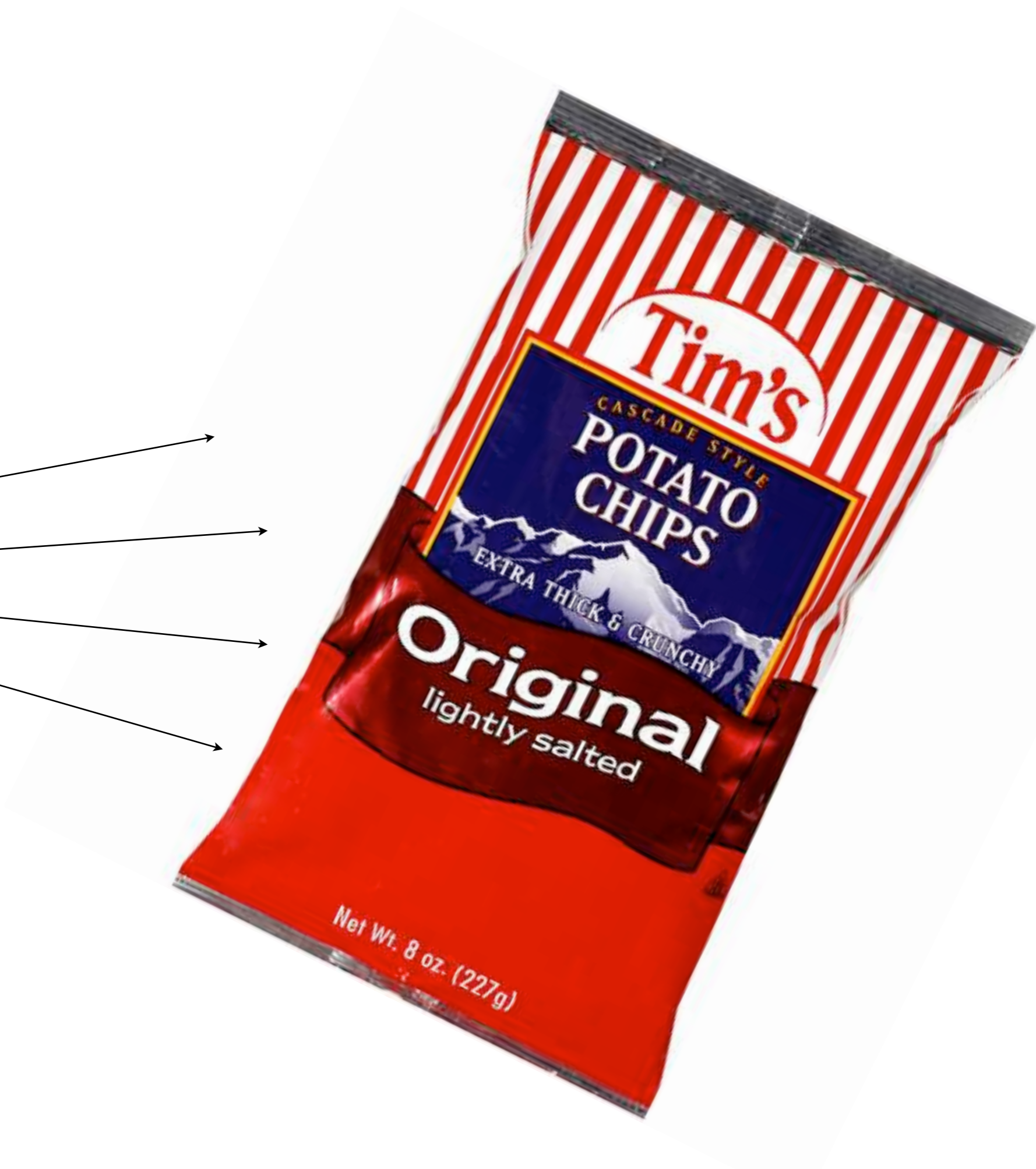
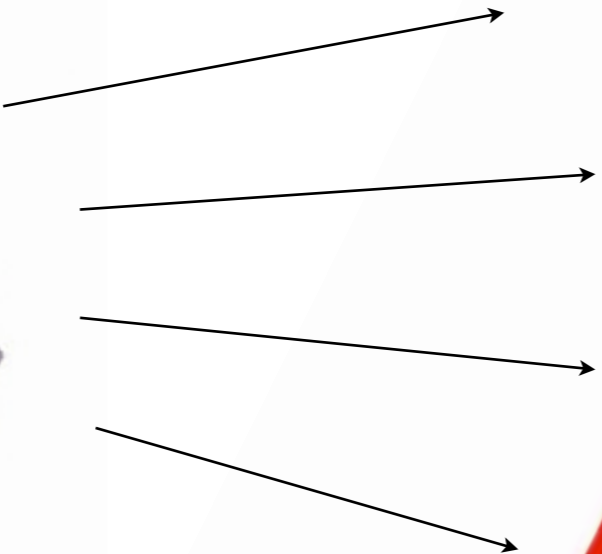
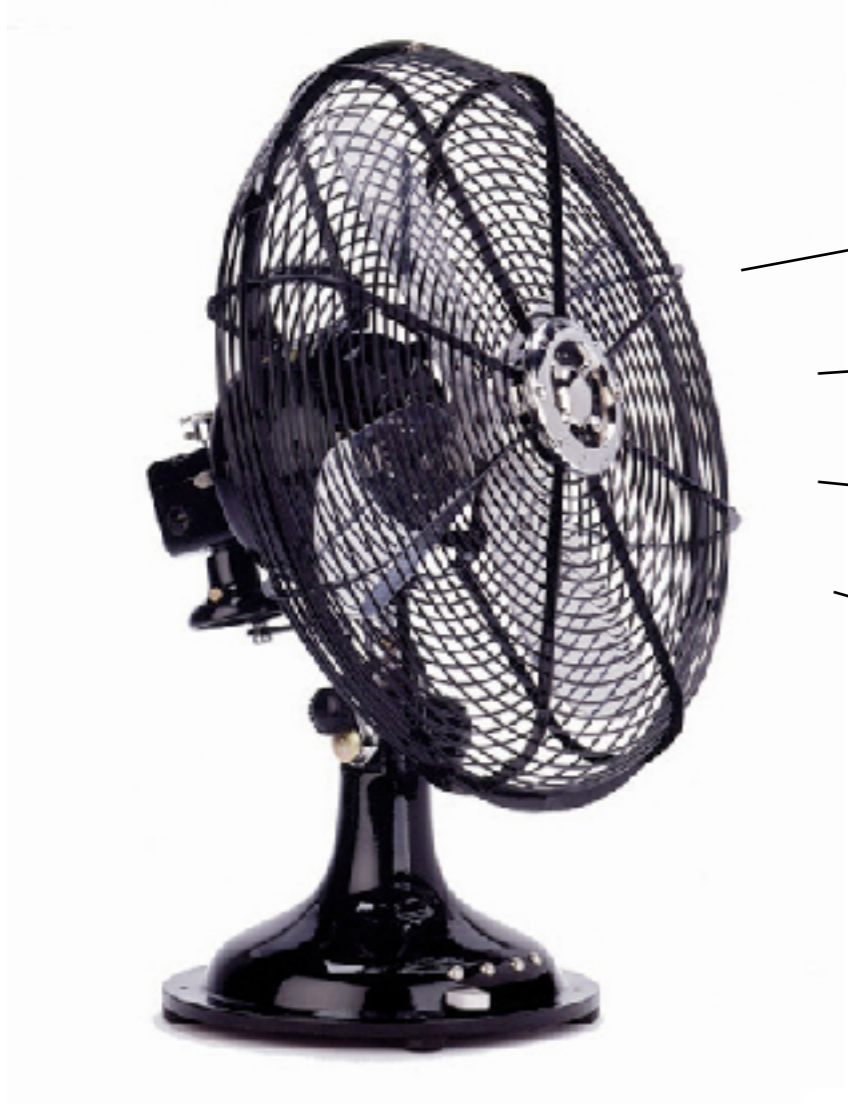
View All Locations





The “Empty Bag” Issue







LARAMAR

RENTS
55,000
UNITS



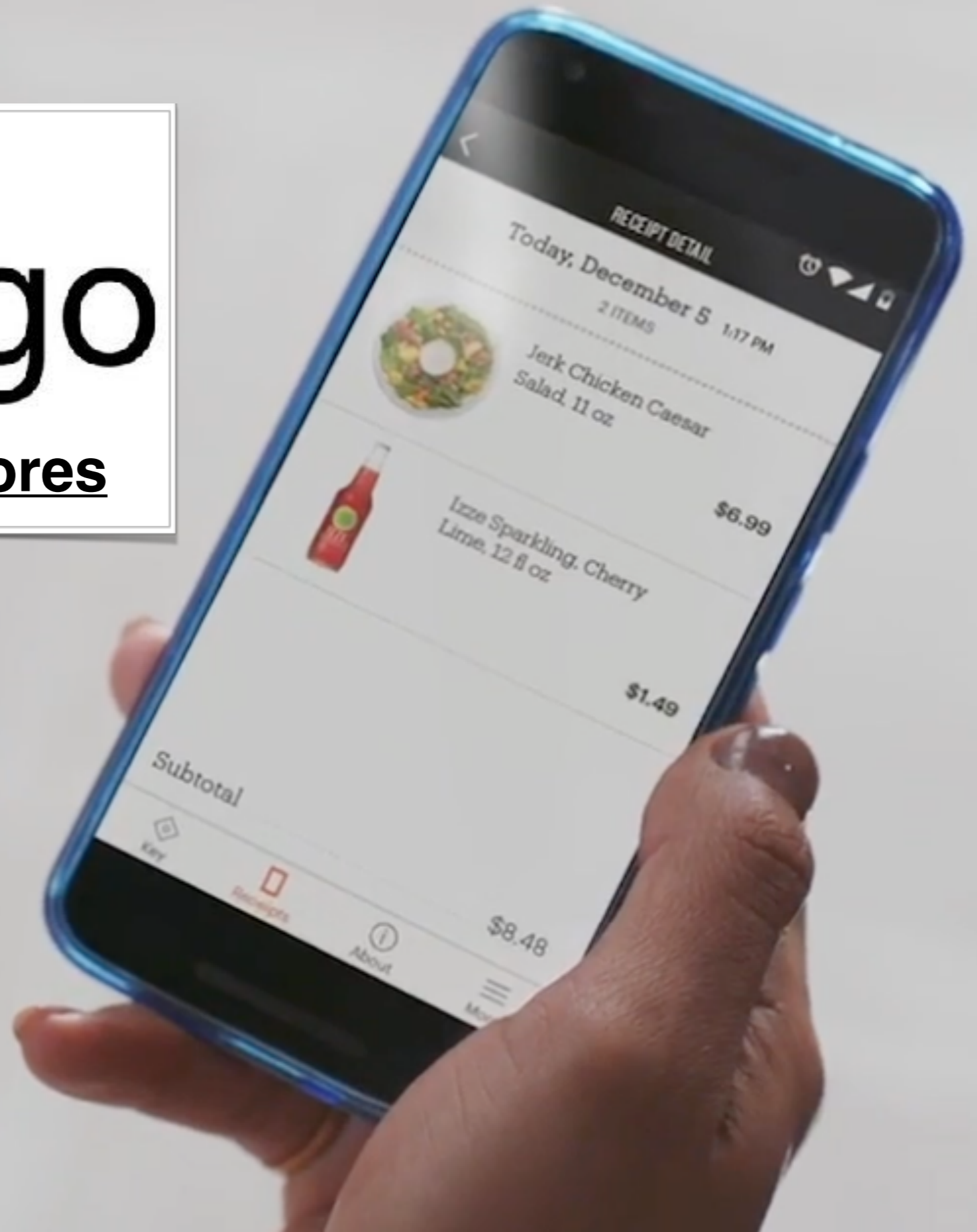
The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and alphanumeric labels such as '118.5', 'K1/2"', and 'A'. Overlaid on this are streams of binary code (0s and 1s) and glowing blue lines that suggest a digital or data flow. The overall aesthetic is high-tech and engineering-oriented.

**Who do Your
Customers
Love?**



amazon go

3,000 cashier-less stores





MDLIVE[™]
Virtual Care, Anywhere.

American Well[®]

Teladoc⁺

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





How Have Customer Expectations Changed?

You Don't Have to



Customers

Eliminate the



Moments



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



erases





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.**”

Source: Fleishman-Hillard Research Group - New York

R O S S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

**NO MORE
CUSTOMER
FRICTION**



**Does
WOW vs POW
Work?**

yelp*



They fixed ALL processes. Billing. Call Centers. Installs.

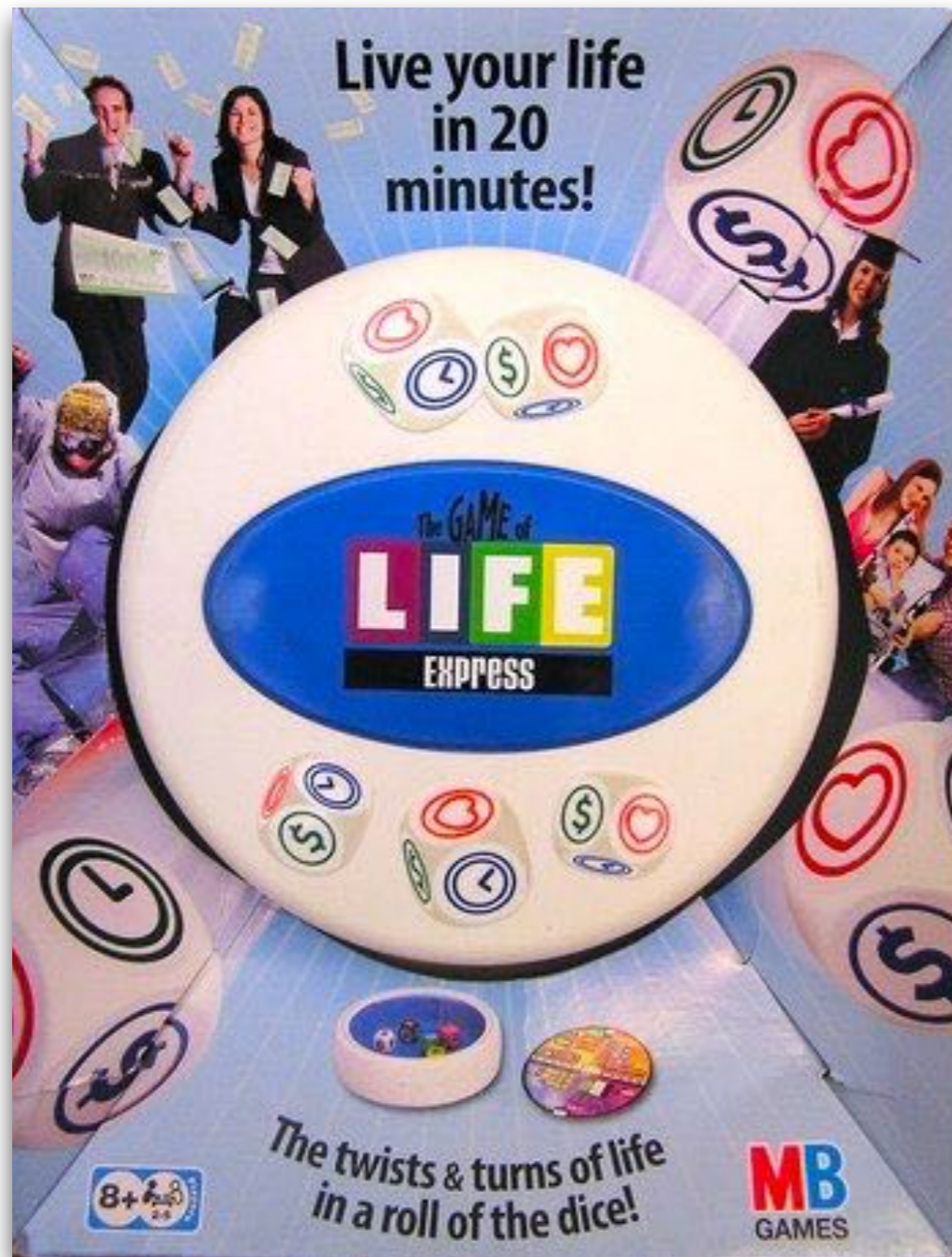
Comcast is #1 in customer sign-ups & retention.

**10 yrs ago, on the verge of
bankruptcy, customers said,
“Your toys take too long to build.”**





Play These games in 20 minutes!





**Scores UP 21 points
in 90 days**

Westar Energy®



The background is a vibrant blue with a complex pattern of white technical drawings, including mechanical parts and architectural plans. Overlaid on these are streams of white binary code (0s and 1s) and glowing light trails, suggesting a digital or technological theme.

What is the Most Dangerous Threat to Your Crapper Business?

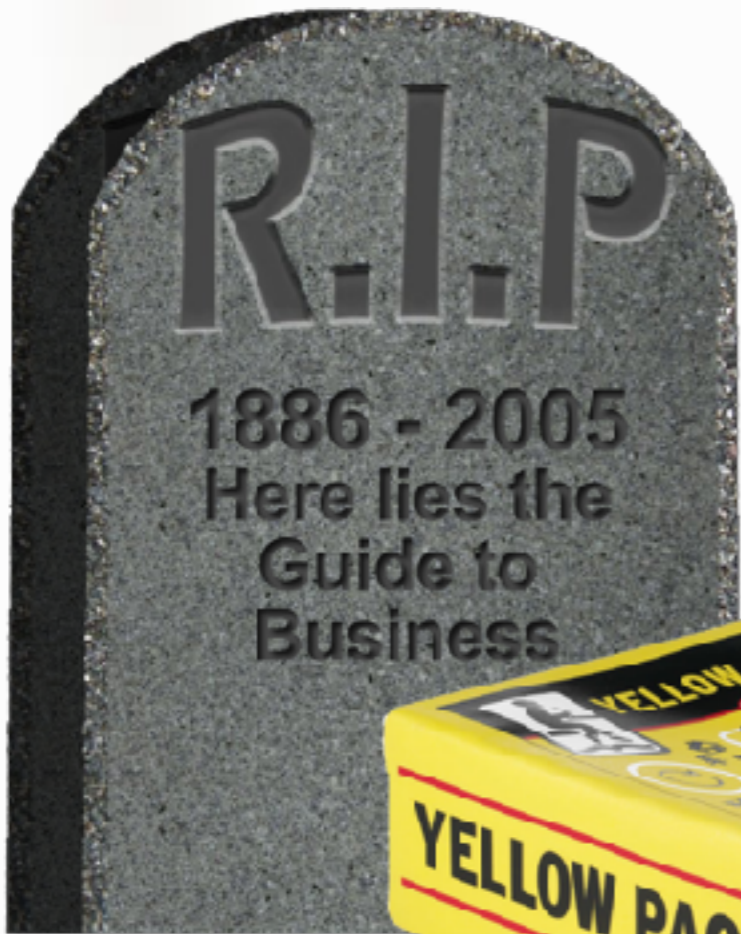
It's NOT Millennials



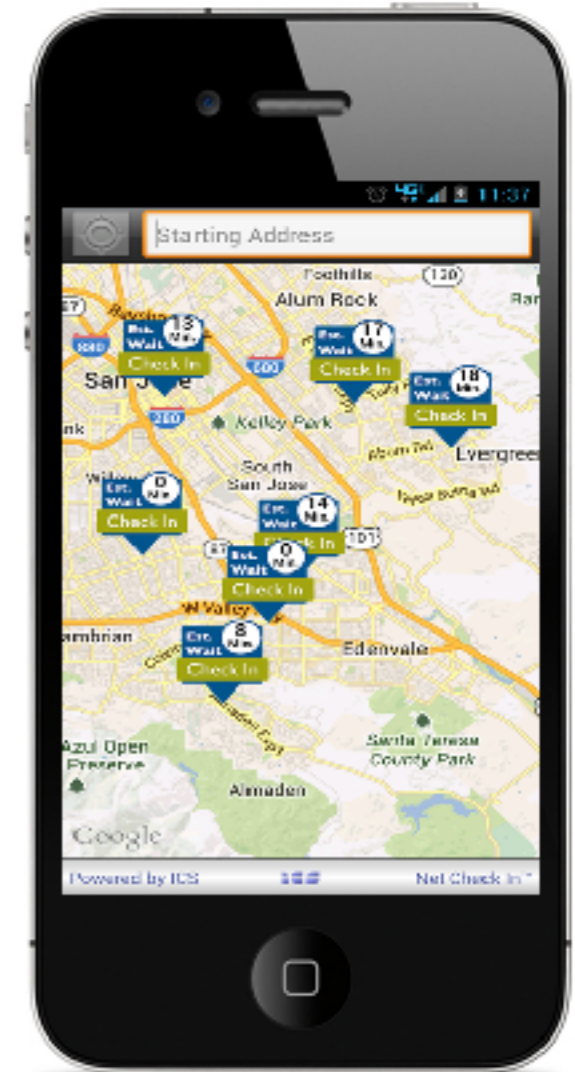
The background is a complex technical drawing or blueprint in shades of blue and white. It features various geometric shapes, lines, and text, including the number '118.5', the letter 'A', and the fraction 'K1/2'. Overlaid on this are streams of binary code (0s and 1s) and glowing blue light effects that create a sense of depth and movement.

**Growing Your
Franchise
to be**

Future-Proof

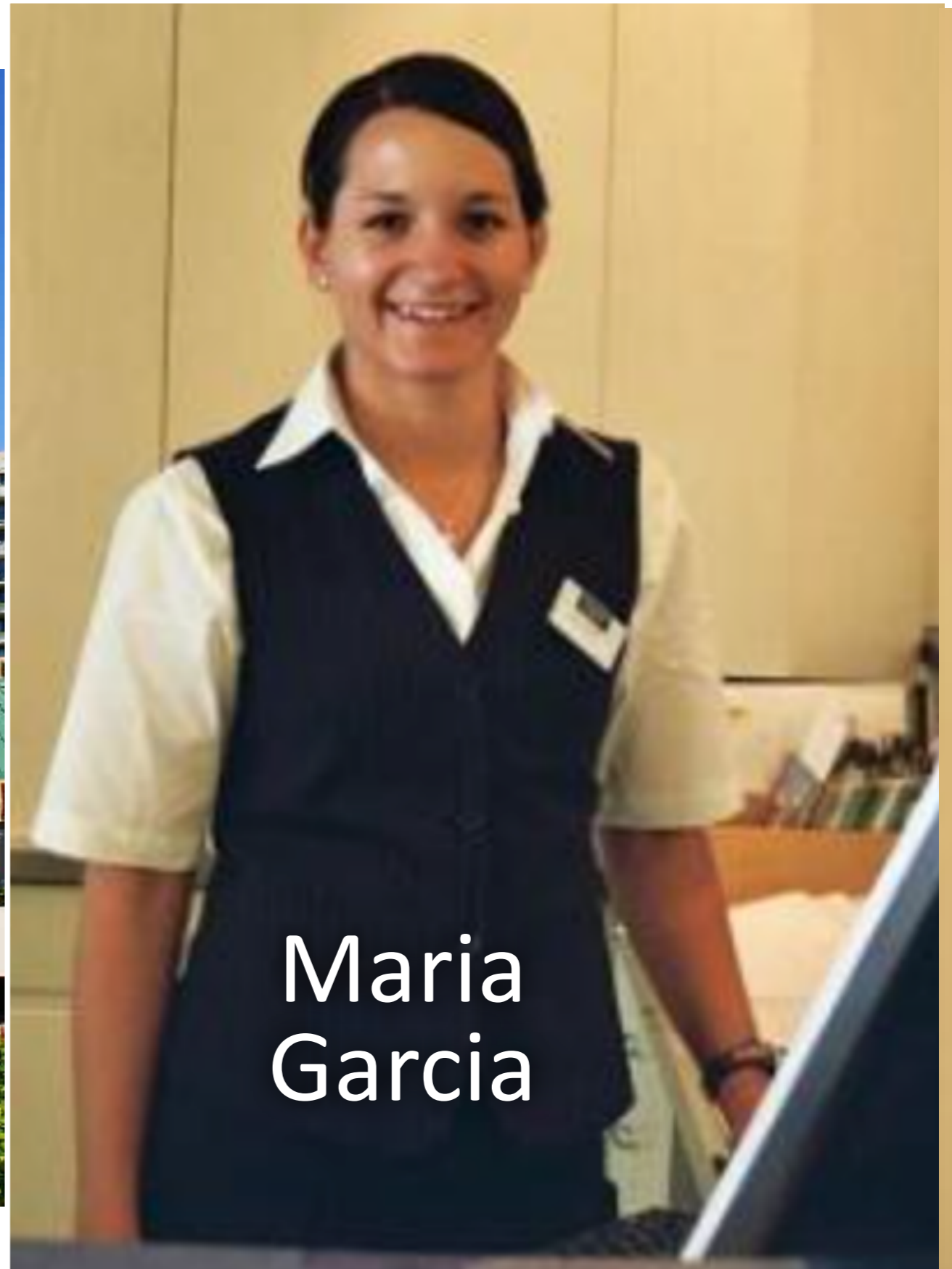


DIGITAL MARKETING IS THE FUTURE





Be CARING. Be CURIOUS.



Maria
Garcia





Forbes
magazine

← Me



“71% of Sr. Managers are discouraged by the communication skills of college-age students.”






**#1 Skill
Necessary
Today?**



**Speaking Clearly will Keep You
FUTURE PROOF**

The background is a complex technical drawing in shades of blue and white. It features various mechanical parts, dimensions, and alphanumeric labels. Overlaid on this are streams of binary code (0s and 1s) and several glowing blue arrows pointing in different directions, creating a sense of digital flow and technical precision.

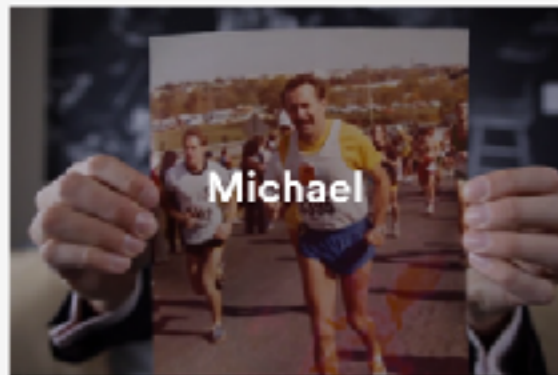
1. Tell a More Emotional Brand Story

2. Establish Yourself as the expert

“...we don't sell motorcycles. Instead we sell...”



Airbnb Creates Brand Ambassadors



New York, United States
A busy New Yorker keeps pace with tradition



London, United Kingdom
Second Act: A new beginning



New York, United States
New Chapter: Breaking bread together...again



London, United Kingdom
Sowing the Seeds: Of love, and of vegetables



Los Angeles, United States
The Art of Receiving: A host transforms his home,
his work—and his life



New York, United States
Full House: An invitation to friends, both old and
new



Airbnb encourages their customers to share how the brand impacted their lives.



catching critters

605,014 views

749

124

SHARE

SAVE



Up next

AUTOPLAY



TAXI...Jim with Latka's cocaine cookies.

godlike51
1.7M views

3:35



Conan O'Brien Interview Letterman

onur yolcu
Recommended for you

11:22



Don't Laugh At That

I'm not Norm
Recommended for you

5:31



Find Out If Ray Romano's Wife and Twins Are Okay with Bein..

TheEllenShow
Recommended for you

9:06



john mulaney prostate exam

jmb
Recommended for you

5:52

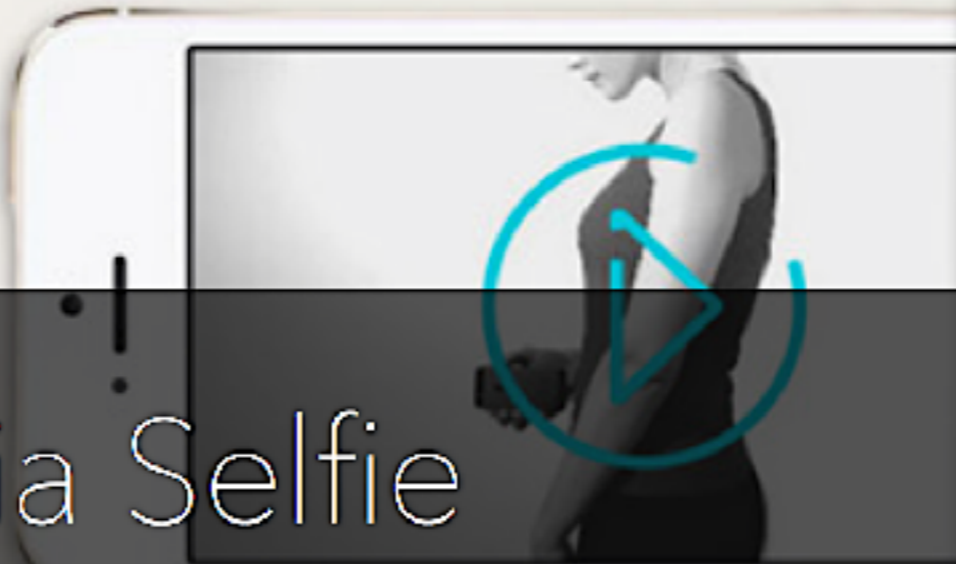
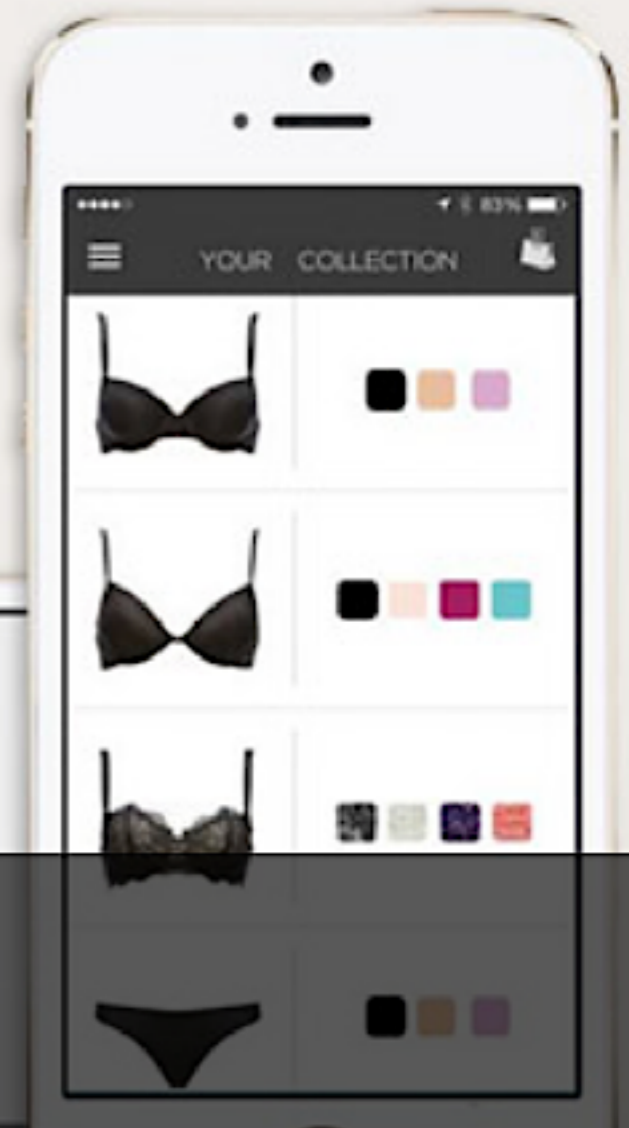


Celebrities Doing Norm Macdonald Impressions



 **THIRDLOVE**

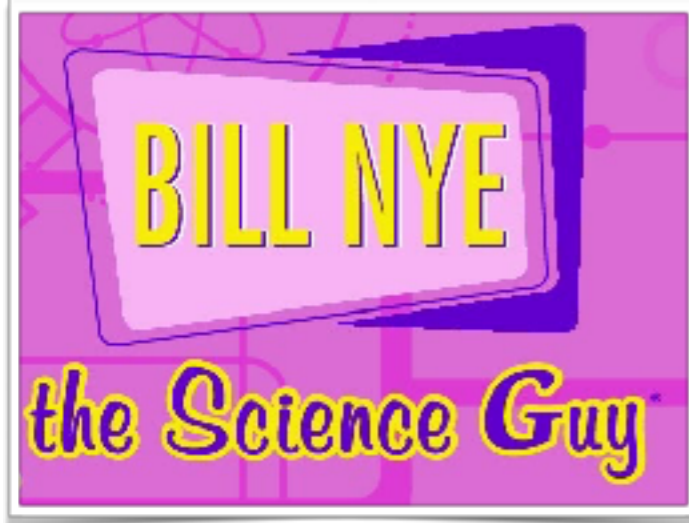
Our Half-Cup Sizes Come
with a 100% Guaranteed Fit



Bra Shopping via Selfie

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and dimensions. Notable text in the drawing includes '118.5', 'K1/2"', 'A', 'B', and 'C'. A prominent feature is a large circular component with internal details. The overall aesthetic is futuristic and technical, with a strong blue color palette and a sense of depth created by perspective lines and light effects.

Elevate Your Superstars



AFTER TODAY'S MEETING: FREE RESOURCES



ROSS SHAFER
Funniest Expert on *CHANGE*

Ross Shafer View as: Yourself

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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...

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- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer
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1 month ago • 62 views
This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

Change Mgmt. Video

www.RossShafer.com



**“Do the Right
Thing”**



Chuck Shafer 1927-2001

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and dimensions. Overlaid on this are streams of binary code (0s and 1s) and glowing blue lines that suggest data flow or digital connectivity. The overall aesthetic is futuristic and technical.

Ongoing Encouragement



Ross
Shafer

**WANT TO CONTACT
ROSS?**

**Helen Broder
(910)256-1204**

Helen@RossShafer.com