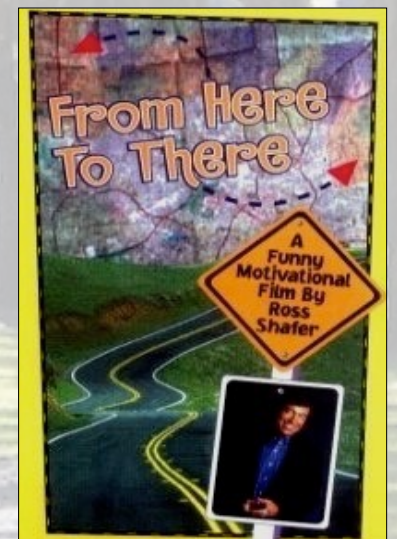
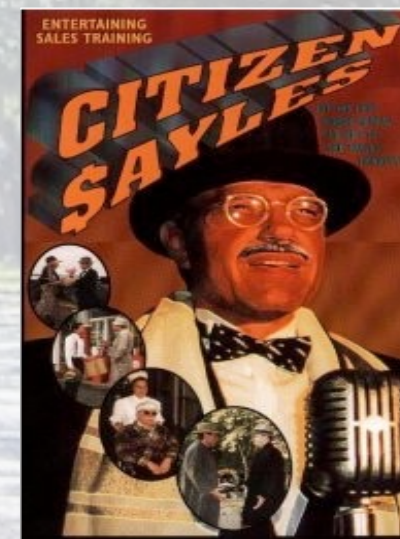
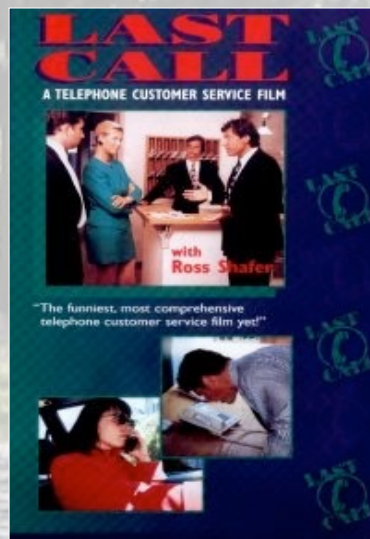
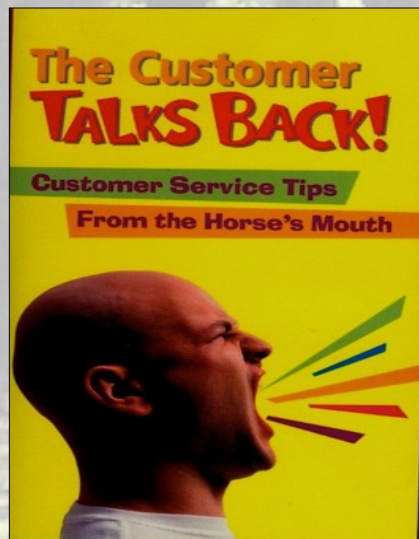
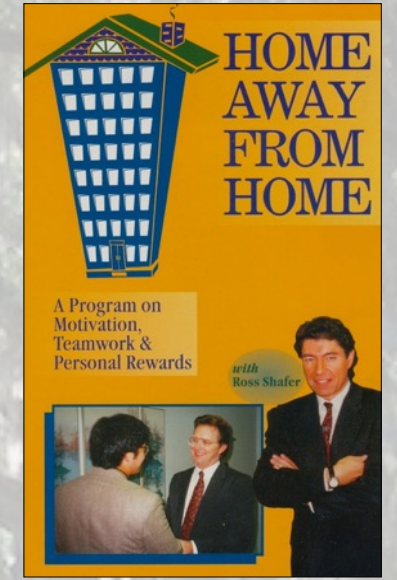
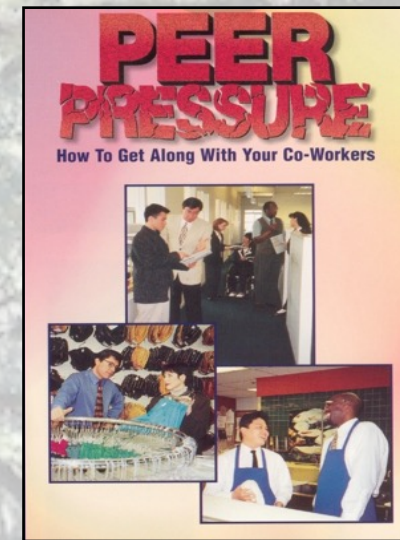
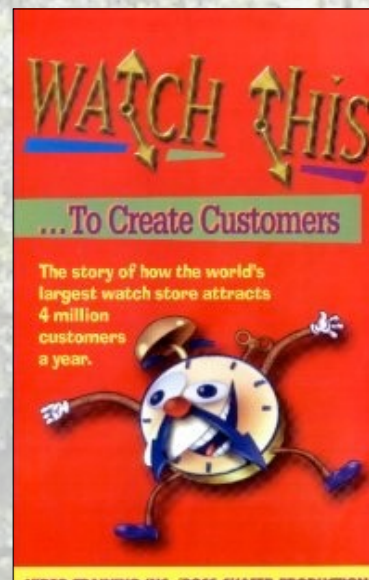
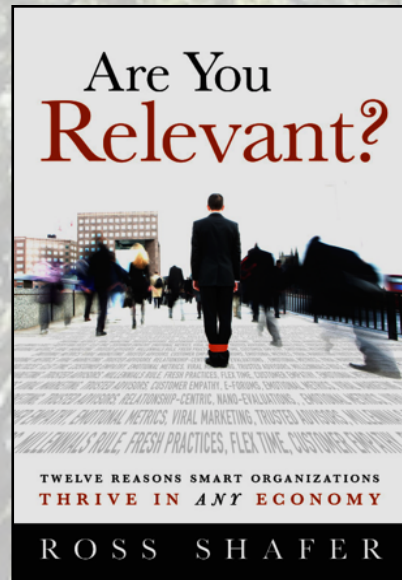
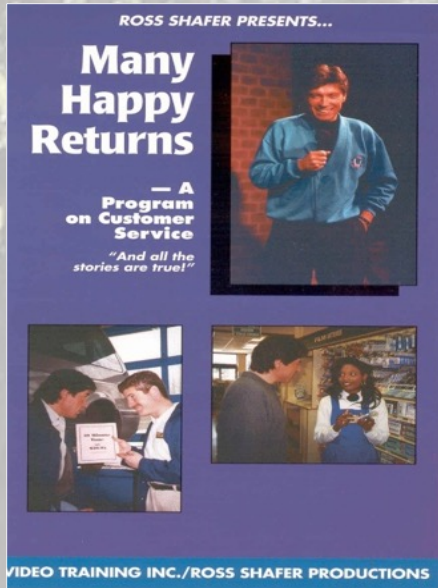
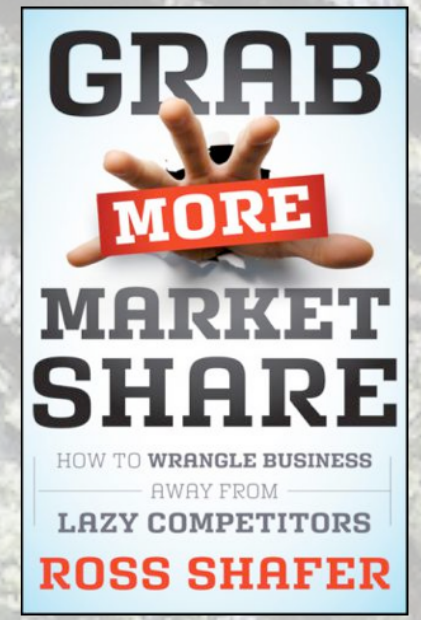
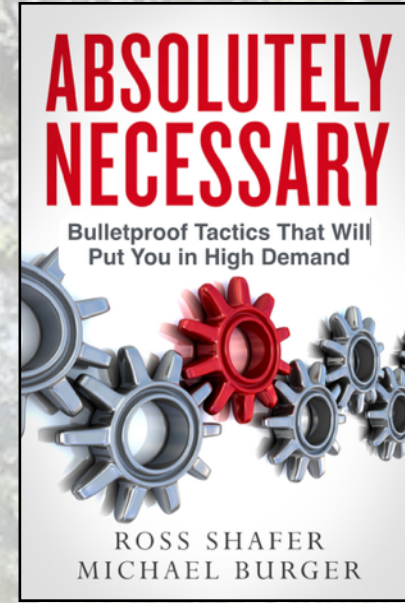
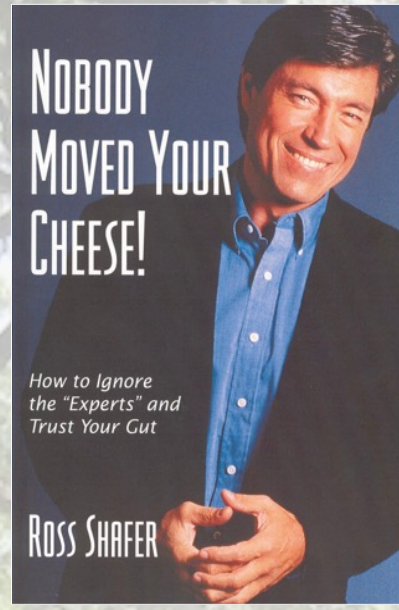
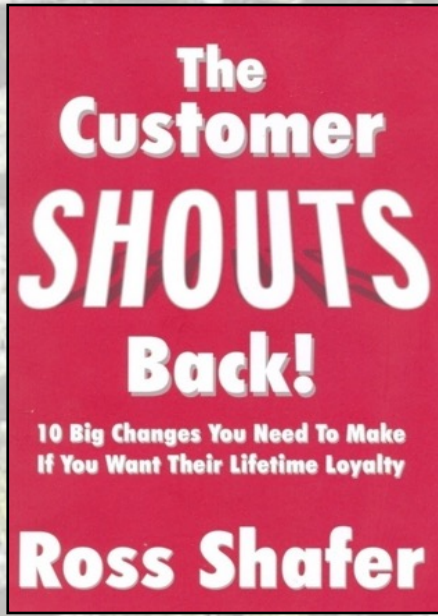
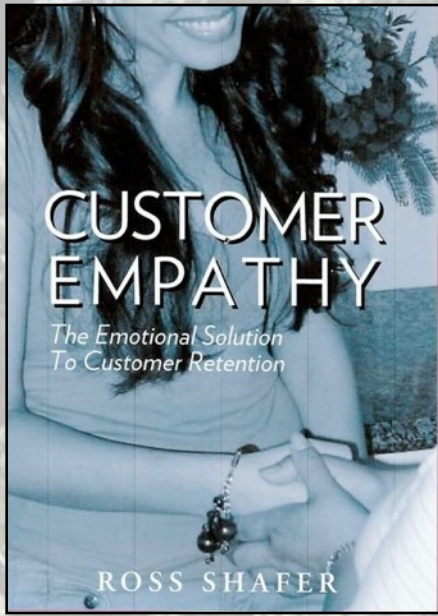
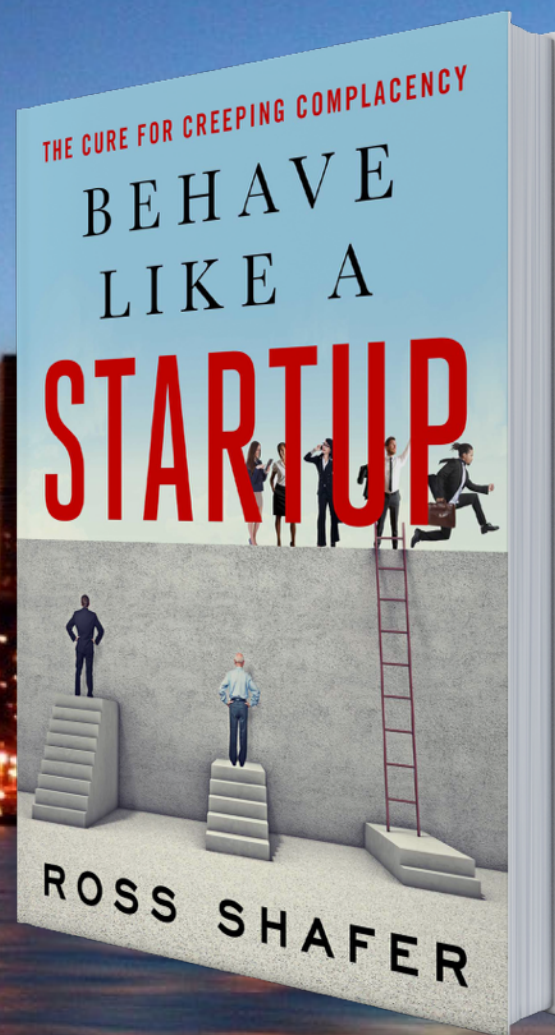
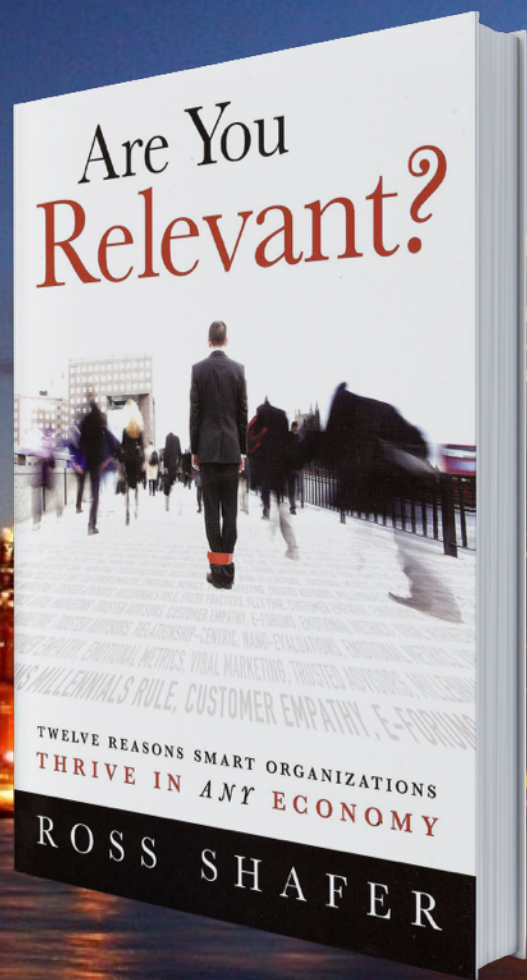


A photograph of the Chicago skyline at night, viewed from across a body of water. The city lights are reflected on the water's surface. The sky is a deep blue with some light clouds.

Altruism. Teamwork. Excellence.

Ross Shafer





What I'm Not...



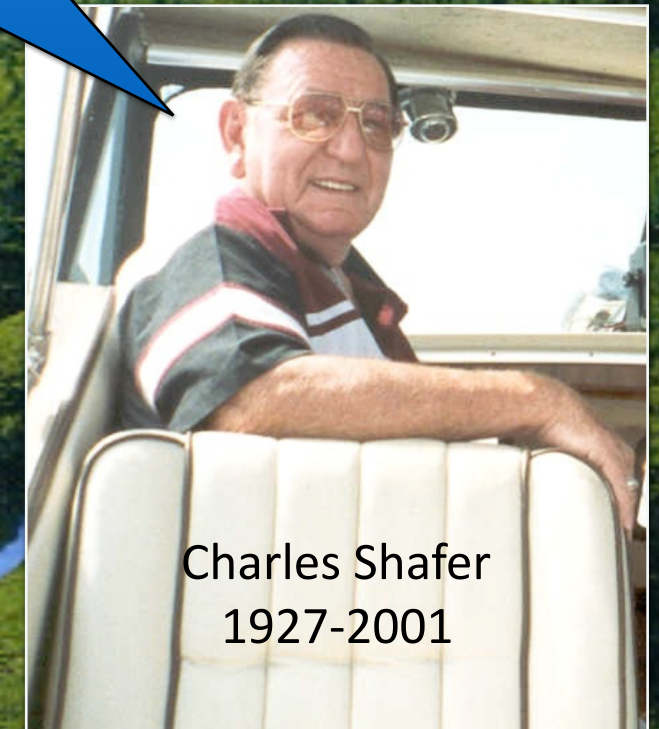
*“Don’t wait around
to be successful.
Push Yourself.”*



Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)



Charles Shafer
1927-2001

EXCELLENCE

Success will be up to You



Fight Off of Self-Imposed Limitations





“You can build anything with a blueprint”



Maiden flight - May 1971



“Fear is the enemy of success.”

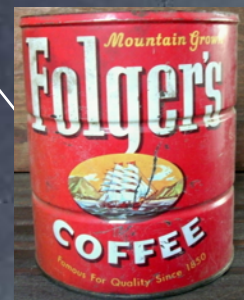
Chuck Shafer



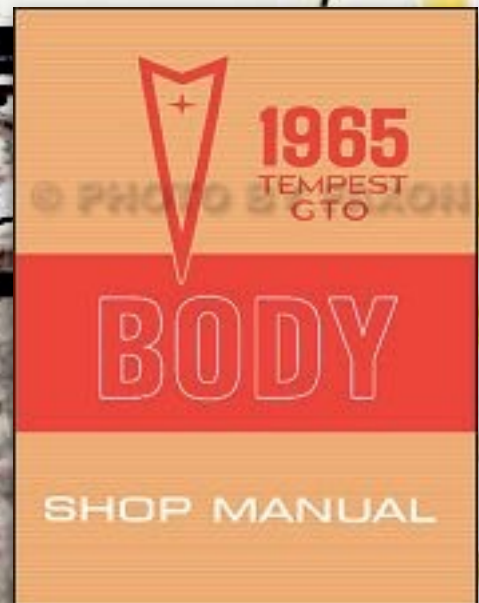
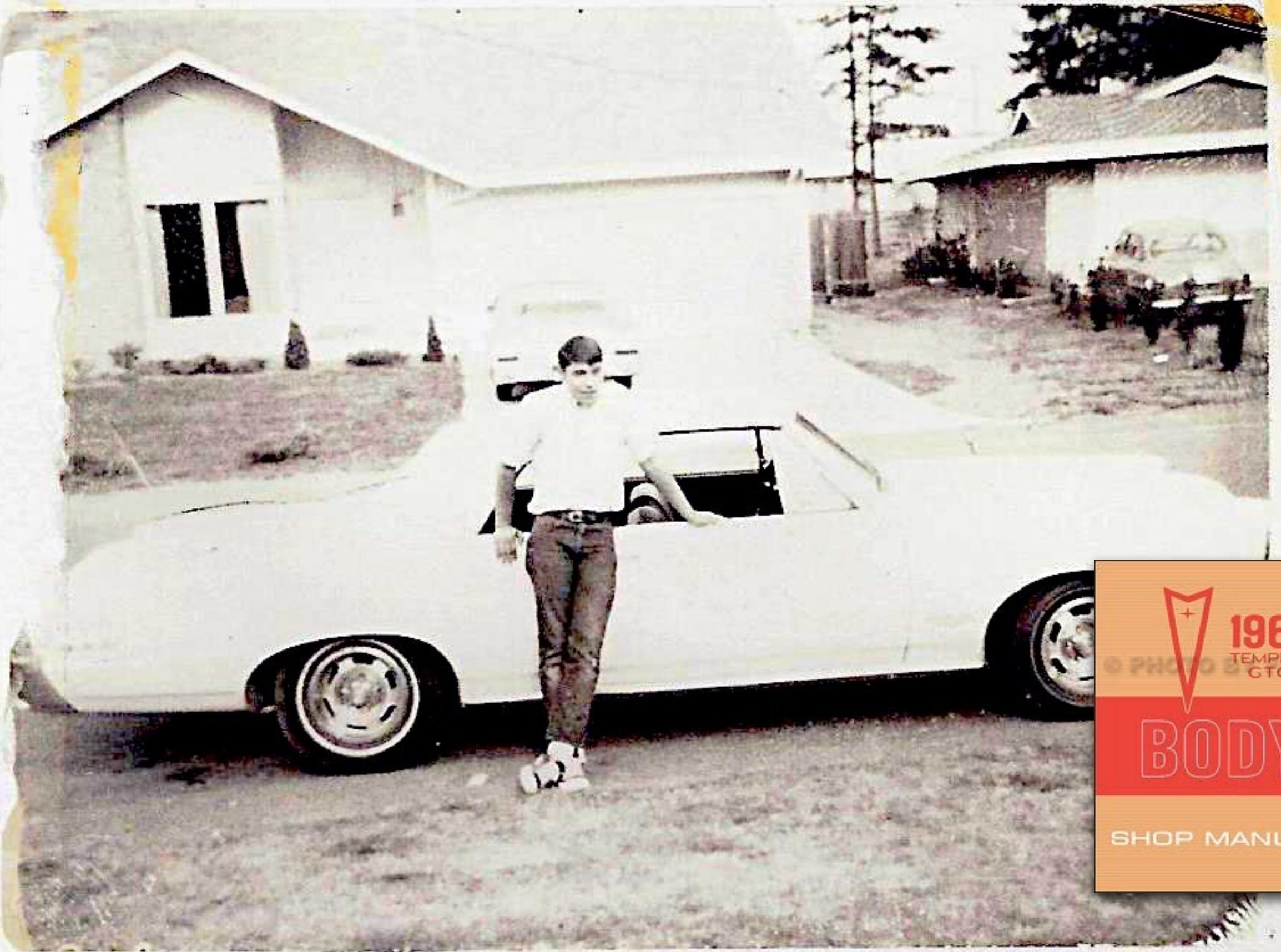
1961 Karmann Ghia

bought \$25.....sold \$450

age 14



1965 Pontiac GTO Convertible



Bought \$530....Sold \$1,900

Ferrari 308 GTS bought for \$9,800



Sold for \$38,500



age 17





SOLD \$360,750



Bought \$176,000





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



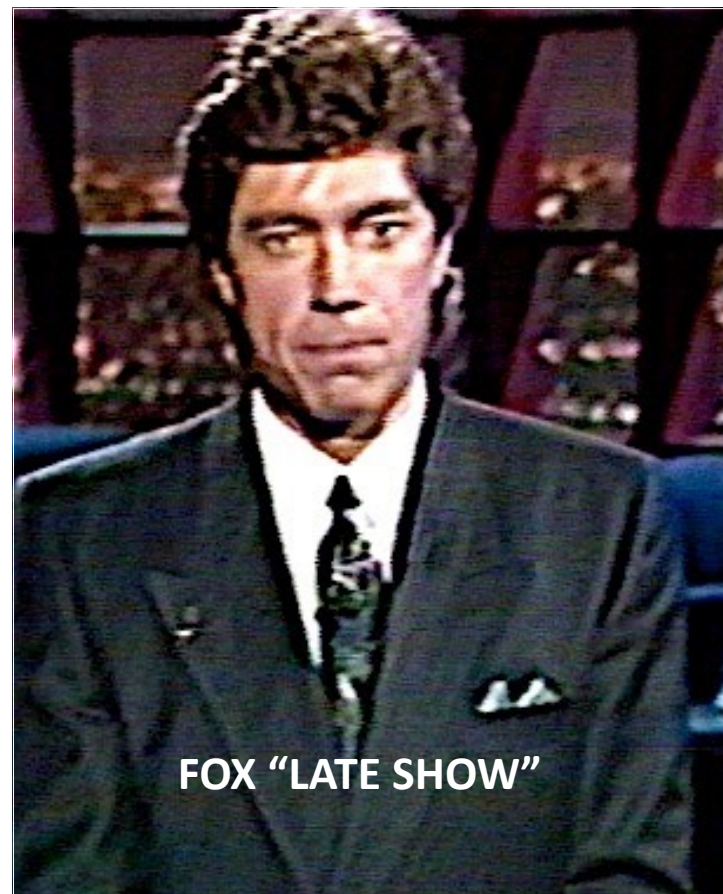
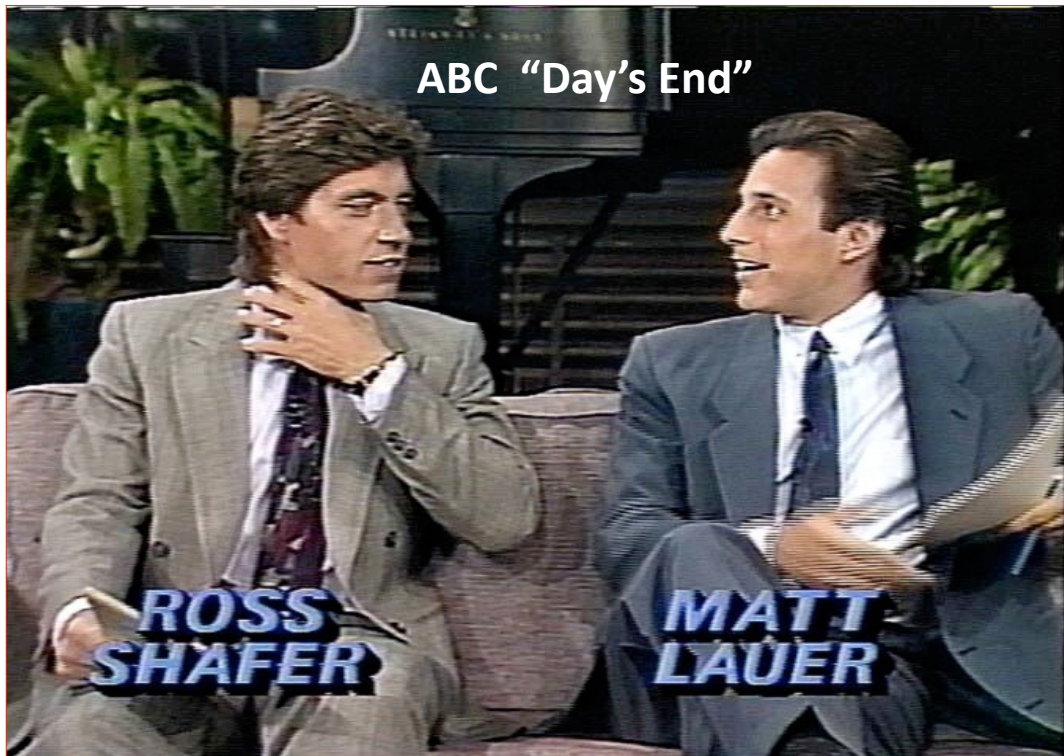
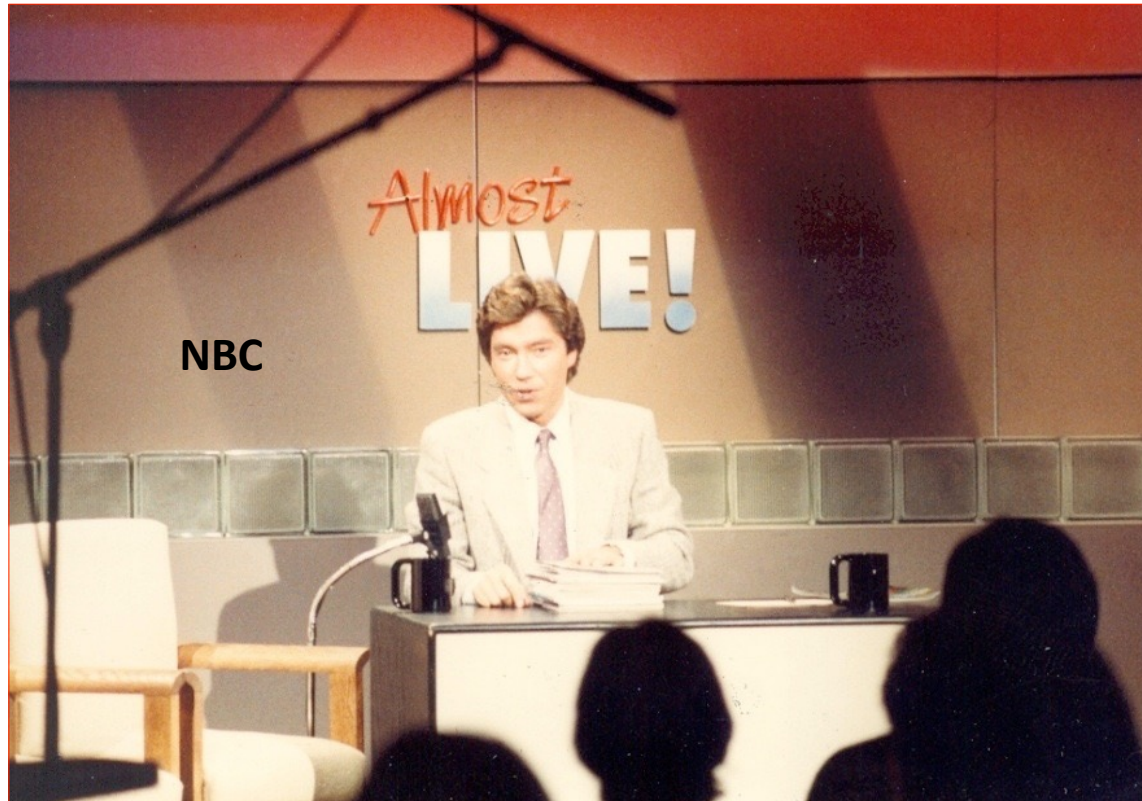
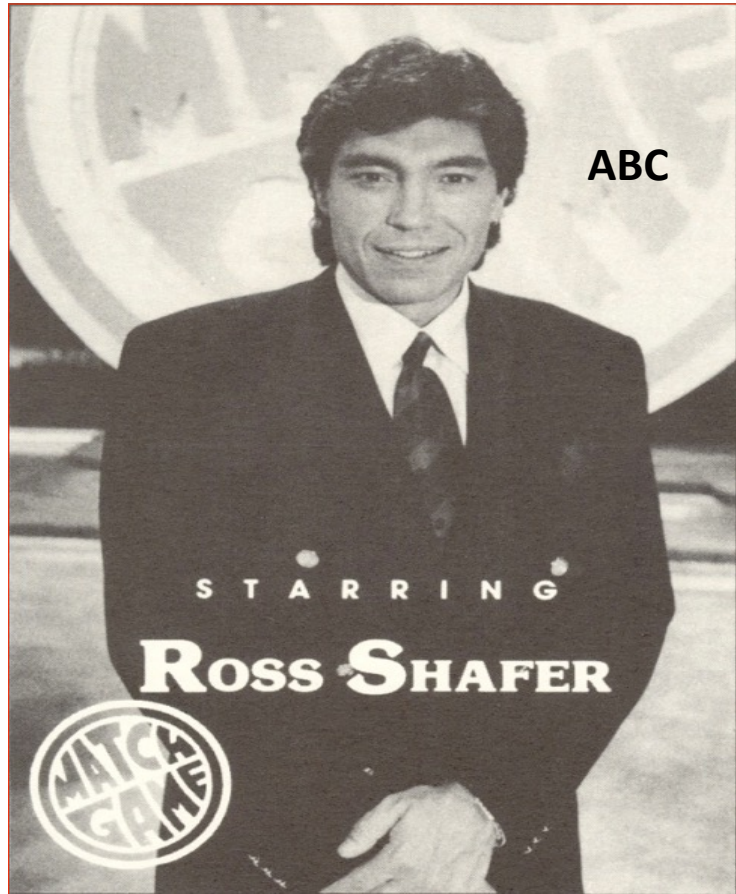
Sam + Enrico

age 21



STAND UP COMEDY

(There's a science to it)



Restaurants/Food Service



Retail Clothing



Photography & Product Marketing



Building Industry



Manufacturing



TV & Film Production



THE ICE CREAM SHOP



Excellence Adapts to Change



BOMBAY.

BORDERS®

HOLLYWOOD
VIDEO

THE
SHARPER
IMAGE®

LEHMAN BROTHERS

COMP USA
WHERE AMERICA BUYS TECHNOLOGY™

RITZ
CAMERA

STEAK
and ALE®
RESTAURANT

Wickes
FURNITURE
Chicago • Los Angeles • Minneapolis • Portland

WILSONS
LEATHER

Hostess



WACHOVIA

K-B toys™ sam goody®



AIR
AMERICA
RADIO



Reader's
Digest

— *aloha* —
AIRLINES®

LINENS-N-THINGS™
dream big. pay little

SINCE 1910
LEVITZ

Howard Johnson

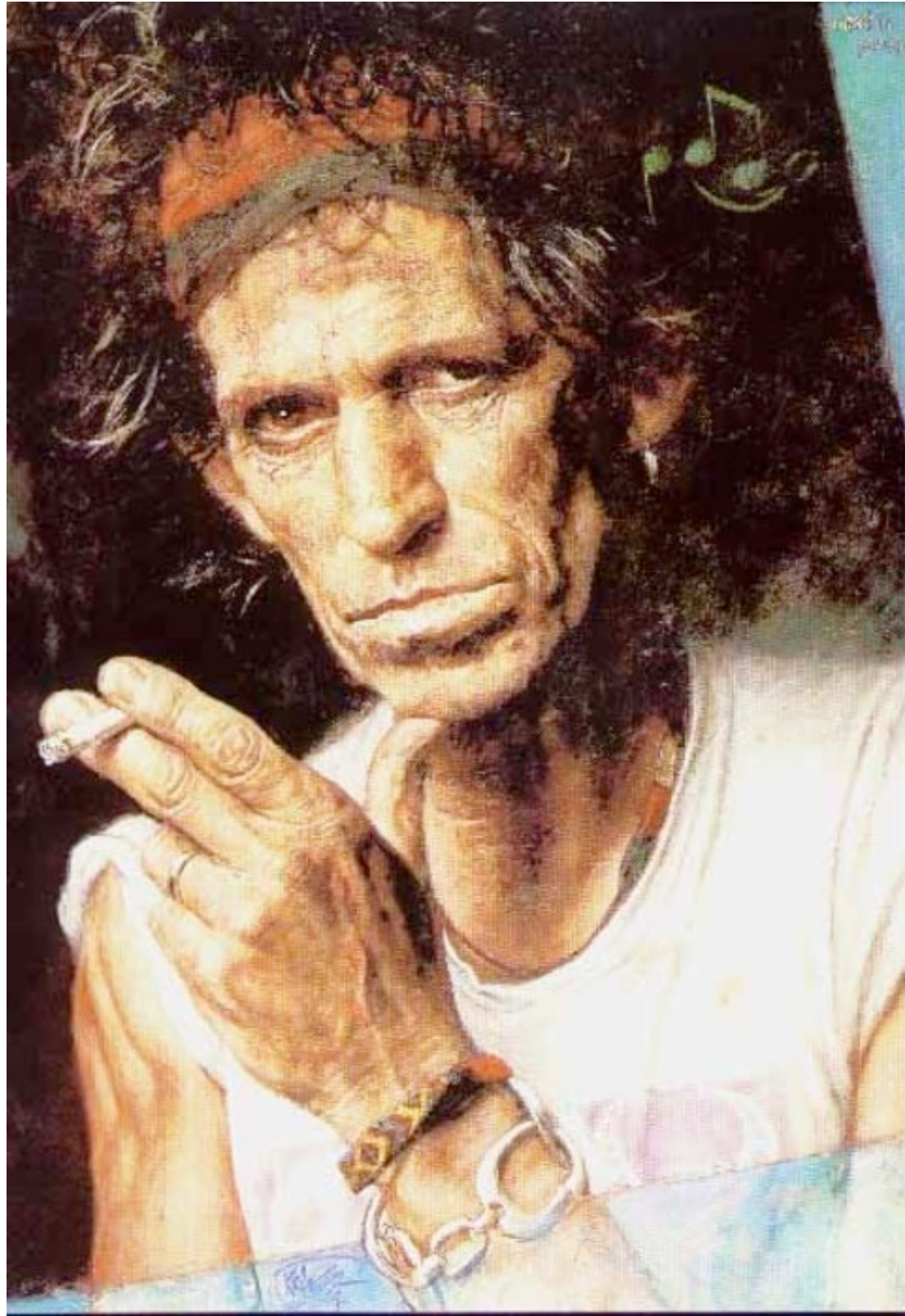
imb

IndymacBank



Sometimes we don't
realize WE are
the problem

For insight,
we always consult the
wisdom of a man whose had
50 years of uninterrupted
success...



Keith Richards - Rolling Stones



73 year olds on a \$550million Tour



Follow the Tracks of the Herd



Be Vigilant re: Trends, Facts & Data

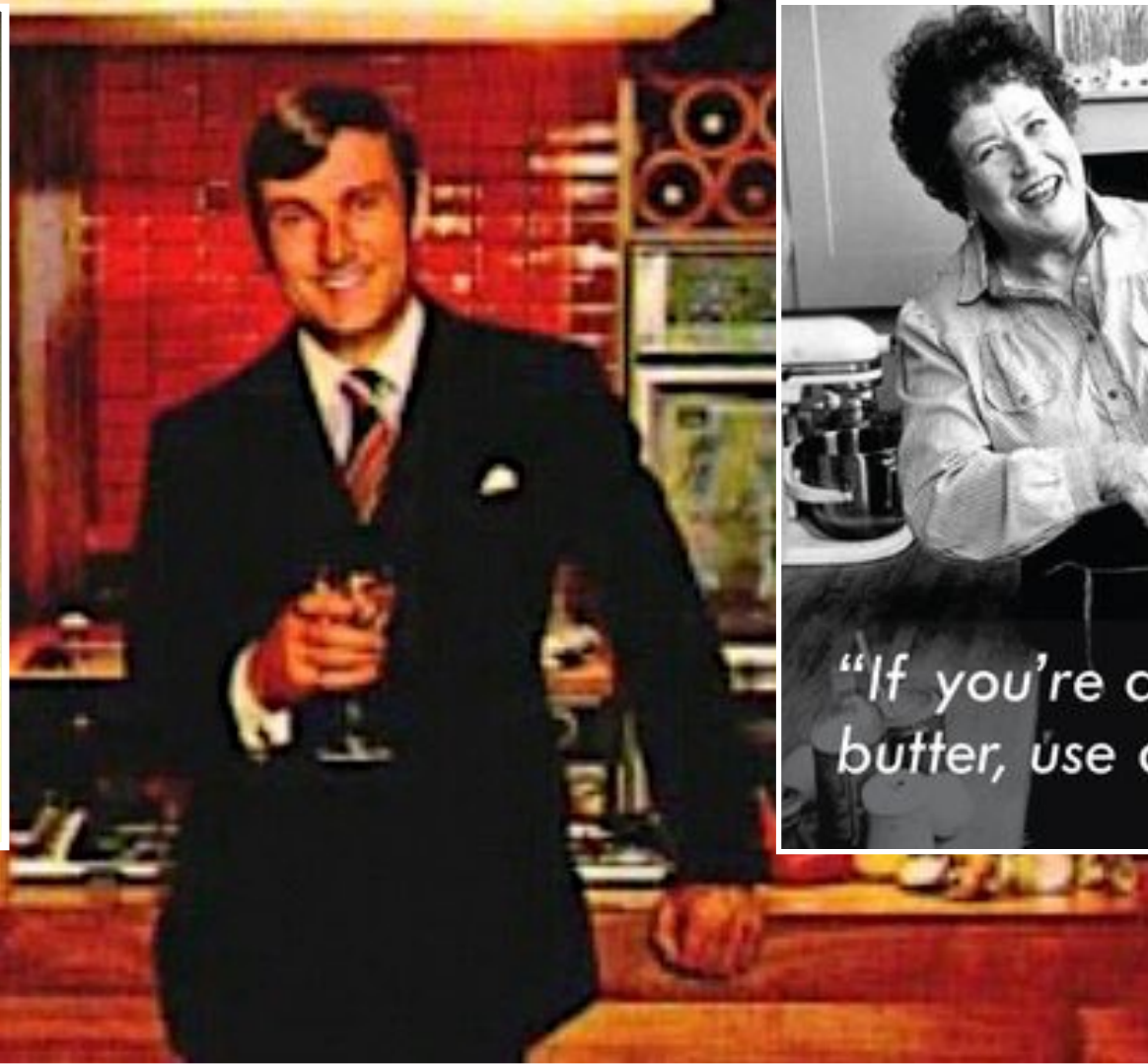
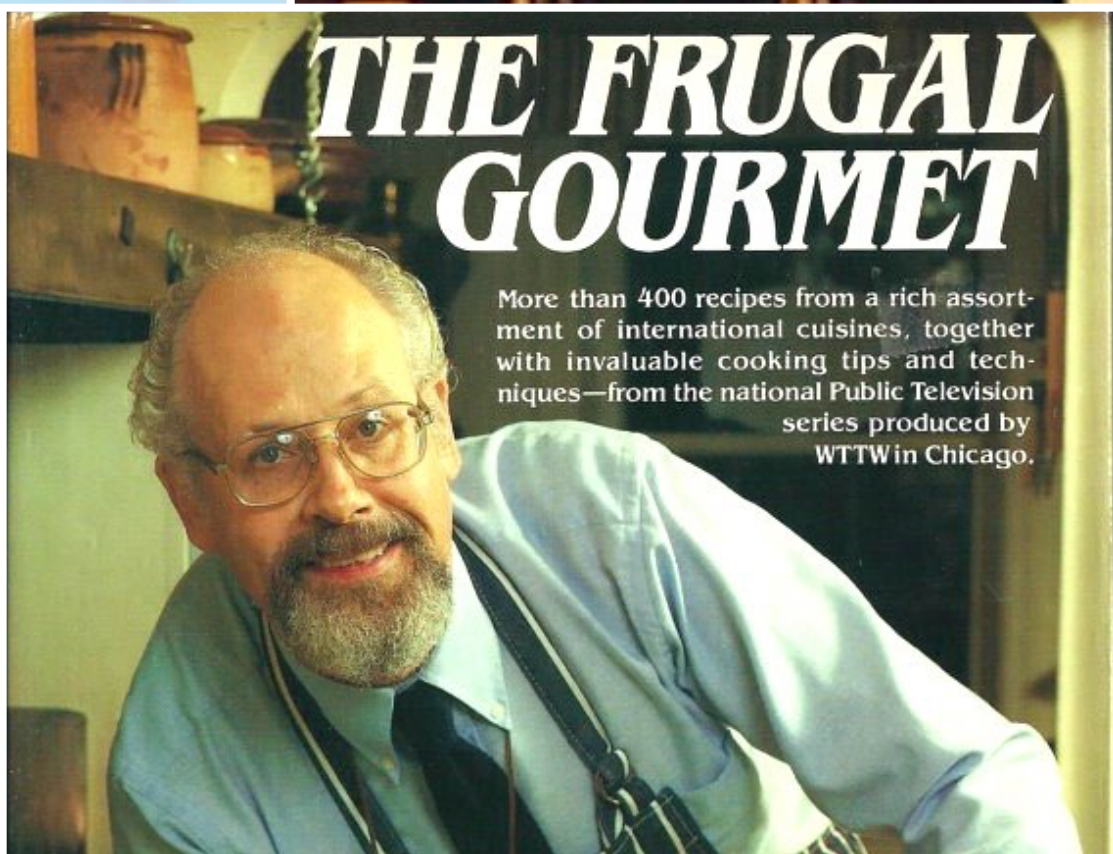


The Galloping Gourmet

A Food Channel?

THE FRUGAL GOURMET

More than 400 recipes from a rich assortment of international cuisines, together with invaluable cooking tips and techniques—from the national Public Television series produced by WTTW in Chicago.



"If you're afraid of butter, use cream."

-Julia Child

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



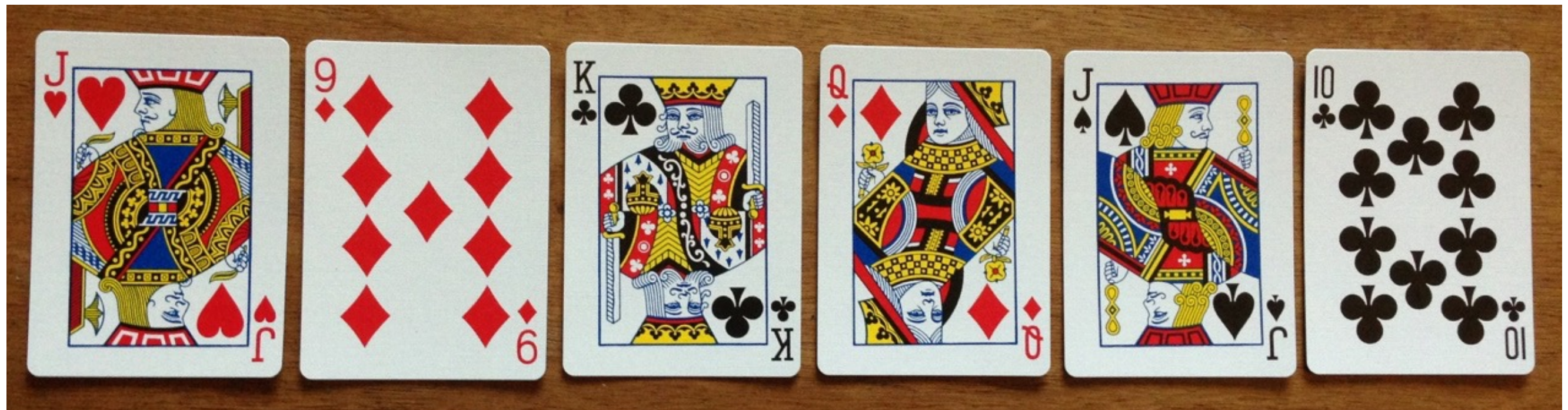


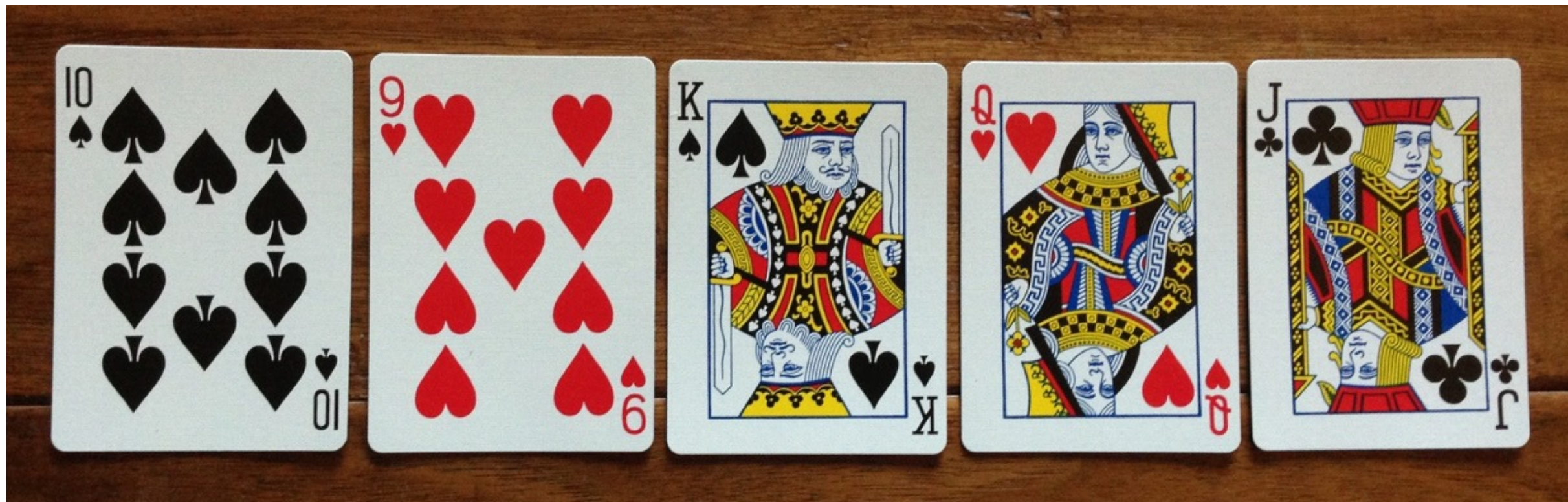


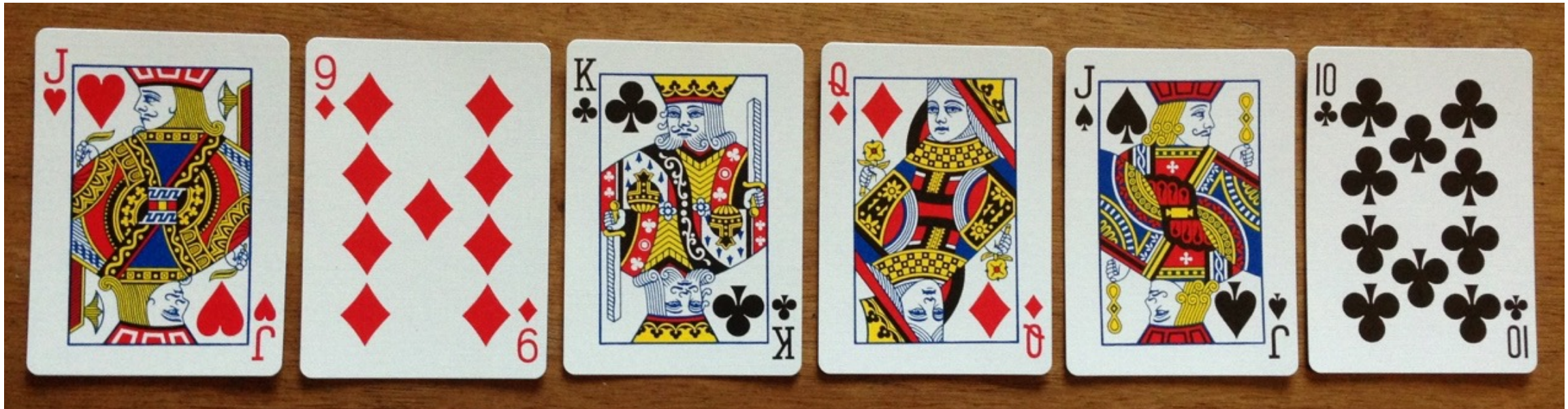
Ryan
Shafer

Find an Endless Supply of Innovative Ideas









Peripheral Vision Testing



Hotel Events

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

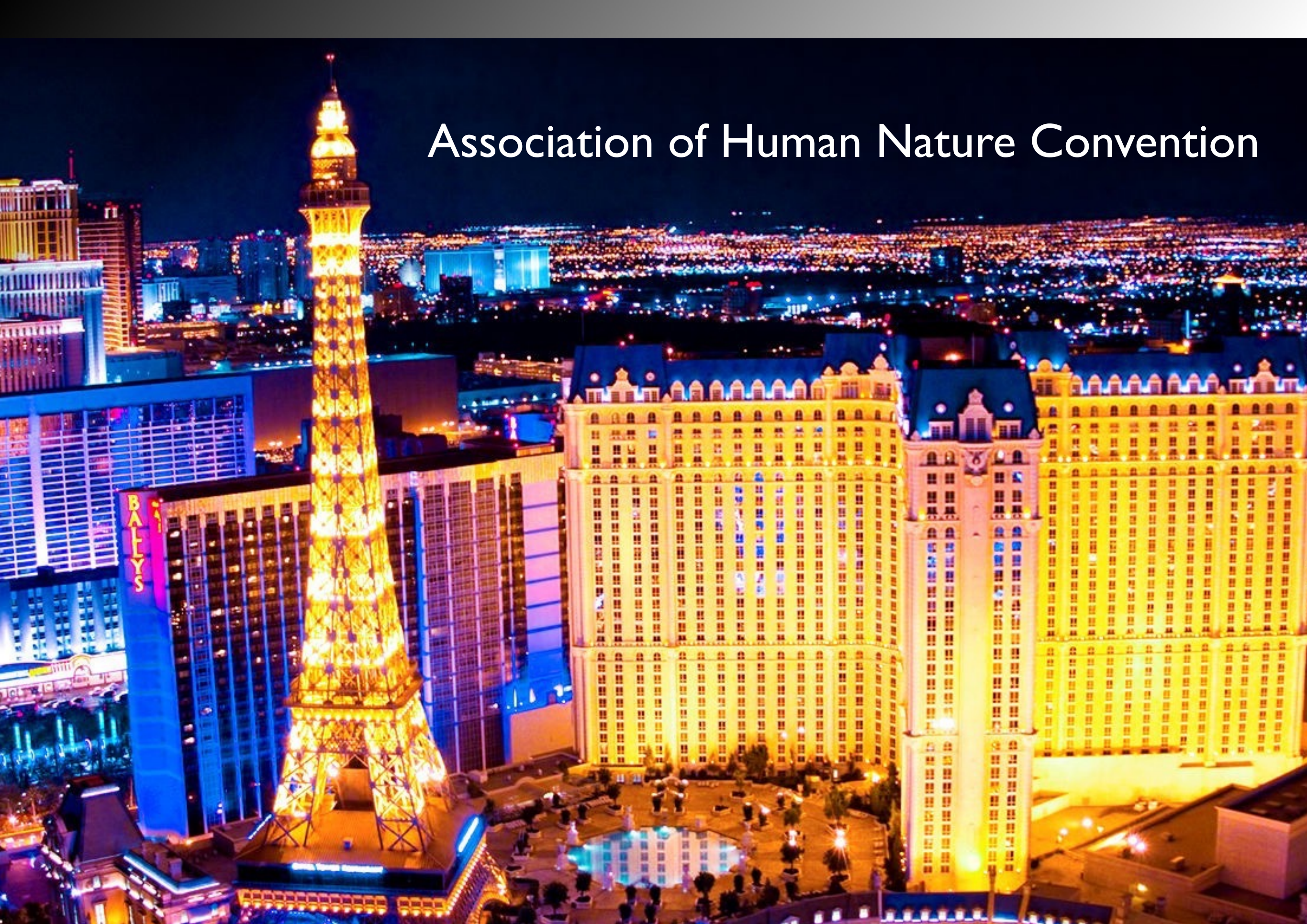
Events for May 4, 2017



Group/Event	Room	Time
GENERAL ELECTRIC BREAK OUT SESSION		
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

GO TO THE WRONG MEETINGS

Association of Human Nature Convention



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SEAFOOD & STEAKS

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[Make A Reservation](#)

[Map & Directions](#)

[Hours of Operation](#)

[Menus](#)

[Corporate Events / Banquets](#)

[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)







Laramar Apartment Homes - 55,000 units

**Strive to be a
Specialist**

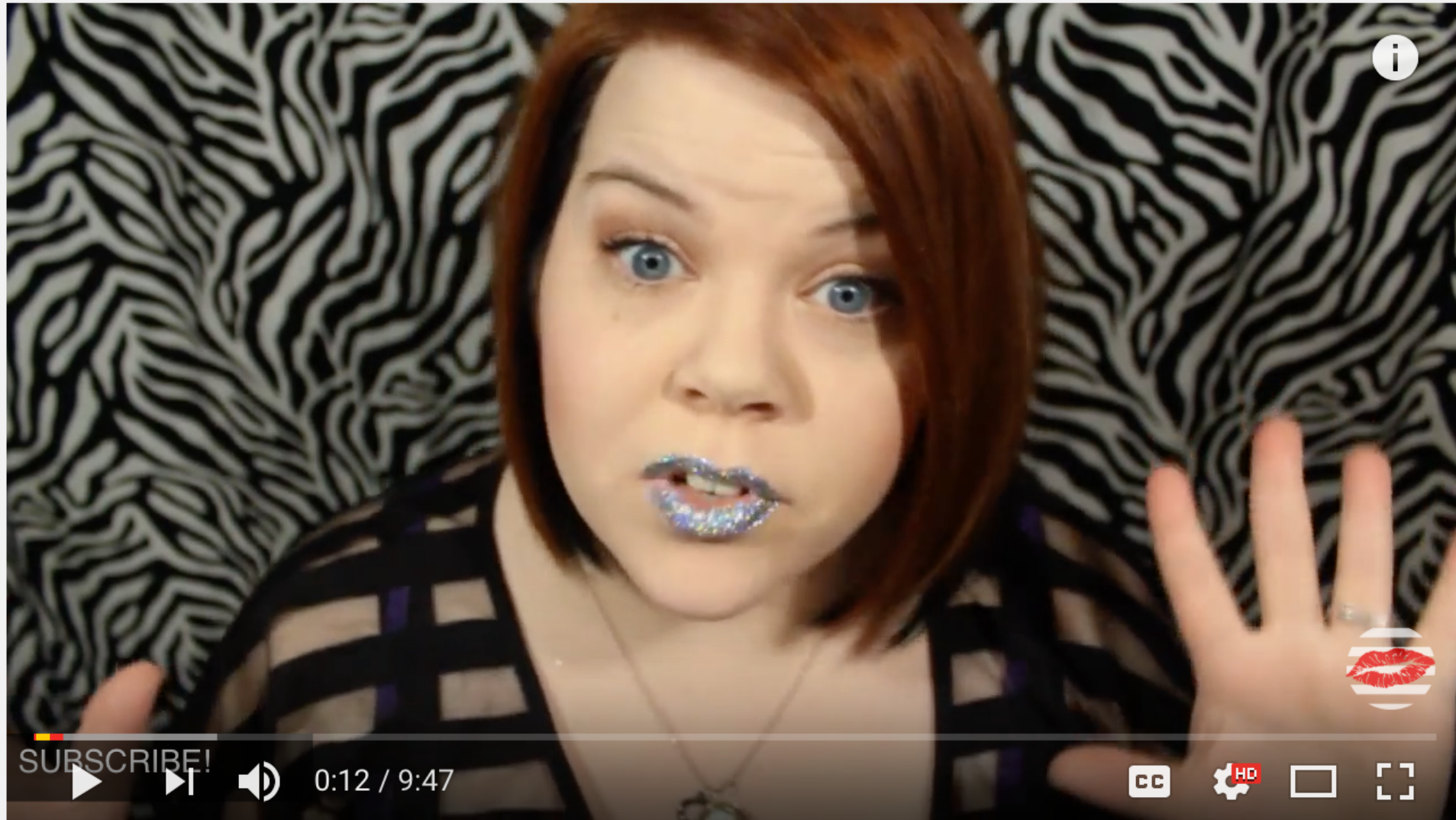


World's Greatest Shooter

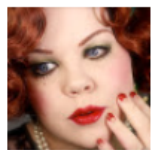


“At L’Oreal we have an exhaustive digital marketing outreach to the main influencers.”





3D Silver Glitter Lips: Tips Trick & Tutorial



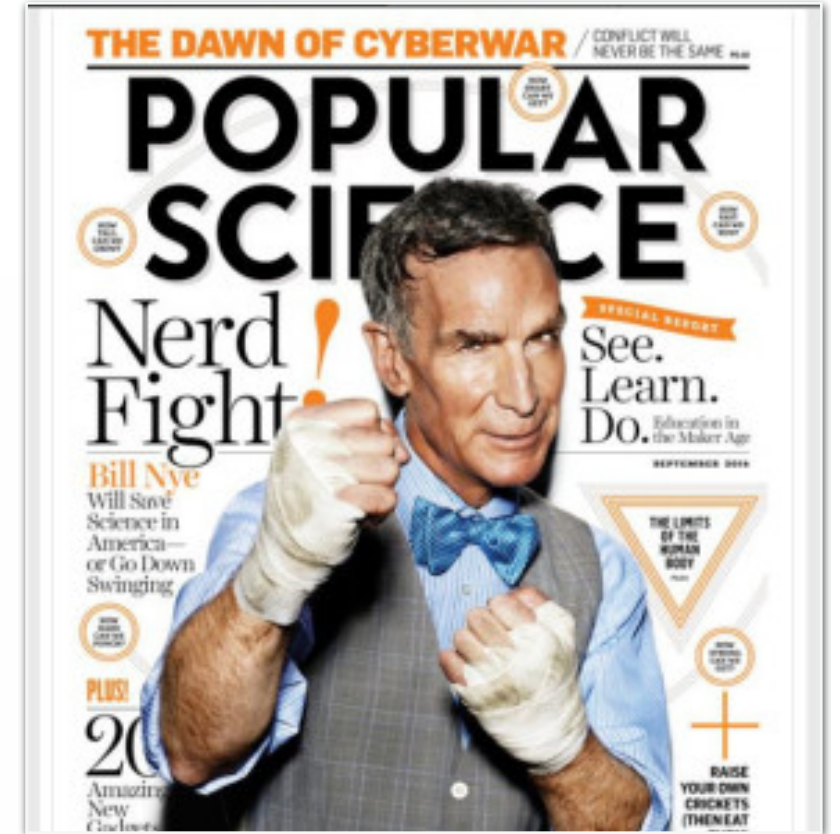
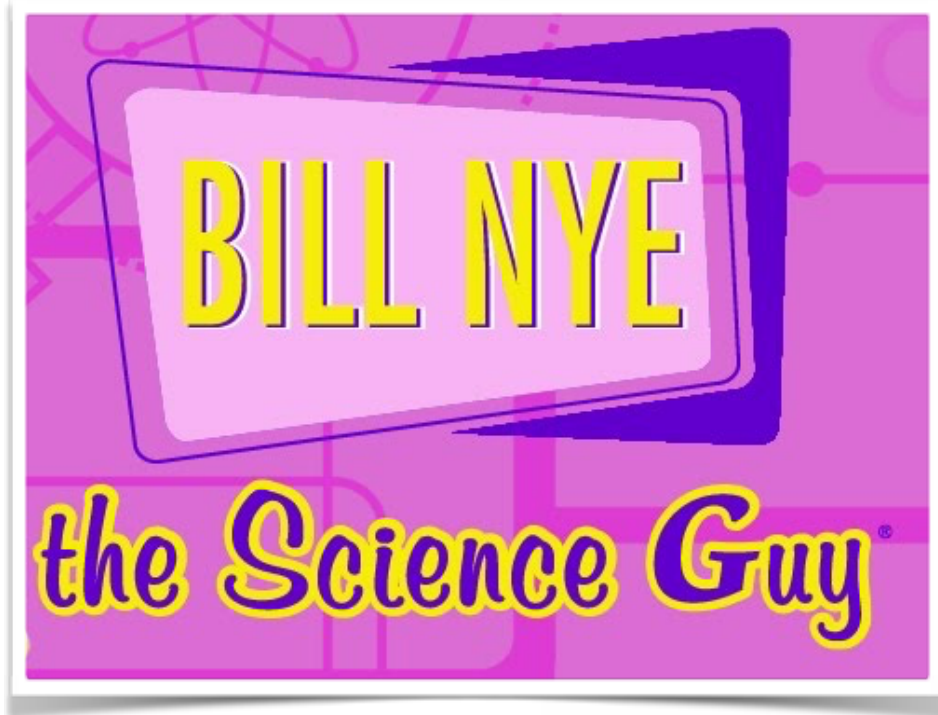
vintageortacky ✓

 **Subscribe** 401,176

8,179,103 views

 Add to  Share  More

 20,735  4,441



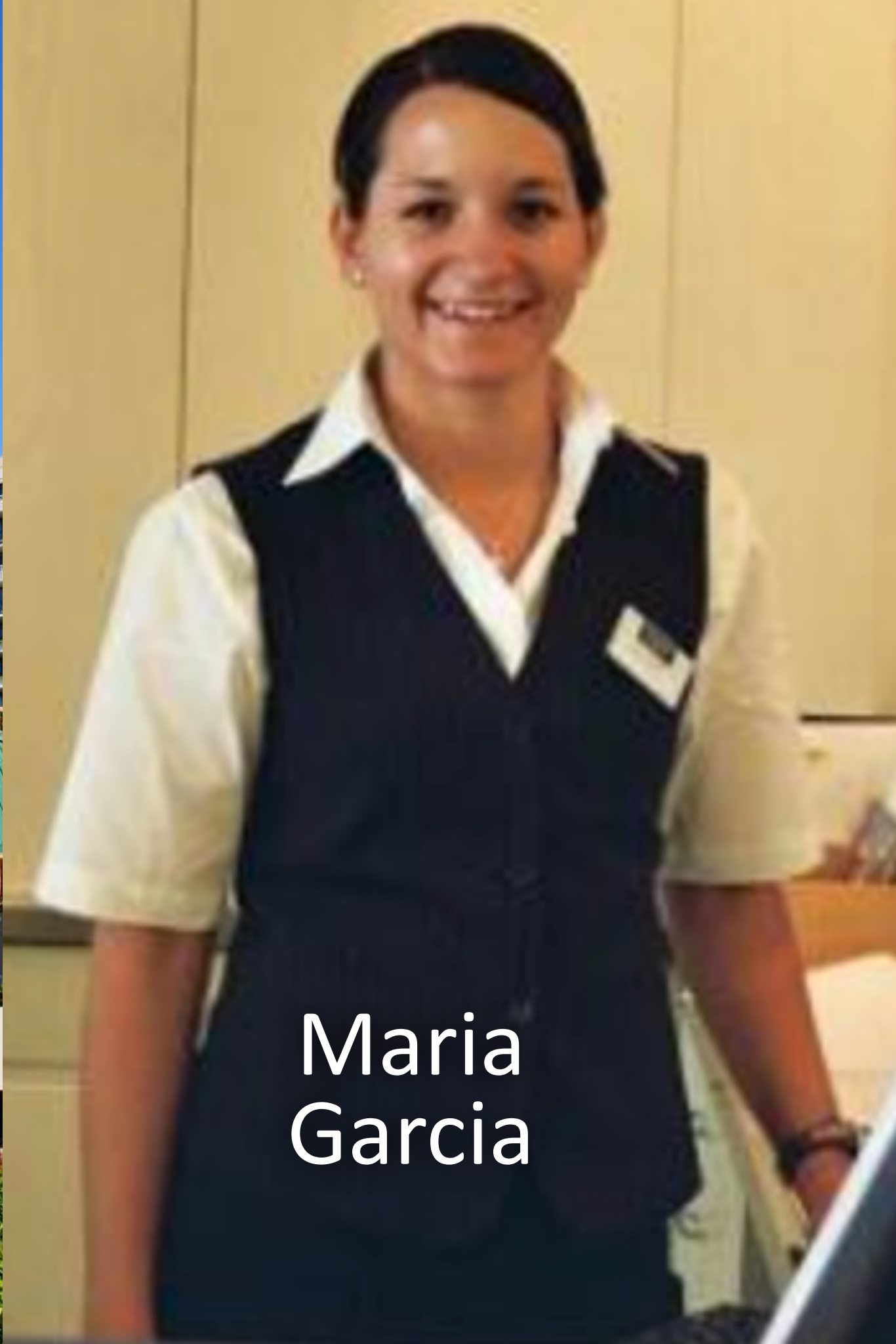
ALTRUISM

Advocate for the Patient



Be an Other-Centered Organization





Maria
Garcia



Talk Show Hosts: Masters of Curiosity





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...

SORT ▾



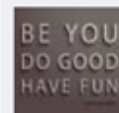
Nancy Vogl

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.”

Source: Achieve Academic Standards

Be Obsessed About These People...



Women Buy Everything!

85% of ALL CONSUMER & B2B PURCHASES.

93% of OTC Pharmaceuticals

92% of Vacation & Business Travel Decisions

91% of New Homes, Remodels, Landscape Design

91% of Consumer Electronics (TV's, phones, tablets, computers)

89% of Investment Services & Bank Accounts

86% of I.T. Infrastructure Decisions at work

80% of Healthcare & Dental decisions

73% of New Cars --- (45% of Light Trucks & SUV's)





She-Commerce

“Women over 50 currently control \$19 trillion in Net Worth...3/4** of the entire U.S. Financial Wealth.”**



34% Felt Cheated or Lied to

27% Felt Ignored and/or
Treated Rudely

23% Company refused to
take responsibility

10% Dealt w/ Incompetence

6% Customer was Flat-Out
Unreasonable

**“I have a
complaint!”**

88% Will continue to do
business w/You **IF** you
“Make Things Right”

12% “I’ll never come back”

Source: Ross Shafer Consultants, Inc.



**“92% of women recommend quality & value
to 21 other people.”**
(not counting social media)



**“Men only
recommend
to 2.6 other
people.”**



**The
Customer
SHOUTS
Back!**


**10 Big Changes You Need To Make
If You Want Their Lifetime Loyalty**

Ross Shafer

**We dissected
2,000 complaints:
Blogs, Web sites,
& forums**

**Patients -
Customers &
Clients Feel...**
**Vulnerable,
Helpless,
Anxious,
Embarrassed,
& Out of Control**



A woman with long, wavy brown hair is shown from the chest up. She is wearing a black top and a silver bracelet on her left wrist. Her left hand is raised to her mouth, covering it. She has a slight smile and is looking directly at the camera. The background is a dark, textured curtain.

“My teeth reflect
who I am and
how I think
about myself”

Eliminate Patient & Transactional “Friction”



R O S S S H A F E R

THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES


NO MORE

CUSTOMER

FRICTION

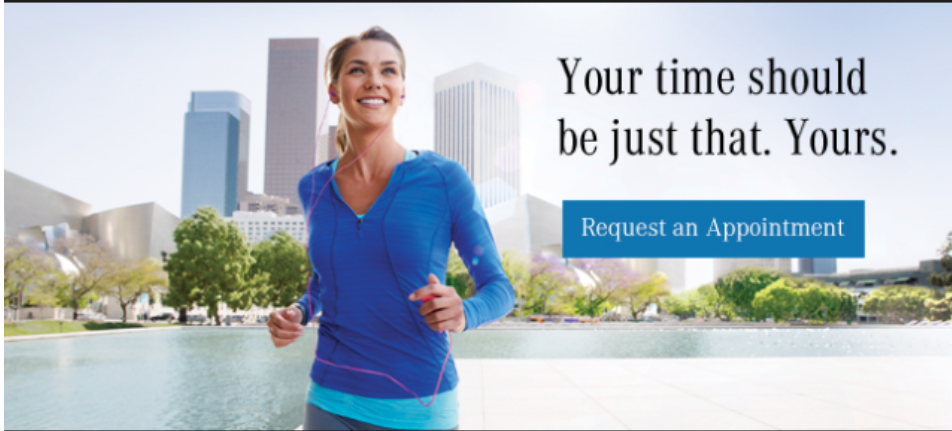


SAVE ME TIME. I NEED CONVENIENCE.



EXPRESS SERVICE
1-HOUR or LESS

Website New Vehicles Parts & Service

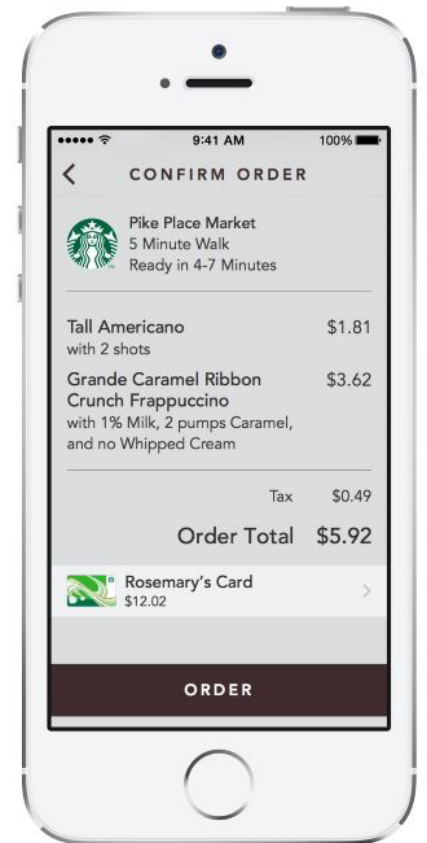
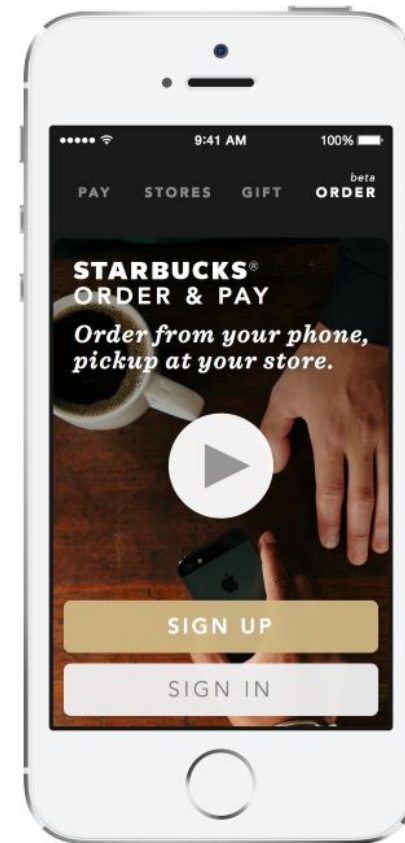


Your time should be just that. Yours.

[Request an Appointment](#)



U B E R



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 curved arrow pointing from the 'z' to the 'a' of "go". The word "go" is also in a lowercase, sans-serif font. The background shows shelves stocked with various products, and a person wearing an orange shirt is visible in the aisle, slightly 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...





erases



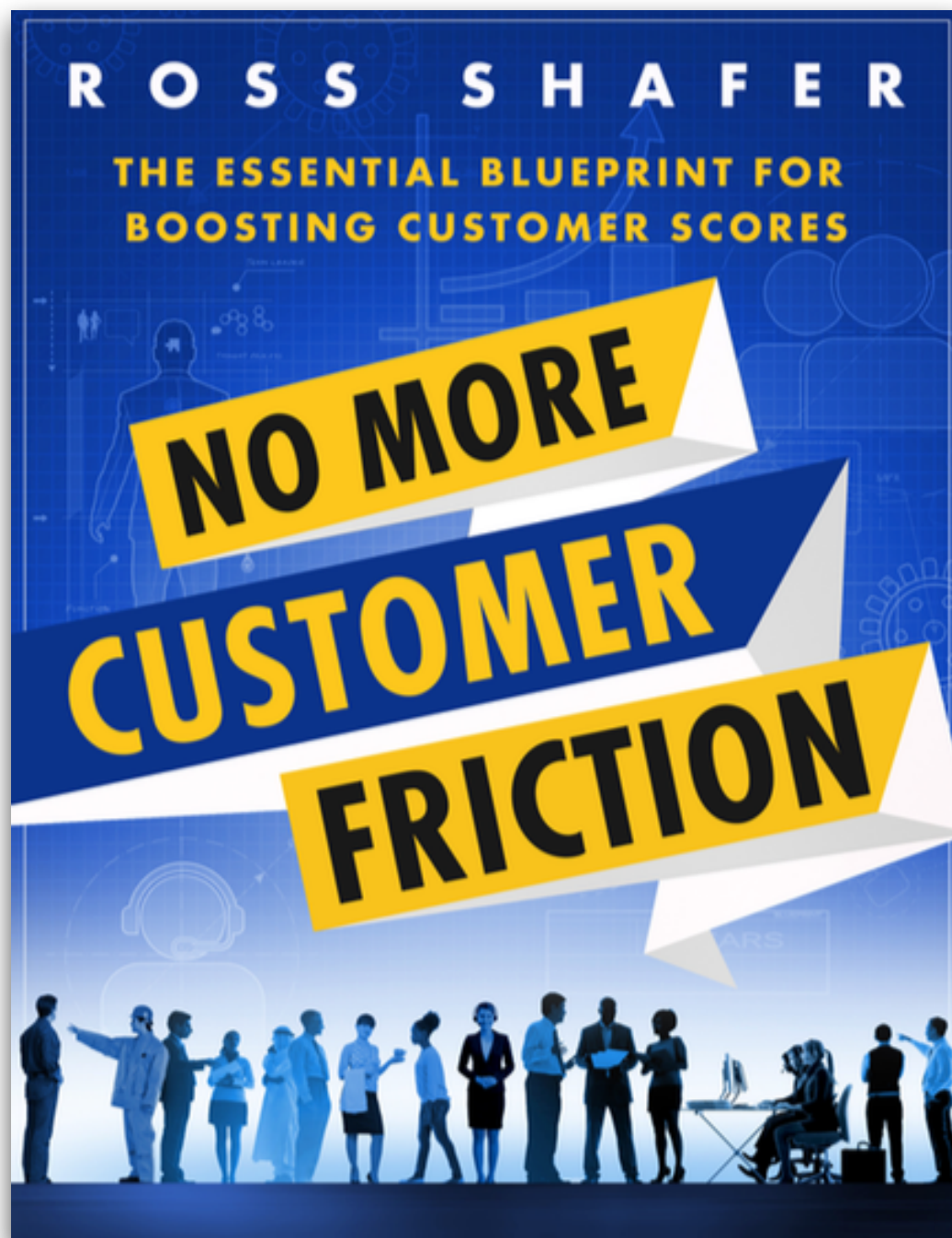
source: Ross Shafer Consultants, Inc. 'wow survey' 2016



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

“Excuse me?!”





**Does
This
System
Work?**



Lost 1,000,000 mil subscribers in one-quarter.

They hired more people & improved ALL processes. Today, billing, call centers, and installation teams are reliably rock-solid. Comcast has the highest sign ups & **Today: #1 customer retention stats in their industry.**

10 yrs ago, Lego was on the verge of bankruptcy. Customers complained the toys were boring; had to sell products below cost. They hired designers who LOVED the toys & thought they should be tied to movie franchises (Harry Potter, Batman, etc). In the last two years, **Lego has become the largest toy company in the world.**

This company was Last Place in their industry. I coached the *No More Friction system* to Linemen, Call Centers, & Engineers - during 22 sessions in 10 cities. We attacked customer complaints and empowered on-the-spot fixes. **Within 90 days, we raised their J.D. Power scores 21 Points...to become #1 in their industry.**

TEAMWORK

Advocate for Each Other



The Future of Everything...



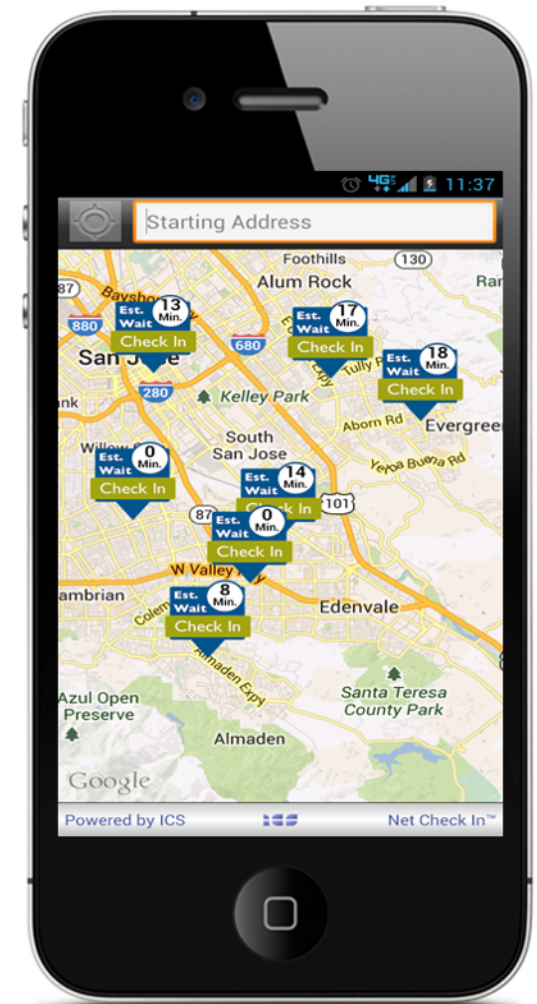
Humalogy



VS.



**#1 Team Skill of
the Future:
COMMUNICATION**



Hard Rock

HOTEL & CASINO

Big Data, Marketing & Mapping

The Competition for Talent is Real



**“Welcome to AT&T.
My name is Jason.
How may I
provide you with
outstanding
customer care?”**

This is what Millennials Look Like, Today.



**Don't Mentor
Them!**

PROVIDE “QUICK WINS”



300,000 attended GamesCom

ROSS SHAFER's
RELEVANT LEADERS CLUB



ROSS SHAFER Biz Author/Consultant



CAM MARSTON Generational Insights

**Your Brand Must
Resonate on an
Emotional Level**



“We don’t sell motorcycles. Instead, we sell...”





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The largest network of funeral,
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Preplanning your funeral or cemetery arrangements gives
you and your loved ones peace of mind. We offer Free,
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Call Today: 504-729-1912

Peaceful.
Beautiful.
Everlasting.

Lake Lawn
Metairie

Celebrating Claudine G. Bowers 1922 - 2010







ROSE 31

90ml 3 FL. OZ.

conditioner/
apres shampooing

For: **Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York



ROSE 31

90ml 3 FL. OZ.

shower gel/
gel douche

For: **Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York



ROSE 31

90ml 3 FL. OZ.

body lotion/
lotion pour le corps

For: **Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York

“Changing Dentistry to Improve Lives”

Accurate Appointment Times

Empathetic Experts

Soothing Environment

Beautiful Results

Smooth Billing Process

Non-Clinical Elements

Billing Process

Responsive

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[®]



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

**KEEP YOUR BRAND
PROMISES**

The Patient's Final Moment Matter Most





The “Kicker” Story

NORDSTROM

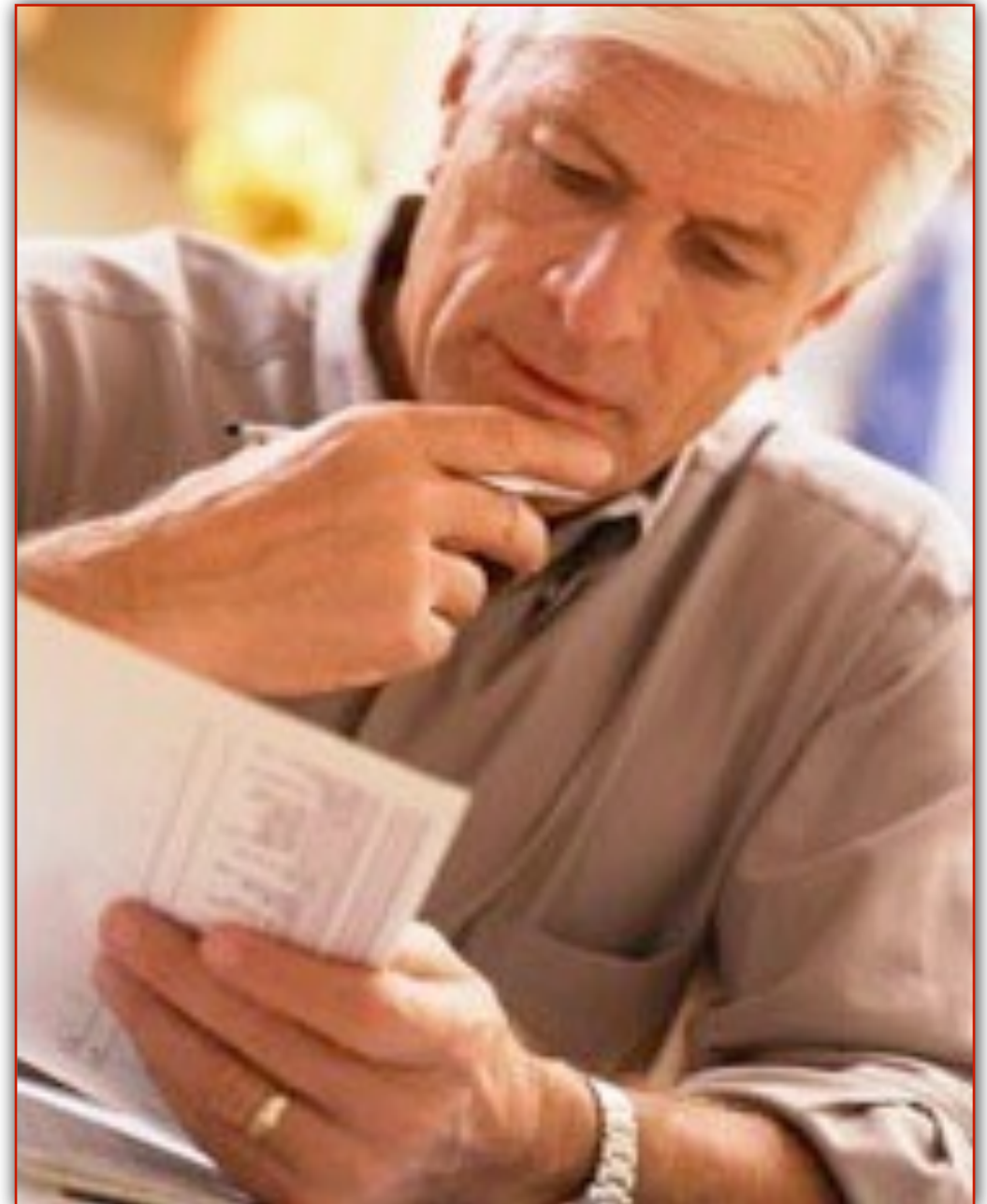


34% of patients return to a Dr. Nunez' office when the staff says... "Goodbye."



Gentle  Dental®

Which is why we
must be careful
**re: Client/
Customer
Evaluations**



Please rate your satisfaction with each of the following:

Overall satisfaction with this experience

Receiving a warm and sincere greeting upon arrival

Staff greeting you by name

Staff remembering you as a regular guest

▼ VERY SATISFIED

▼ SOMEWHAT SATISFIED

▼ NEUTRAL

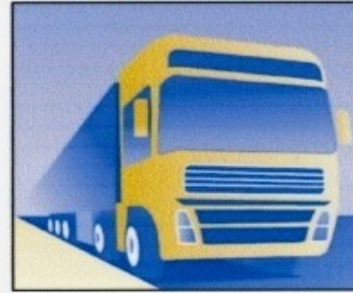
▼ SOMEWHAT DISSATISFIED

▼ VERY DISSATISFIED

**Don't make people think too hard
about YOU.**



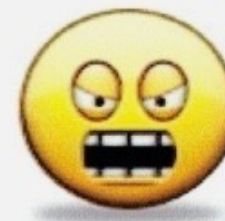
THE CALLAHAN TRUCKING COMPANY NON-SURVEY



Please check the face that best describes how we treated you.



How did you feel after doing business with us?



FREE RESOURCES



ROSS SHAFER'S
RELEVANT LEADERS CLUB
Innovate. Motivate. Educate. Sustain.

Ross Shafer View as: Yourself

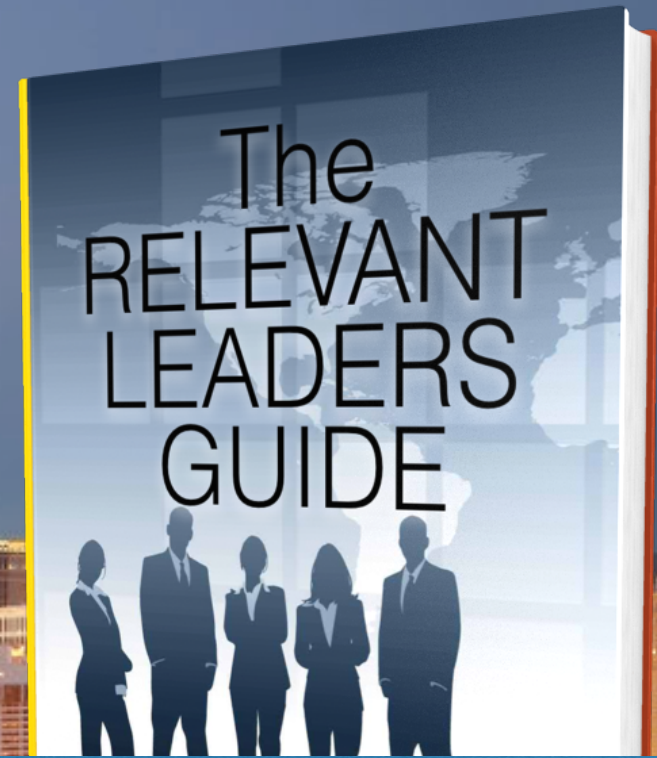
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Relevant Leaders Club Download All

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...

- How to Sustain a Business for Over 15 Years?** | Leadership Speaker | Ross Shafer
by Ross Shafer
4 days ago • 24 views
Why will your company only last 15 years? Leadership speaker and innovation author Ross Shafer describes...
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer
by Ross Shafer
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Have you ever wondered if you should change your personality when you get a "big" new job? Then you...
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- Financial Advisors Beat Speaker | Ross...**
- ...ice financial planners ...ate your practice." Yo...**

Leadership Video Blog



Download My Free e-Book

Ross Shafer & Michael Burger

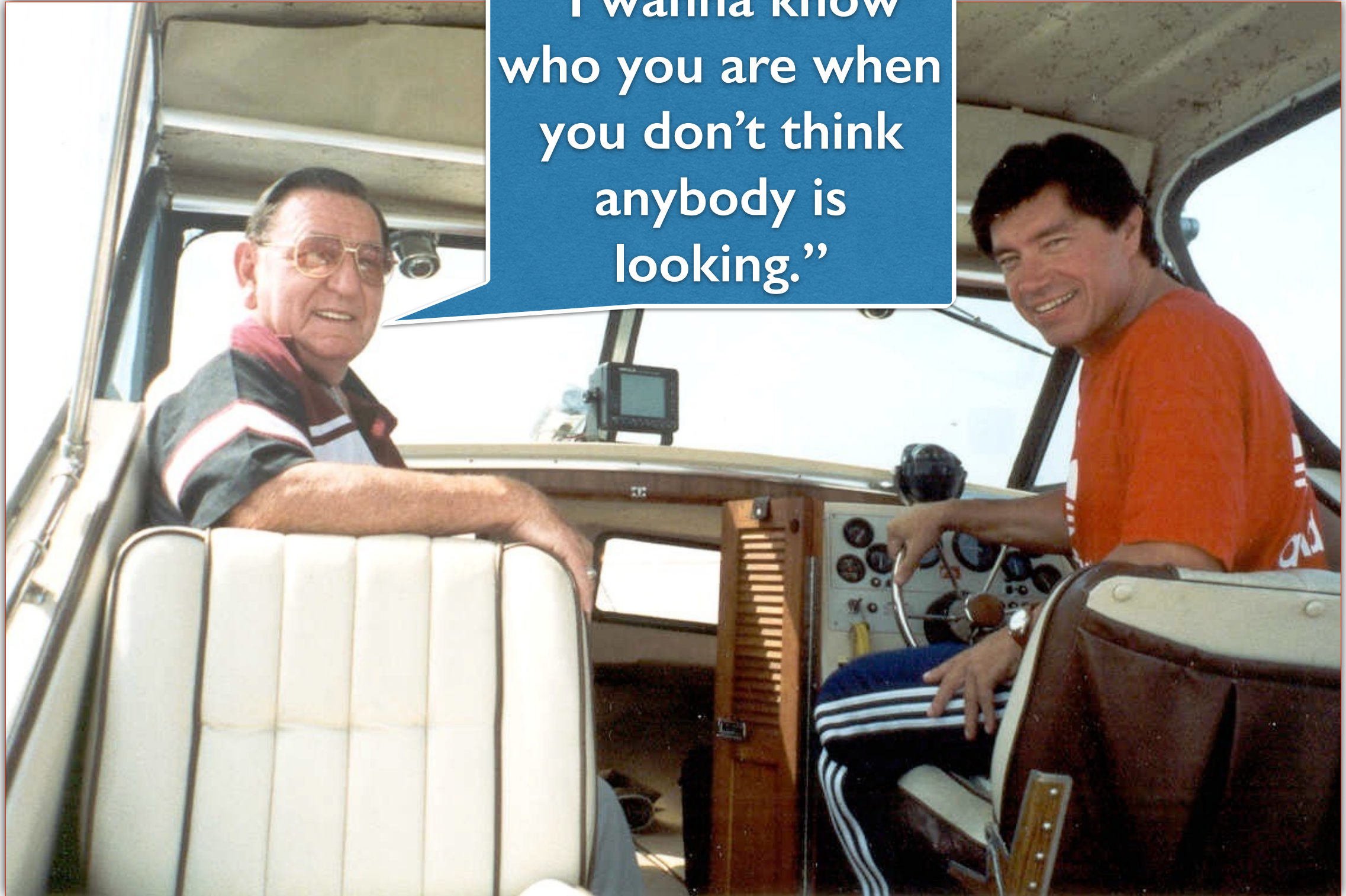
www.RossShafer.com

CHARACTER

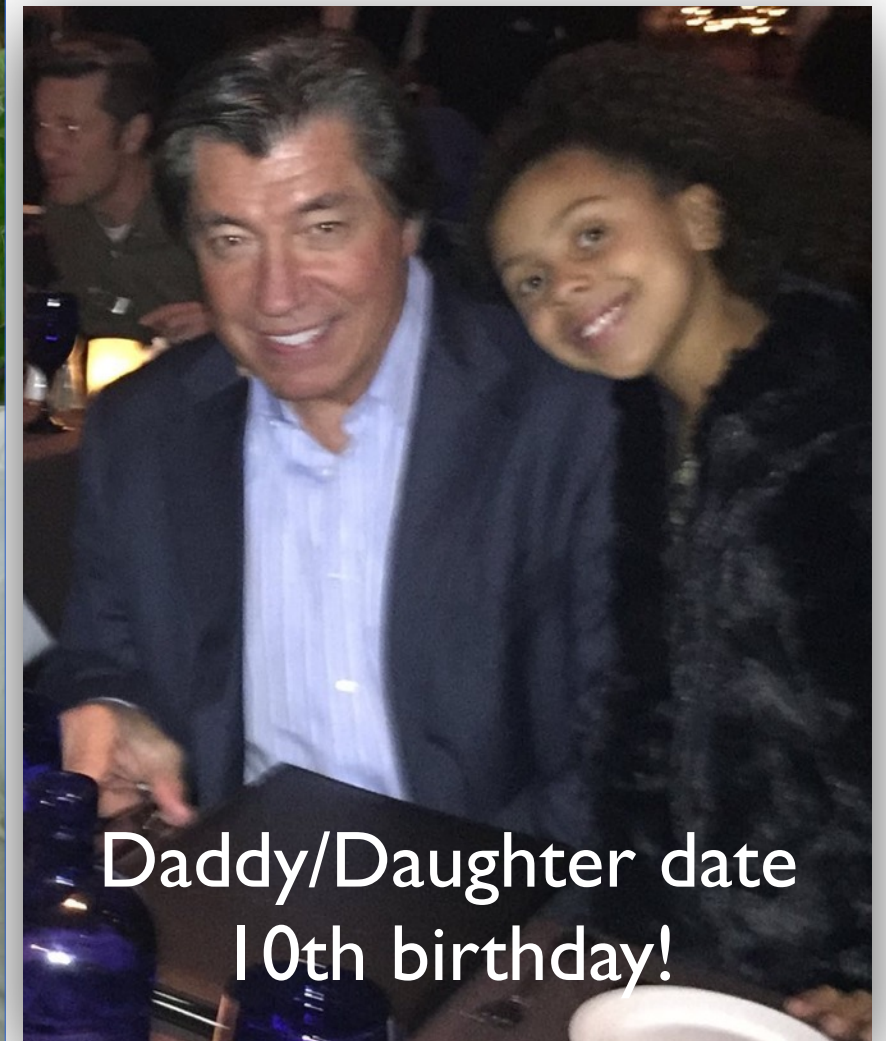
**Know Who You Are...
...and Who You Aren't**



“I wanna know
who you are when
you don't think
anybody is
looking.”



Chuck Shafer 1927-2001



Daddy/Daughter date
10th birthday!

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

FREQUENT
Ongoing
Encouragement



THANK YOU

ROSSSHAFFER