

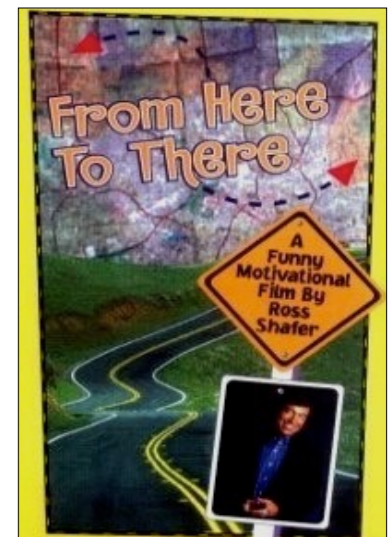
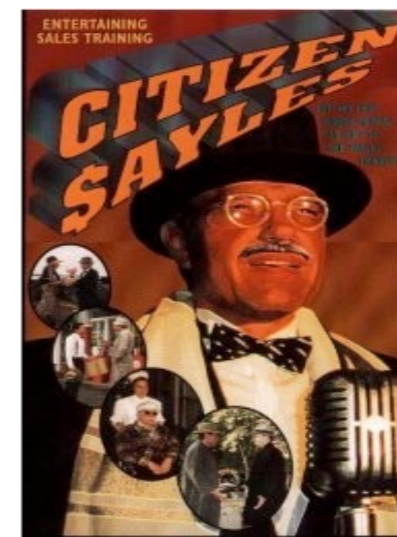
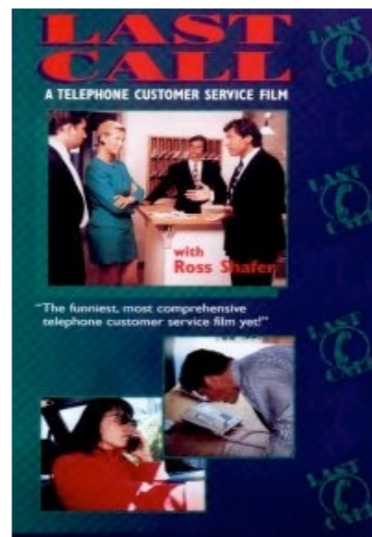
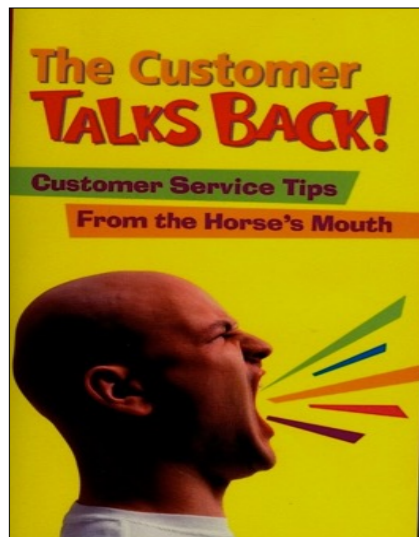
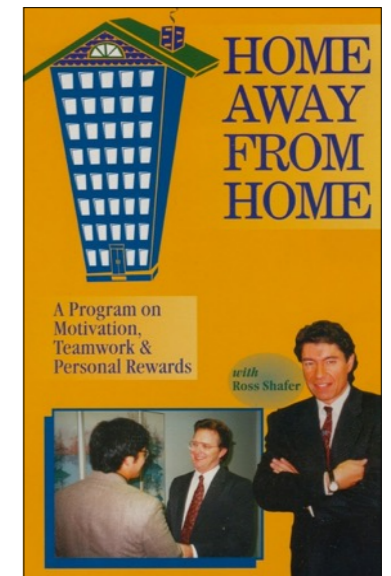
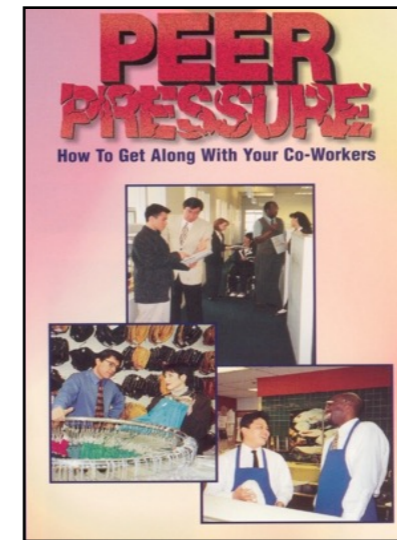
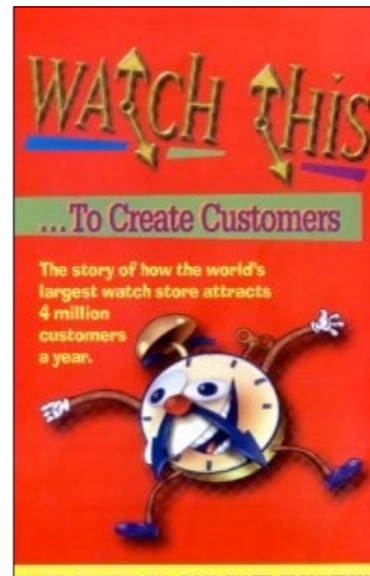
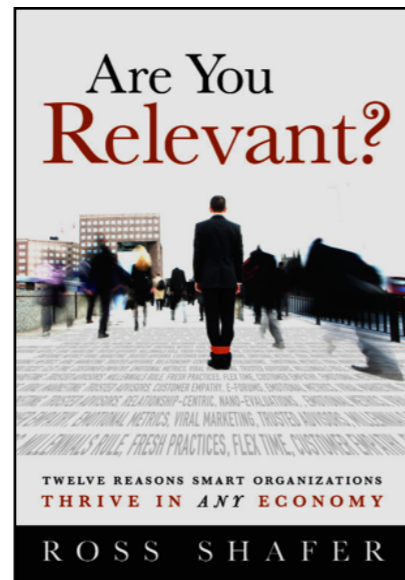
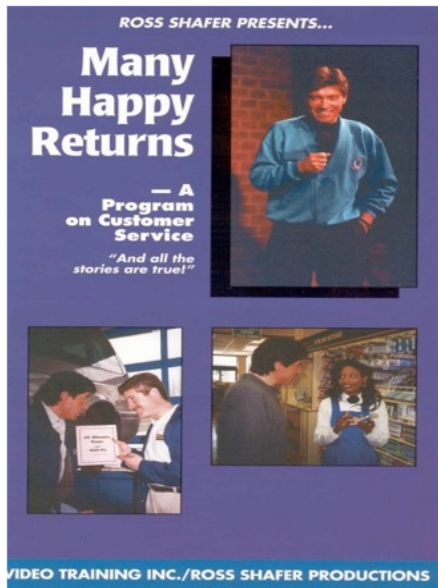
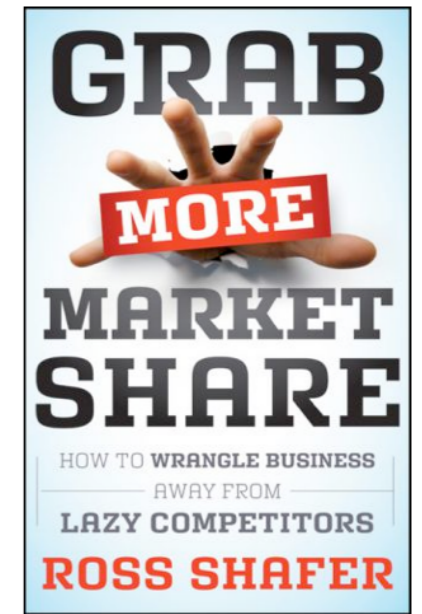
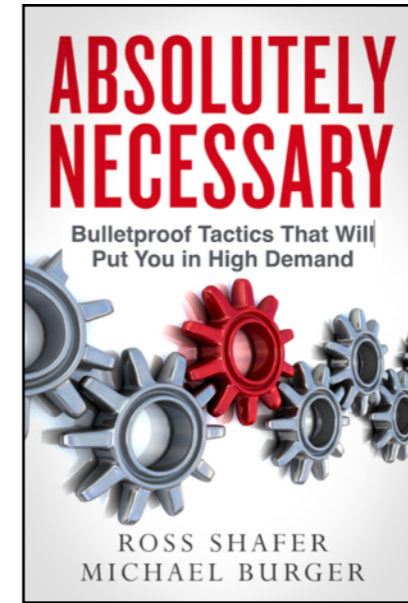
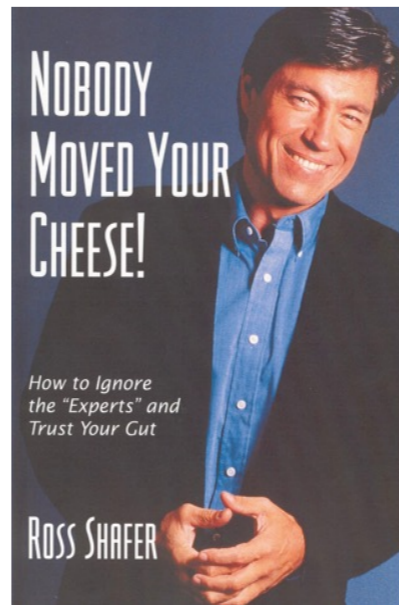
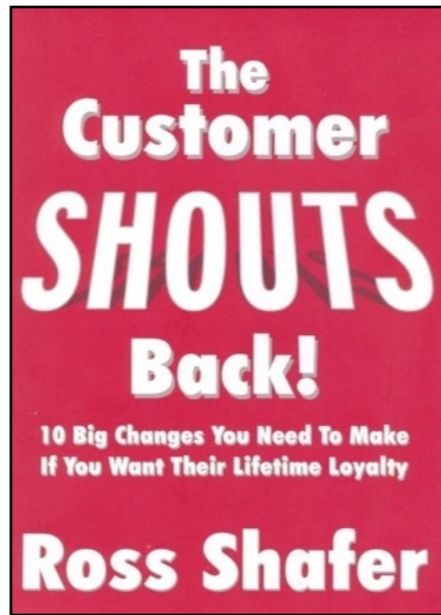
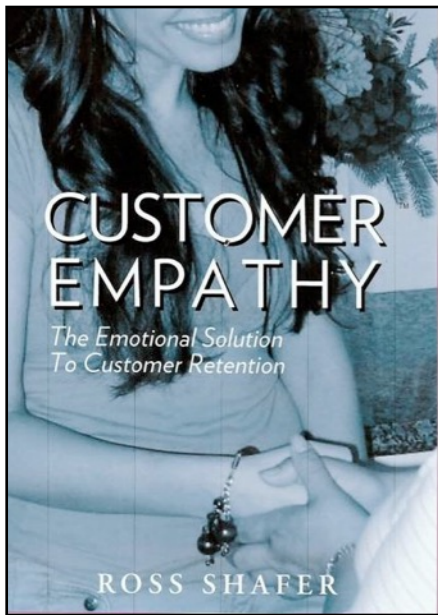
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**If you would like to book Ross Shafer...
CONTACT: Helen Broder (910)256-3495**

How to Be a Relevant Leader

A dramatic sunset over a body of water. The sky is filled with vibrant orange and yellow clouds, with some darker blue and grey clouds scattered throughout. The sun is low on the horizon, creating a bright glow. In the foreground, there is a dark silhouette of a pier or dock extending into the water, and a line of trees on the right side. The overall scene is serene and inspiring.



Are You Relevant?



TWELVE REASONS SMART ORGANIZATIONS
THRIVE IN ANY ECONOMY

ROSS SHAFER

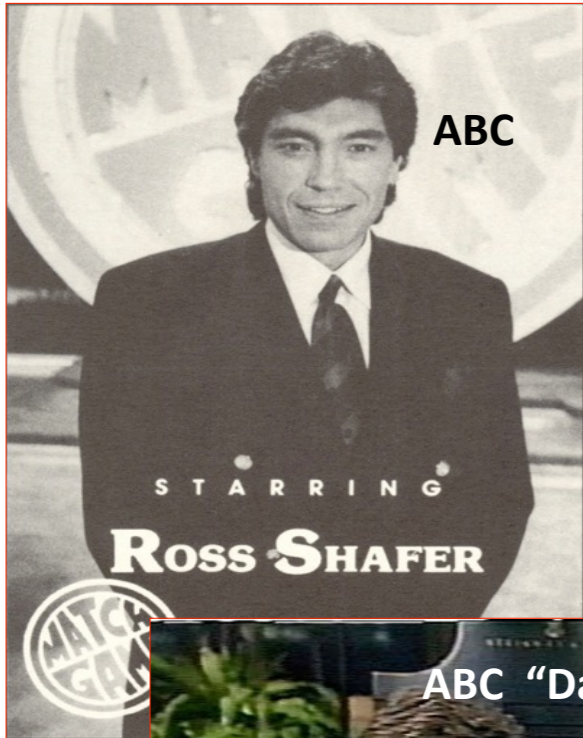
ABSOLUTELY NECESSARY

Bulletproof Tactics That Will
Put You in High Demand



ROSS SHAFER
MICHAEL BURGER





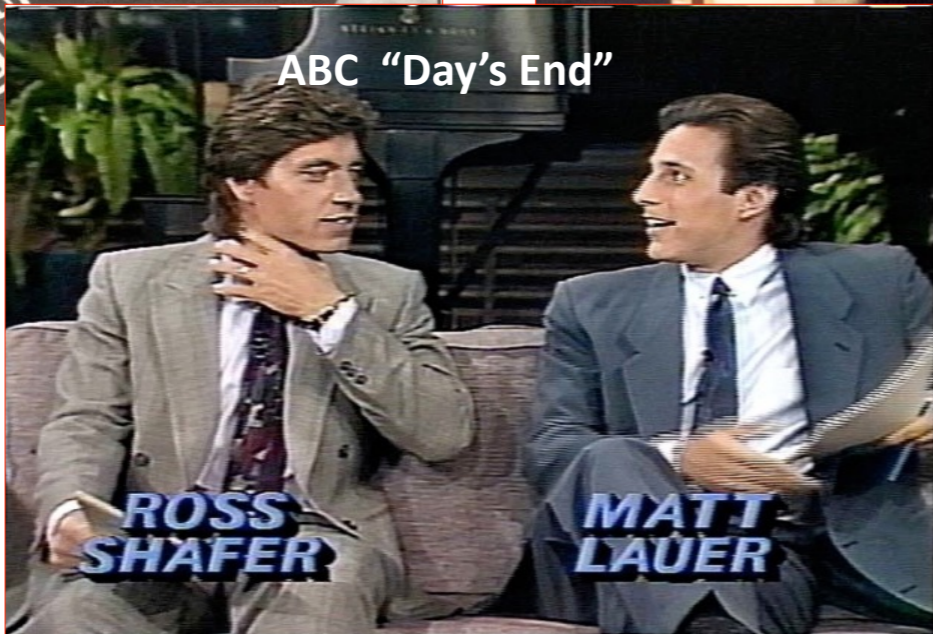
ABC

STARRING
ROSS SHAFER



NBC

Almost
LIVE!



ABC "Day's End"

ROSS SHAFER

MATT LAUER



FOX "LATE SHOW"



USA

THE ALLURING, AMUSING, AND HIGHLY REVEALING
GAME OF ROMANTIC PURSUIT.

**LOVE ME
LOVE ME
NOT**

YOU'LL LOVE IT AT FIRST SIGHT!

ROSS SHAFER
IS YOUR HOST FOR TV'S
MOST PROVOCATIVE
NEW HALF-HOUR
GAME SHOW STRIP.*



A dramatic sunset over a body of water. The sky is filled with vibrant orange and yellow clouds, with some darker blue and grey clouds scattered throughout. The sun is low on the horizon, creating a bright glow. In the foreground, there is a dark silhouette of a pier or dock extending into the water, and a line of trees on the right side. The overall scene is serene and inspiring.

Turns Out That...
YOU are the Expert

NATIONAL BESTSELLER

Why Some Companies
Make the Leap...
and Others Don't

GOOD TO
GREAT



JIM COLLINS

Coauthor of the bestselling
BUILT TO LAST

HOW THE MIGHTY FALL

AND WHY SOME COMPANIES
NEVER GIVE IN

JIM COLLINS

BESTSELLING AUTHOR OF *GOOD TO GREAT*

The FIVE
DYSFUNCTIONS
of a TEAM

A LEADERSHIP FABLE



PATRICK LENCIONI

AUTHOR OF *THE FIVE TEMPTATIONS OF A CEO*

Dorothy Leeds

Author of
Smart Questions and Powerspeak

"Impressive in its insights and practical applications, *The 7 Powers of Questions* gives us an entirely new way to turn an ordinary conversation tool into a formidable ally."

—Michael R. Bloomberg,
Founder and CEO of
Bloomberg L.P.

THE **7**
POWERS OF
Questions

**Secrets to
Successful
Communication
in Life and
at Work**

THOROGOOD

The seven steps of
EFFECTIVE
EXECUTIVE
COACHING

“It grabs one’s interest
and holds it...very
convincing...will be
invaluable to many
coaches wishing to
refine their skills”

Sir John Whitmore
author of *Coaching for Performance*
(originator of the GROW model)

Sabine Dembkowski
Fiona Eldridge
and Ian Hunter

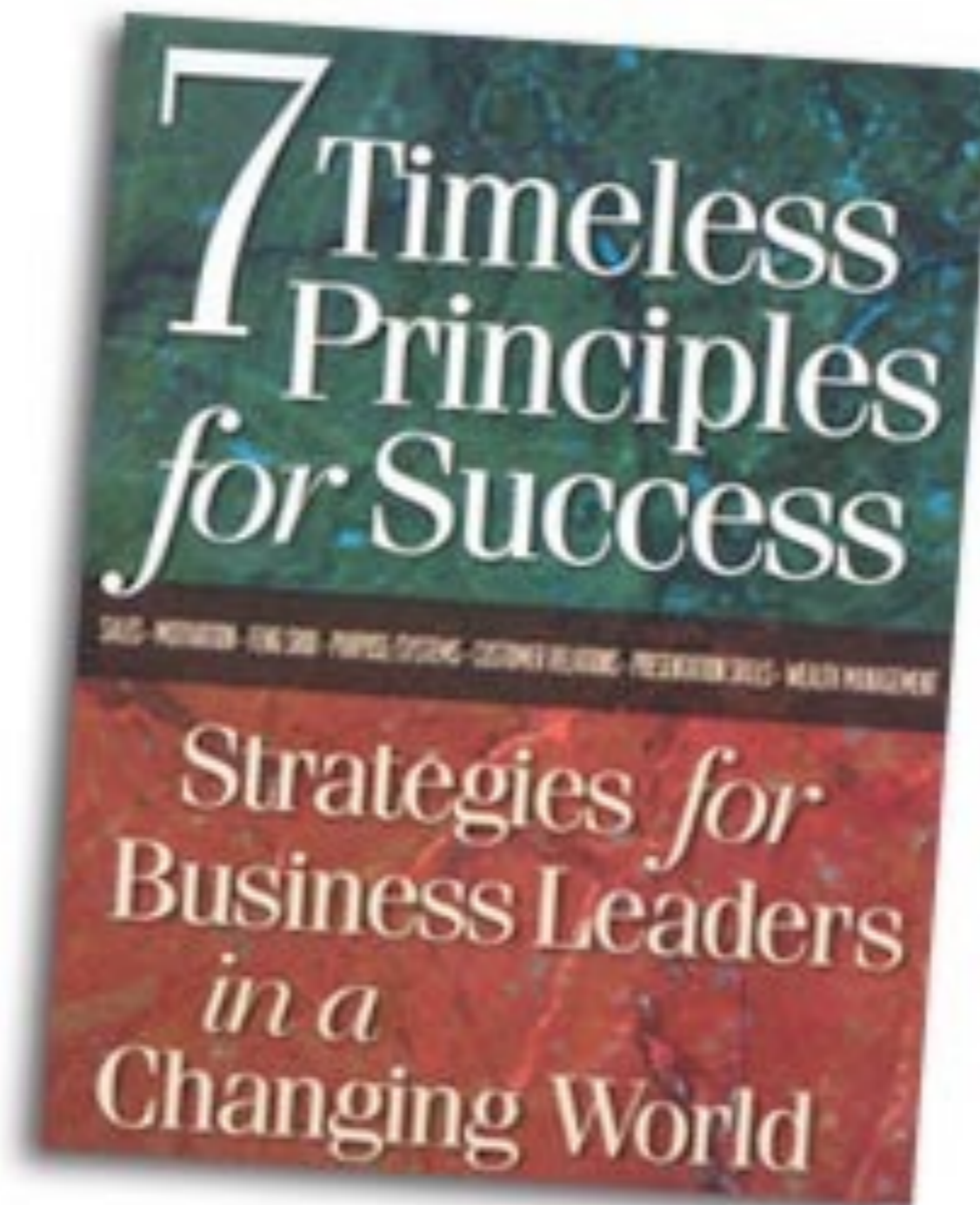
THE 9 STEPS TO FINANCIAL FREEDOM

Practical & Spiritual Steps So You Can Stop Worrying



INCLUDES
NEW
MATERIAL!

by Suze Orman



10 STEPS TO SUCCESS

A COMMONSENSE GUIDE
TO BUILDING
A SUCCESSFUL
INSURANCE BUSINESS

DANIEL S. FOWLER

11%
off

#1 NATIONAL BESTSELLER
OVER 10 MILLION SOLD

THE 7 HABITS OF
HIGHLY
EFFECTIVE
PEOPLE

Powerful Lessons
in Personal Change

"Destined to be the personal leadership handbook of the decade."—Scott DeGarmo, Editor-in-Chief, Success magazine

Stephen R. Covey

FRANKLIN COVEY CO.

#1 Bestselling Author of
The 7 Habits of Highly Effective People

**Stephen R.
Covey**

**BONUS
DVD
INCLUDED**
16 Inspirational
Companion
Films

The **8th**
HABIT
From Effectiveness
to Greatness

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



GO HOME

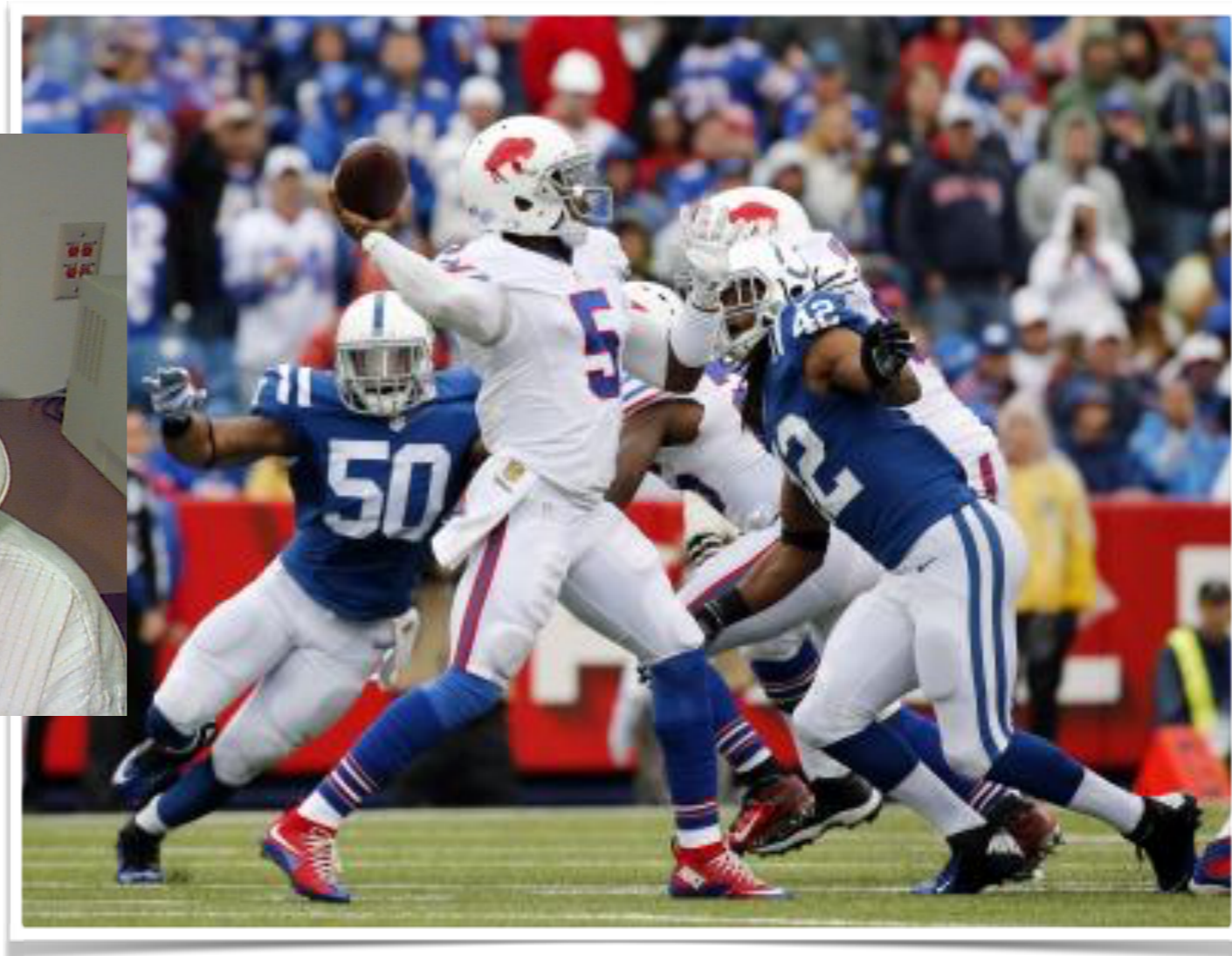


Sometimes we don't see that
WE are the problem.

A dramatic sunset over a body of water. The sky is filled with vibrant orange and yellow clouds, transitioning to a deep blue at the top. The sun is low on the horizon, creating a bright glow. In the foreground, there is a dark silhouette of a pier or dock extending into the water, and a line of trees on the right side.

**Leaders Innovate;
Even Under
Extreme Pressure**

Peripheral Vision Prevents Injury



Tyrod Taylor sees (3) receivers AND “the rush”

Go To the Wrong Meeting

~~“Can I help you?”~~



“Please don’t sit on the bike.”



34% growth
for the past six
years.



**Every Company is a
‘Company of Choice’**

A sunset over a body of water. The sky is filled with orange and yellow clouds, with a bright sun low on the horizon. In the foreground, there is a dark silhouette of a pier or dock extending into the water, and a line of trees on the right side.

2015 Nano-Casting





A dramatic sunset over a body of water. The sky is filled with vibrant orange and yellow clouds, with some darker blue and grey clouds scattered throughout. The sun is low on the horizon, creating a bright glow. In the foreground, there is a dark silhouette of a pier or dock extending into the water, and a line of trees on the right side. The overall scene is serene and atmospheric.

Who are the ‘Other Choices’ in Your Blind Spot

STUDY GAME FILM



B.I. (Don't Overlook the Open Sources)

- Social Media
- RSS Feeds
- Push Notices
- Press Releases
- Google Alerts
- User Generated Video
- Basic Social Listening Tools



**What is YOUR
'Science of Excellence'**

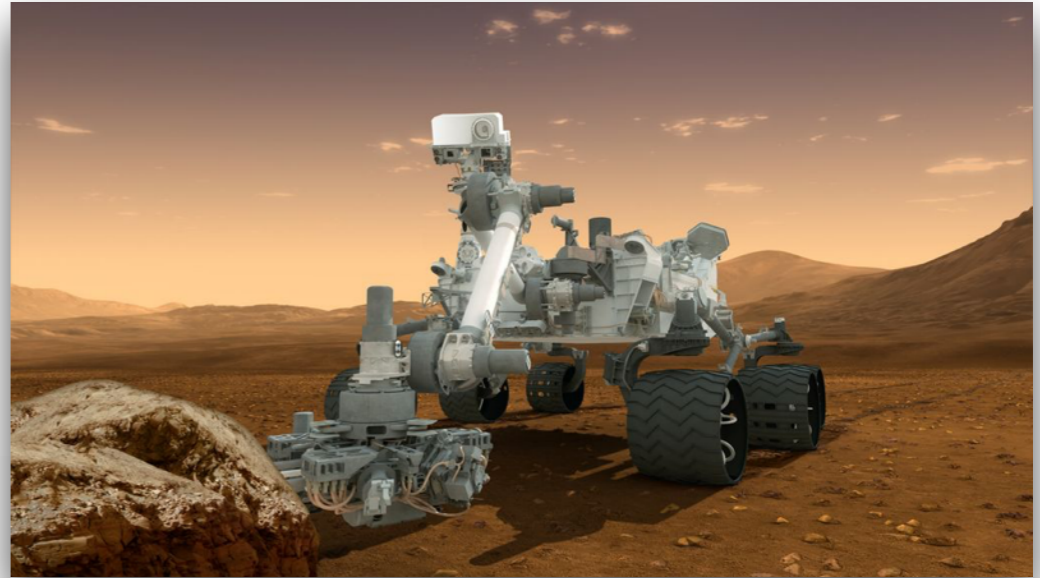
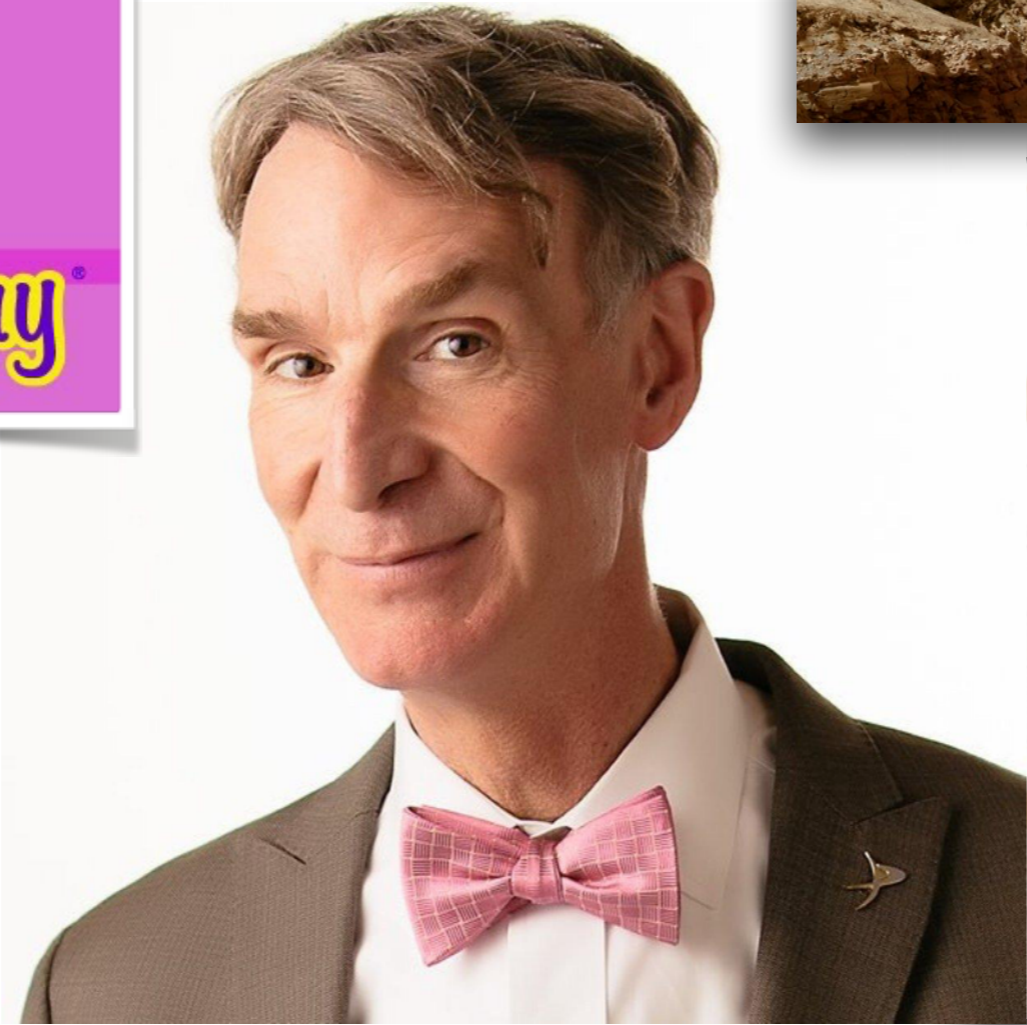
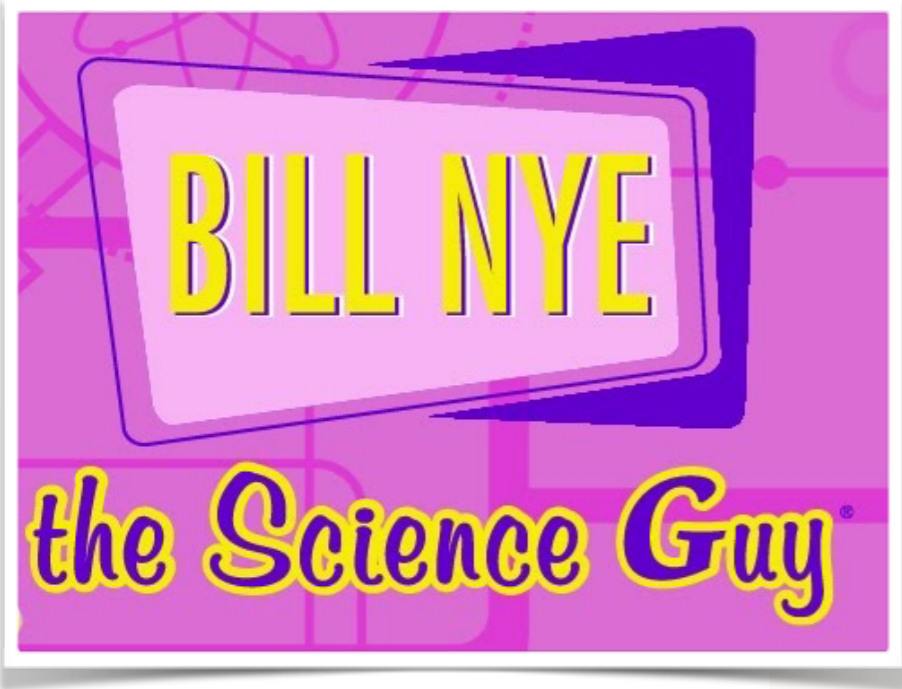
A dramatic sunset over a body of water. The sky is filled with layers of clouds, some dark and some glowing with orange and yellow light from the setting sun. The sun is visible as a bright orange glow on the horizon. In the foreground, there is a dark silhouette of a pier or dock extending into the water, and a line of trees on the right side. The overall mood is serene and inspiring.

- 1. AWARE OF YOU**
- 2. THEY TAKE ACTION**
- 3. THEY EXPERIENCE YOU**
- 4. ADVOCATE FOR YOU**

World's Greatest Shooter







A dramatic sunset over a body of water. The sky is filled with vibrant orange and yellow clouds, with some darker blue and grey clouds scattered throughout. The sun is low on the horizon, creating a bright glow. In the foreground, there is a dark silhouette of a pier or dock extending into the water, and a line of trees on the right side. The overall scene is serene and atmospheric.

The Company with the Best Story Wins

Elevator Pitch sentence structure:

FOR (target customer), WHO HAS
(customer need), (product name) IS A
(market category) THAT (one key benefit).
UNLIKE (competition), THE
PRODUCT (unique differentiator).



In 1953, Harry and Evelyn Carney bought this Home for \$3,900. Harry put in the rose garden while their two boys, Don and Larry built a 2-story tree fort on the side yard. Their daughter, Cynthia, was married in the back yard.

Now, after 55 years, Harry and Evelyn have decided to simplify their lives and move to a beautiful assisted-living community just two miles away.

Last month, John and Heather Wallace bought the Carney home at 378 Crestwood. They love the quaint sidewalks, the nearby park, and the short walk to what will become baby Ella's grade school.

We are proud to be a part of helping another generation create new memories in this lovingly cared-for home.



“We charge more so we have to have a better story.”



Pretend to be Likable





Talk Show Hosts Show Extreme Interest

**“People want to
feel valued and
appreciated.
They want to
feel interesting”**



Katie Couric

The Intentional Genius of Facebook

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.

facebook



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

‘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-GCYIYQ7wl>
(Business Wire & Forrester Research)

Becoming the Employer of Choice

A dramatic sunset over a body of water. The sky is filled with vibrant orange and yellow clouds, transitioning to a deep blue at the top. The sun is low on the horizon, creating a bright glow. In the foreground, there is a dark silhouette of a pier or dock extending into the water, and a line of trees on the right side. The overall scene is serene and inspiring.

“Are you MY Employer of Choice.”

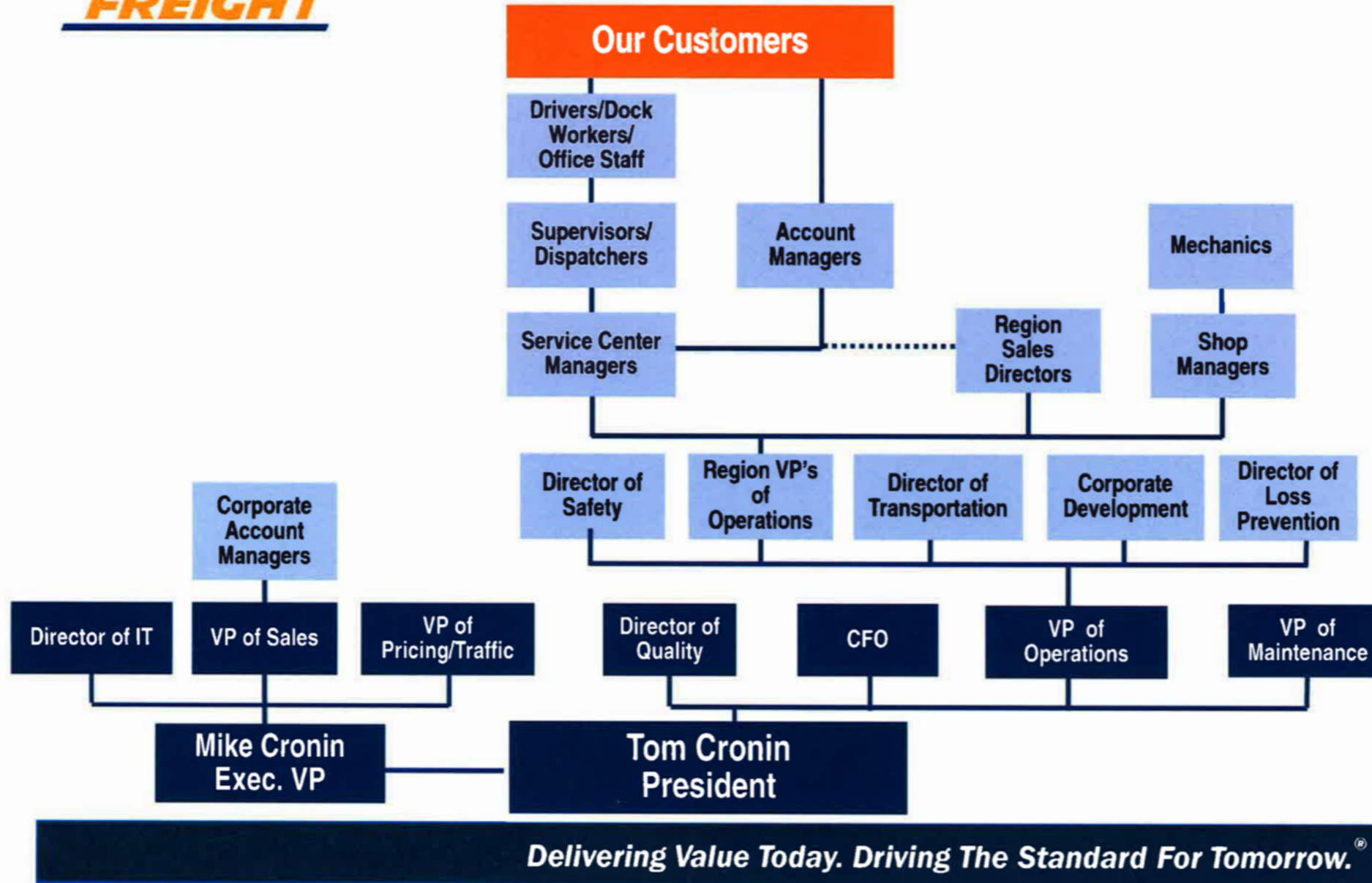


- *Nap Rooms?**
- *Soda Machines?**
- *Gym?**
- *Babysitting?**
- *Gift Wrapping?**

- *Famous Place to Work**
- *Boss Doesn't Threaten Me**
 - *Fits MY Culture**
- *Strong Mission/Values**
- *Fair Compensation/Health**
 - *Don't Lie to Me**



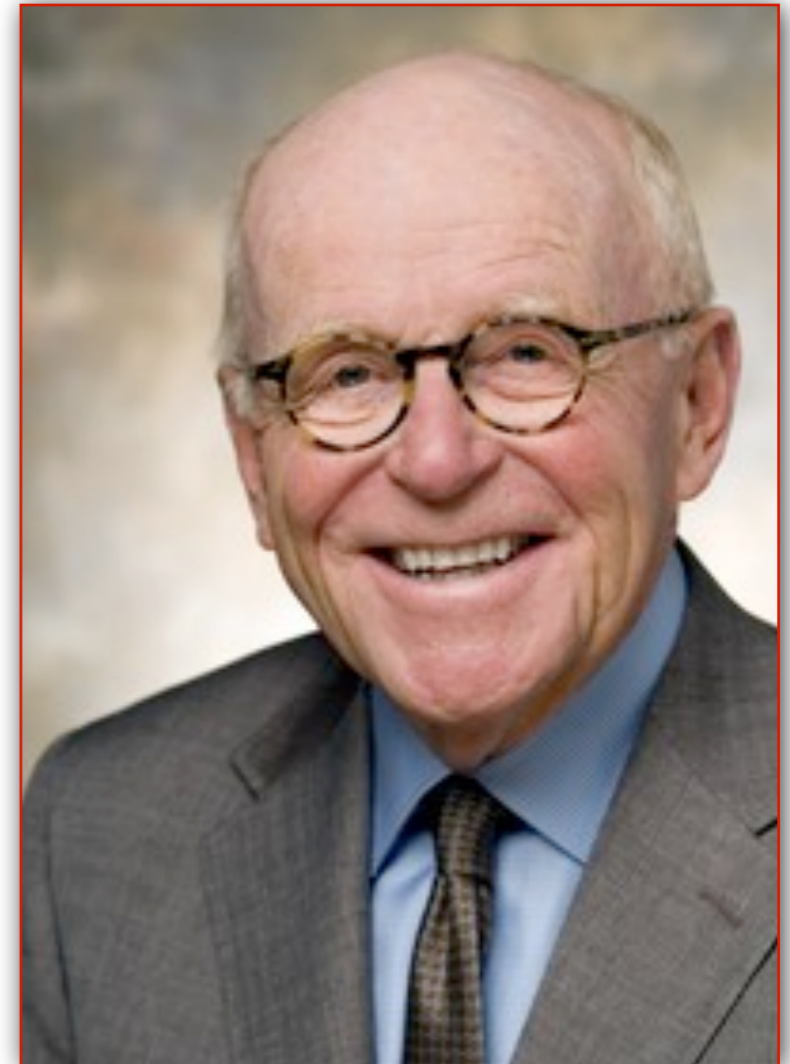
How We Are Organized To Serve You



**“We don’t train people.
We leave that up to
their parents.”**

Bruce Nordstrom

(who took the company from \$20mil to \$2bil)



Recognize their need to connect



Instagram

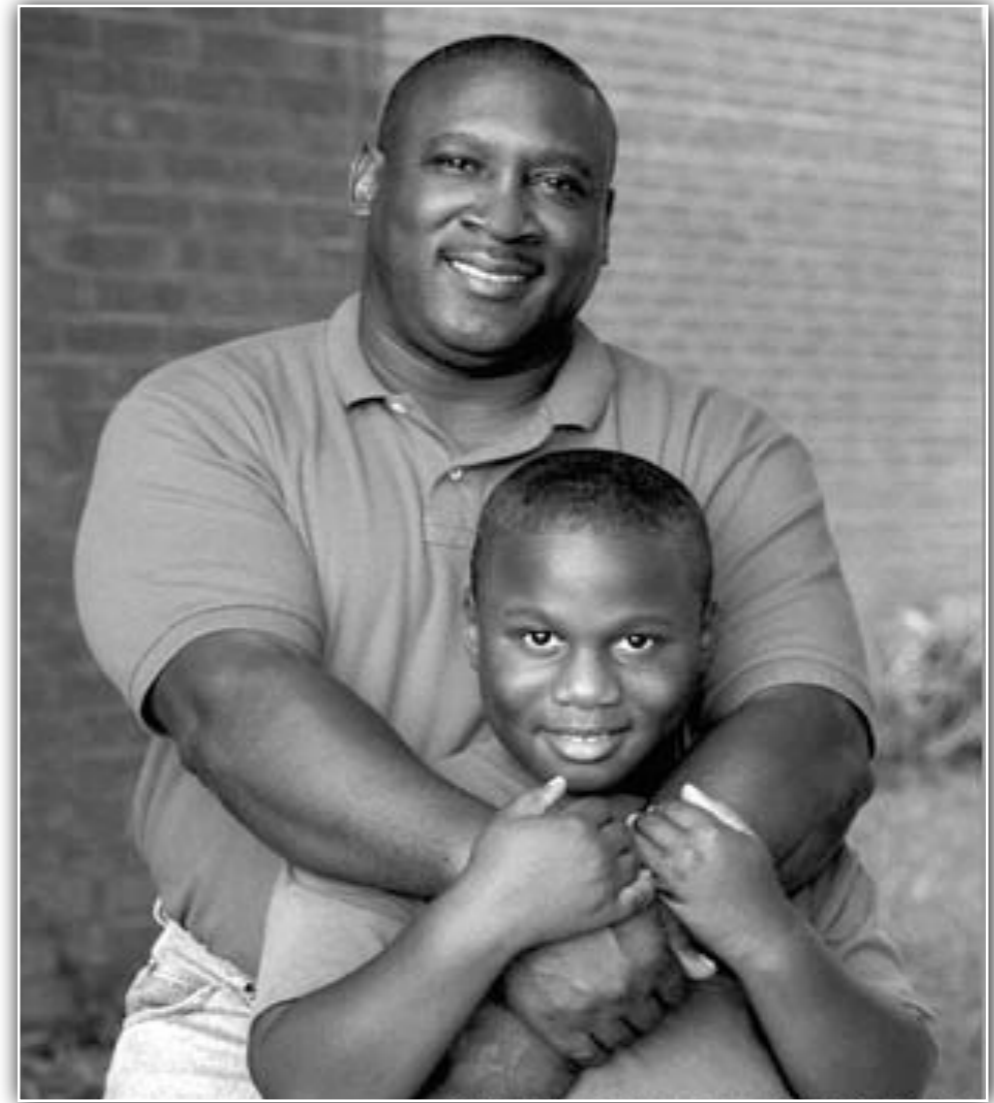


Linked 



How Do You Keep Yourself Motivated?





Your Legacy



Chuck Shafer 1927-2001



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



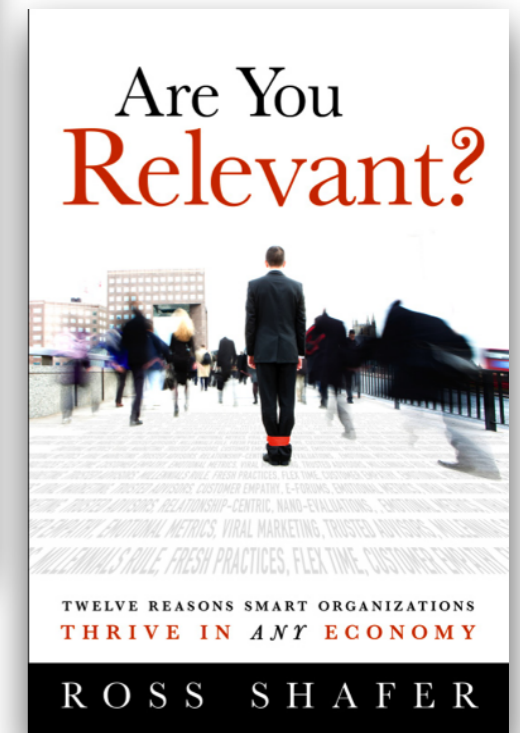
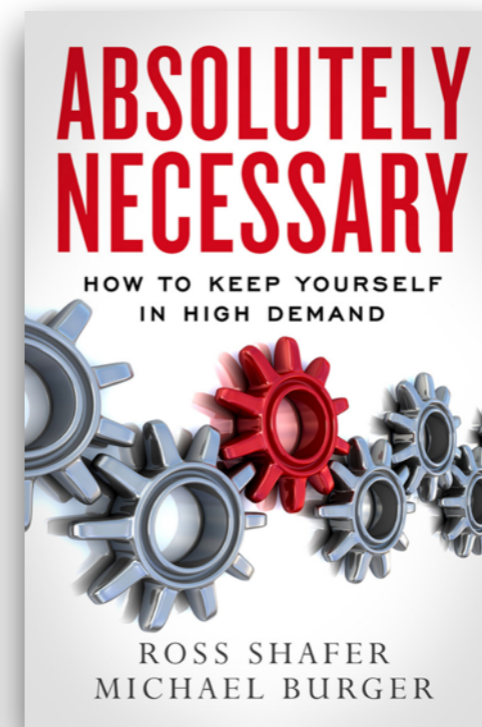
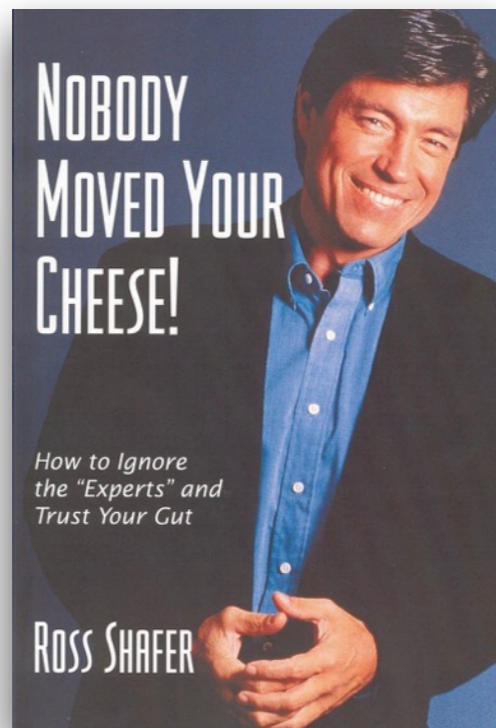
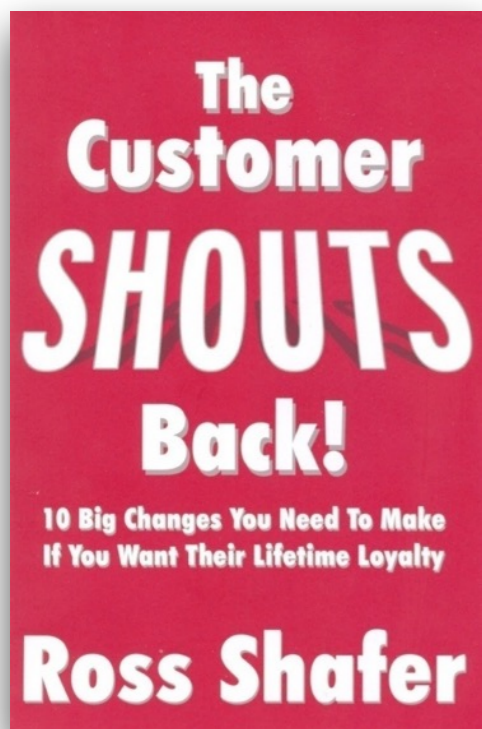
Daddy/Daughter Date
Lolo's 9th birthday!

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