



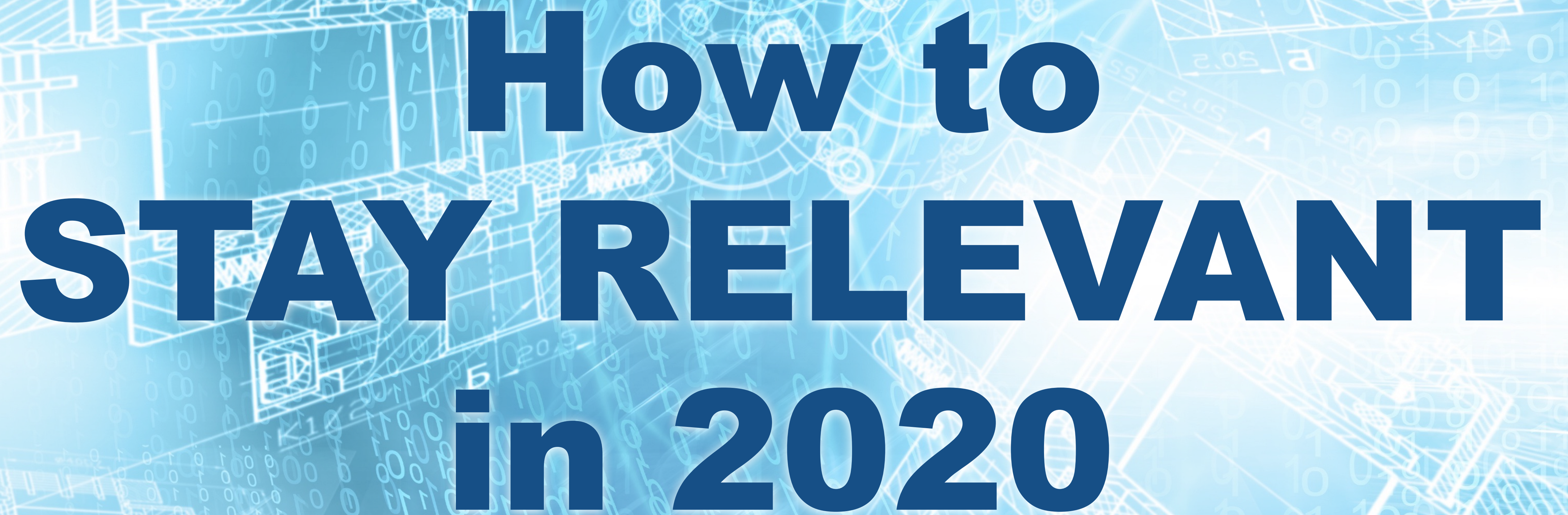
Ross
Shafer

If you would like Ross
to visit your company...

Contact: MIMI HAIR

(970) 328-7000

Mimi@Lauthorities.com

The background features a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and electrical schematics, overlaid on a light blue background. Scattered throughout are strings of binary code (0s and 1s) in various colors and orientations, creating a digital and technical atmosphere.

How to STAY RELEVANT in 2020

by Ross Shafer

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 streams of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

I'm NOT Anthony Robbins



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

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





360 ★

Review order (1)

Pickup store
Parker & Hilltop ▾
Prep time 3 - 7 min

10 min

Coff. Americano \$2.95

Your order may be ready before you arrive


It looks like your estimated travel time is longer than your order prep time. Consider placing your order when you're a little closer to the store.

[Back to order](#) [Continue](#)

Subtotal.....	\$2.95
Tax 8%.....	\$0.24
Total.....	\$3.19

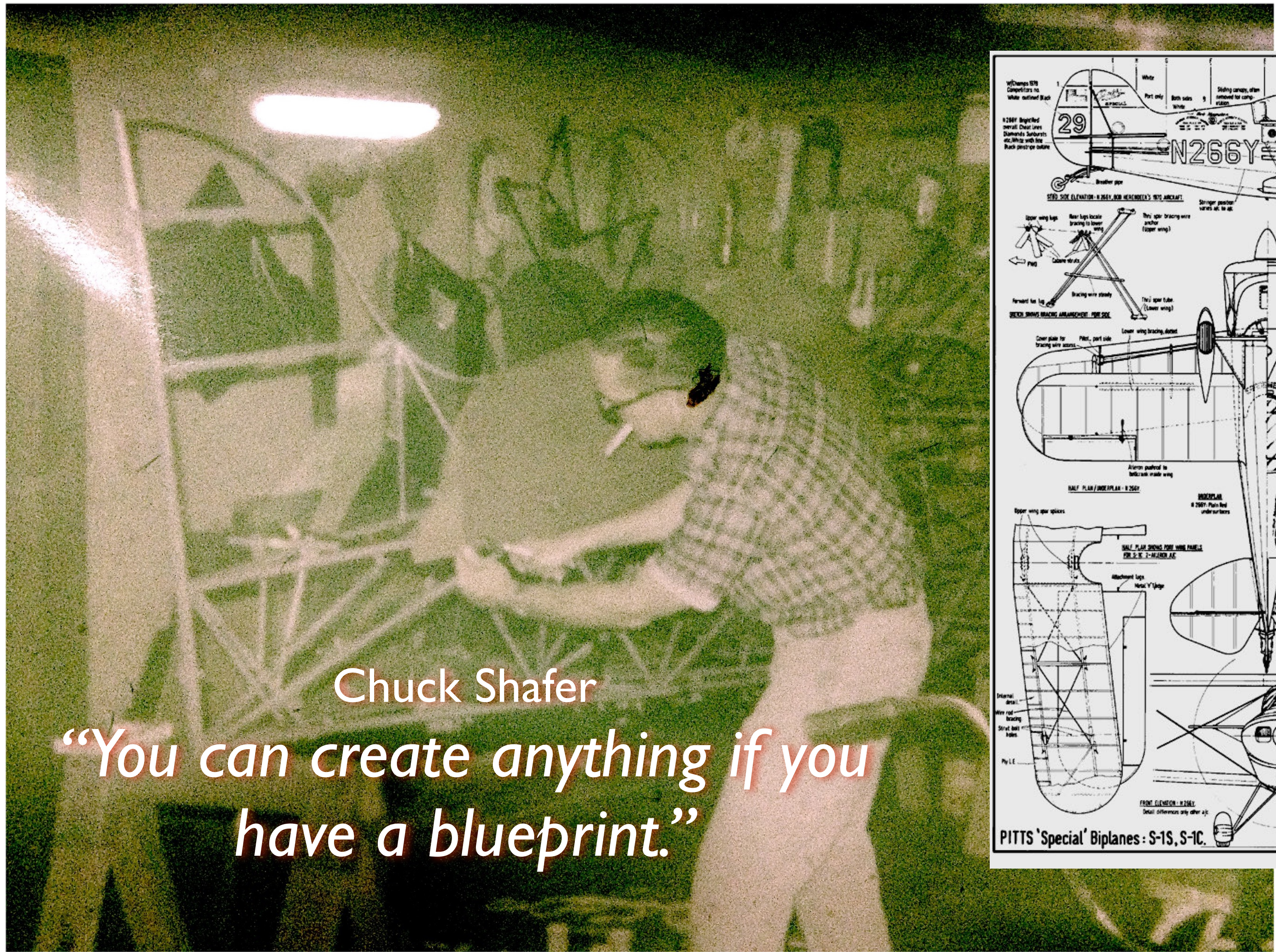
YOU MAY ALSO LIKE

[Checkout \\$3.19](#)



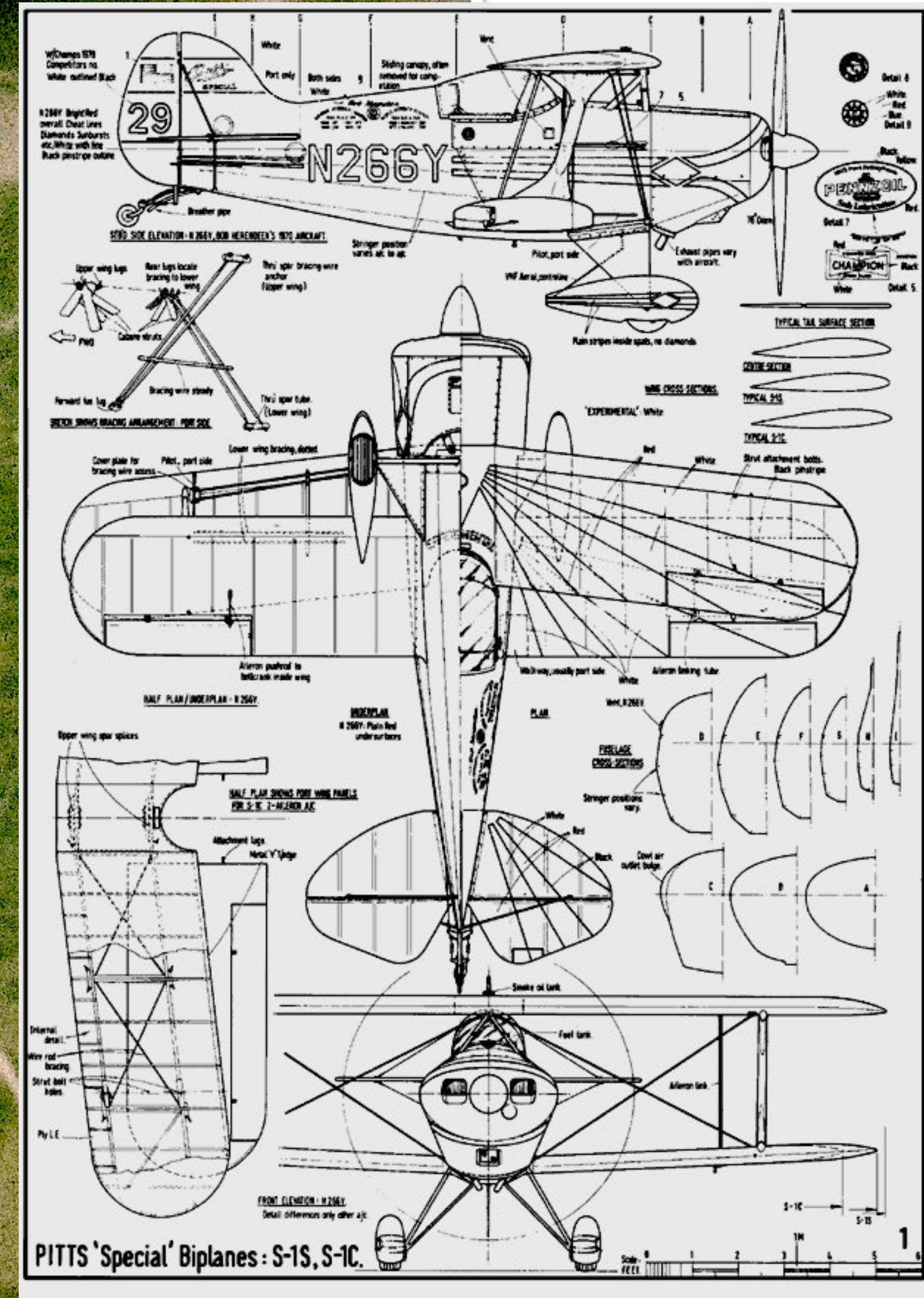
STAY RELEVANT

**Everything in Life
Has a “Blueprint”**



Chuck Shafer

“You can create anything if you have a blueprint.”



Maiden flight - May 1971



“Fear is the enemy of success”

CHUCK SHAFER





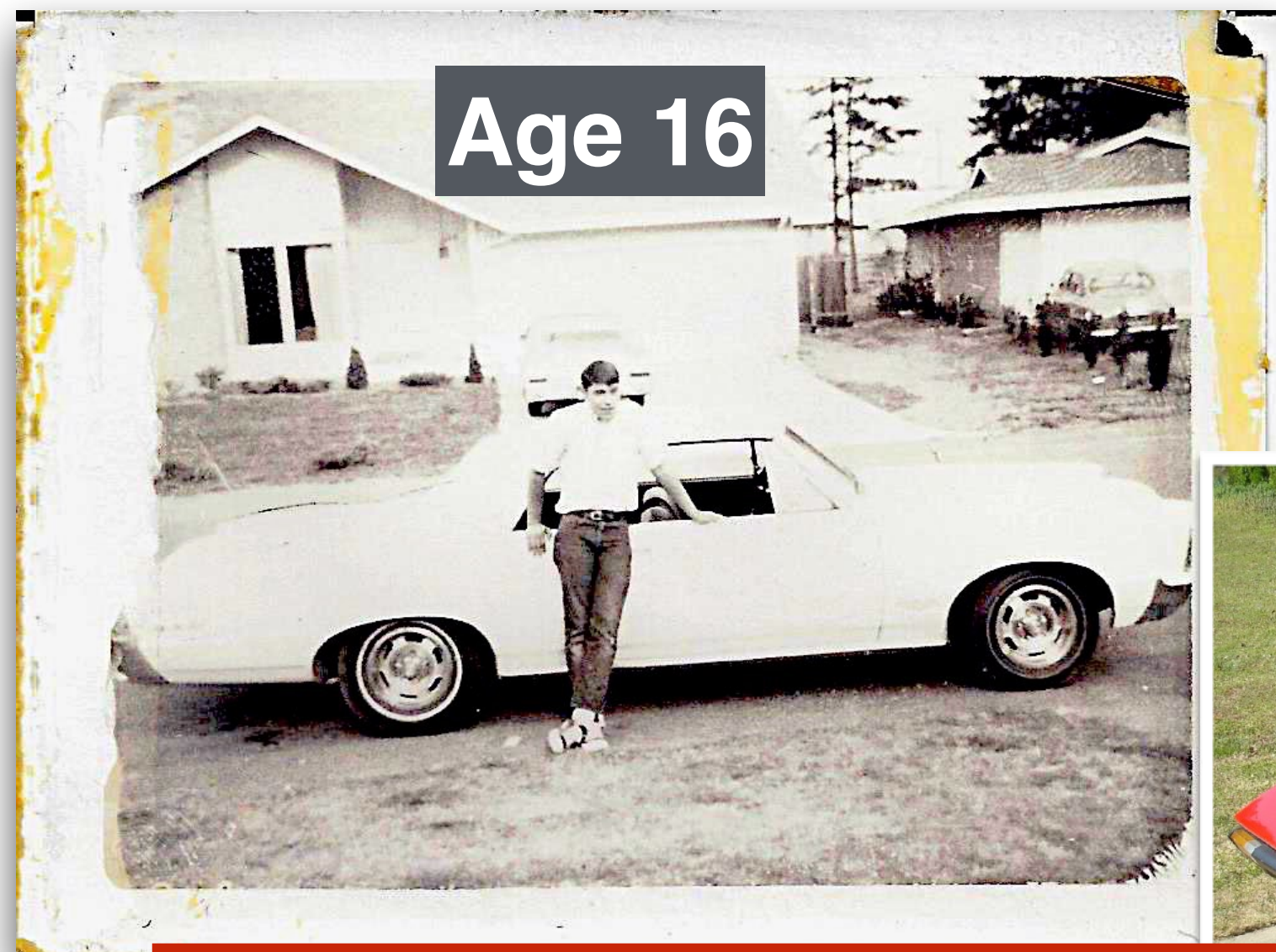
Age 13



Age 14



Age 17



Age 16



Age 29



Flipping Homes



Age 19

Flipping Vehicles

Restaurants/Food Service



Retail Clothing



Photography & Product Marketing



Building Industry



Flipping Broken Companies

SHAFFER® PROJECTION TV



Turn your Den or Rec Room Into a Video Theatre
• 4 Ft. and 5 Ft. Screens
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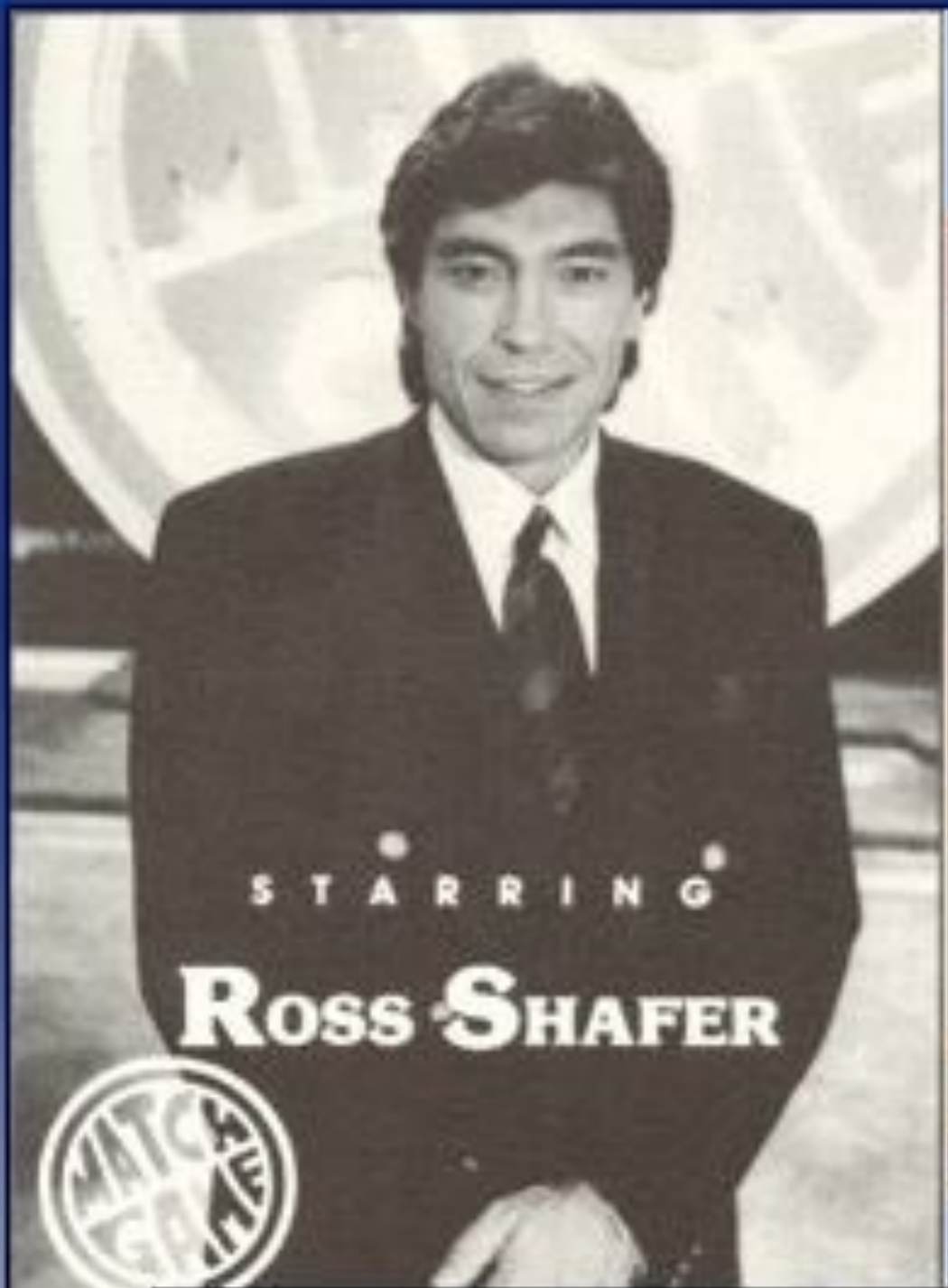
SHAFFER PROJECTION TELEVISION



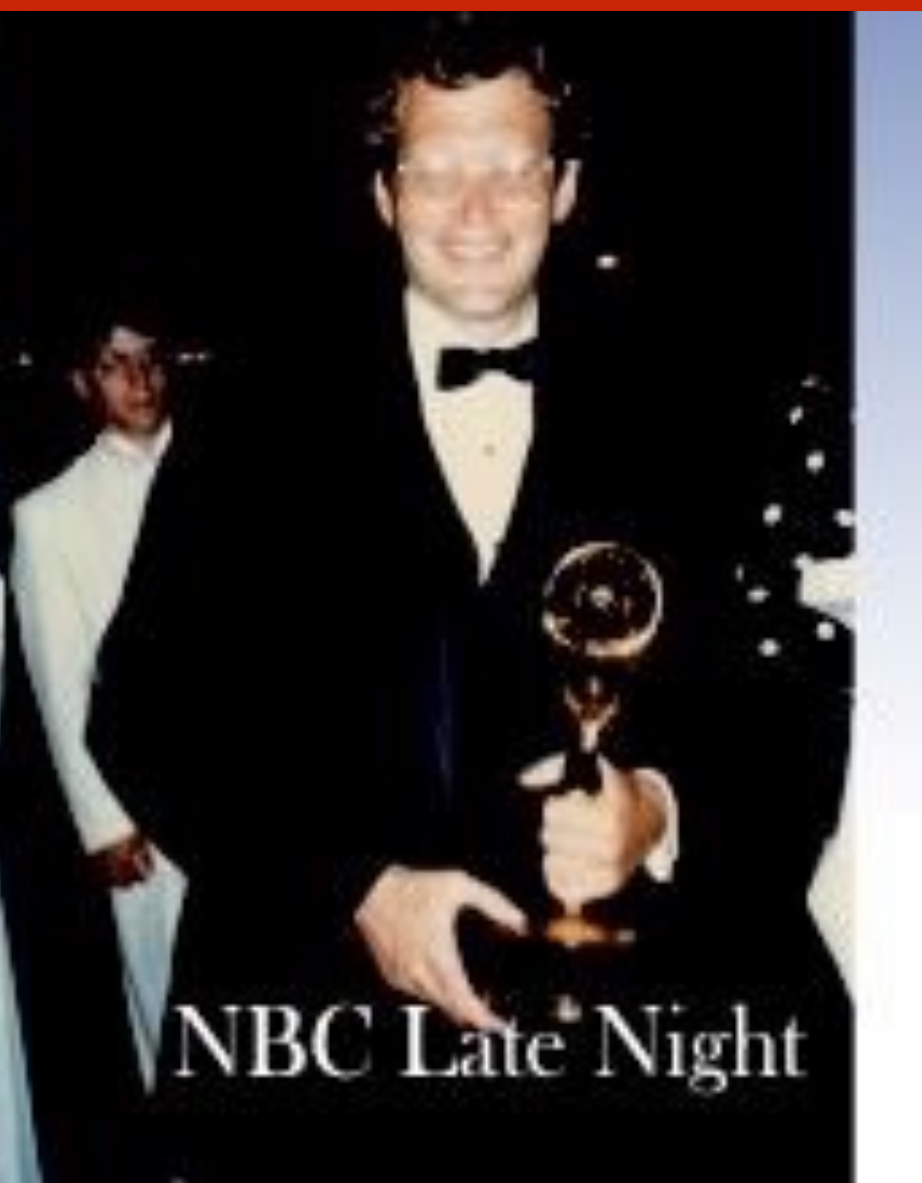
TV & Film Production

THE ICE CREAM SHOP





Talk & Game Host



STAY RELEVANT

**Innovate by
Looking Outside of
Lumber & BM**

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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LARAMAR

55,000 UNITS



THE
amazon

'EFFECT'

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

Instant Gratification

FLAWLESS SERVICE

Demystifying Change

The background is a vibrant blue gradient. It is filled with white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings are streams of white binary code (0s and 1s) that appear to be moving or flowing across the scene, creating a sense of digital activity and data processing.

STAY RELEVANT

Eliminate Friction

from Every

Transaction

Comcast
xfinity

amazon

hulu

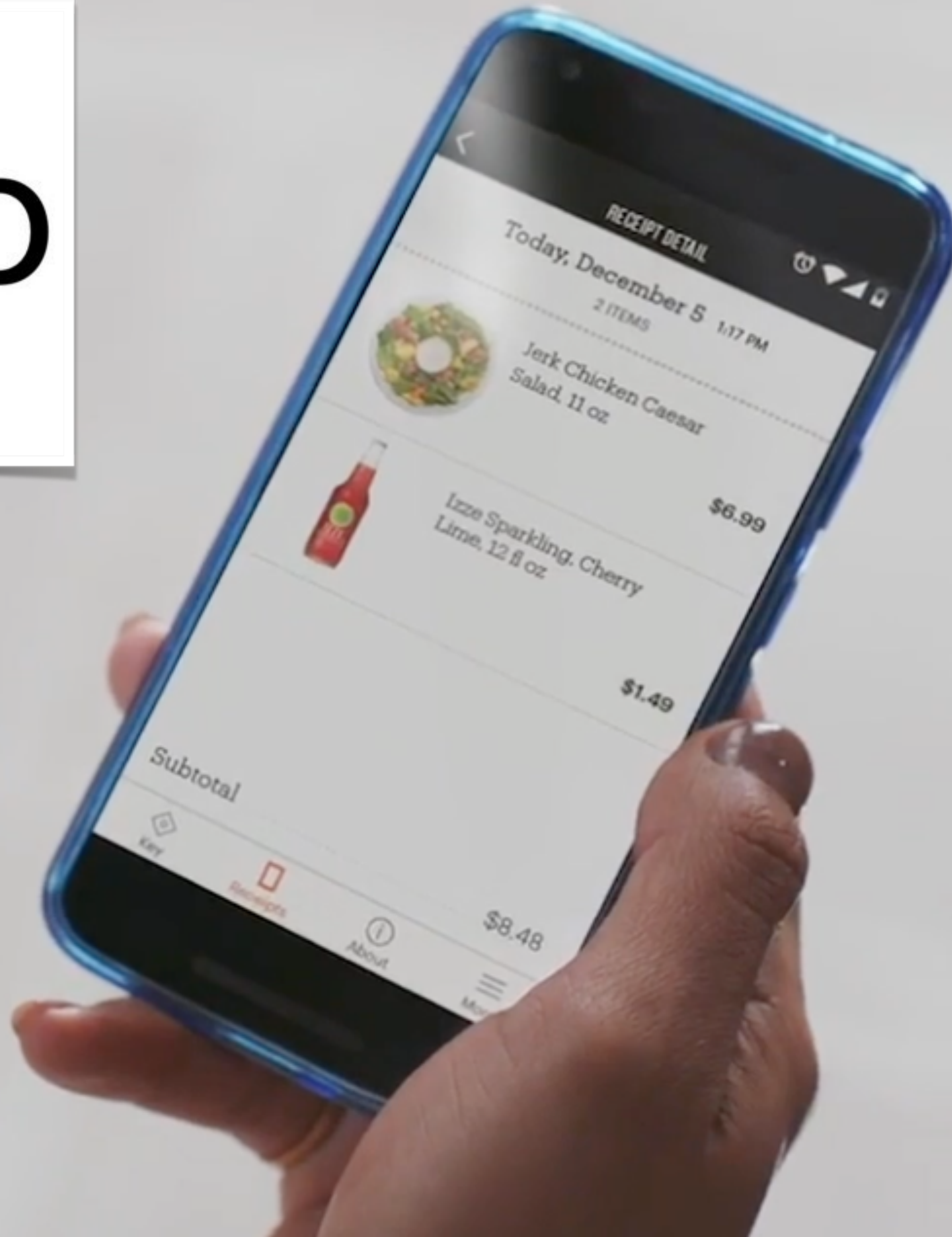
NETFLIX

Google



amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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

STAY RELEVANT
DON'T Focus on...



CSAT (Customer SATisfaction)



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

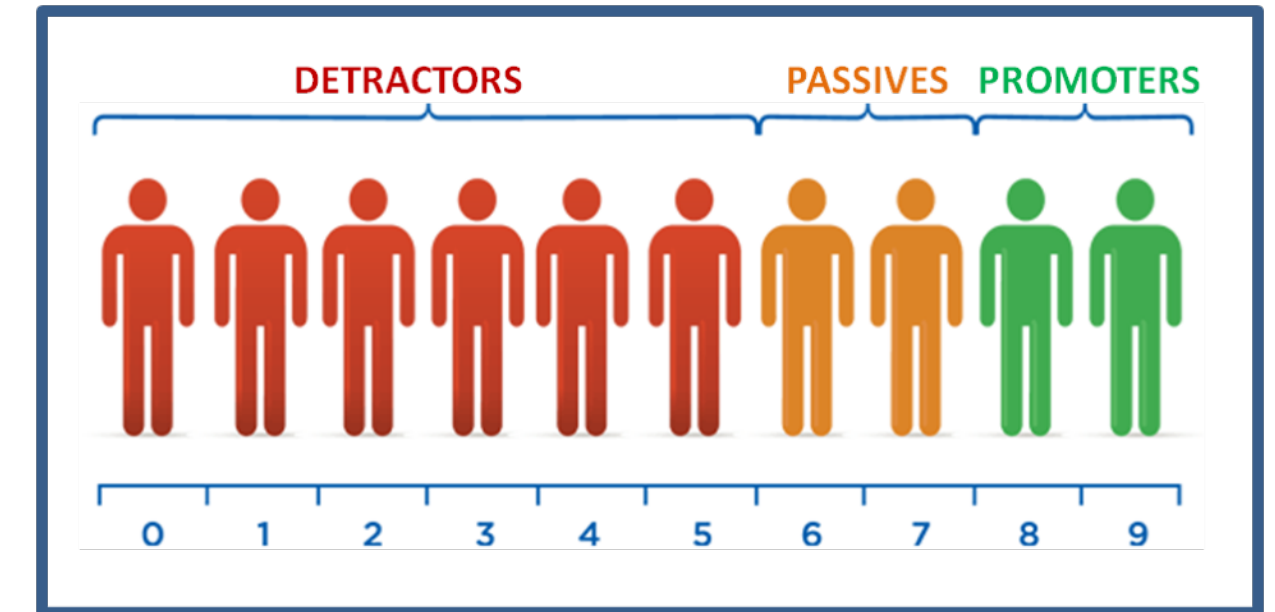
The bigger risk to loyalty is when you fail or disappoint them.”

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)



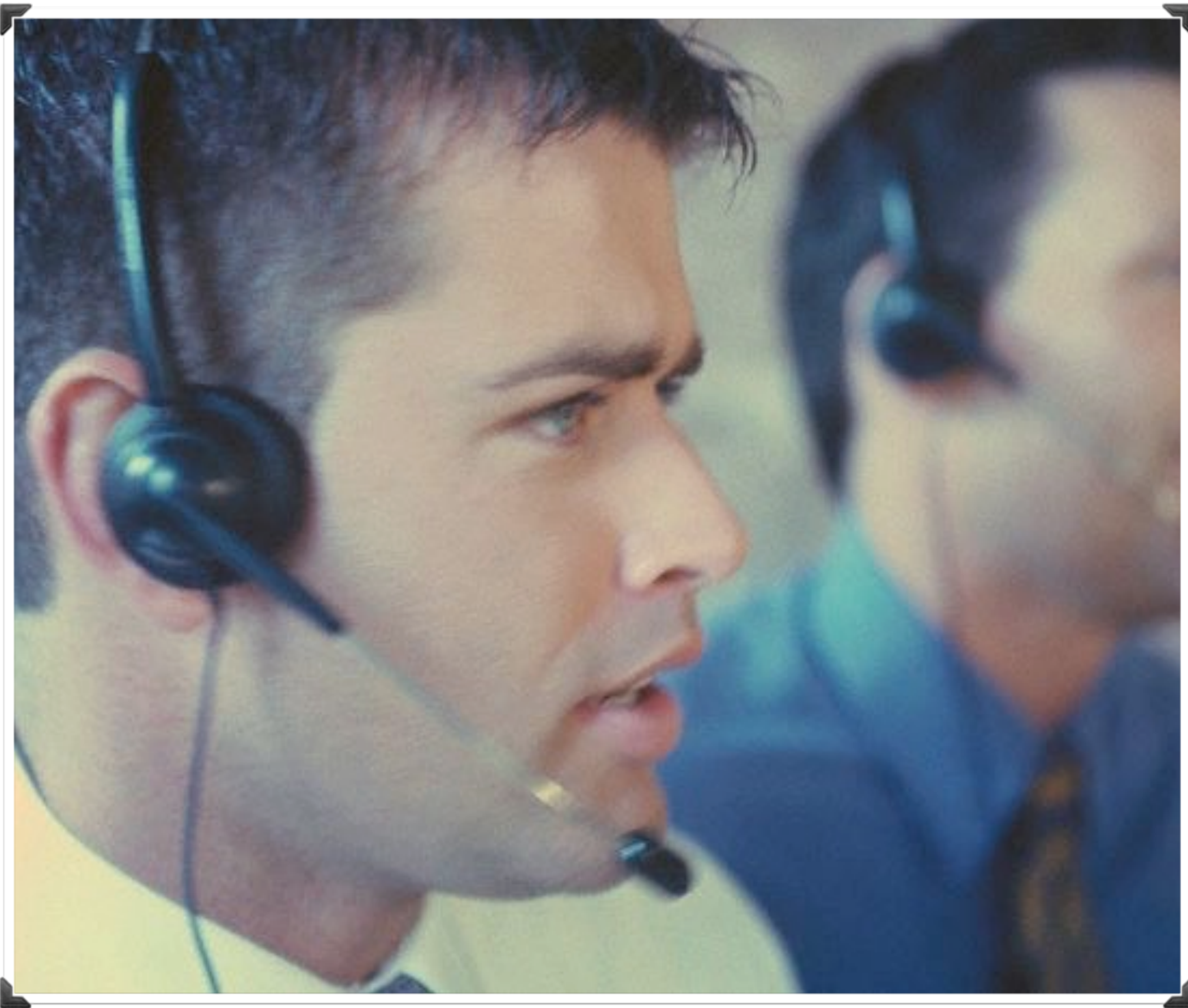
“...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”

INSTEAD...

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.

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.

STAY RELEVANT

**Your Growth Depends
upon Your Curiosity**



Be Personally & Professionally CURIOUS





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







**What is the Most Dangerous
Threat to Lumber & BM?**

BTW: It's NOT Millennials






facebook



You Tube



Linked in

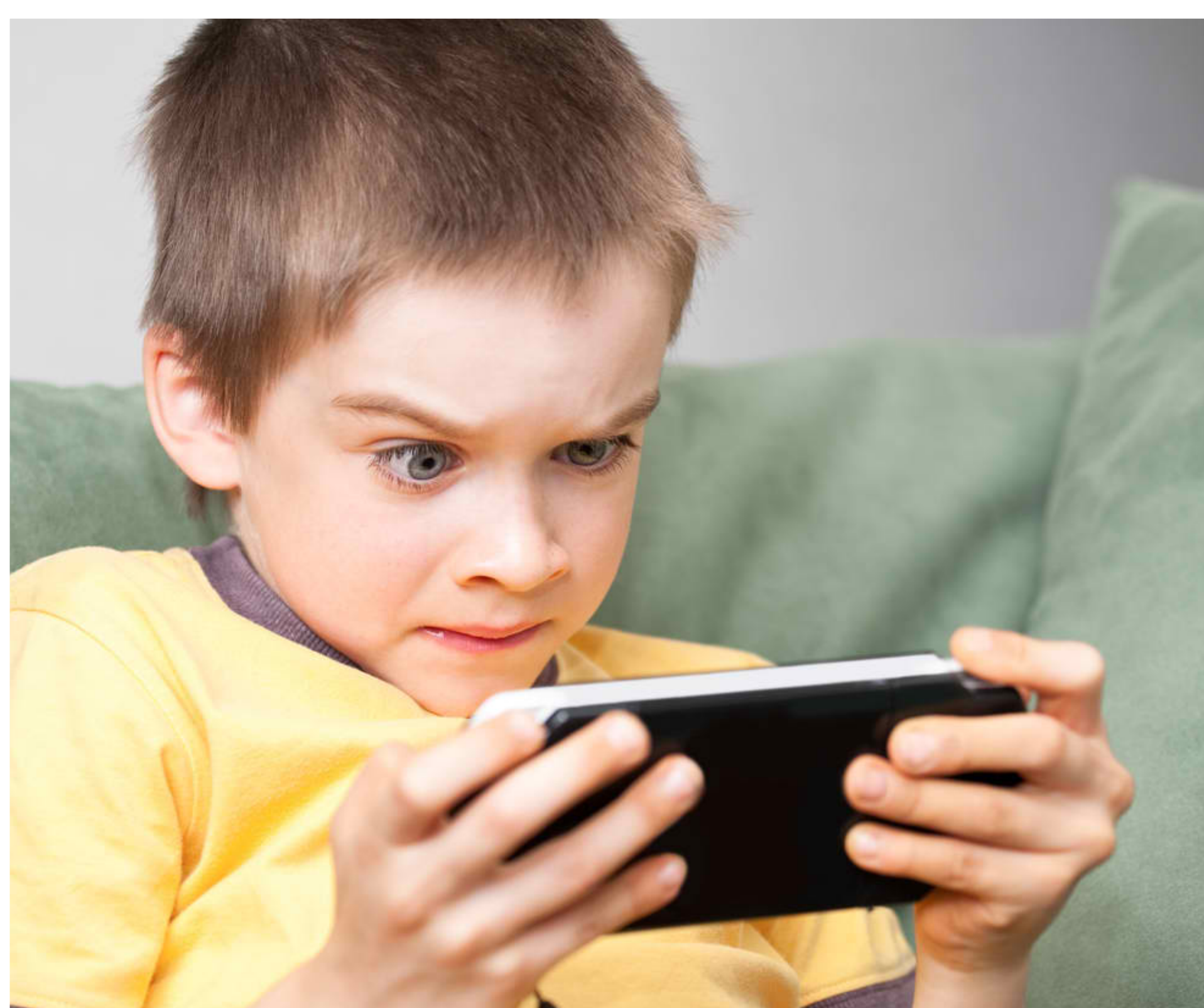
 **snapchat**

FOMO



“What Motivates Young People?”

“LEVELING UP”



300,000 attended GamesCon to watch other people play video



‘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)

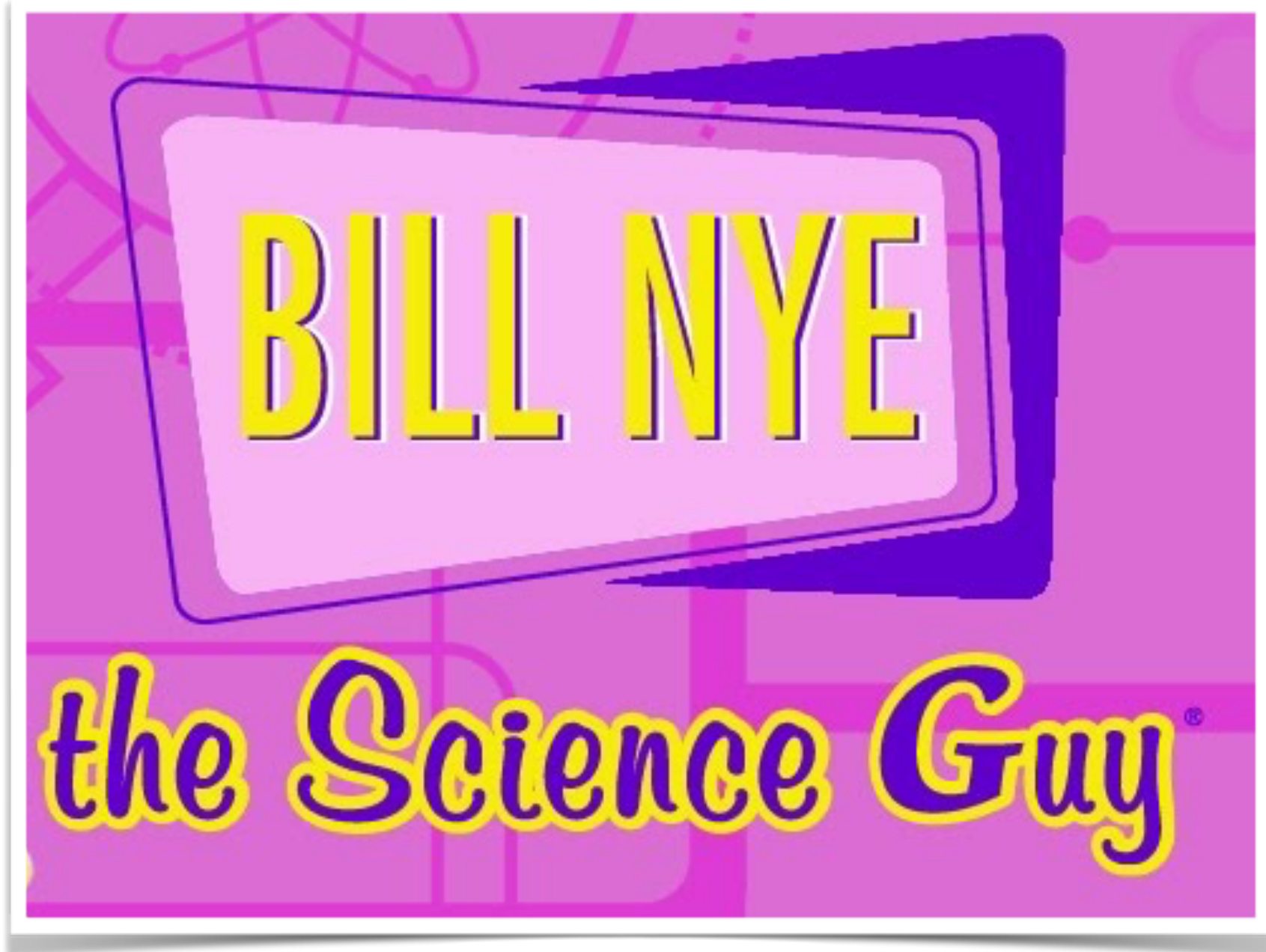
<http://www.infoq.com/research/software-trends-2014> (Software trends)

<http://www.businesswire.com/news/home/20140101005013/en/Forrester-Top-Global-eCommerce-Predictions-2014#.U-GCYIYQ7wI>
(Business Wire & Forrester Research)

The background is a complex technical drawing or blueprint 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 streams of binary code (0s and 1s) in a lighter blue color, suggesting a digital or data-driven theme.

RELEVANT TEAMS

**Elevate Your
Superstars Quickly**





GIVING BACK: FREE RESOURCES

You



ROSS SHAFER
Funniest Expert on *CHANGE*

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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...

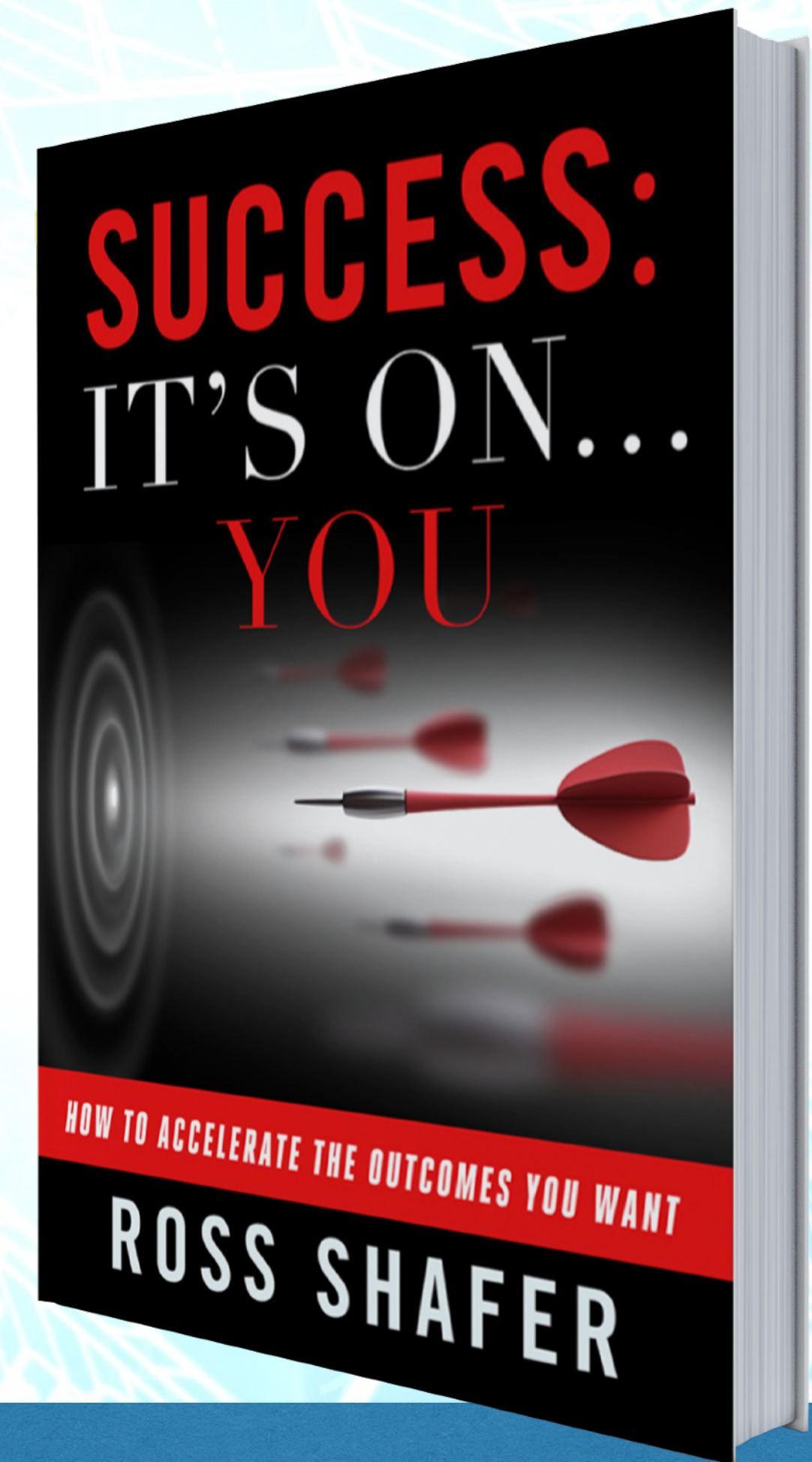
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The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

Encouragement Changes Your Priorities



Ross
Shafer

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