

**If you want Ross to Speak  
at your meeting or raise  
customer scores with  
his Other-Focused™  
90-day team coaching  
program contact:**

**Helen Broder**

**[Helen@RossShafer.com](mailto:Helen@RossShafer.com)**

**ph (910-256-3495)**

*Living an  
Other-Focused™ Life*



Ross Shafer

Garry Poole

The background is a vibrant blue gradient overlaid with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Interspersed among these drawings are strings of binary code (0s and 1s) in a lighter blue color, creating a high-tech, digital atmosphere.

# **WHO SUCCEEDS? WHO FAILS? ...and WHY?**

**by Ross Shafer**

**CURRENT:**  
**Knowing**  
**Skinny**  
**Jeans are**  
**Popular**



**RELEVANT:**

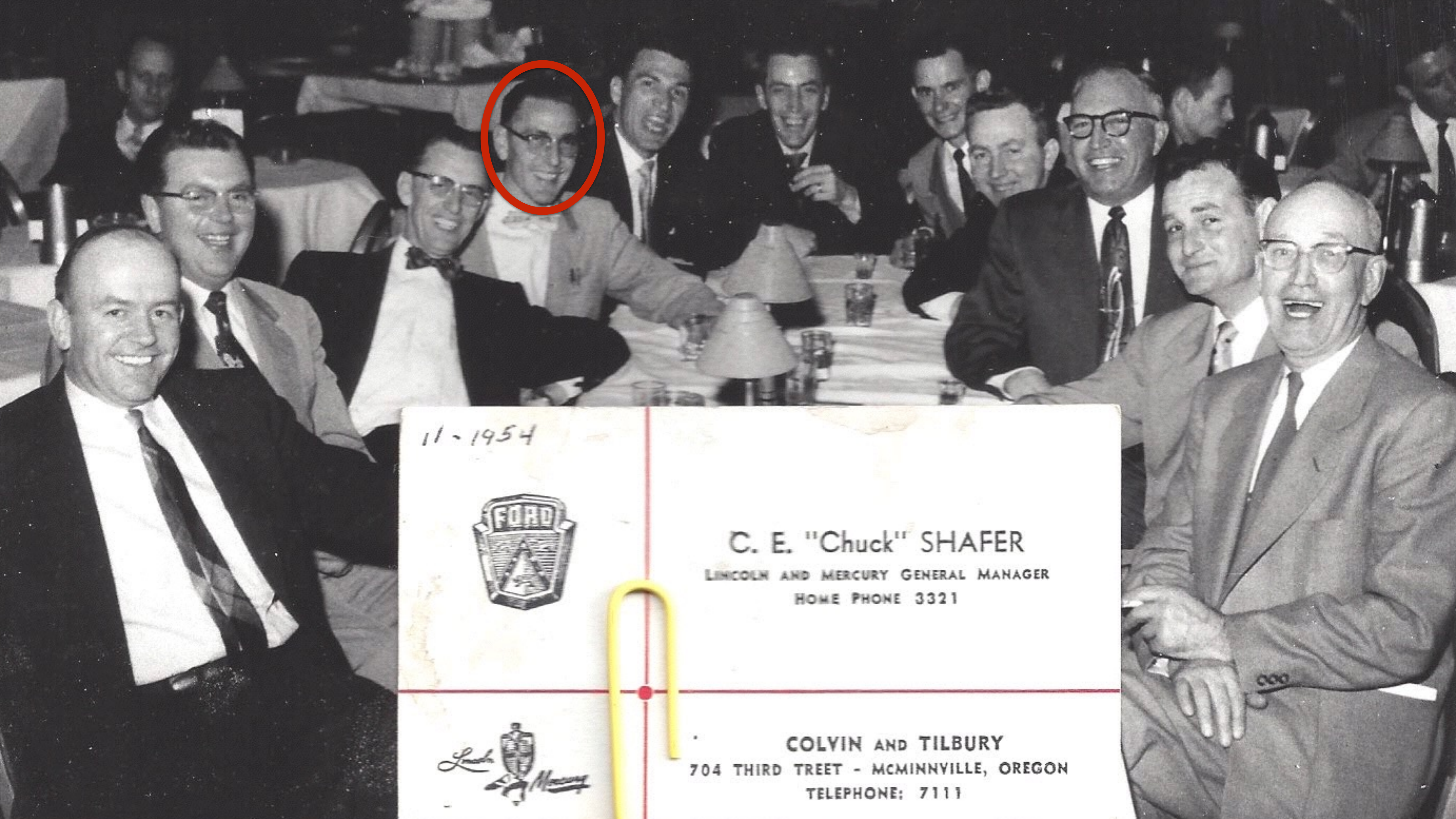
**Knowing**

**They're**

**NOT for**

**YOU**





11-1954



C. E. "Chuck" SHAFER

LINCOLN AND MERCURY GENERAL MANAGER

HOME PHONE 3321



COLVIN AND TILBURY

704 THIRD TREET - MCMINNVILLE, OREGON

TELEPHONE: 7111

age 16

ARCO 



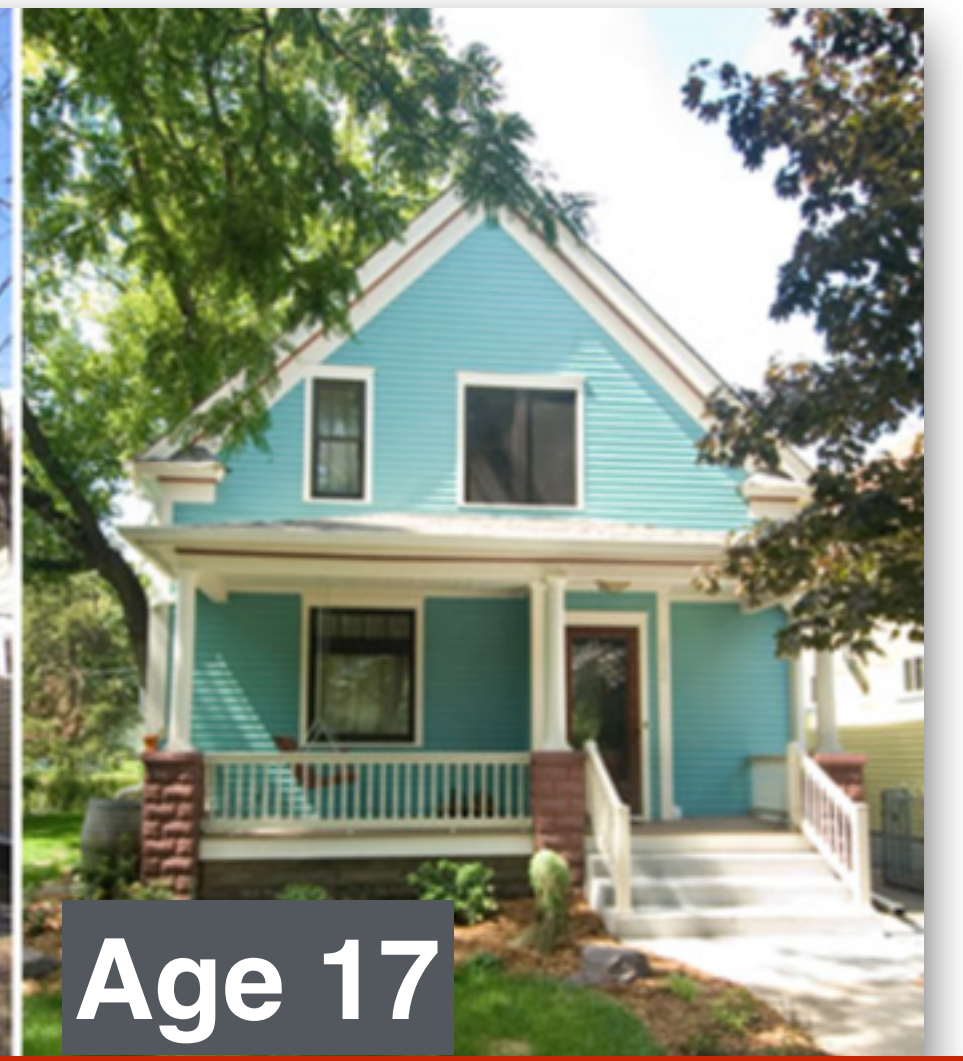
Don Ball Auto Garage  
1009 S.W. 312th  
WA 7-9081



Age 13



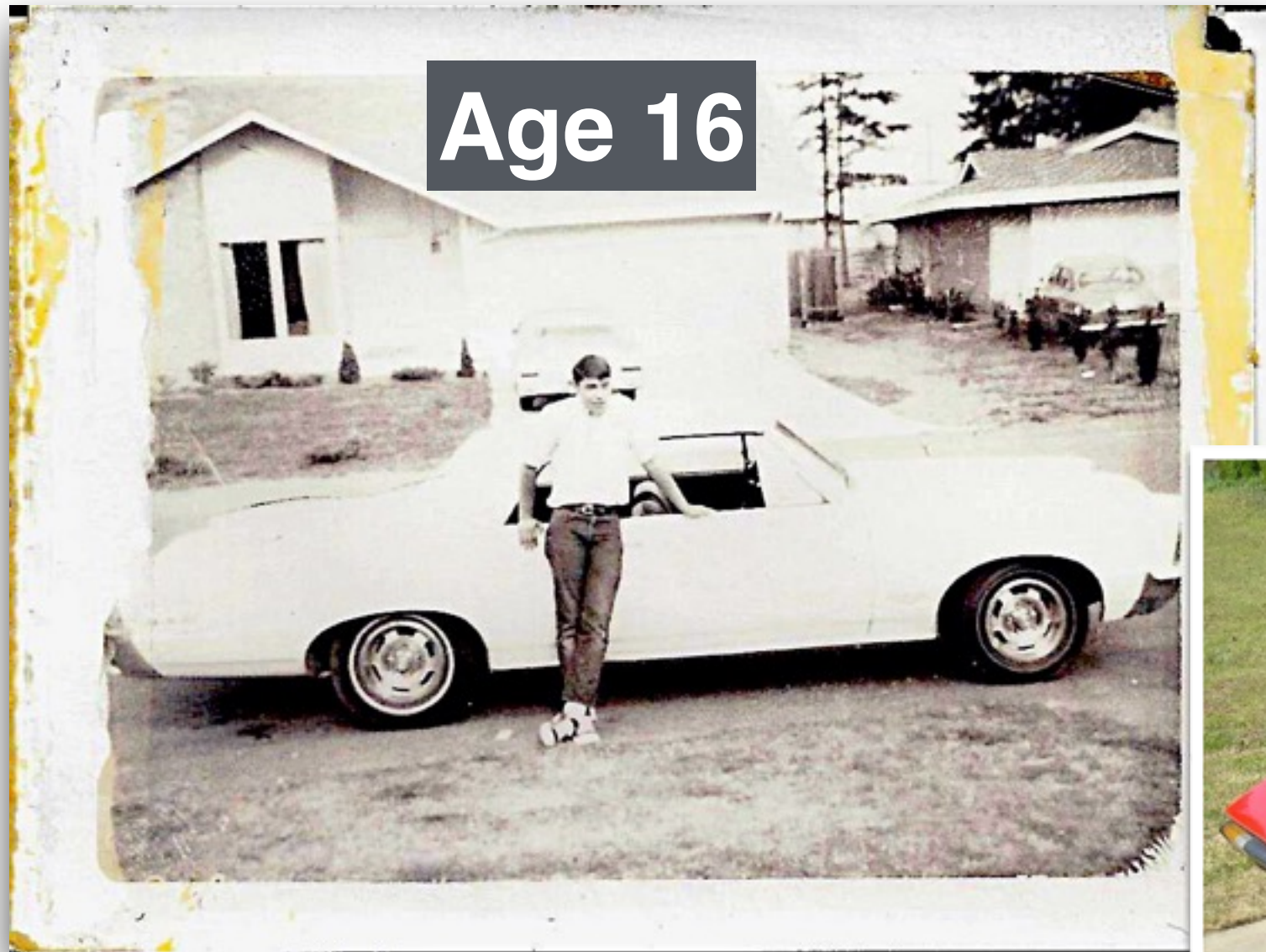
Age 14



Age 17

# Flipping Houses

Age 16



Age 29



Age 19



# FLIPPING VEHICLES

Restaurants/Food Service



Retail Clothing

Photography & Product Marketing



Building Industry



SHAFFER® PROJECTION TV



Turn your Den or Rec Room into

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!

SOUNDS O.K.

AS LOW AS \$997

For Home Demonstration Information CALL COLLECT

(206) 848-8300  
119 Hi Ho Shopping Center  
Puyallup, Wash. 98371

STUDIO in Puyallup

SHAFFER PROJECTION TELEVISION

# FLIPPING COMPANIES



TV & Film Production







*Explaining things the easy way!*

## **How to Start a Pet Shop (retail) Business**

### **Advancing Beginners**

**The Beginners Guide Volume 1**



Sam Enrico



**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

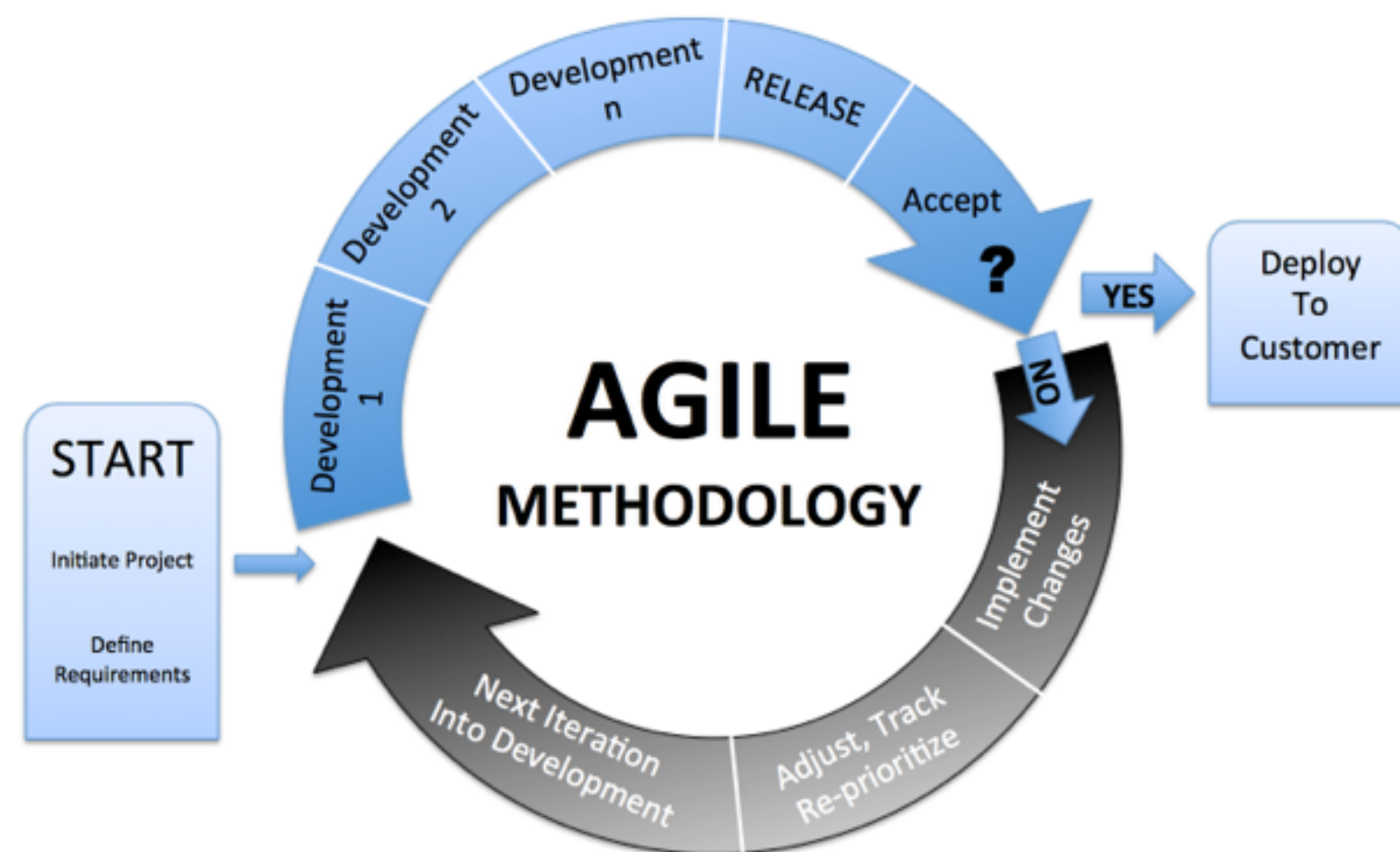
## Ross Shafer







Ryan Shafer



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

**Change Before  
It's Necessary**







# **Future-Proofing Your Career and Your Business**

# Hotel Events

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

October 11, 2018



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

[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

[ABOUT US](#)

[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



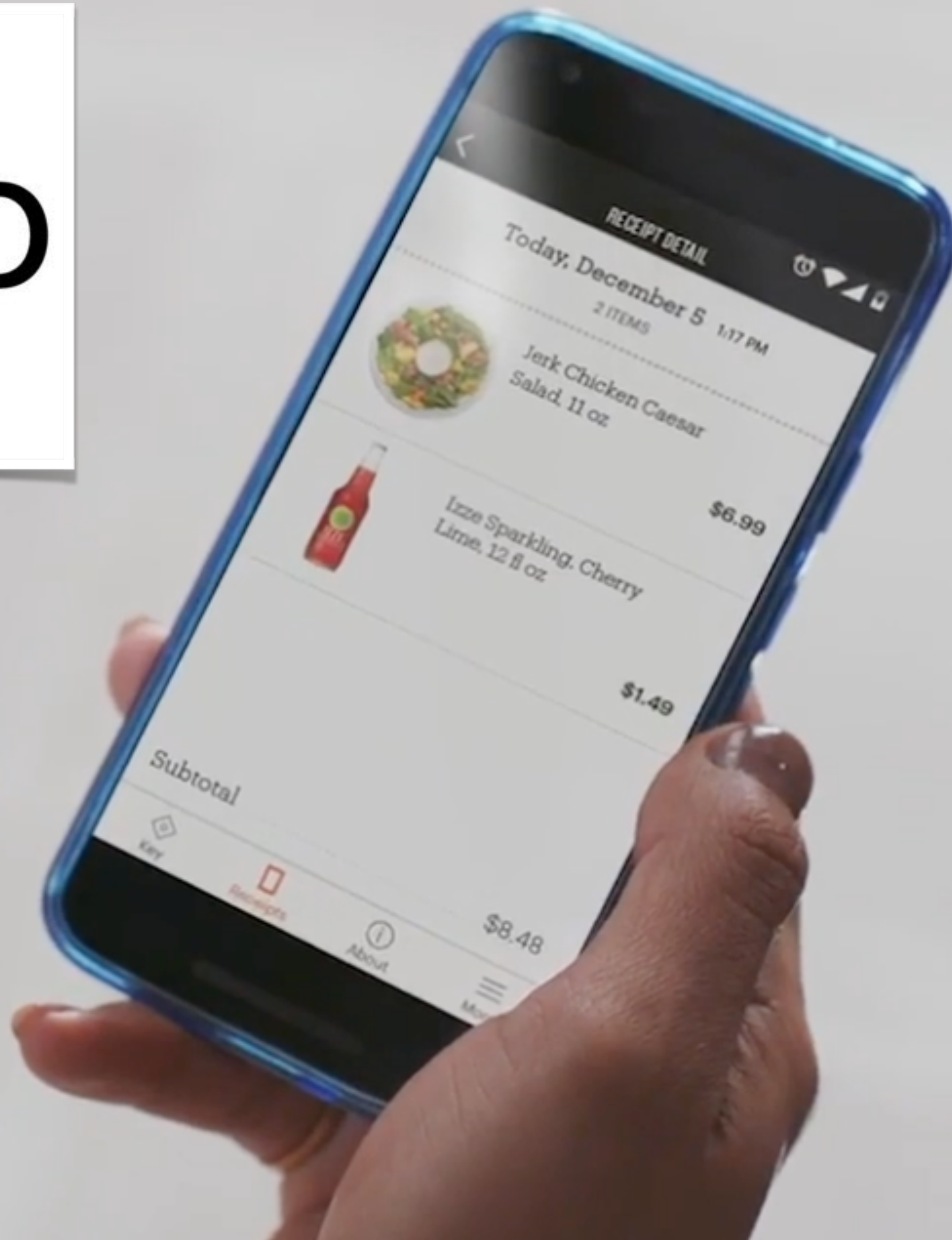
The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**Who Do Your  
Customers Think  
is Relevant?**



# amazon go

3,000 cashier-less stores







**“Your margin is  
my opportunity.”**

**Jeff Bezos**

**amazon.com**



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.

# How to Get Higher Customer Scores

**R O S S H A F E R**

**THE ESSENTIAL BLUEPRINT FOR  
BOOSTING CUSTOMER SCORES**

**NO MORE**

**CUSTOMER**

**FRICTION**





**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

**Teladoc**<sup>+</sup>



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



**You Don't Have to**



**Customers**





# TOYOTA

## OF PUYALLUP



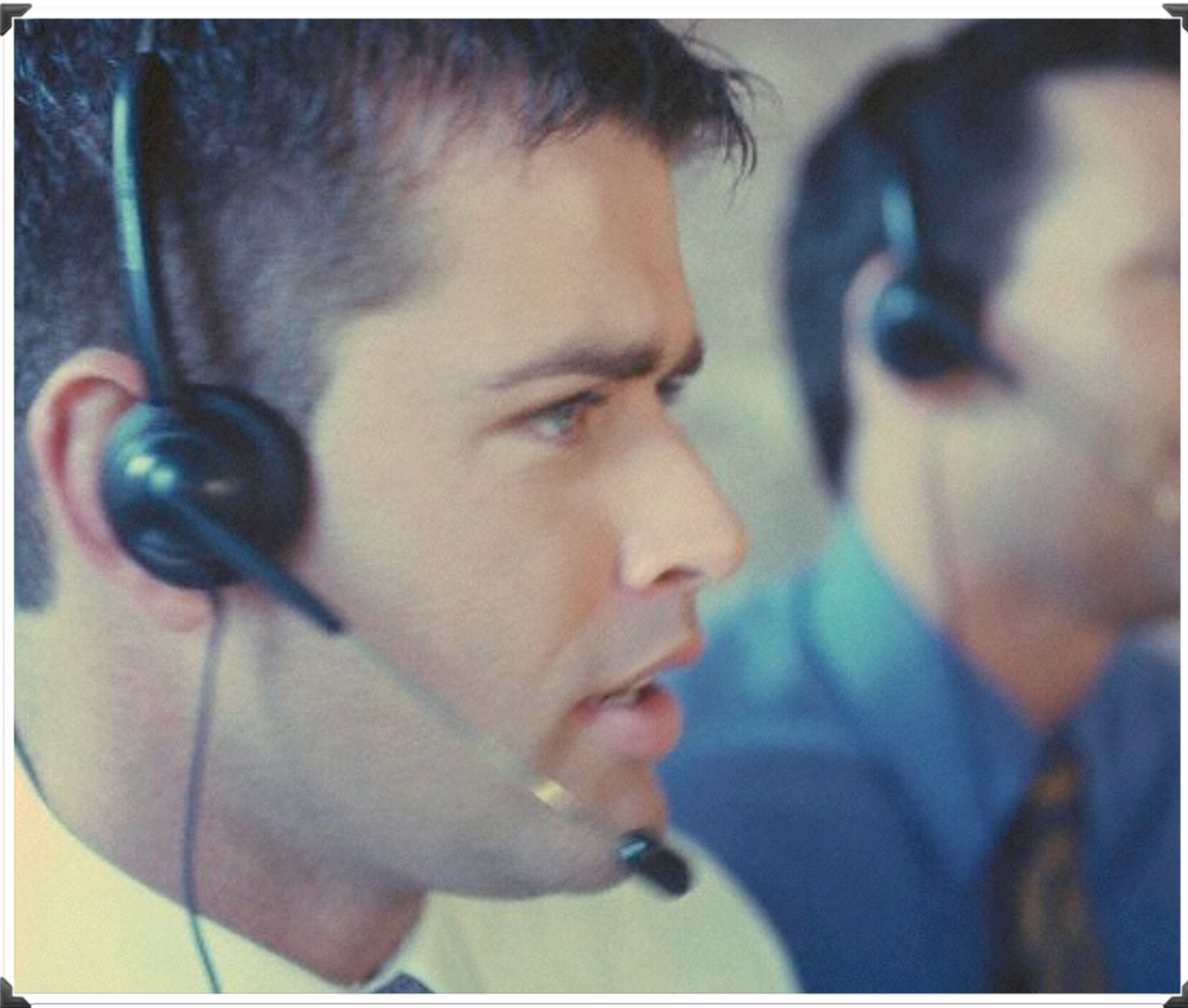
*customer first.*



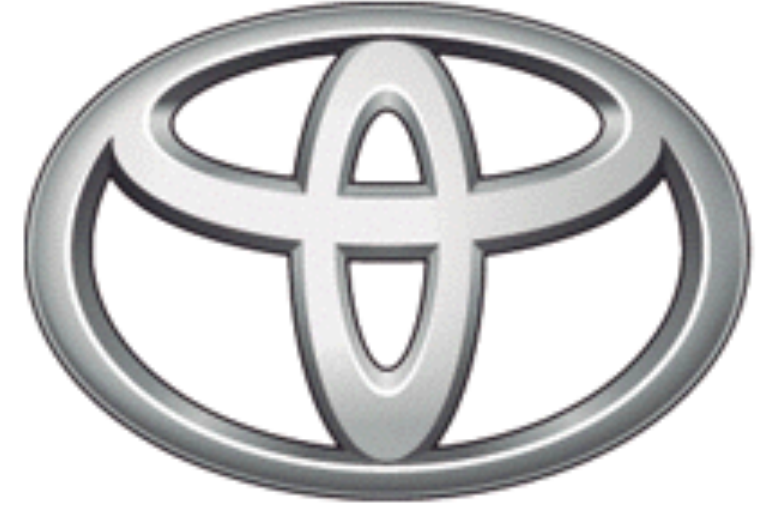
Freshly baked Otis-Spunkmeyer cookies.

**POW!**

A stylized comic book sound effect graphic. The word "POW!" is written in large, bold, yellow letters with a black outline and a white inner shadow. The letters are set against a red, jagged, starburst background. The entire graphic is surrounded by a white background with a black dot pattern (halftone) that fades out towards the edges.



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



**TOYOTA**

**FINANCIAL SERVICES**

**(recorded message)**

**“Please be aware that some of our departments might be closed right now as a part of our commitment to quality.”**

# CSAT (Customer SATisfaction)



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

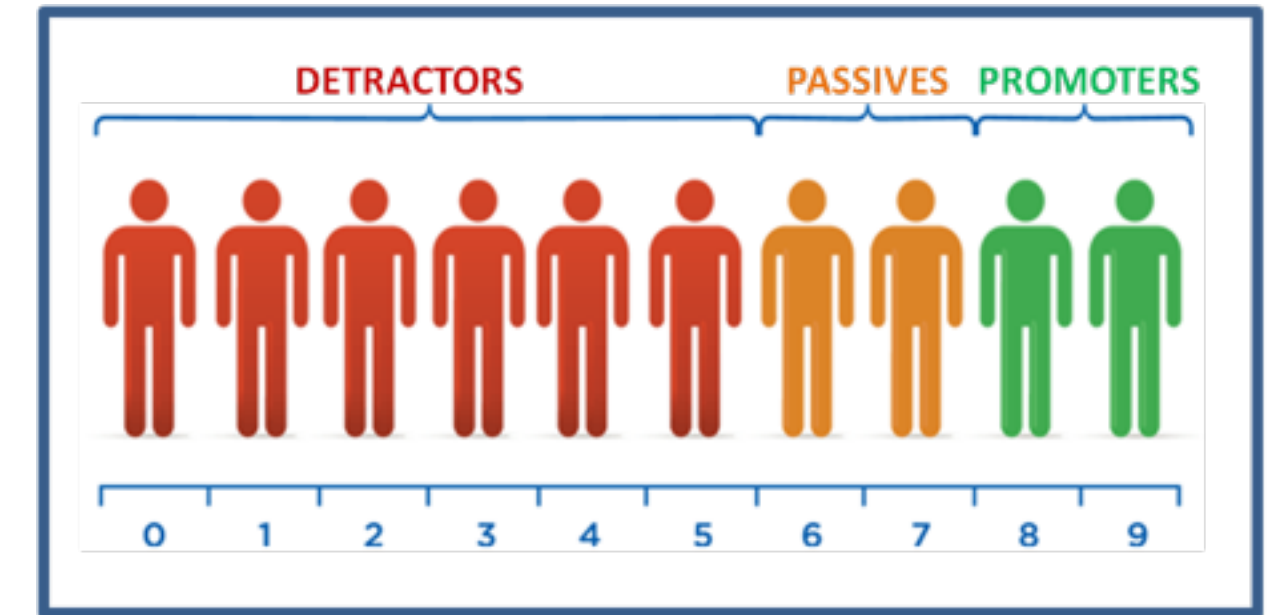
**The bigger risk to loyalty is when you fail or disappoint them.”**

# 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.**”



erases

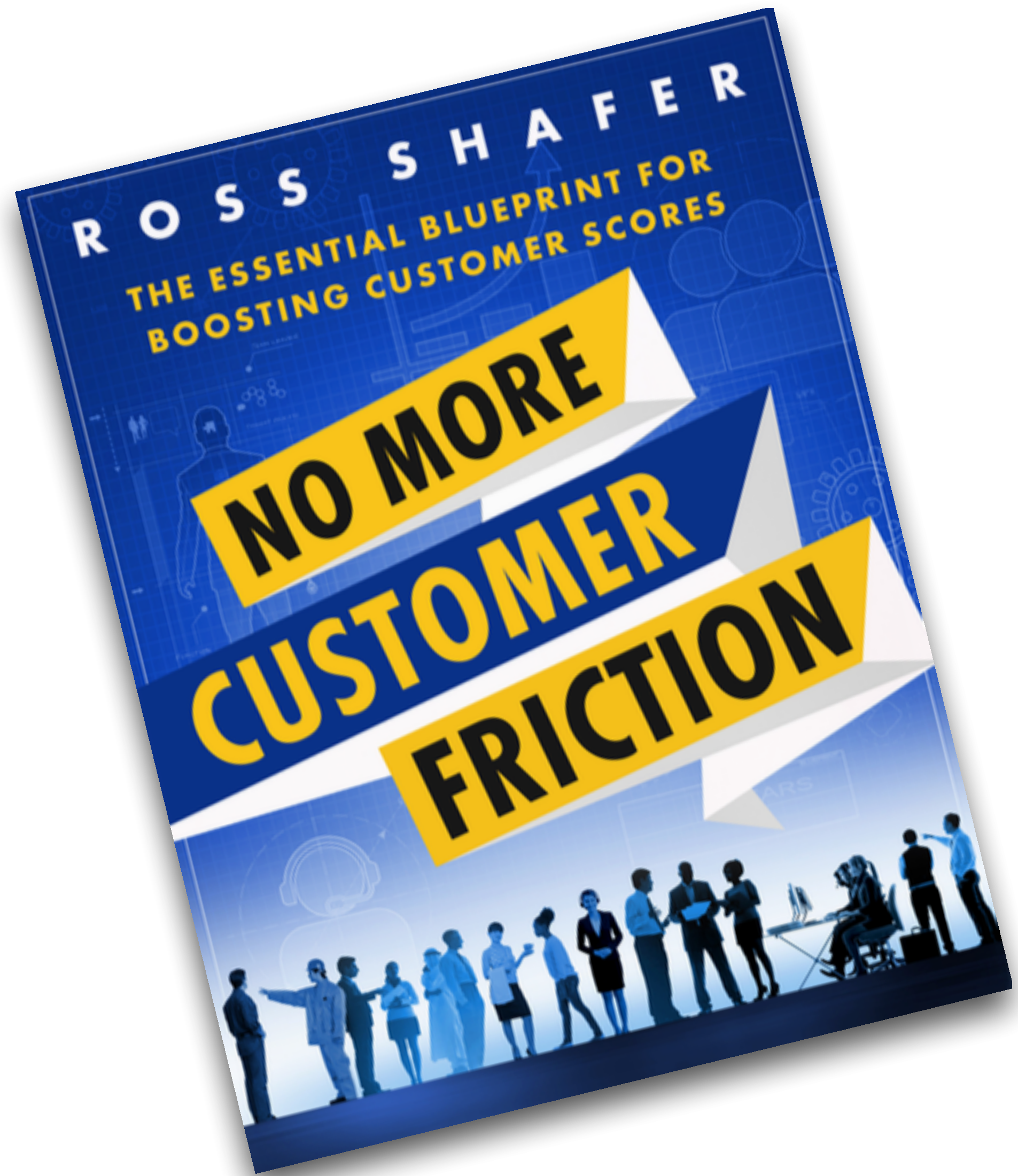


sources: The Customer Shouts Back - Ross Shafer Consultants, Inc. 'wow survey' 2016





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



# Does WOW vs POW Work?

**comcast**<sup>®</sup>  
**xfinity**<sup>™</sup>

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







**Scores UP 21 points  
in 90 days**

# Westar Energy®





# **What is the Most Dangerous Threat to Your Business?**

# NOT Millennials







*Instagram*



snapchat

Linked 



You 



A group of young people, including a man in a green shirt, a woman in a blue shirt, and a man in a light blue shirt, are looking down at their smartphones in a crowded setting. The background is blurred, showing other people and what appears to be a public event or festival.

**REVERSE  
“SOCIAL  
MEDIA  
ADDICTION”**

**FOMO**

# **“Un-friending” Insecurity**

**Mood Swings Based Upon CLICKS & LIKES**

**DISTRACTION ERRORS AT WORK**

**CO-WORKER TENSION**

**Self-Absorbed. Self- Obsessed.**

🔍 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,



**NO MORE TWEETING 1 HOUR BEFORE OR AFTER THE GAME**

**We Coach  
(28) Behaviors  
that Boost Team  
Performance &  
Customer Scores**

*Living an  
Other-Focused™ Life*



Ross Shafer

Garry Poole

# **Other-Focused SOCIAL MEDIA Habits**

**\* Don't Post 'Selfie's' or your Food**

**\* Brag About Your Customers; NOT You**

**\* Ask Questions of your Friends**

**...and what  
happens next  
benefits  
young people  
in these ways...**

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Garry Poole



**Less Work Drama**

**More Friends**

**MORE RESPECT**

**More Freedom**

**More Likes and Comments**

**More Recognition**

**More Invitations to Events**



*We Teach People to be **CURIOUS***

The Outcome  
of Ross meeting  
Malcolm Forbes





Yes, it's a real balloon!





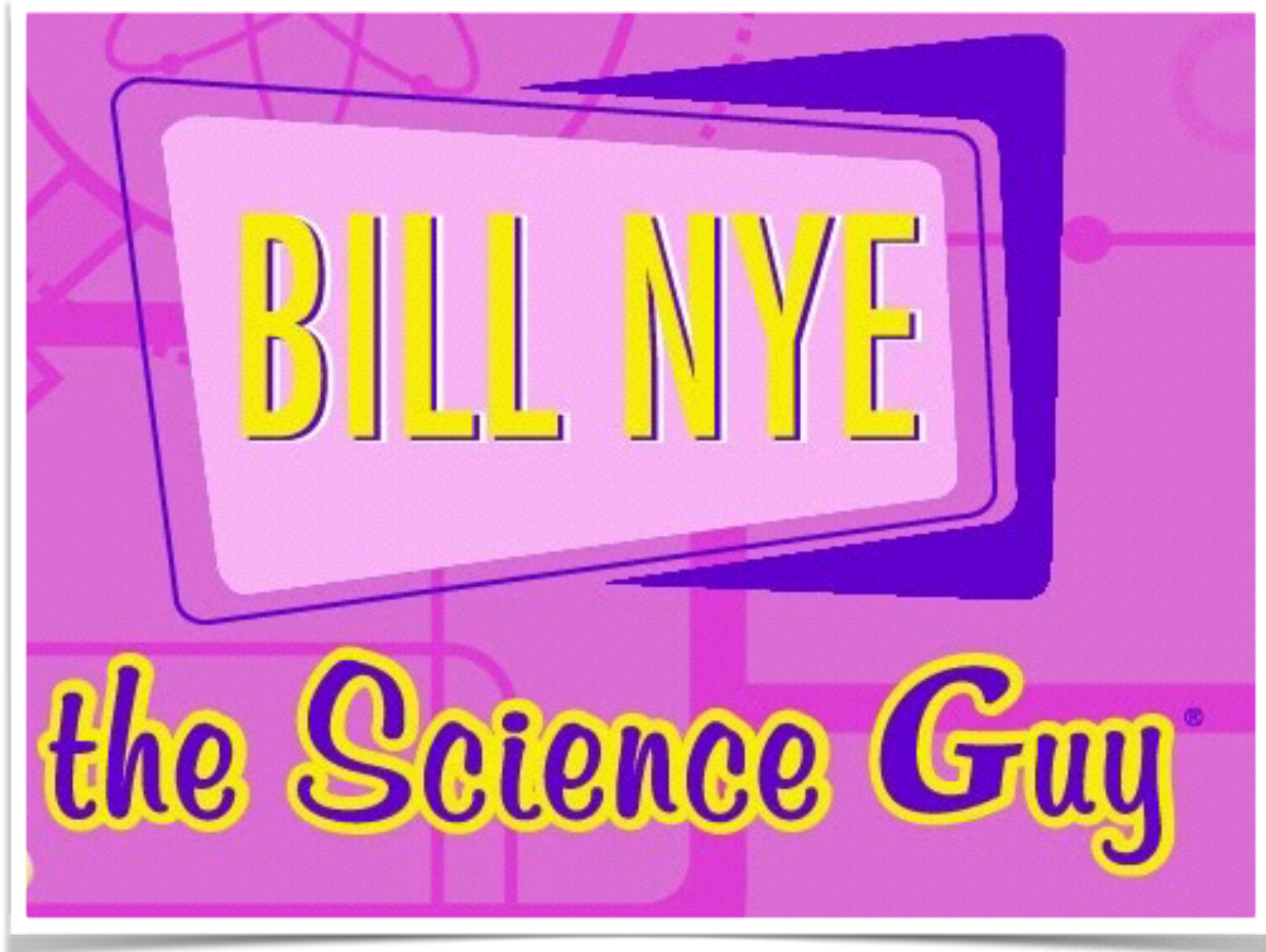
**Speaking Clearly will Keep You FUTURE PROOF**



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 patterns 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, and data processing.

**Elevate Your  
Superstars  
Quickly**





# AFTER TODAY'S MEETING: FREE RESOURCES

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

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

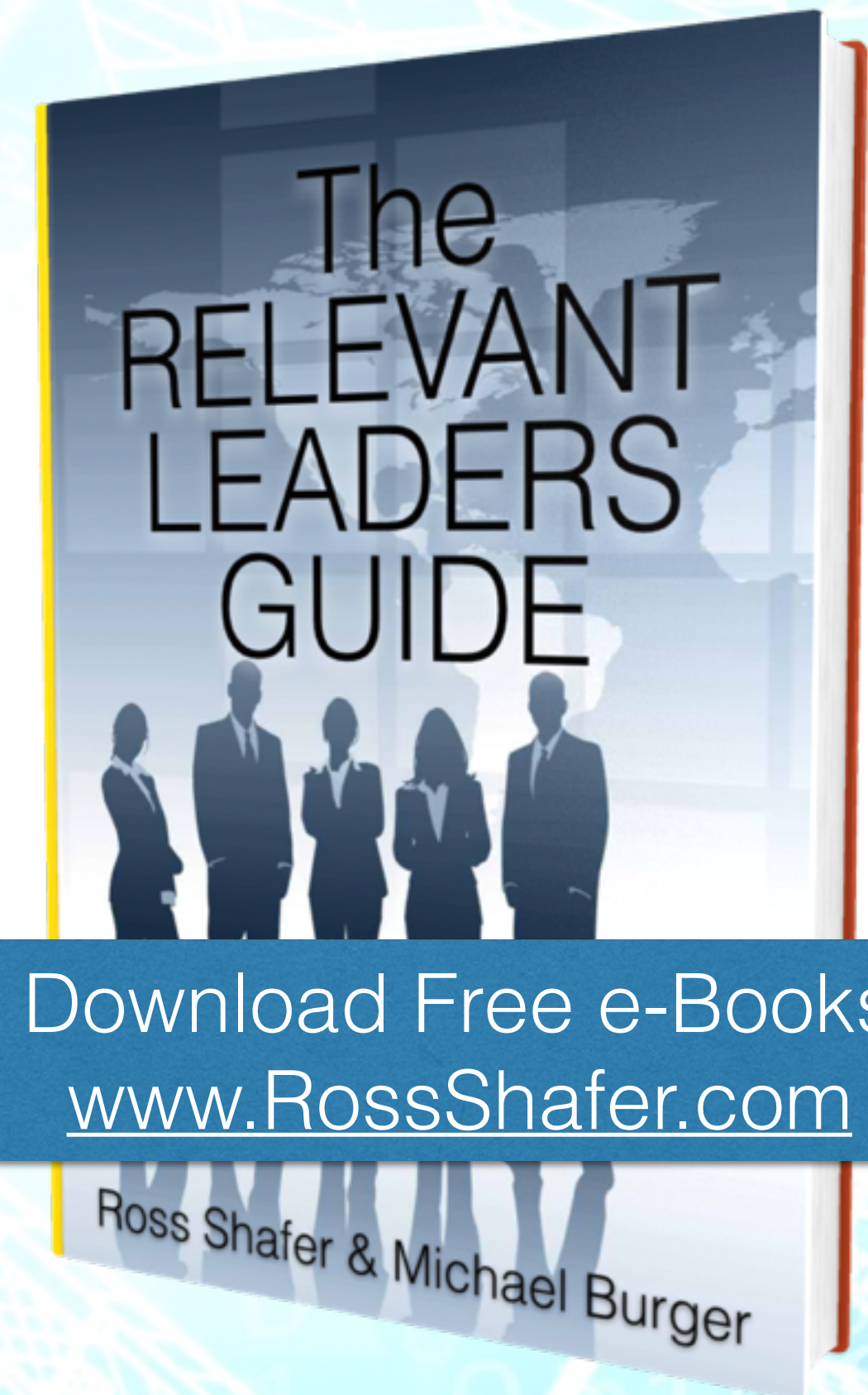
Relevant Leaders Club

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...

Download All

- How to Sustain a Business for Over 15 Years?** | Leadership Speaker | Ross Shafer  
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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...
- How Can Leaders Make Better Decisions?** | Leadership Speaker | Ross Shafer  
by Ross Shafer  
1 month ago • 85 views  
Leaders are paid to make good decisions over and over. This video by Ross Shafer will give leaders a repeatab...
- How Can Small Office Financial Advisors Beat The Big Guys?** | Leadership Speaker | Ross...  
by Ross Shafer  
1 month ago • 62 views  
This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

Leadership Video Blog



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[www.YouTube.com/User/RossShafer](http://www.YouTube.com/User/RossShafer)

The background is a complex technical drawing or blueprint in shades of blue and white. It features various mechanical parts, lines, and circles. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

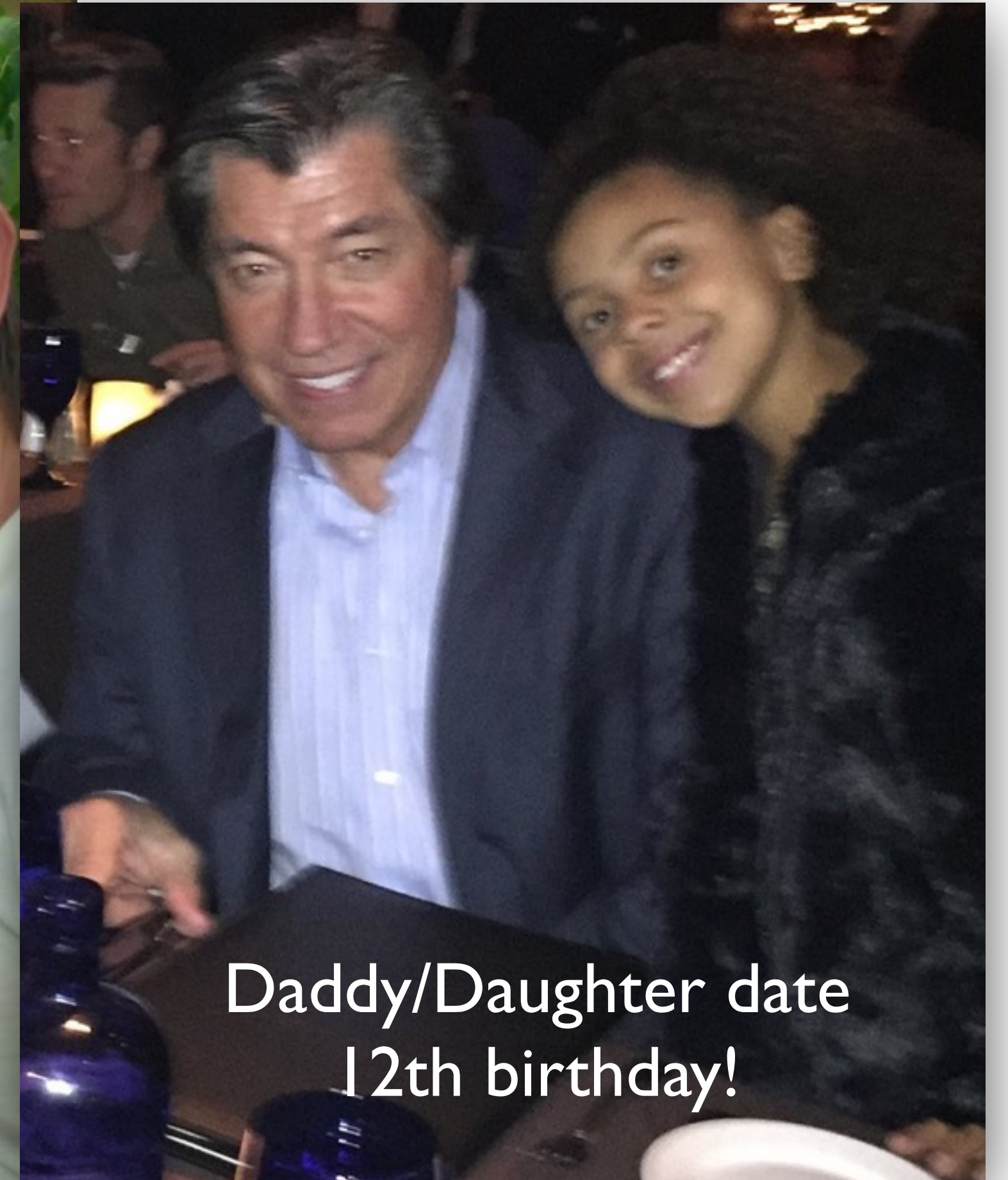
**Will YOUR Legacy  
be  
Other-Focused?**



Chuck Shafer 1927-2001



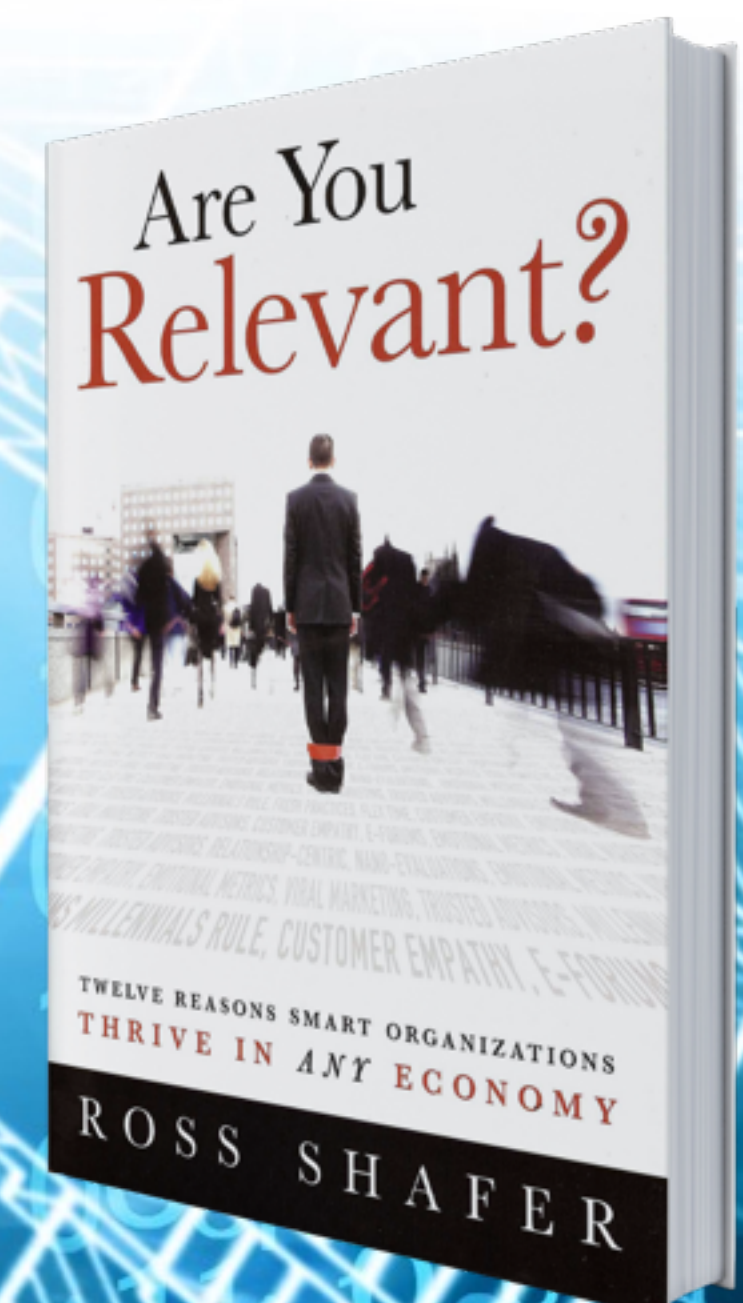
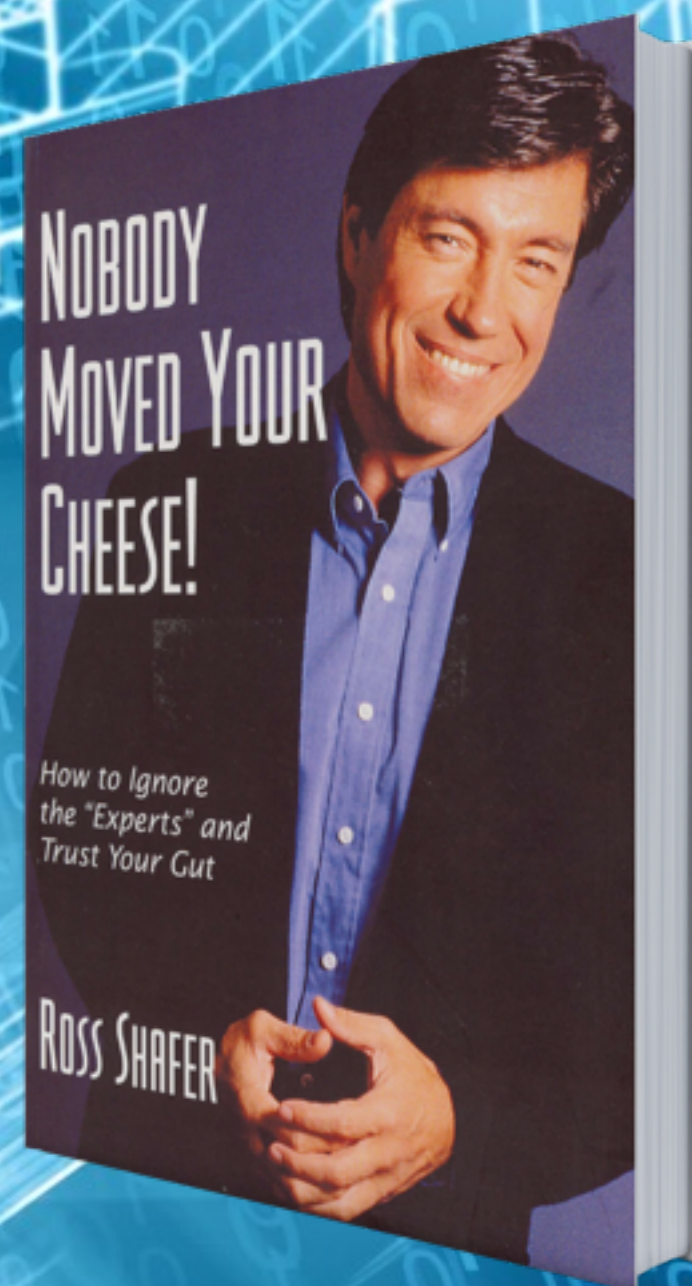
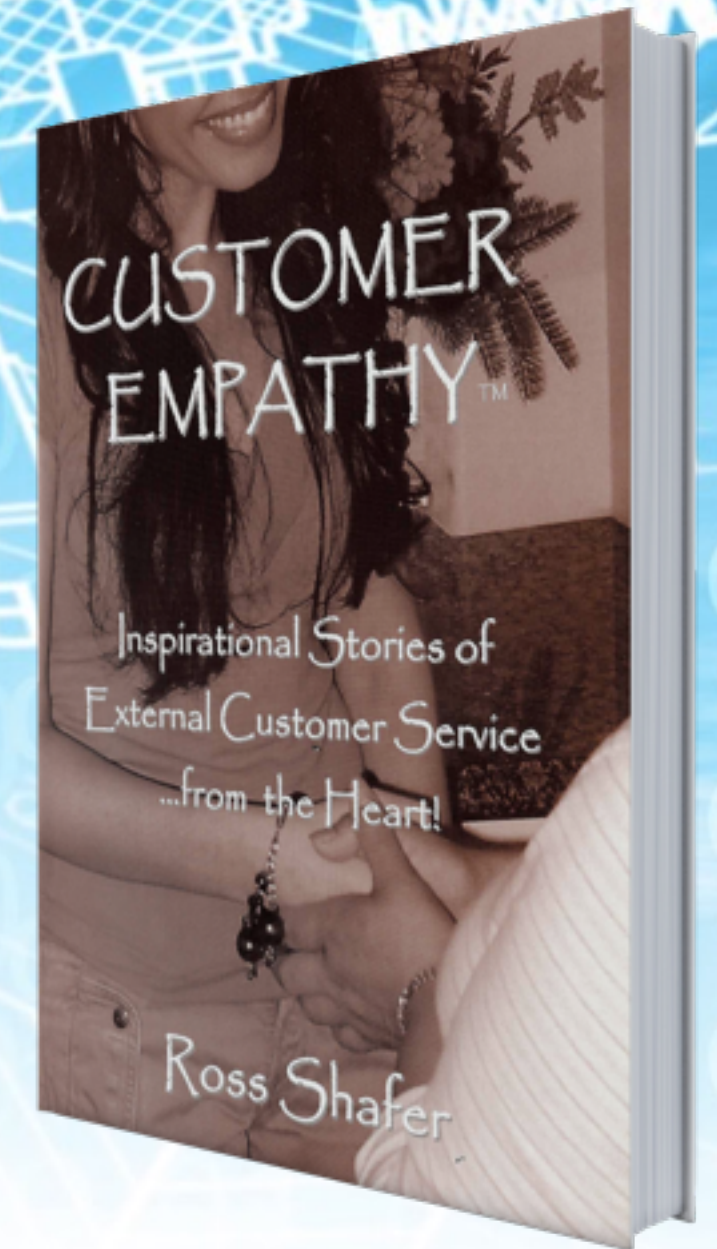
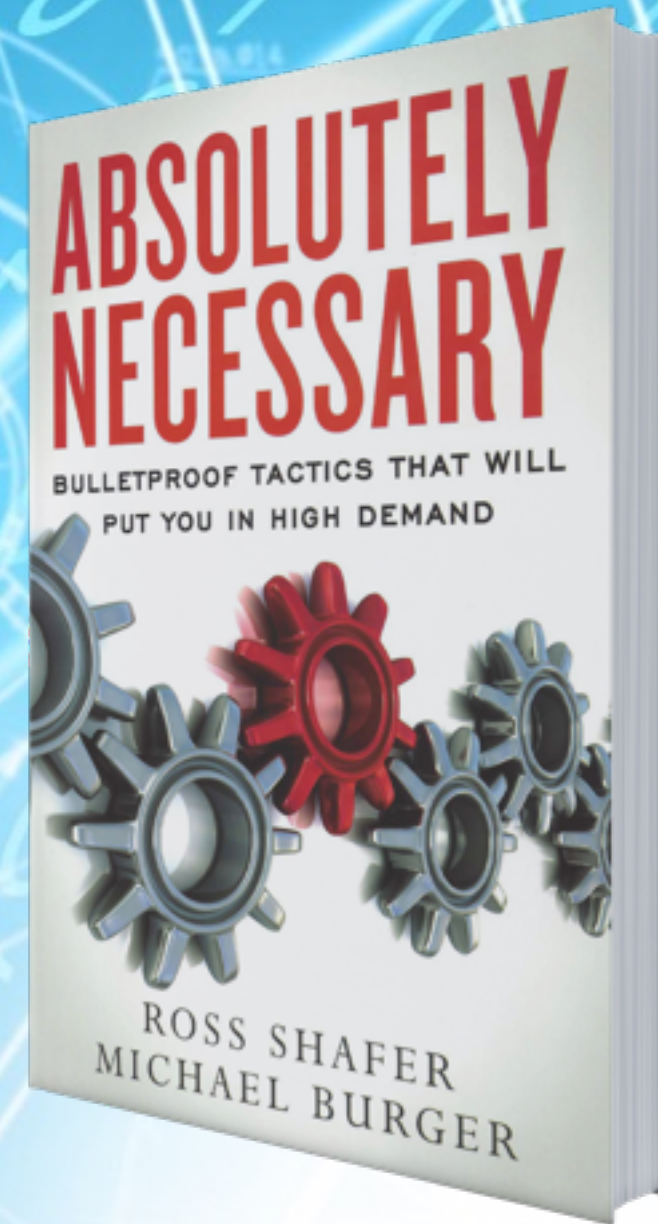
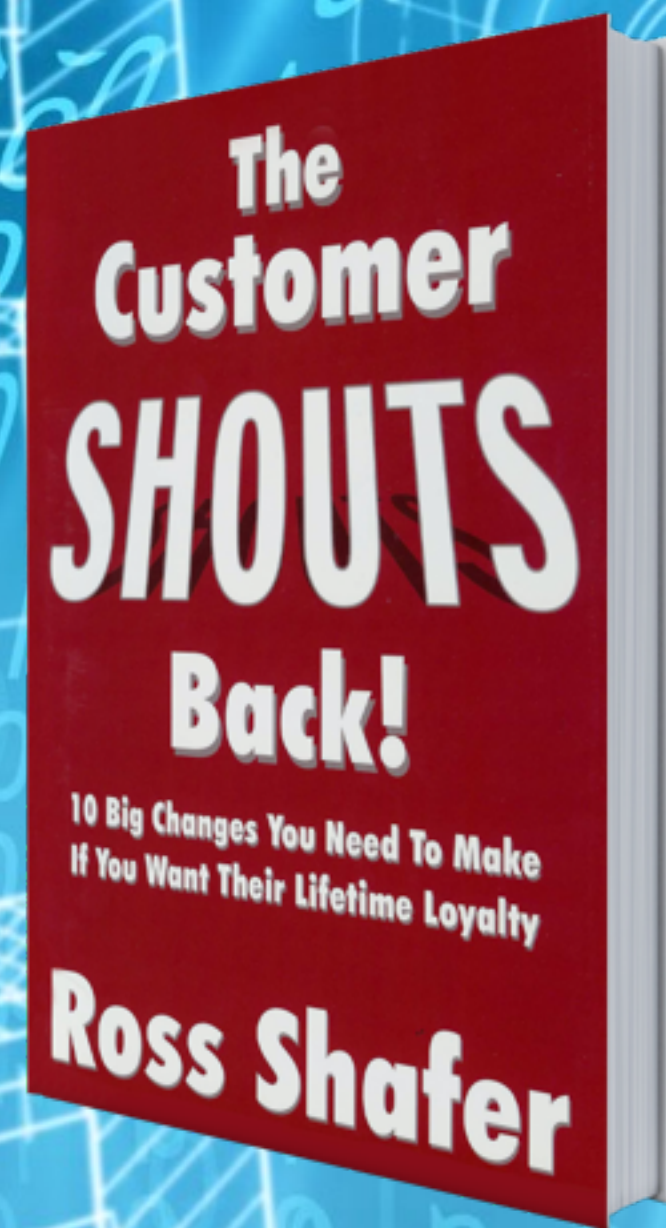
Leah, Ross, Lauren (Lolo),  
Ryan & Adam Shafer



Daddy/Daughter date  
12th birthday!

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.

**Provide Ongoing  
Encouragement**



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