

*Living an
Other-Focused™ Life*

**If you want to raise
scores with Ross Shafer's
Other-Focused™ 90-day
team coaching program
contact:**

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(703) 516-4000



Ross Shafer

Garry Poole

HOW TO STAY RELEVANT

by Ross 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. The text is centered horizontally and has a slight glow effect.

What I'm Not...

Restaurants/Food Service



Retail Clothing



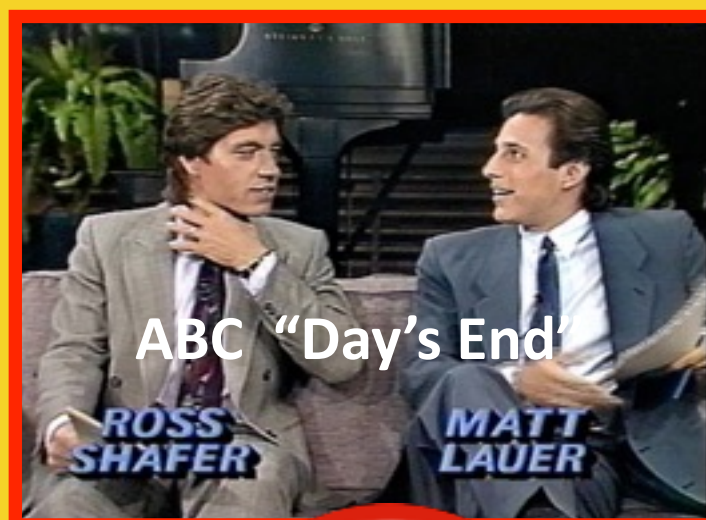
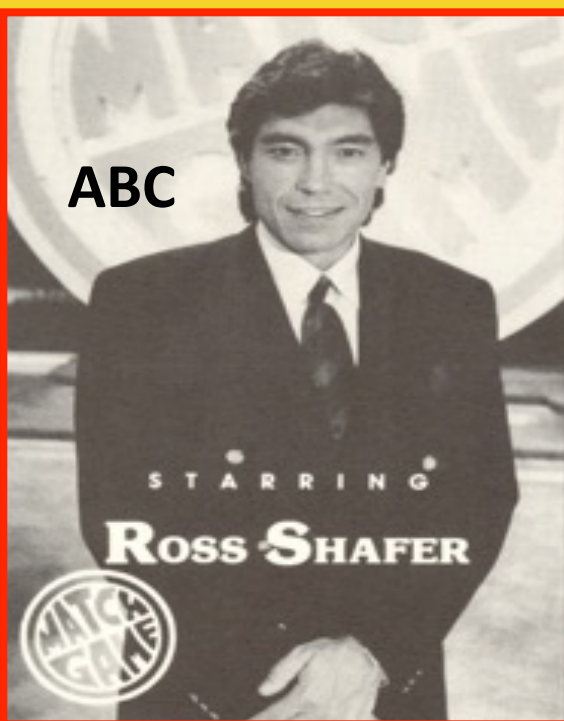
TV & Film Production



Building Industry



Manufacturing



ABC "Day's End"



USA

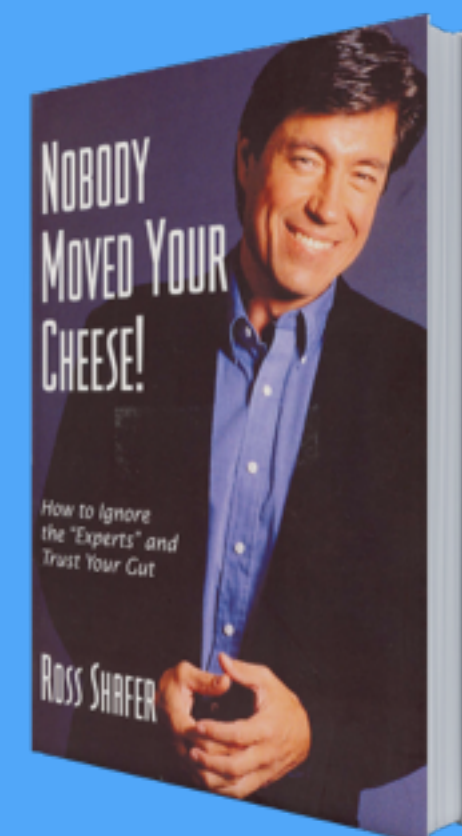
LOVE ME NOT



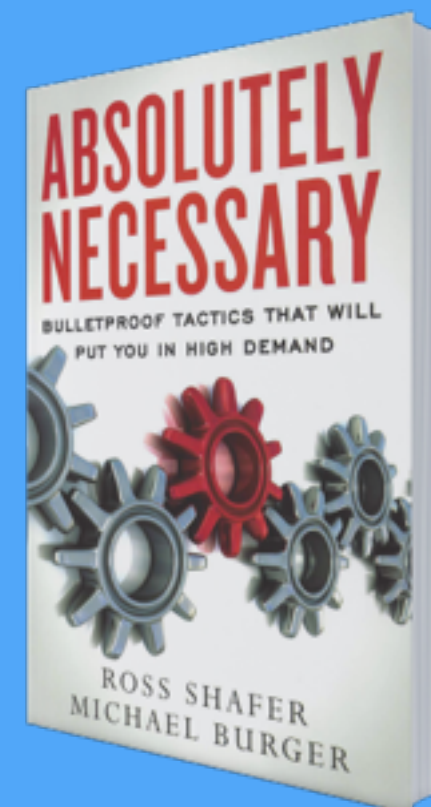
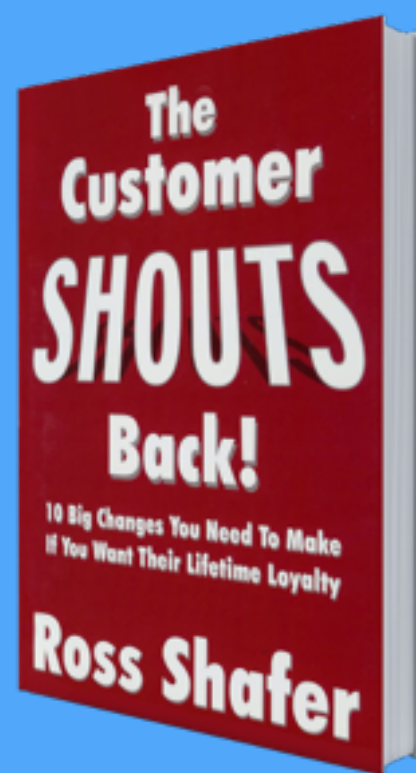
FOX "LATE SHOW"



2



3





Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



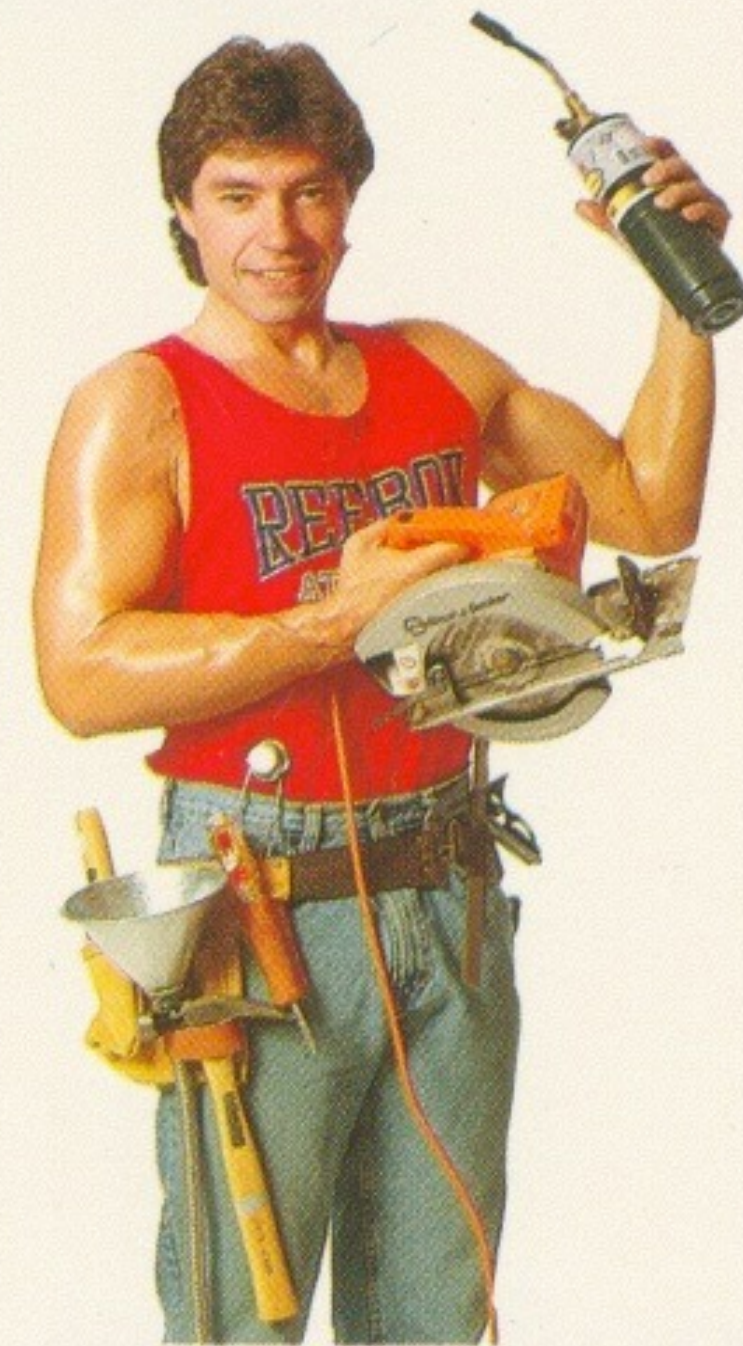
Follow the Tracks of the Herd

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

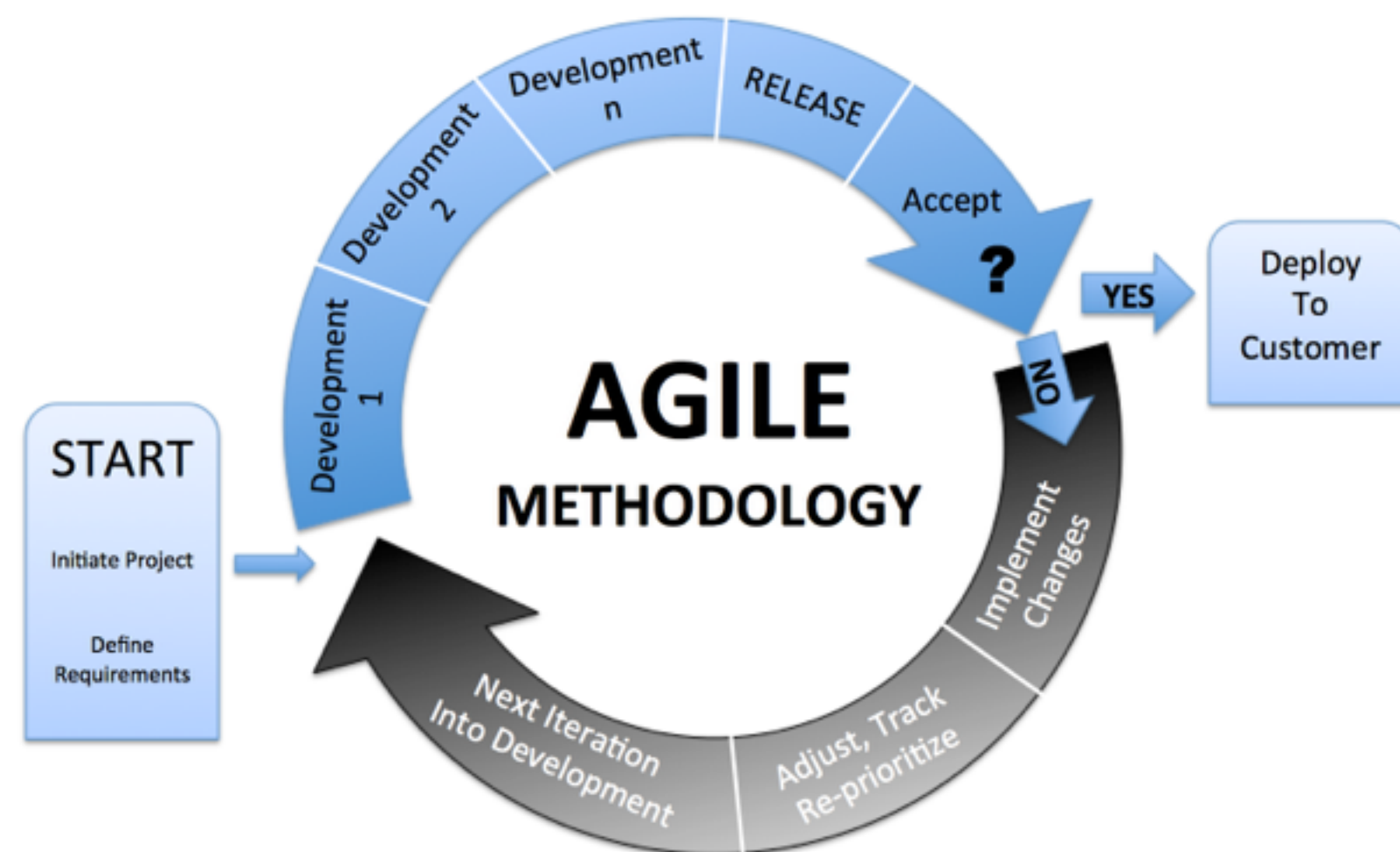
Ross Shafer

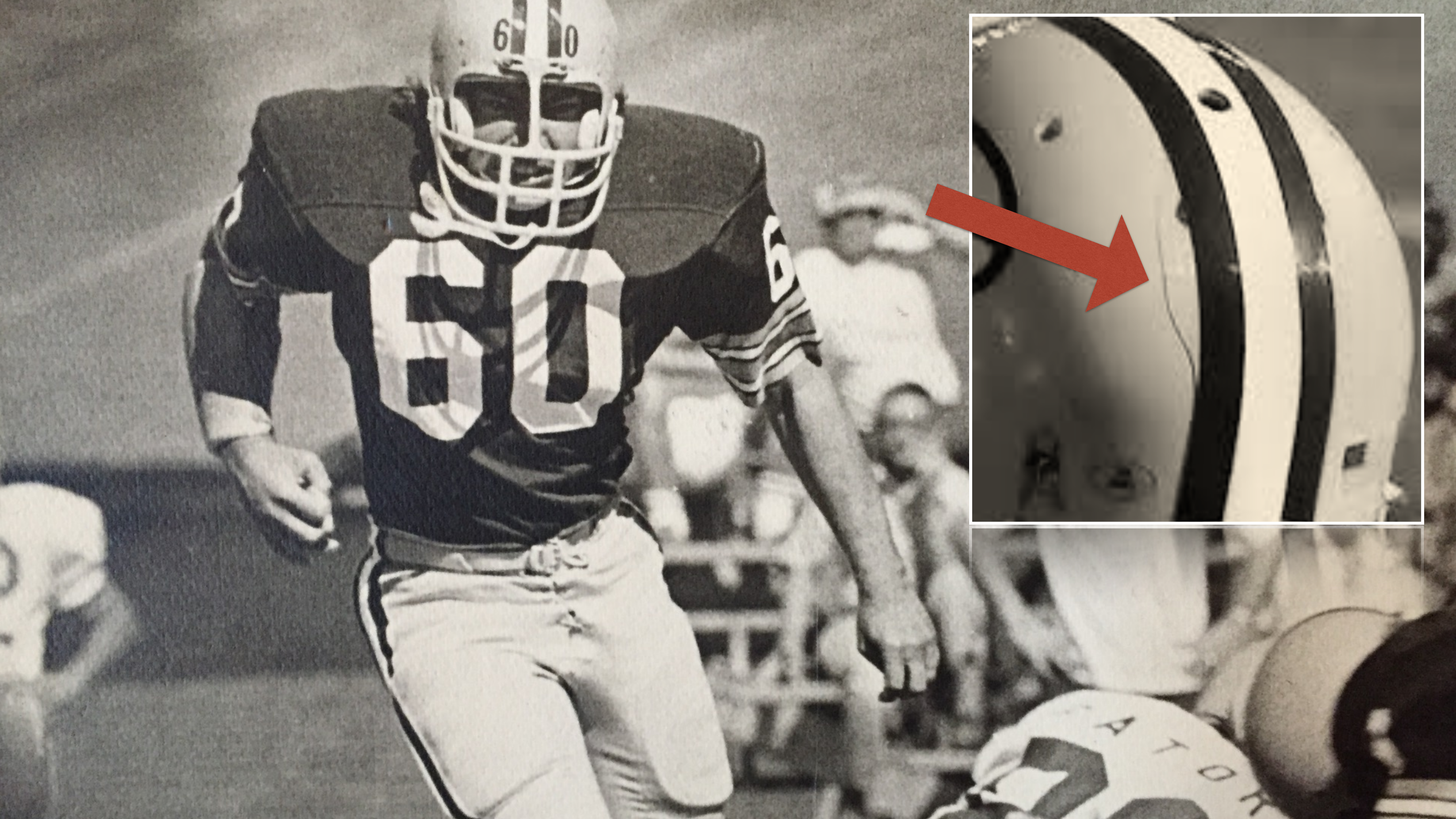






Ryan Shafer







Best Tactic for Growing 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

Oct. 4, 2018



Group/Event	Room
GENERAL ELECTRIC	
BREAK OUT SESSION A	
Morrow Technologies	Maxis Ballroom
Client Appreciation Lunch	Grand Ballroom 1 & 2

CRASH THE WRONG MEETINGS

Association of Human Nature Convention



[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](#)



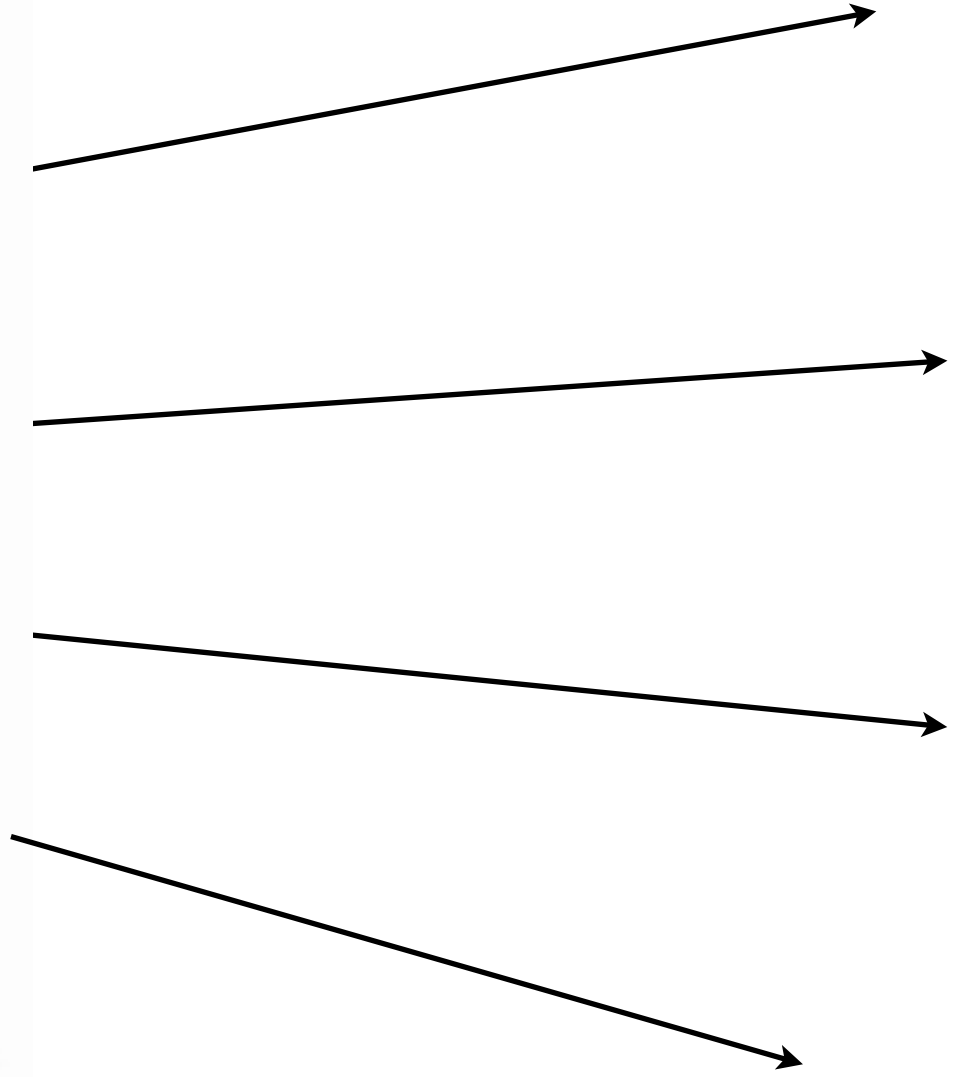


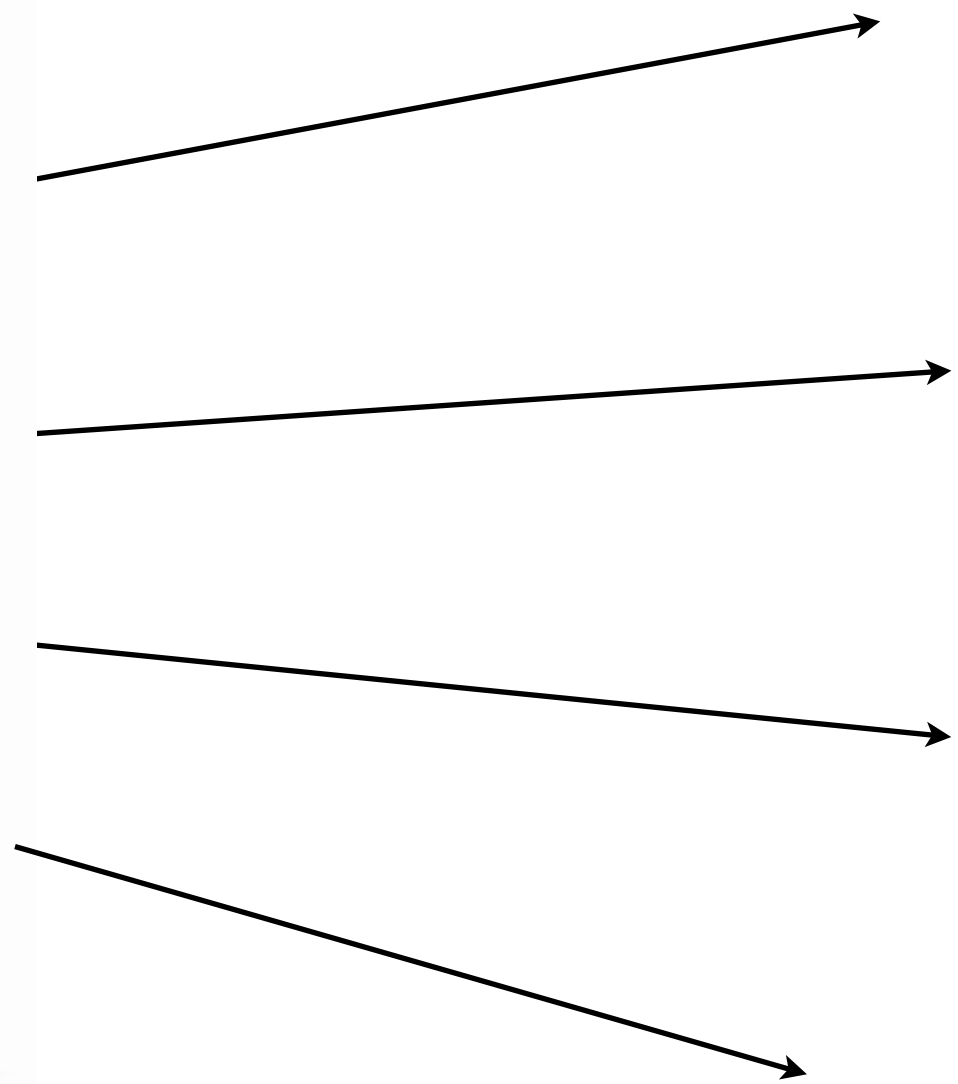
Back Pain Meds

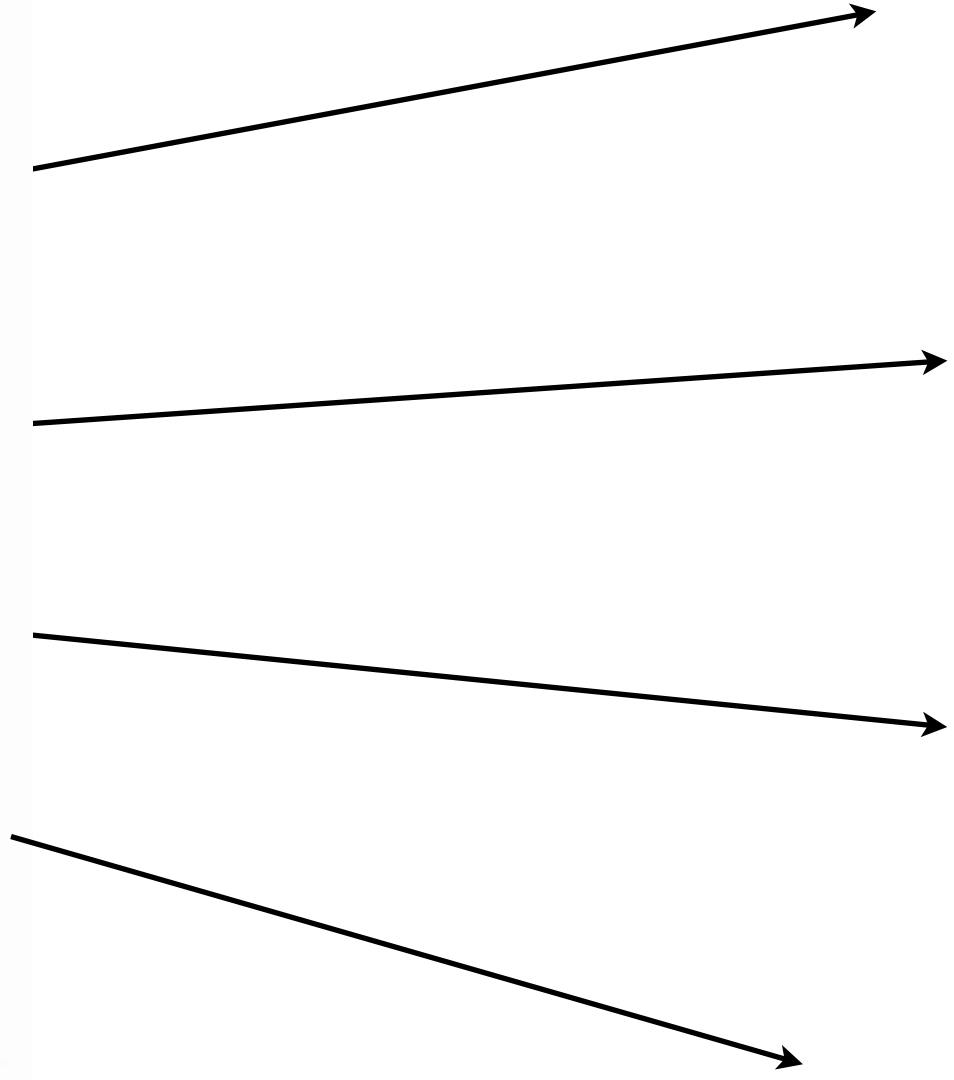


The “Empty Bag” Issue











LARAMAR

55,000 UNITS





amazon.com

Dogit Silent Dog Whistle by Dogit

\$3.74 Add-on Item

Add it to a qualifying order within **17 hours** to get it by
Tuesday, Oct 15

More Buying Choices

\$3.74 new (6 offers)

\$4.99 used (1 offer)

The background features a complex overlay of architectural blueprints and binary code (0s and 1s) in shades of blue and white. The blueprints include various technical drawings, lines, and symbols, while the binary code is scattered throughout, creating a digital and technical atmosphere.

**Curate Case
Studies & People
Who Inspire You**



Chuck Shafer



Maiden flight - May 1971



“Fear is the enemy of success.”

CHUCK SHAFER



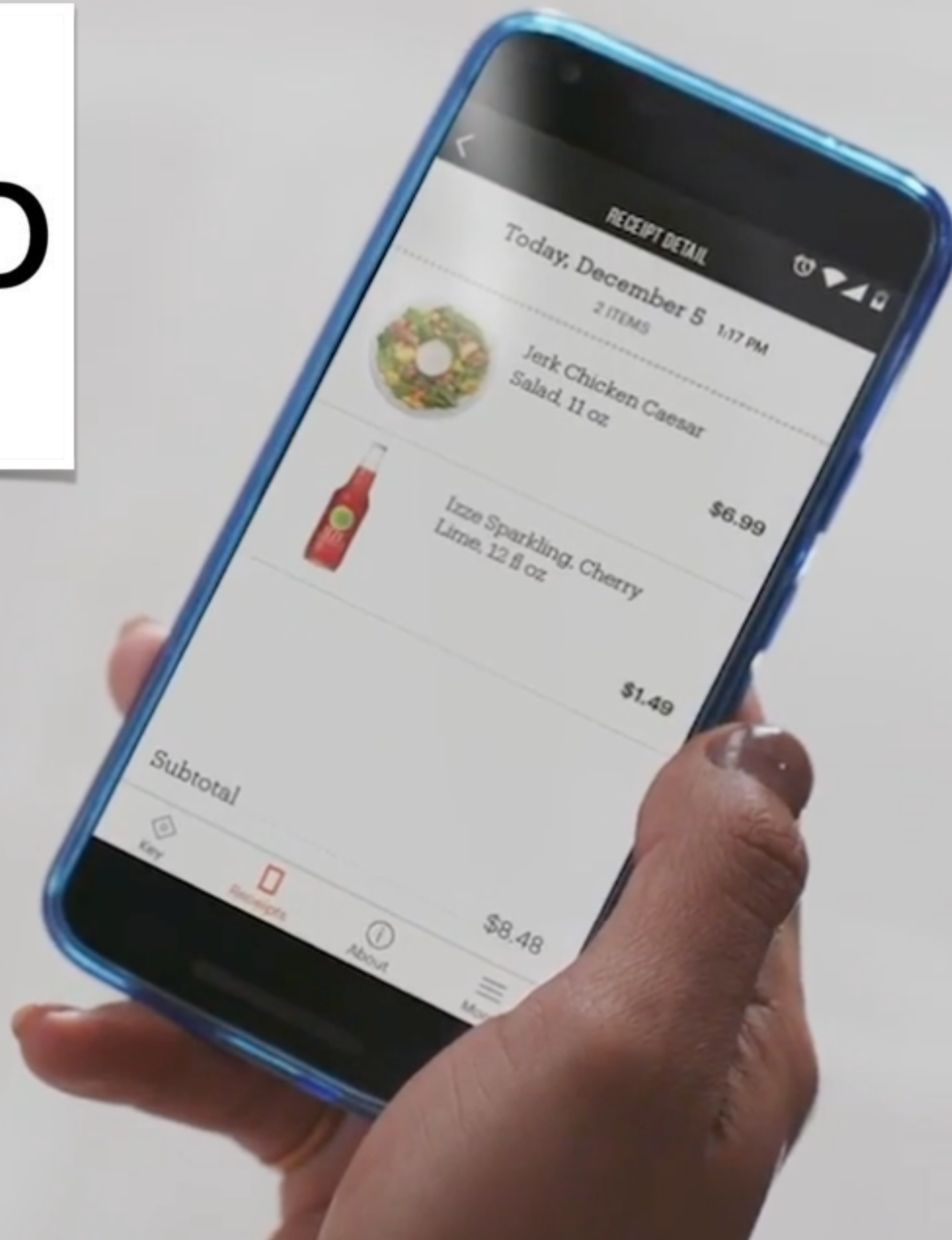
The background is a vibrant blue with a complex pattern of white technical drawings, including architectural plans, mechanical parts, and various geometric shapes. Overlaid on this are streams of white binary code (0s and 1s) that appear to be moving or floating across the scene, creating a sense of digital activity and technical precision.

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



amazon go

3,000 cashier-less stores





A portrait of Jeff Bezos, the founder and CEO of Amazon. He is bald, has a friendly expression, and is wearing a dark blue suit jacket over a light-colored collared shirt. The background is a plain, light-colored wall.

amazon

Jeff Bezos

Founder & CEO of Amazon

“Your margin is my opportunity.”



INVESTING

[PERSONAL FINANCE](#)[FA HUB](#)[TRADING NATION](#)[FUTURES NOW](#)[OPTIONS ACTION](#)[ETF STREET](#)[EARNINGS](#)

Amazon's move into banking could make online shopping possible for everyone

- Bank of America Merrill Lynch reiterates its buy rating on Amazon shares, saying a new banking offering will spur more e-commerce sales.
- "We think that Amazon's primary motivation would be to attract younger and underbanked customers that otherwise would find it difficult to shop online," the firm's analyst writes.

Tae Kim | [@firstadopter](#)

Published 10:44 AM ET Tue, 6 March 2018 | Updated 5:04 PM ET Tue, 6 March 2018



R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION



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

**Eliminate ALL
Transactional
Friction**



MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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



You Don't Have to



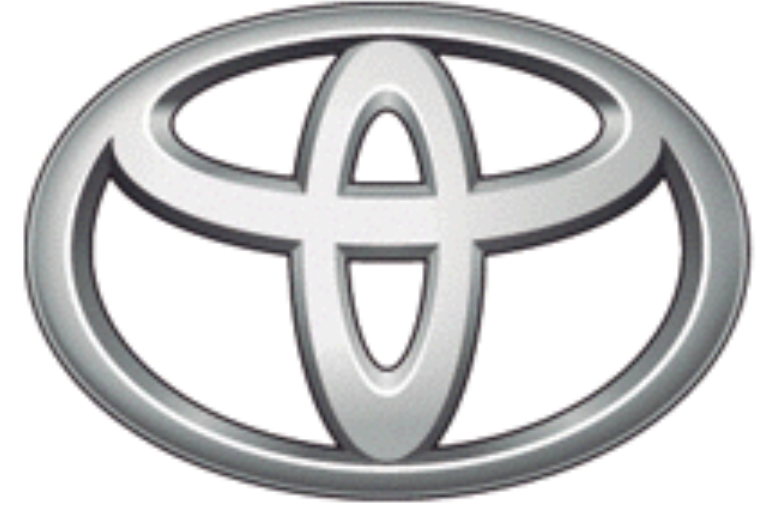
Clients/Customers

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 filled with a yellow halftone dot pattern. The text is set against a red, jagged-edged starburst background. The entire graphic is surrounded by a white background with a black halftone dot pattern, creating a sense of depth and impact.



**“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.

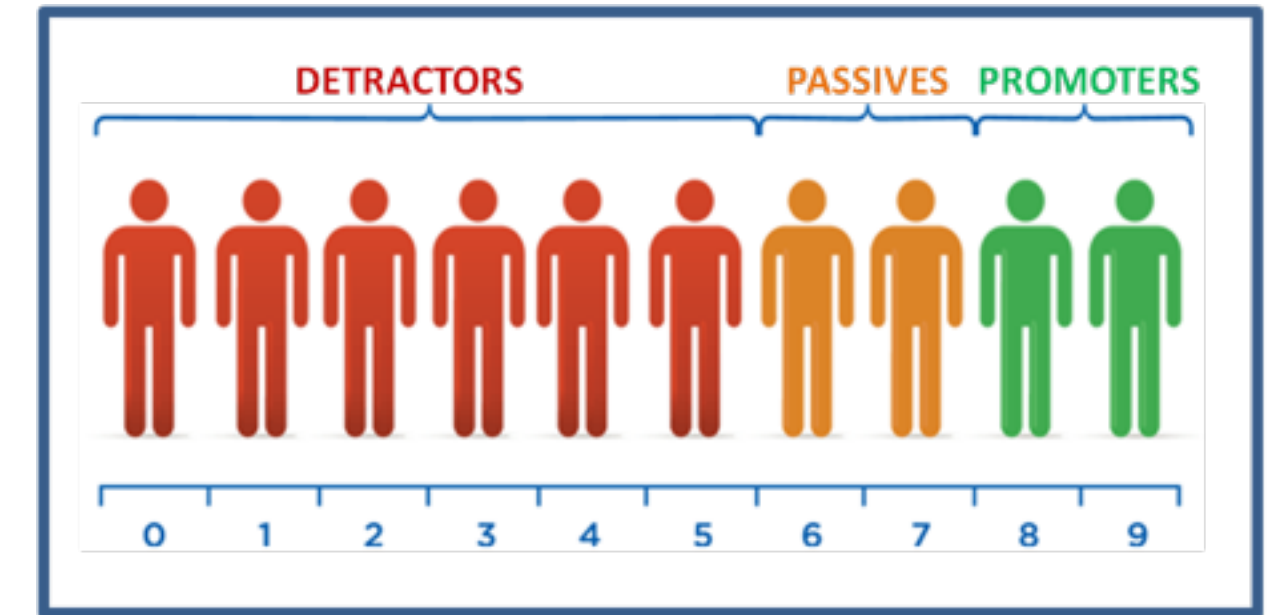
The bigger risk to loyalty is when you fail or disappoint them.”

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



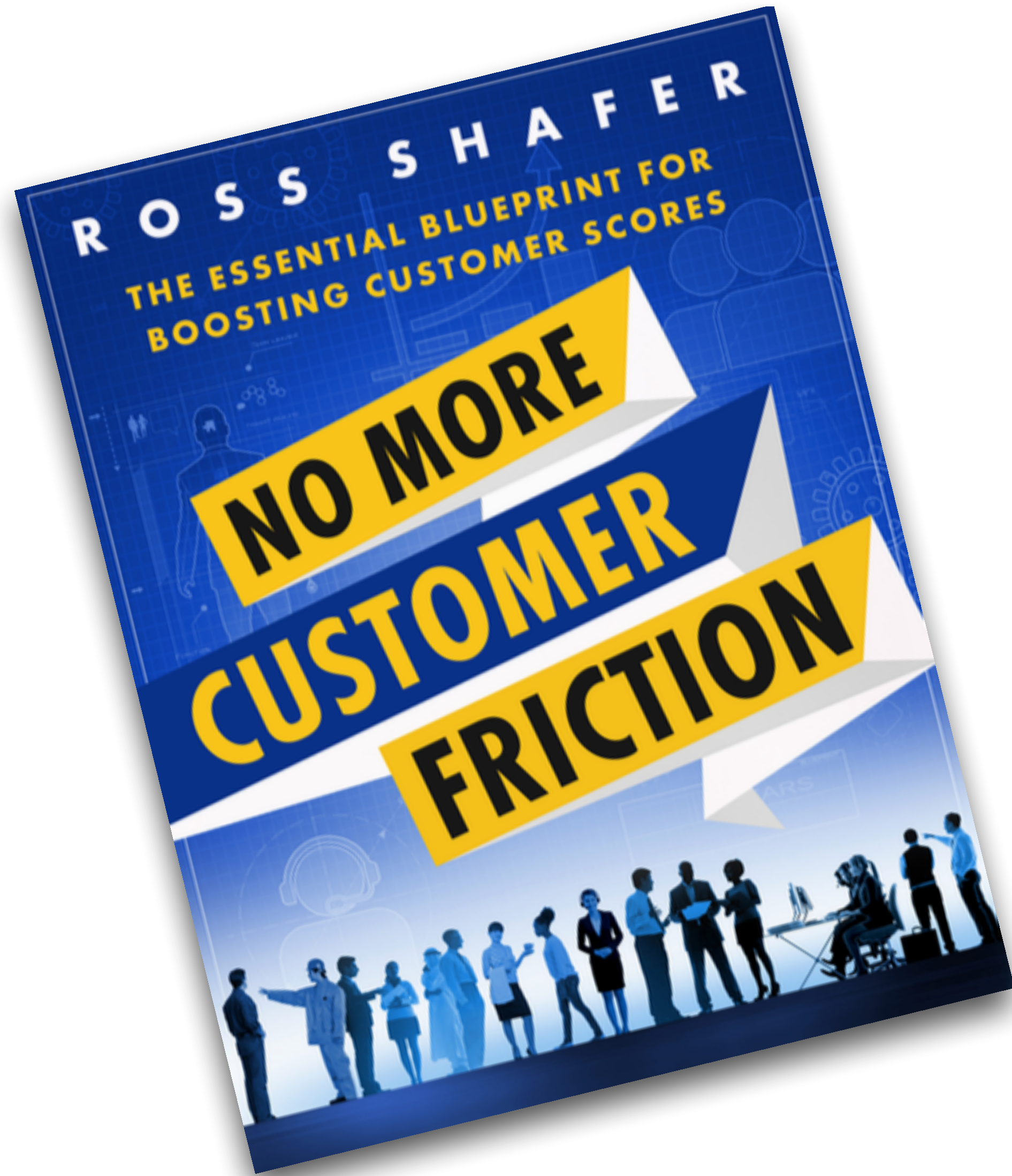
sources: The Customer Shouts Back - Ross Shafer Consultants, Inc. 'wow survey' 2016



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

A man in a blue t-shirt is lying on a white shaggy rug, holding a black video game controller and looking off-camera with a slight smile. In the background, a woman in a pink shirt is sitting on a white sofa, looking away with a thoughtful or slightly annoyed expression. A blue speech bubble with white text is overlaid on the scene.

...you sure
it's our Anniversary,
babe?



**Does it
Work?**

comcast[®]
xfinity[™]

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®





Farm Credit's Secret Weapon is...



TRUST

**Refuse to Let
Banking Become a
Commodity.**

Tell a Unique Story.

1990
\$125k

2008
\$903k

2014
\$1.7m



*His broker Independently Audited all reports & every transaction)



money






PETER MANNING
FIVE EIGHT / NEW YORK

ARE YOU
5'8" or
UNDER?

★ Shorter
Inseams

★ Shorter
Sleeves

★ Scaled
Proportions

The Airbnb Community are the Brand Ambassadors



Michael

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



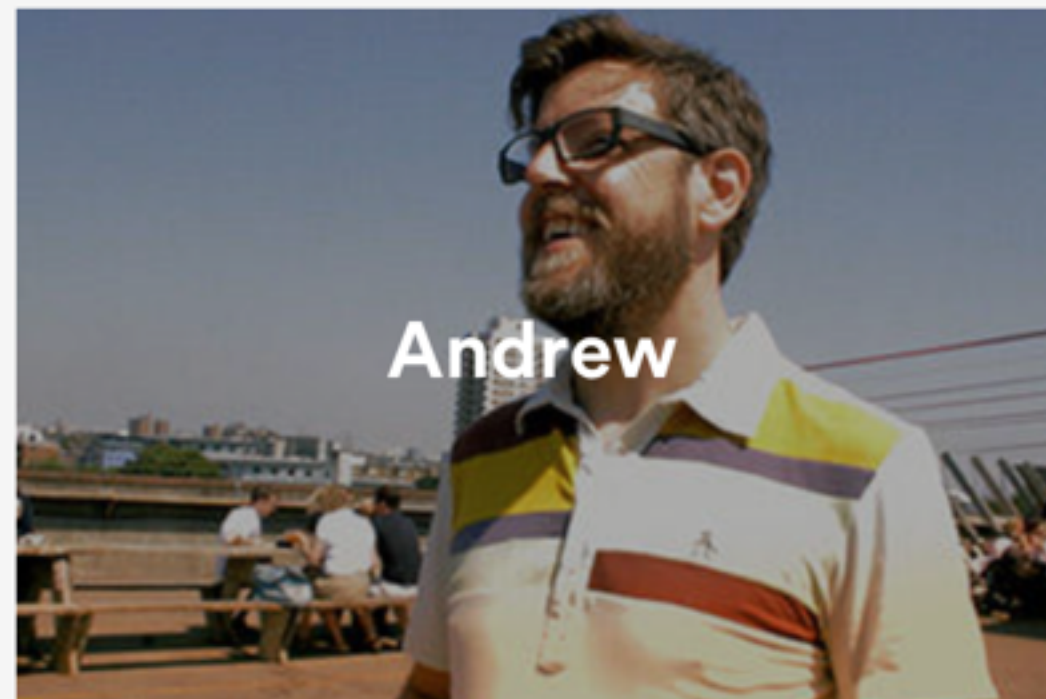
Tessa

London, United Kingdom
Second Act: A new beginning



Judith

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



Andrew

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



Jonathan

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



Lisa and Byron

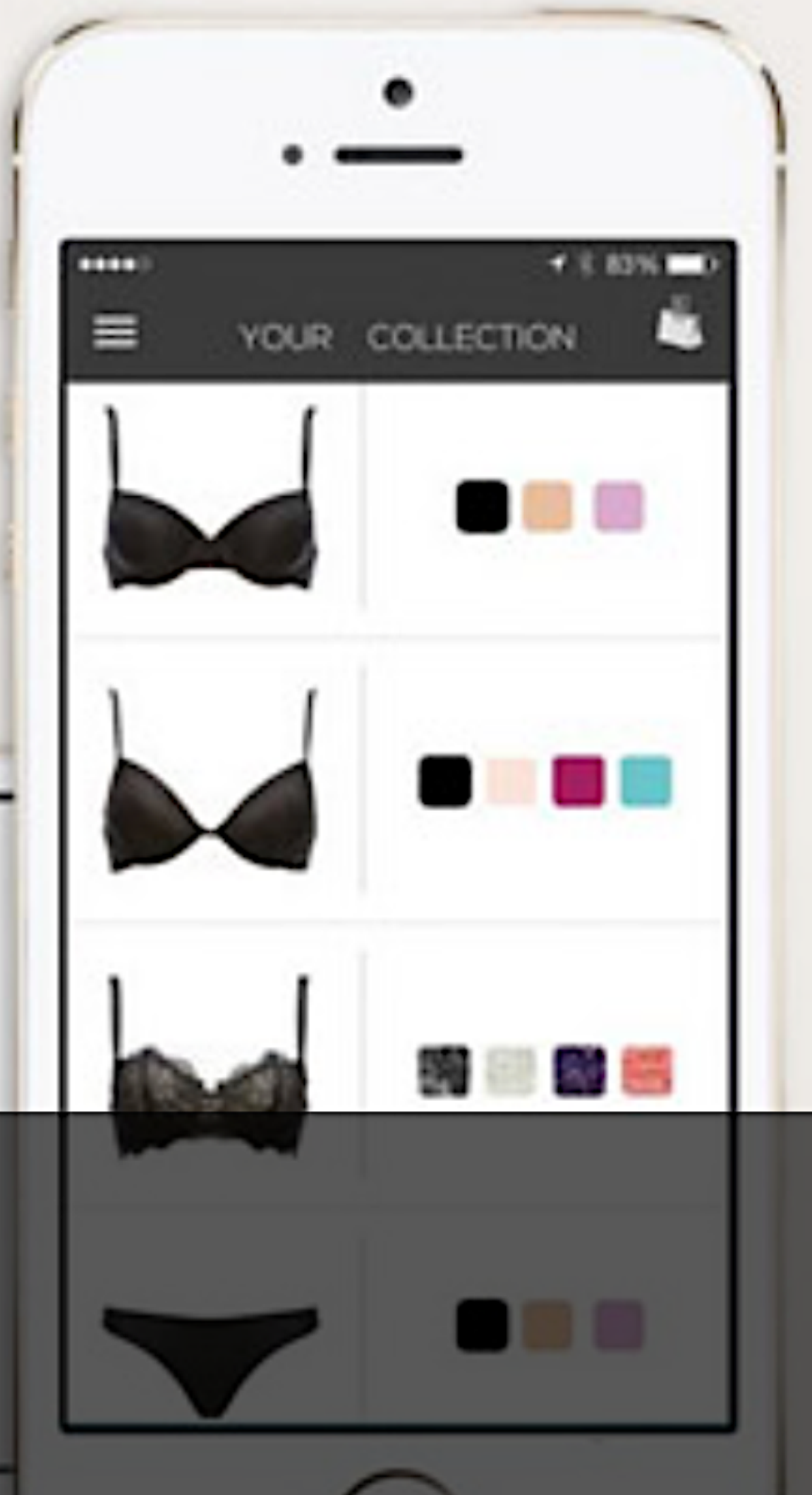
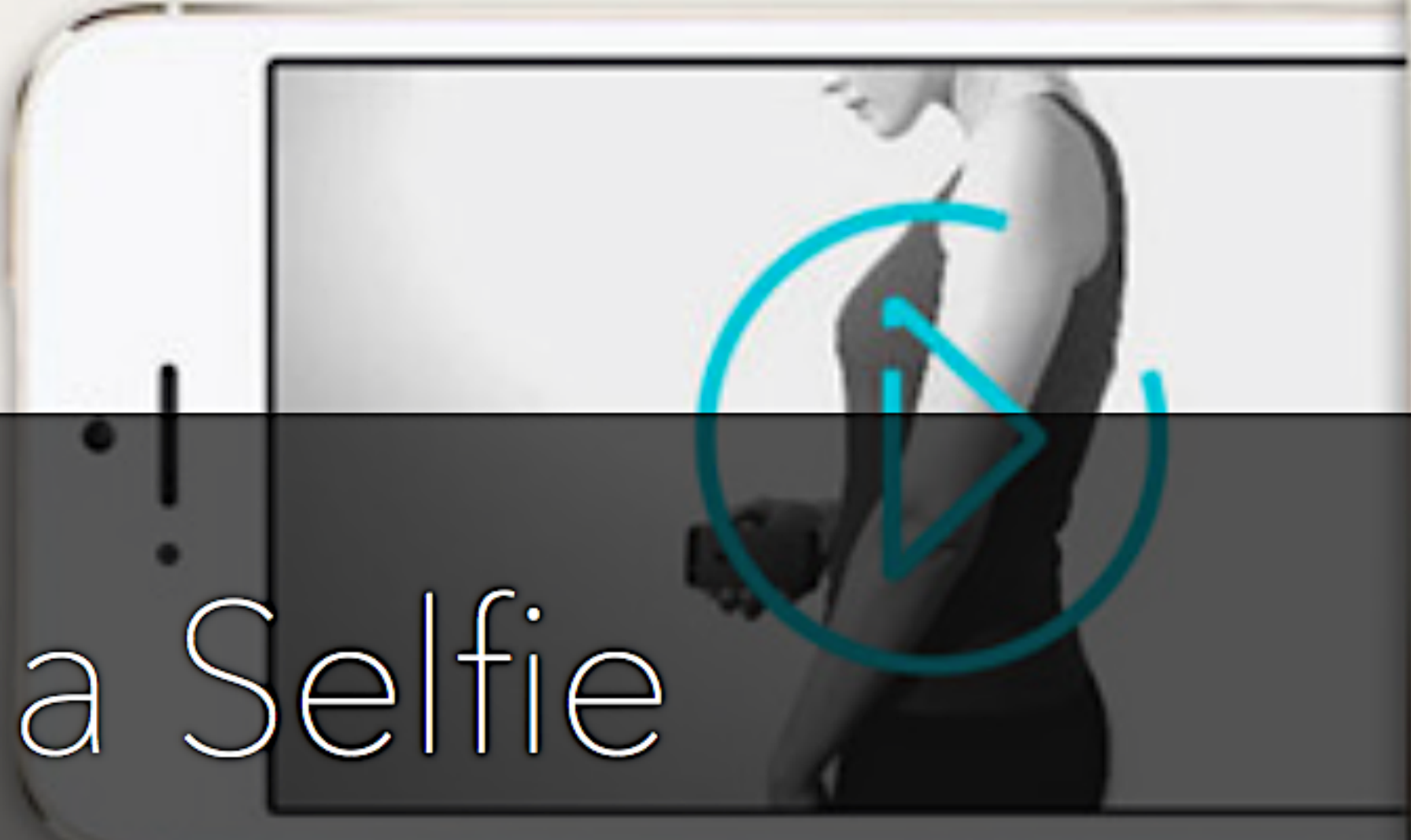
New York, United States
Full House: An invitation to friends, both old and new





 **THIRDLOVE**

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



Bra Shopping via Selfie

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



The background features a complex pattern of light blue technical drawings, including architectural floor plans and mechanical diagrams, overlaid with a stream of binary code (0s and 1s) in a slightly darker shade of blue. The overall aesthetic is high-tech and digital.

What is the Most Dangerous Threat to Your Growth?

NOT Millennials





Instagram



snapchat

Linked



You



facebook

Tube

**WE MUST
REVERSE
SOCIAL
MEDIA
ADDICTION
...IN OUR
WORKFORCE**



🔍 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,



SOCIAL MEDIA CAN DEFLATE PLAYERS' CONFIDENCE

◀ **TUCKER CARLSON** tonight ▶ [#Tucker](#)

HOOL BUILDINGS THAT TESTED POSITIVE FOR HIGH LEAD LEVELS, WITH DRINKING FOUNTAIN IN ONE BUILD

EXTREME Insecurity

Mood Swings Based Upon CLICKS & LIKES

DISTRACTION ERRORS AT WORK

CO-WORKER TENSION

Self-Absorbed. Self- Obsessed.

**NO
CELL
PHONE
ZONE**



FOMO



Here's How to Crack The Code

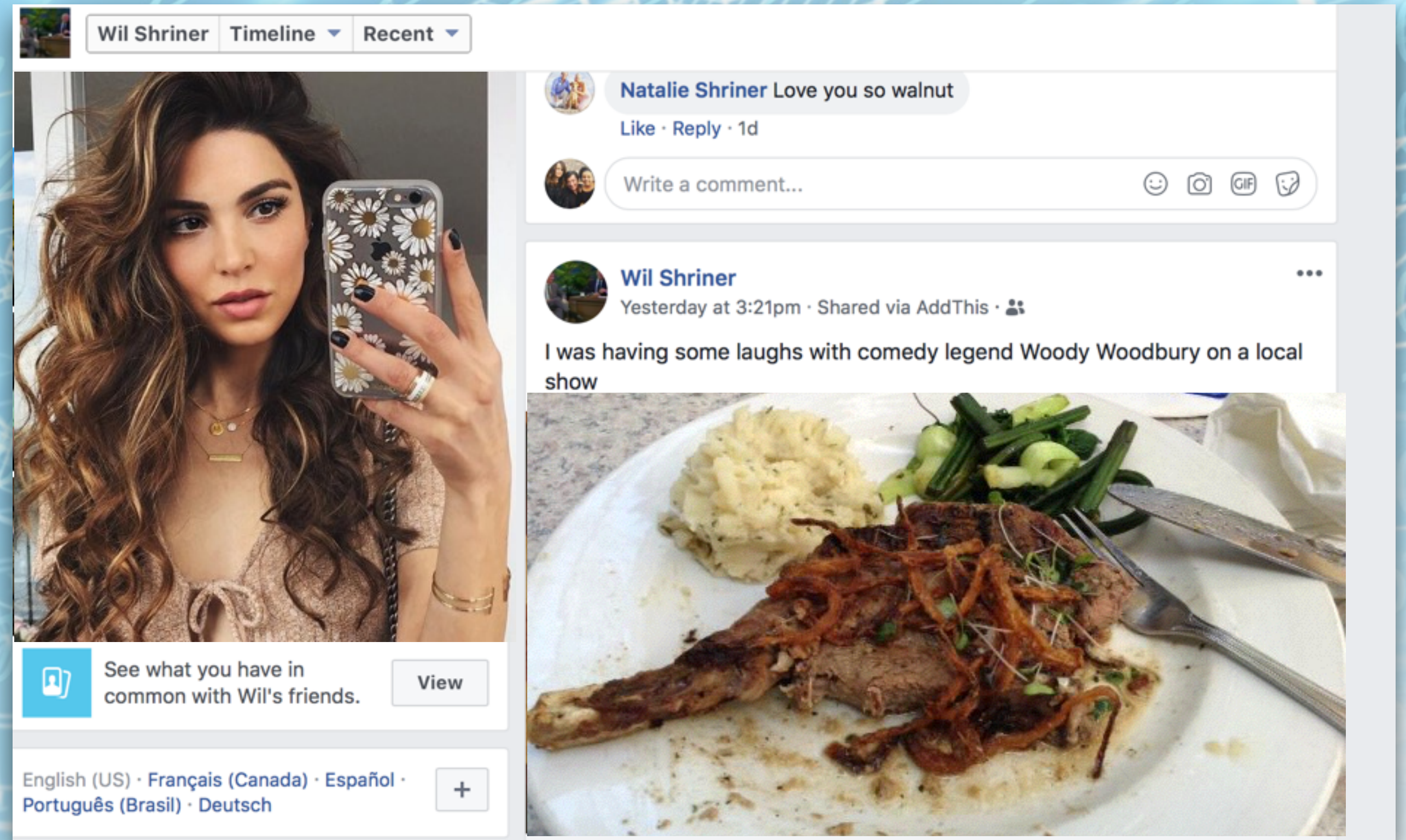
*Living an
Other-Focused™ Life*



Ross Shafer

Garry Poole

***You Can't Post
Selfie's or...
Half-Eaten Food**



***Celebrate the Talents of Your Friends**

***Ask Questions of Your "Herd"**

PLUS: 28 Other Behavior Shifts

**...and do
you know
what
happens?**

*Living an
Other-Focused™ Life*



Ross Shafer

Garry Poole

More Likes and Comments

MORE RESPECT

More Influence

More Invitations to Parties

More Recognition

Less Drama at Work

More Friends



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







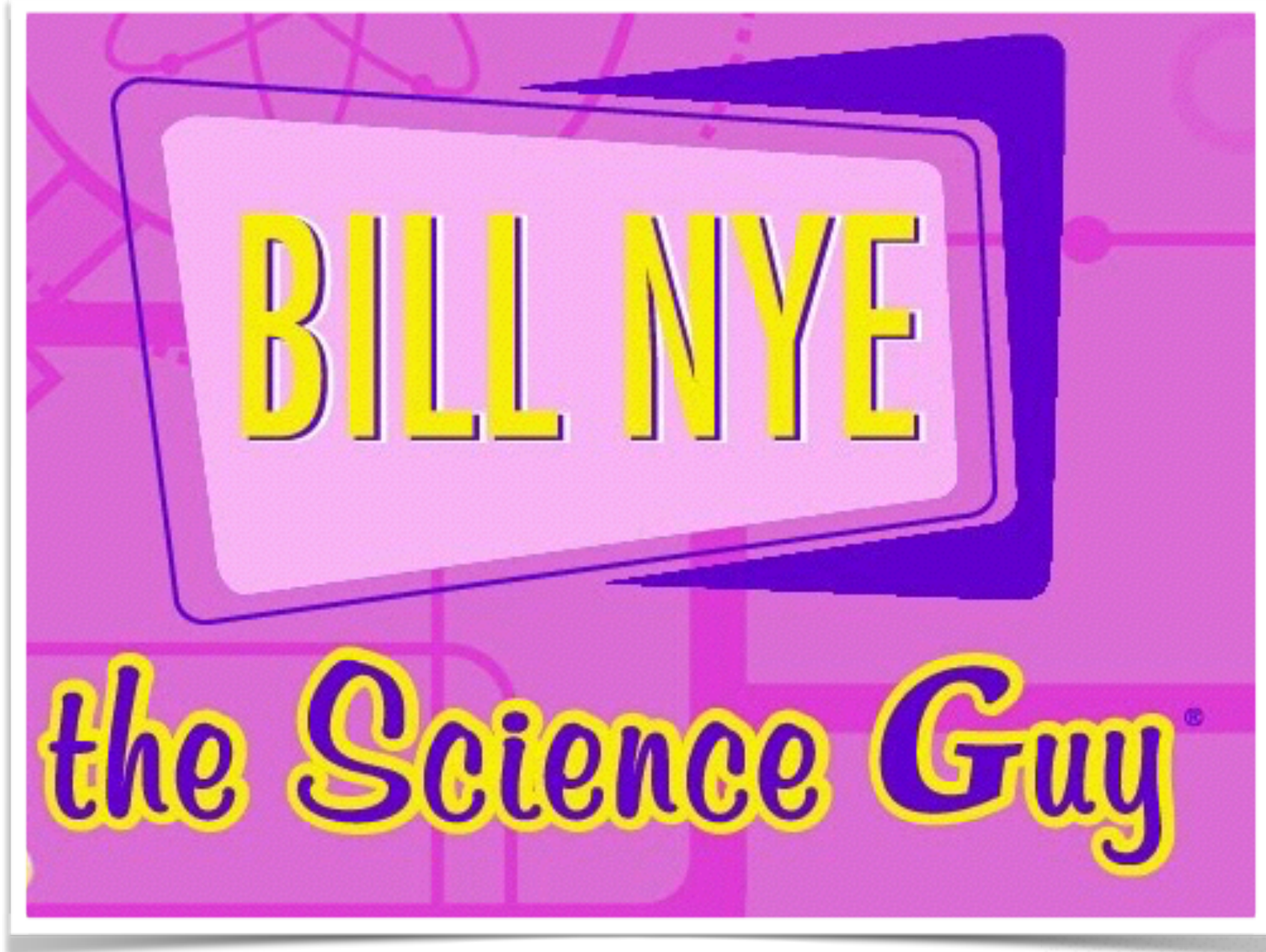
Speaking Clearly will Keep You FUTURE PROOF

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

**Elevate Your
Superstars
Quickly**

“Not-So-Wild” Willy





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 and engineering atmosphere.

Promote Ongoing Encouragement

AFTER TODAY'S MEETING: FREE VIDEOS

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

Ross Shafer View as: Yourself

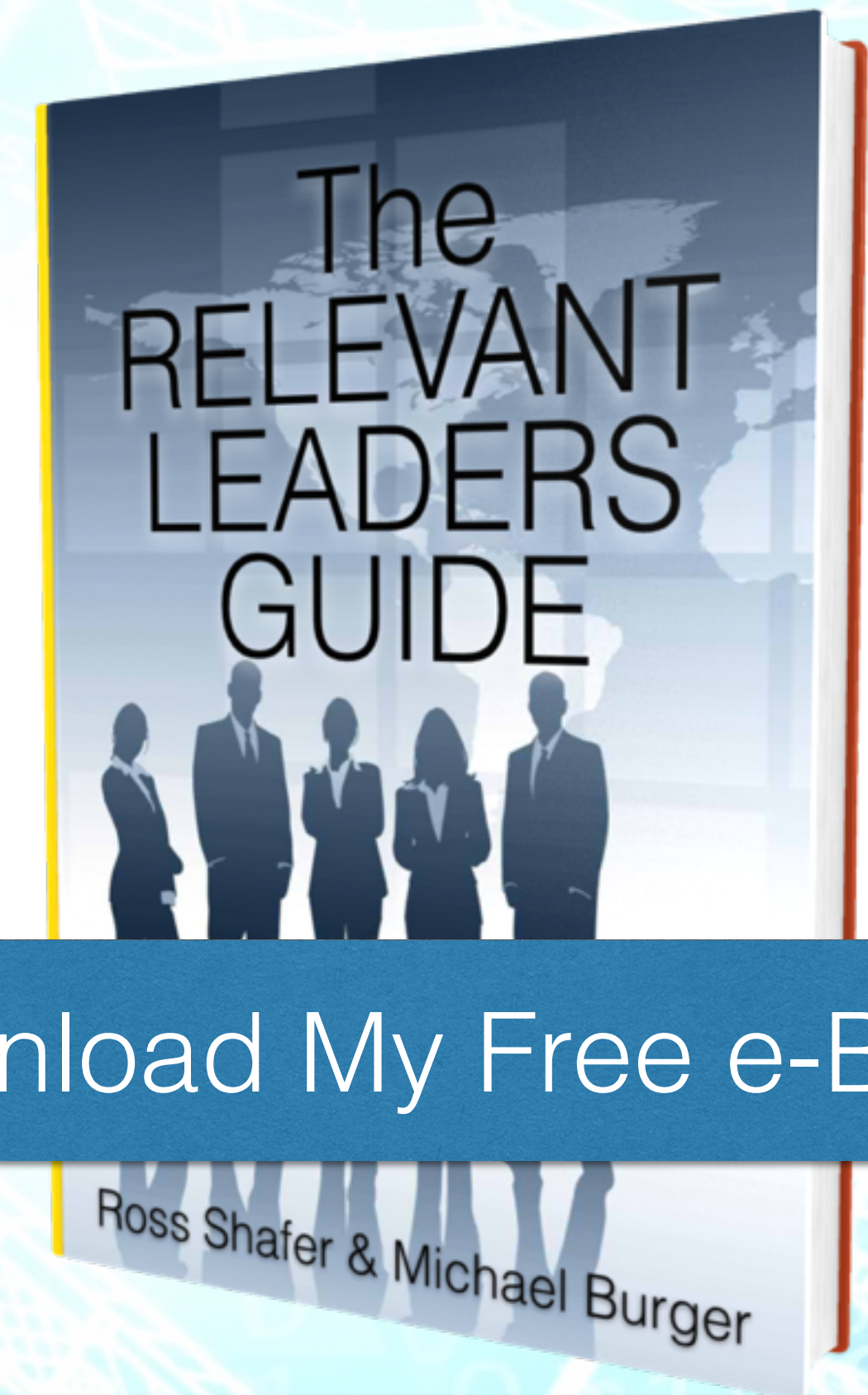
Home Videos Playlists Channels Discussion About

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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by Ross Shafer
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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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by Ross Shafer
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- How Can Leaders Make Better Decisions?** | Leadership Speaker | Ross Shafer
by Ross Shafer
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Leaders are paid to make good decisions over and over. This video by Ross Shafer will give leaders a repeatab...
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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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