

WOW vs POW

... (and HOW to do it)

Relevant Customer Expectations

Restaurants/Food Service



Retail Clothing



TV & Film Production



Building Industry

SHAFER® PROJECTION TV

Turn your Den or Rec Room into a Video Theatre

4 Ft. and 5 Ft. Screens

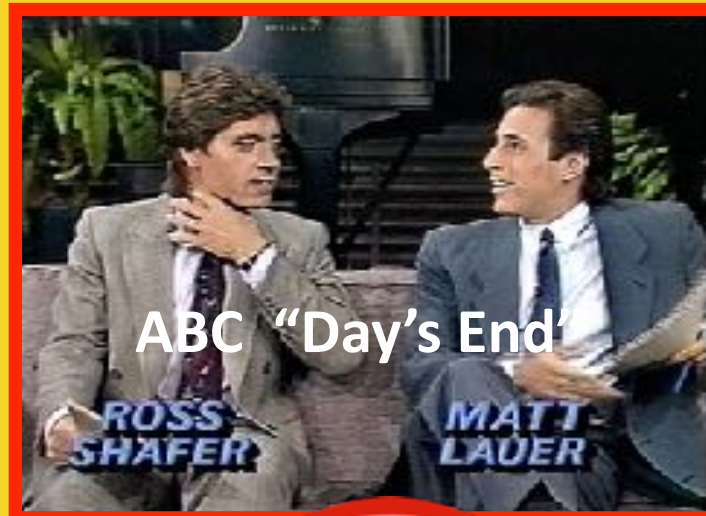
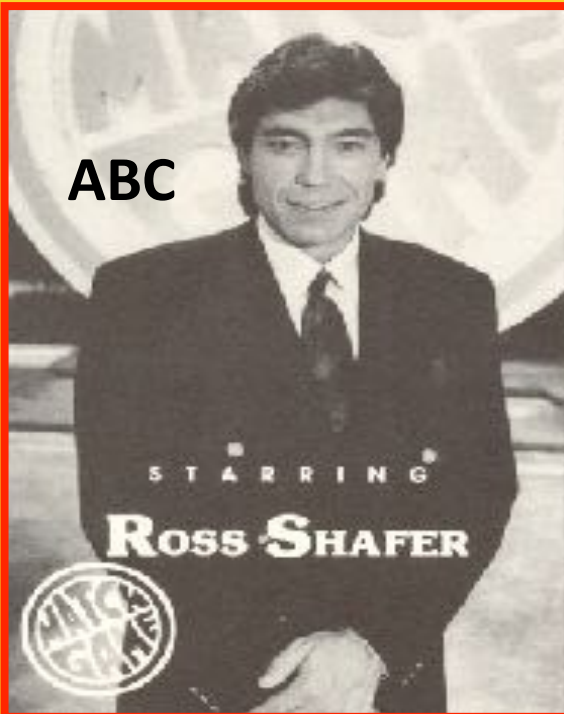
Ceiling Models Available

AS LOW AS **\$997**

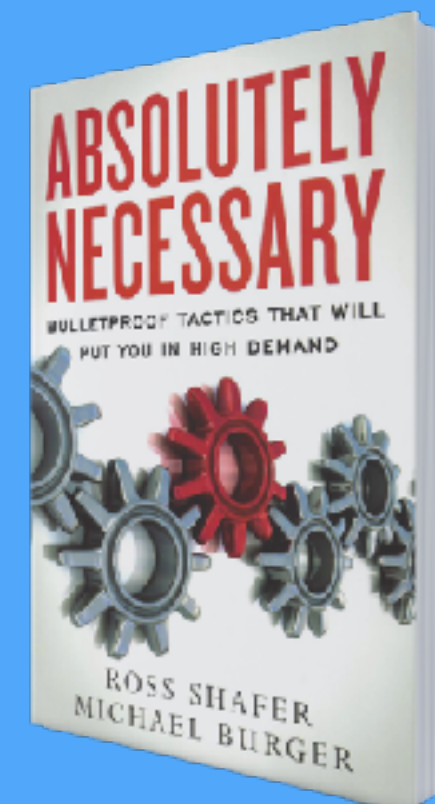
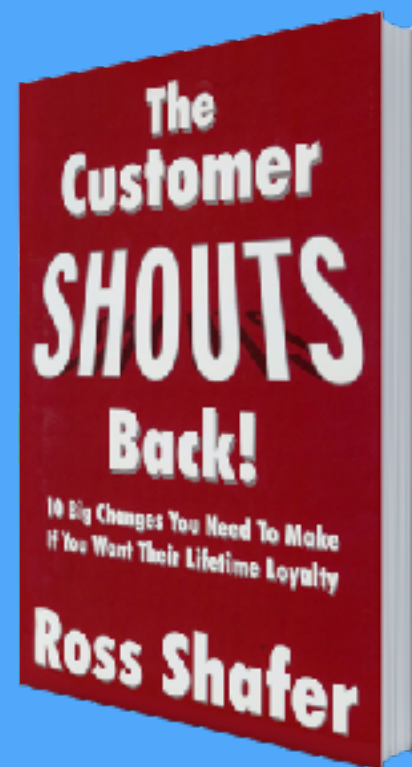
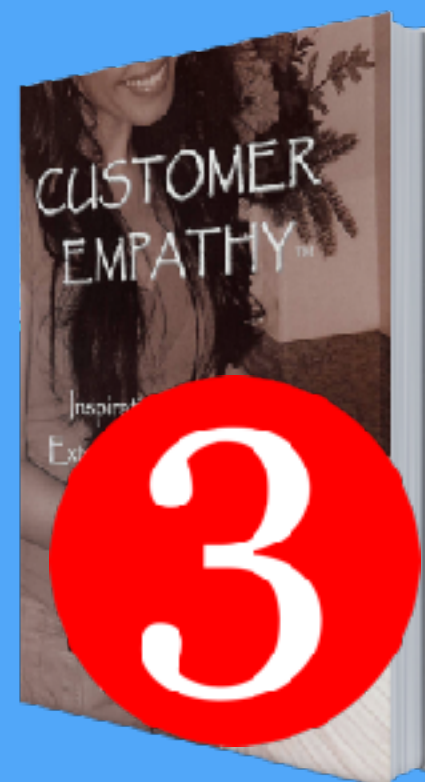
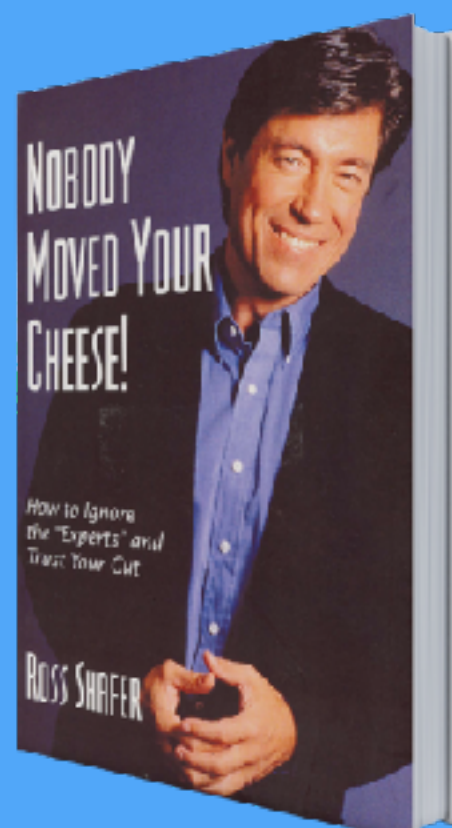
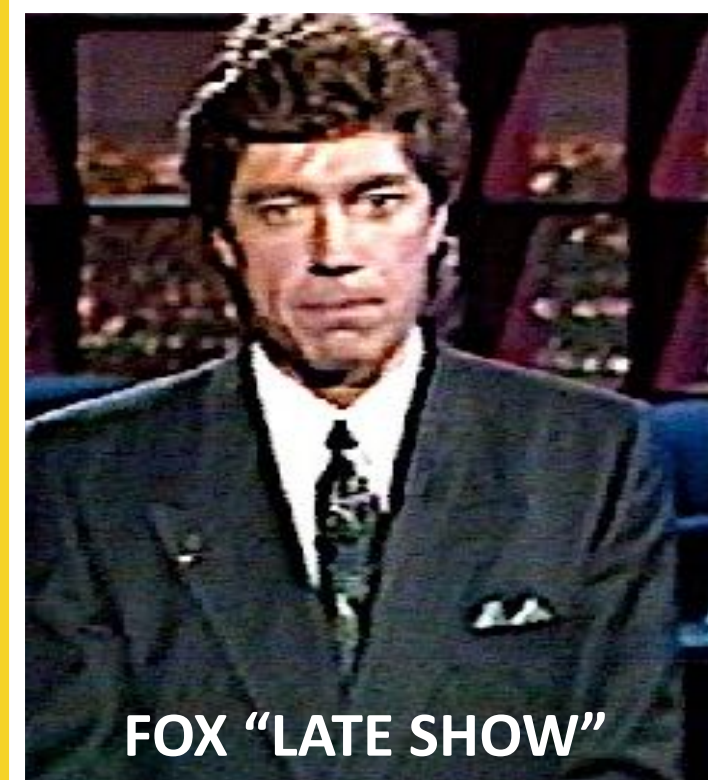
SOUNDS O.K.!

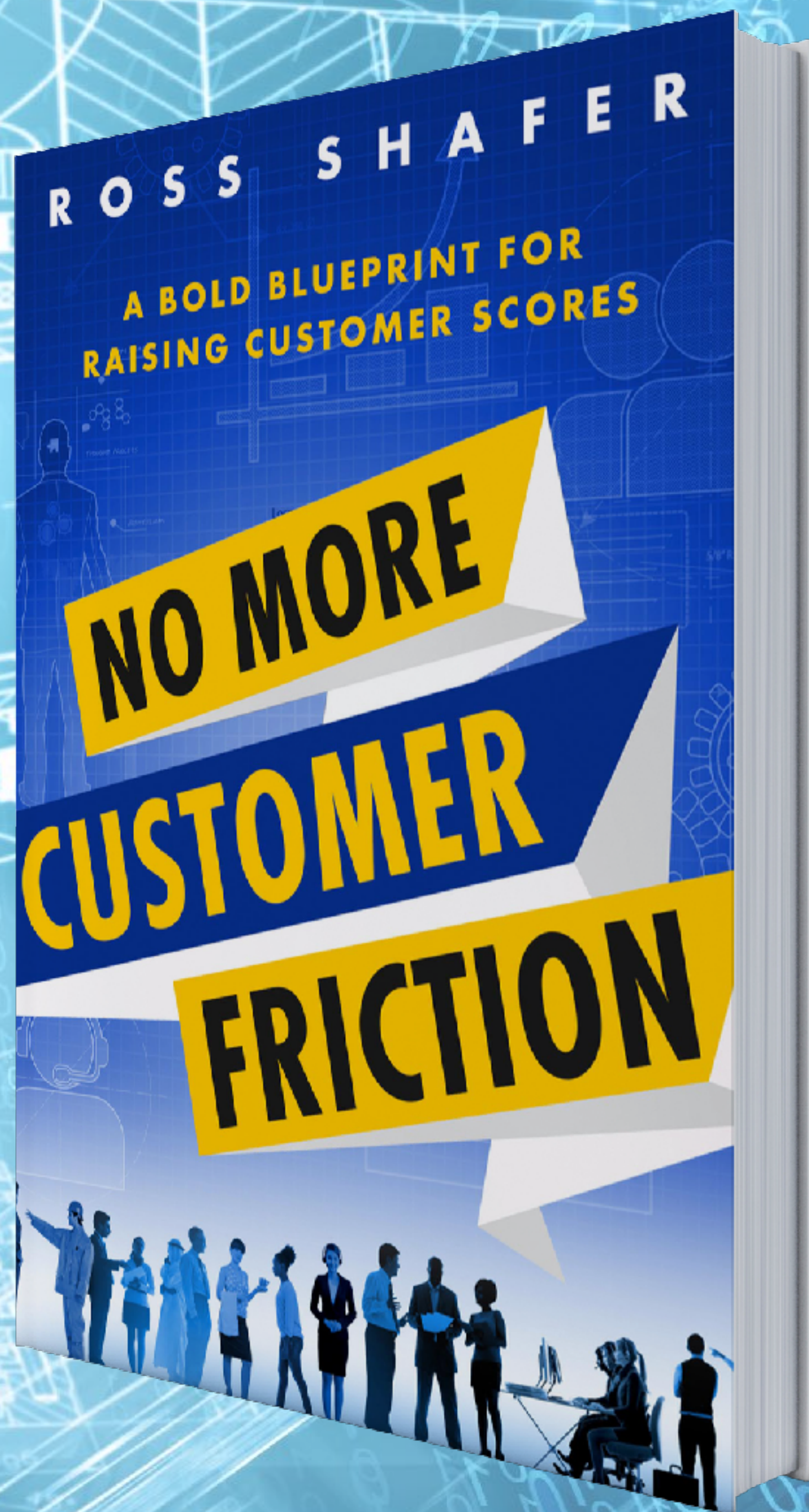
Manufacturing

fration COLLECT 300 Center Puyallup Puyallup, Wash. 98371



2





**What
I'm Not...**



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](#)



АВАУА

NICE
inContact

HOW TO STAY INNOVATIVE

**“...to scale this company 10X,
you may need to get ideas from
outside of this company.”**

Rowan Trollope

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



[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



Drive Rentention...

**DON'T
Obsess
About...**



CSAT (Customer SATisfaction)



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

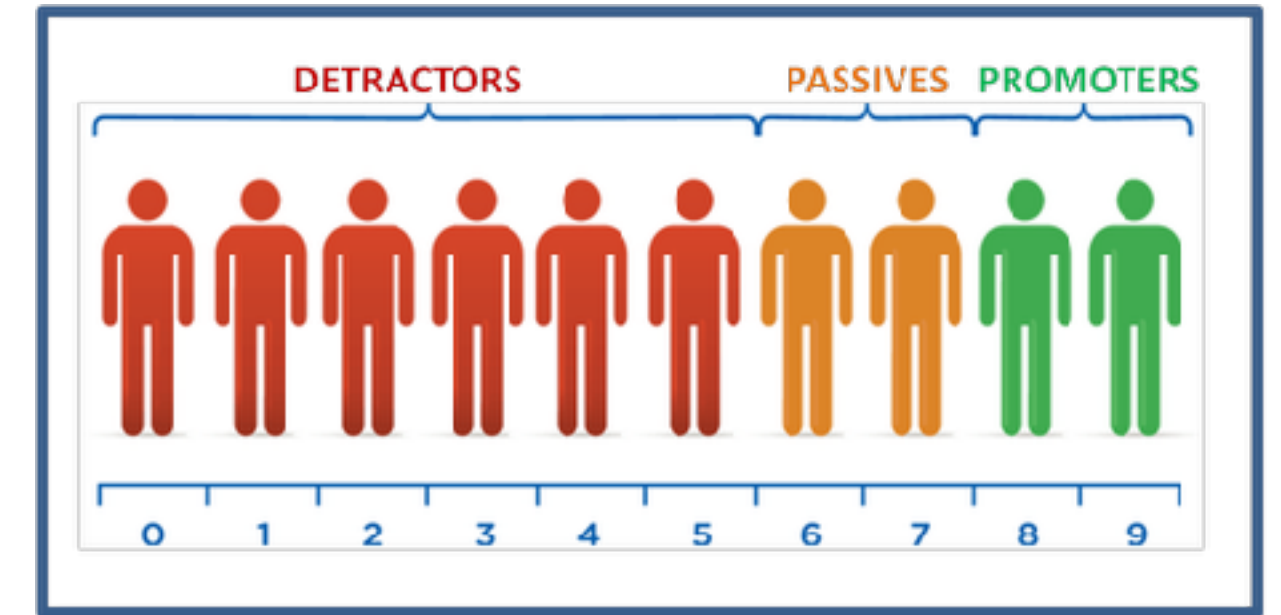
The bigger risk to loyalty is when you fail or disappoint them.”

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)



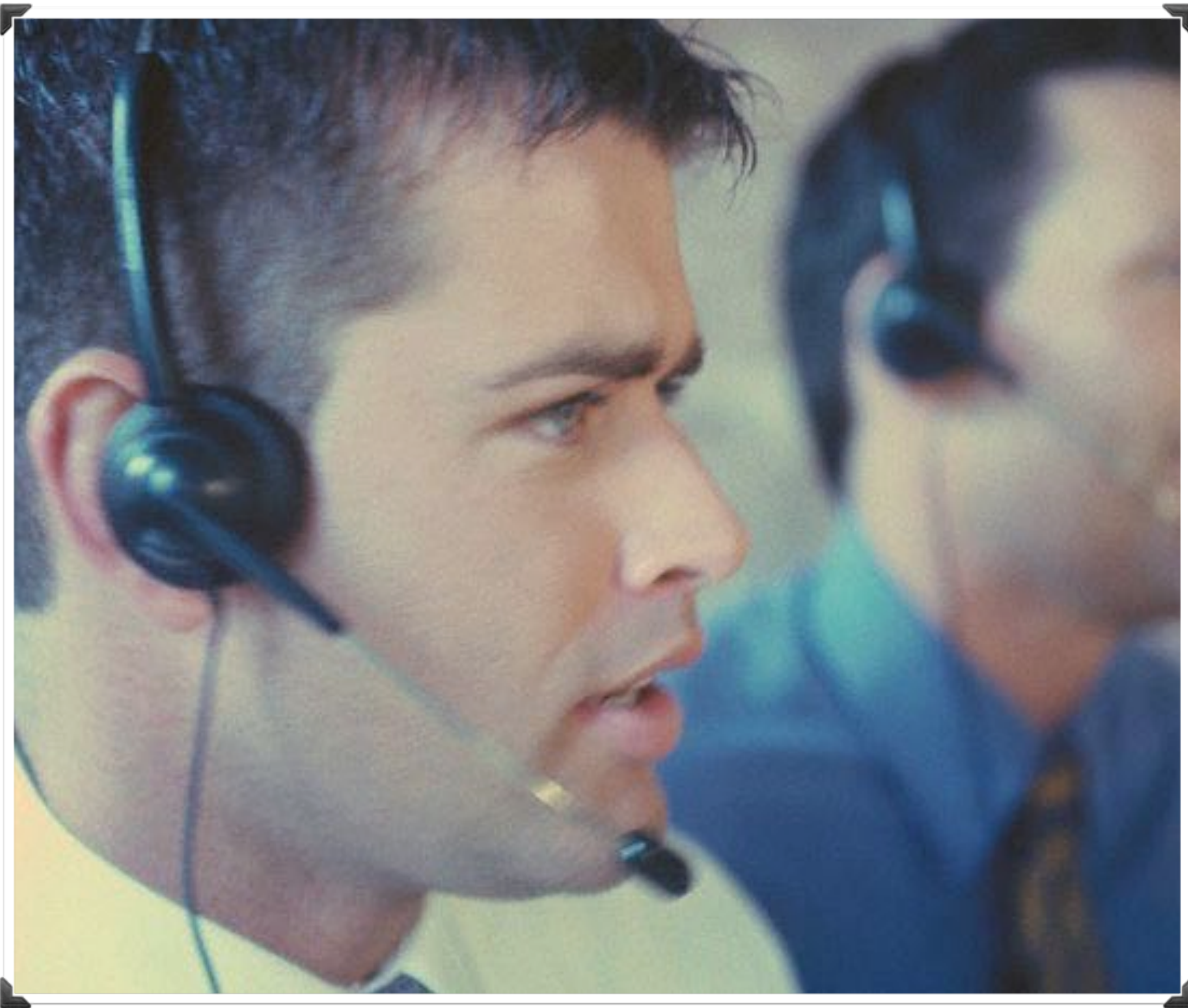
“...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”

INSTEAD...

Eliminate the



Moments



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



GE Capital

“To improve our customer service some departments will be closed for training.”





TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

Does



vs.



Work?

comcast[®]
xfinity[™]

**10 yrs ago, near bankruptcy, customers said,
“*The toys take long to build.*”**







**Scores UP 21 points
in 90 days**

Westar Energy®



Why Now?

**Expectations
Have Changed**

THE
amazon


‘EFFEECT’

Comcast
xfinity

amazon

hulu

NETFLIX

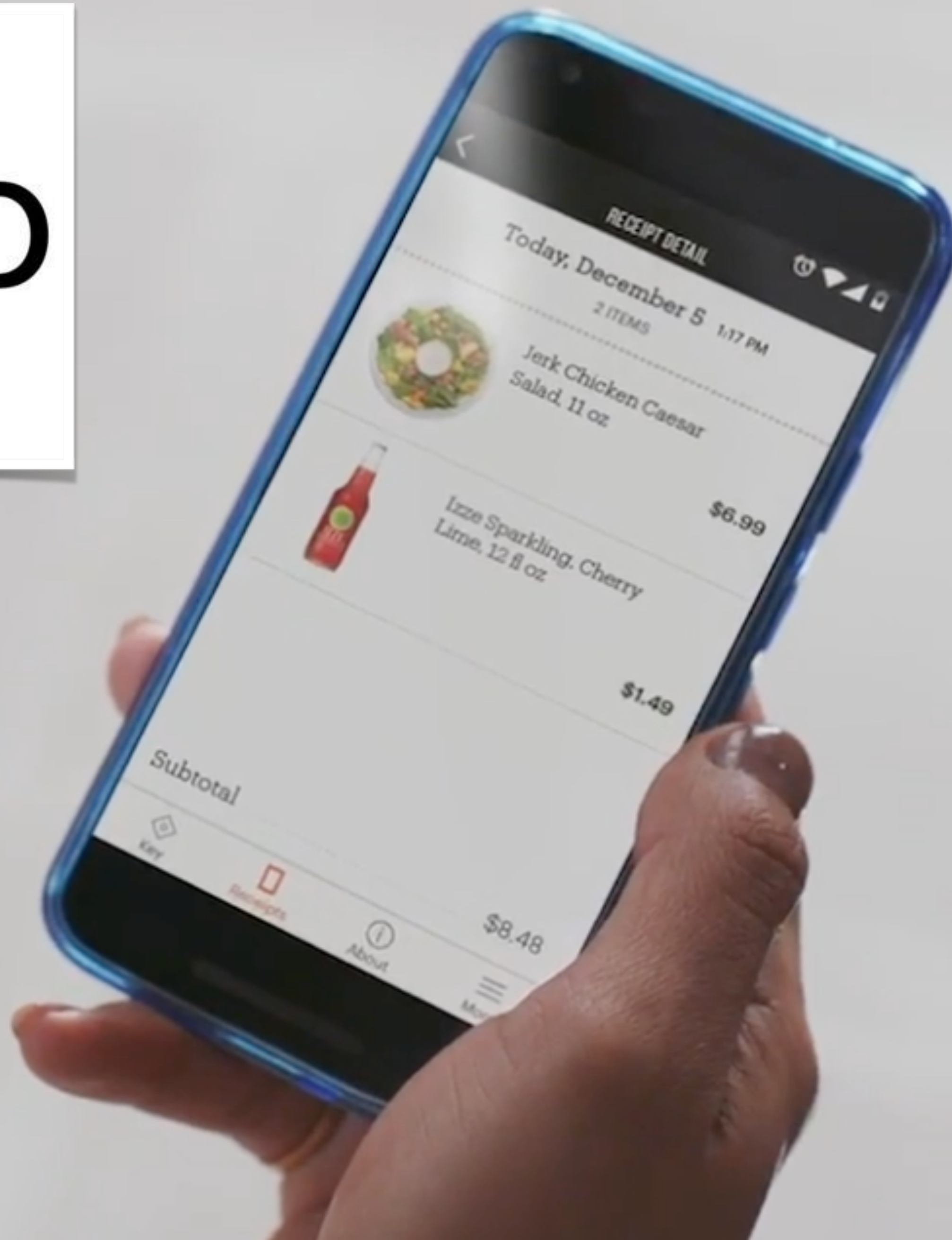
Google





amazon go

3,000 cashier-less stores



MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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

HOW to WIN?

**Rehearse &
Execute**



Matt Tuckness

VP Commercial Sales

Kendra Riley

VP Enterprise Acct. Mgmt.

Doug Dopita

AVP West

Nick Delis

AVP East

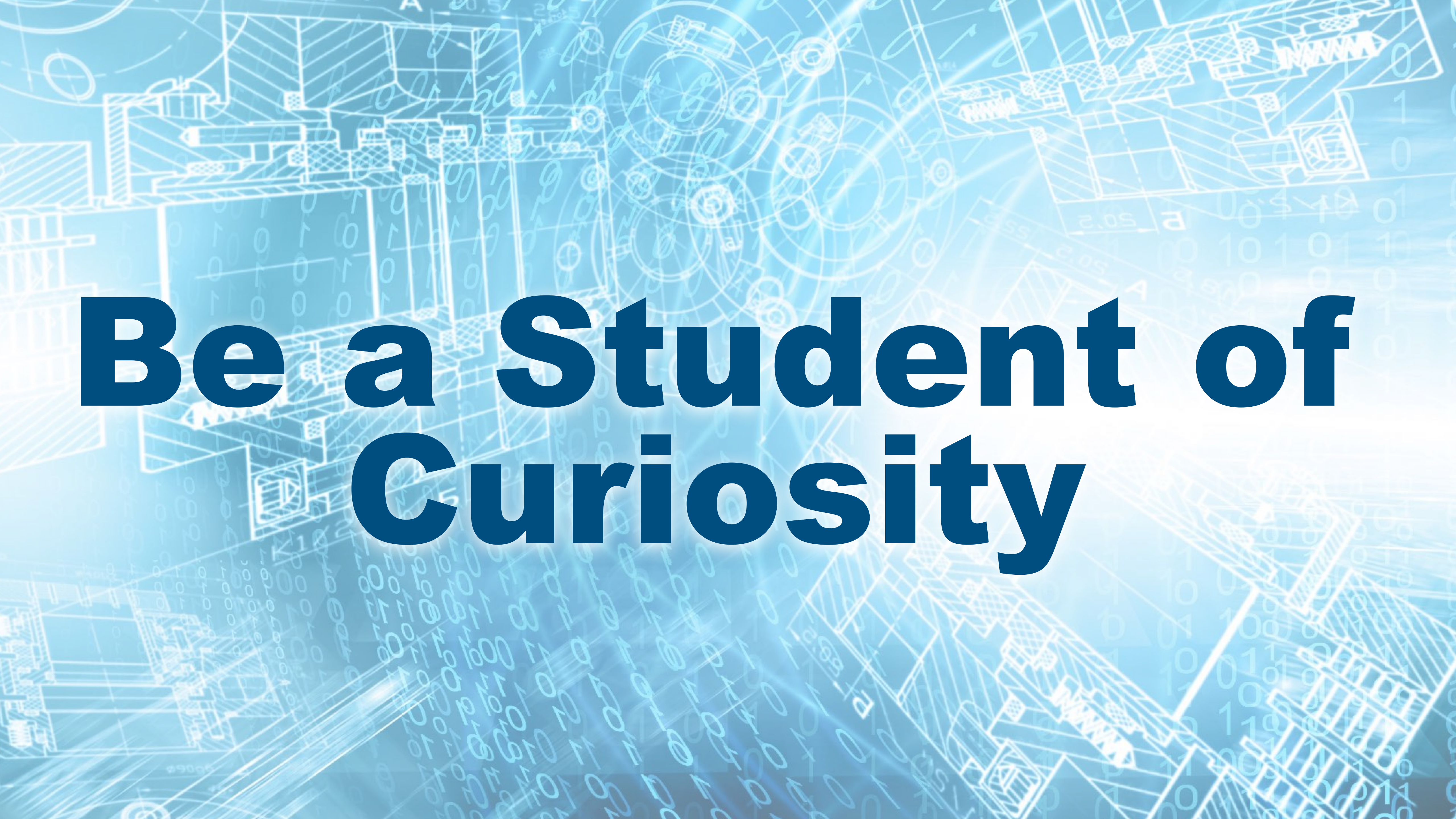
Tackle Issues Head On
Empathy: "I understand"

Listen Hard

Full Transparency

SUPPORT EACH OTHER

Urgent Follow Up

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.

**Be a Student of
Curiosity**



Be Personally & Professionally CURIOUS





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





*“This week, YOU will be
our 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)

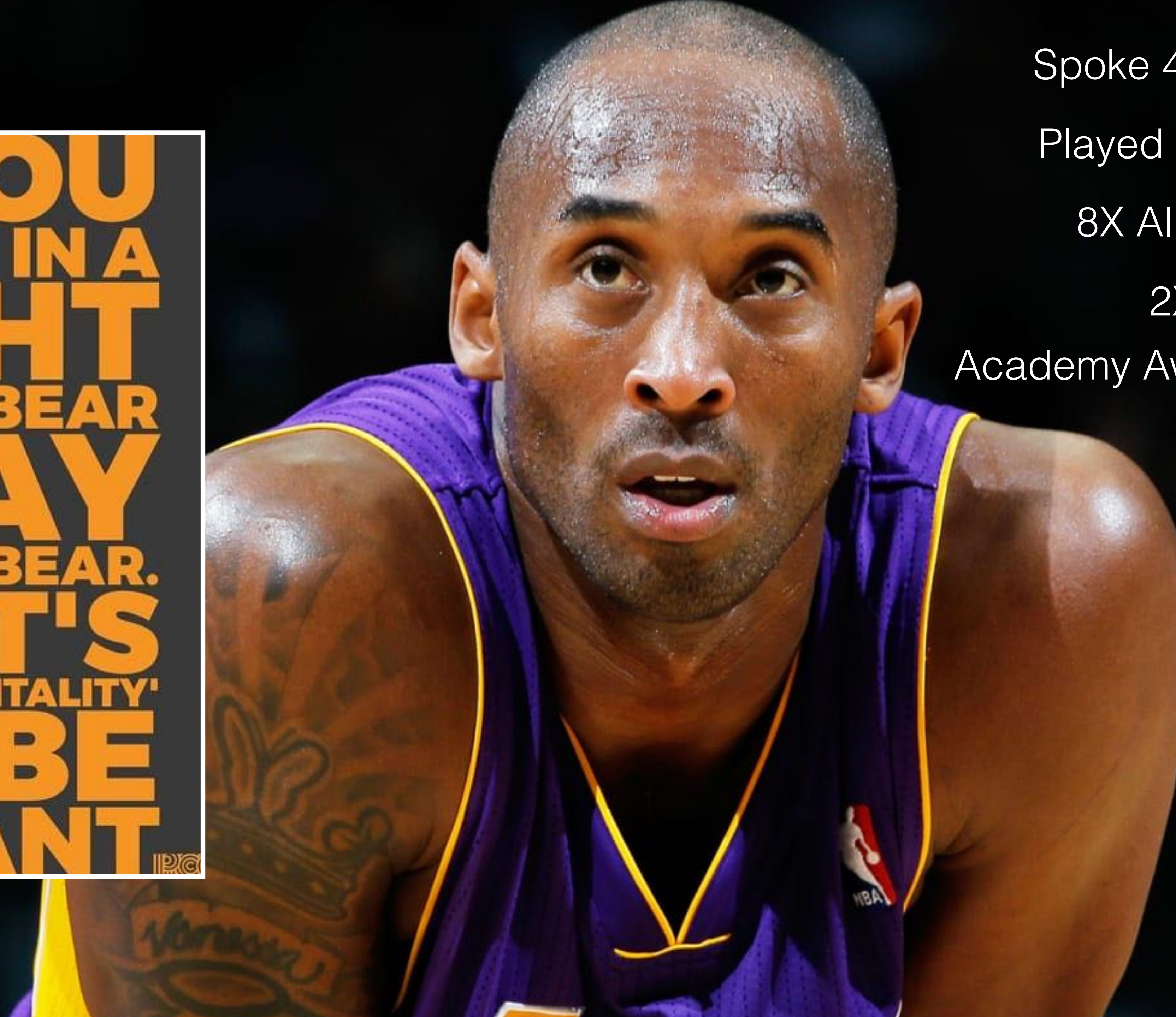
<http://www.infoq.com/research/software-trends-2014> (Software trends)

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

HOW DO WE COACH CONFIDENCE?

**Rehearse for
Great Outcomes
& the Unexpected**

**IF YOU
SEE ME IN A
FIGHT
WITH A BEAR
PRAY
FOR THE BEAR.
THAT'S
'MAMBA MENTALITY'
-KOBE
BRYANT**



Spoke 4 languages

Played 20 seasons

8X All NBA Team

2X NBA MVP

Academy Award Winner

World's Greatest Shooter



1,127 Free Throws in a Row



ALL SWISHES







**The Shafer
“Blueprint”**



**THE
STAND UP
COMEDY
YEARS
OF ROSS SHAFER**

The logo for Laugh Factory features a large circular background with a gradient from red at the top to yellow at the bottom. The word "Laugh" is written in a large, bold, black, stylized font with a white outline. The word "FACTORY" is written in a smaller, black, sans-serif font, with each letter contained within a white rectangular box. The word "FACTORY" is positioned horizontally across the middle of the word "Laugh".

Laugh
FACTORY

®



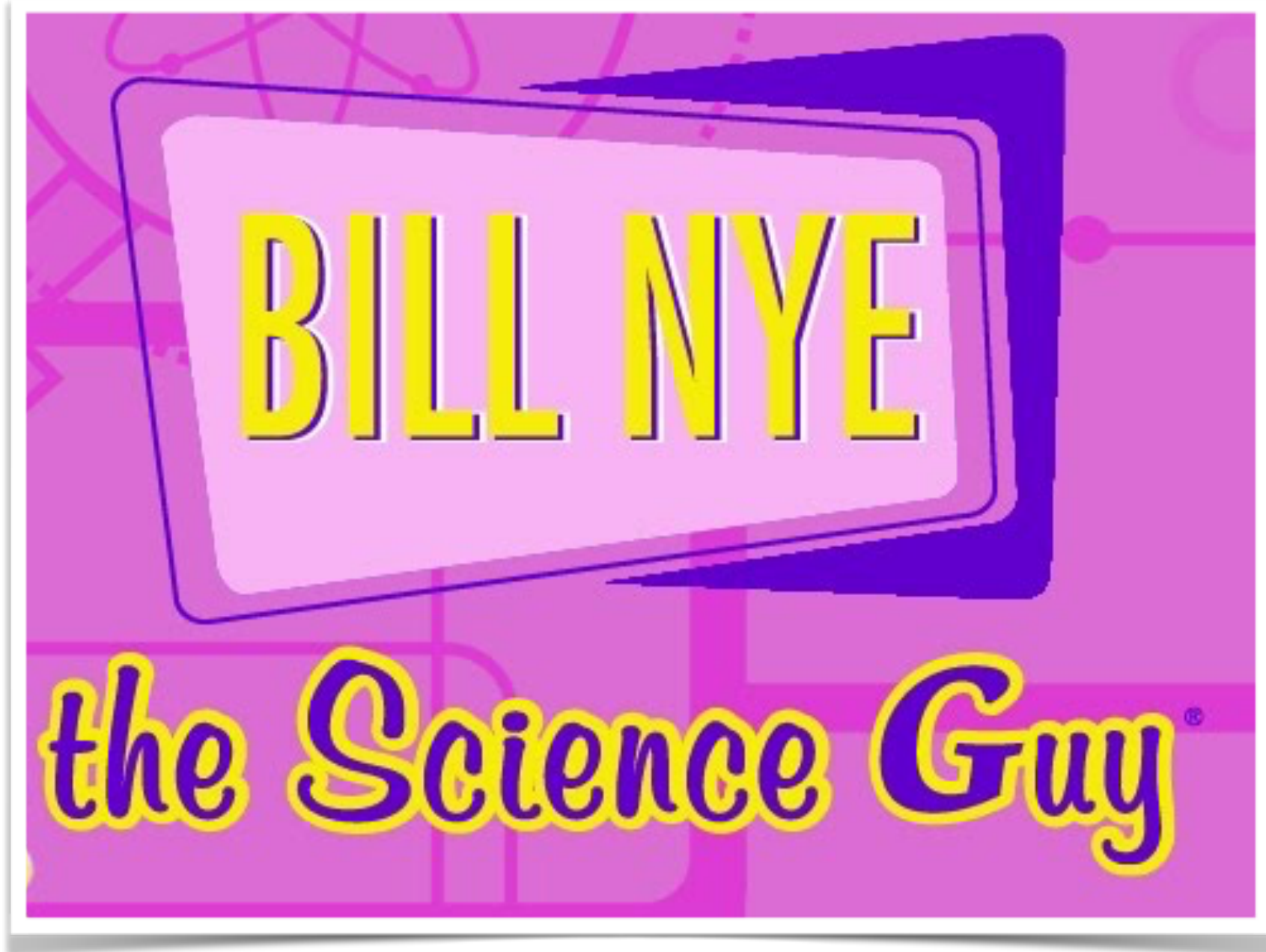
Nick Delis

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





GIVING BACK: FREE RESOURCES

You

A screenshot of the YouTube channel page for Ross Shafer. The channel name is "ROSS SHAFER" in large red letters, with the tagline "Funniest Expert on CHANGE" below it. The page shows a grid of video thumbnails with titles such as "Why is the Lifespan of a Company only 15 Years?", "How to Pitch Your Big Ideas to the Boss", "Should You Change Your 'Leadership' Persona?", and "How Can Leaders Make Better Decisions?". A "Subscribe" button is visible in the top right corner of the channel page.

Download (2) Free e-Books

www.RossShafer.com

The background is a complex technical drawing in white lines on a blue gradient. It features various geometric shapes, circles, and lines, resembling a blueprint or a schematic. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**Encourage
Team Members
Like a Video
Game**