



If you would like a
custom program for
YOUR company...

CONTACT:

Toll Free 1-866-727-7555

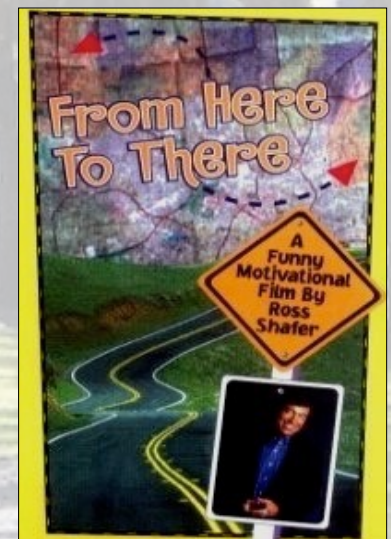
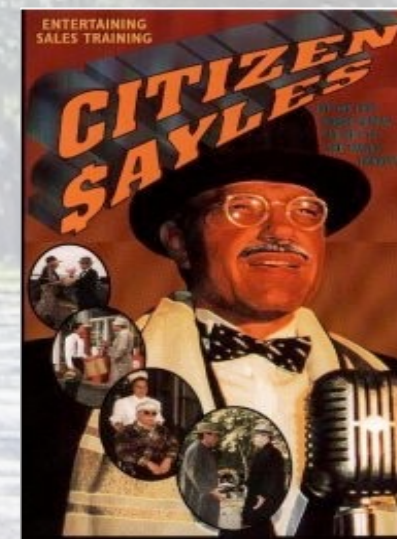
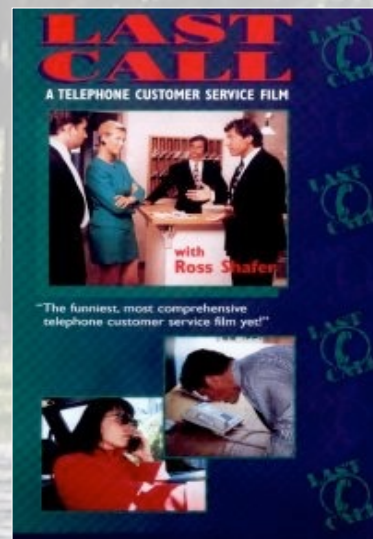
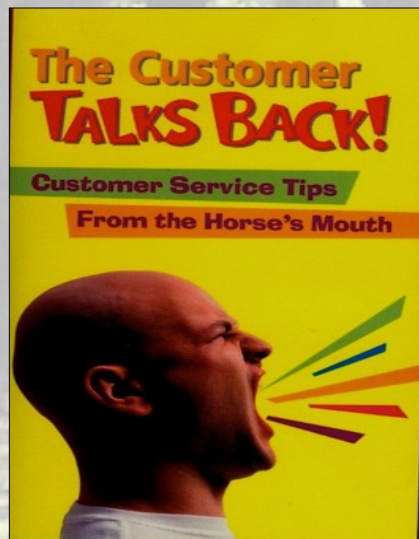
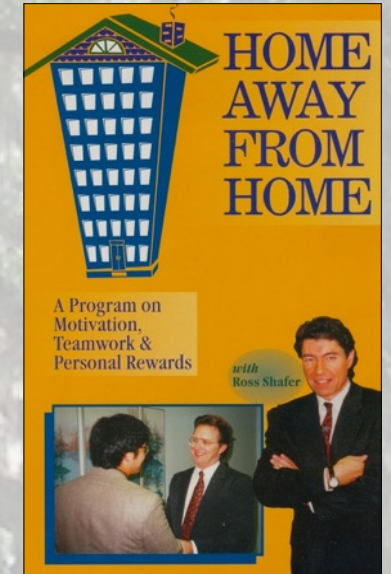
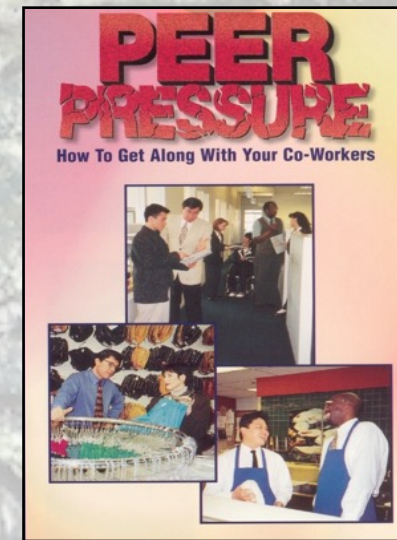
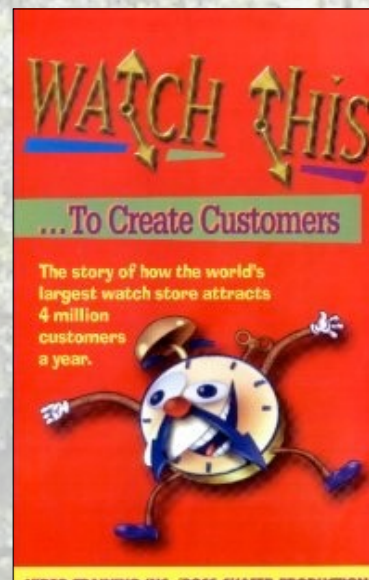
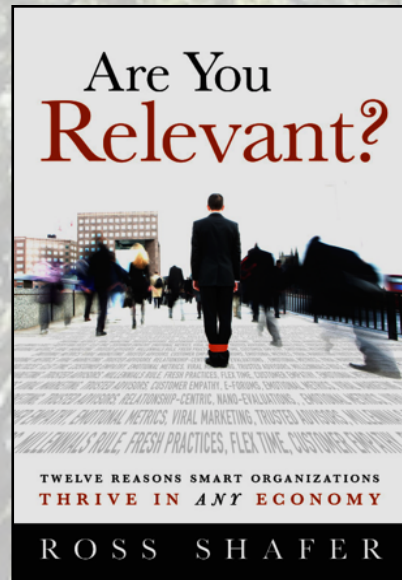
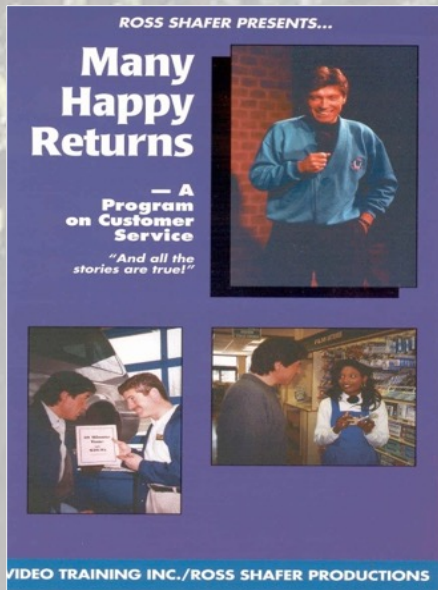
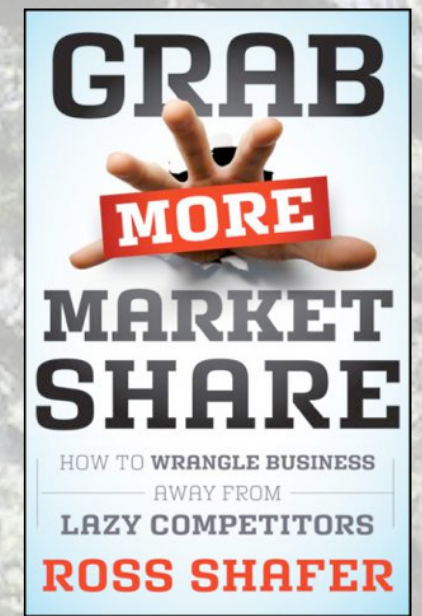
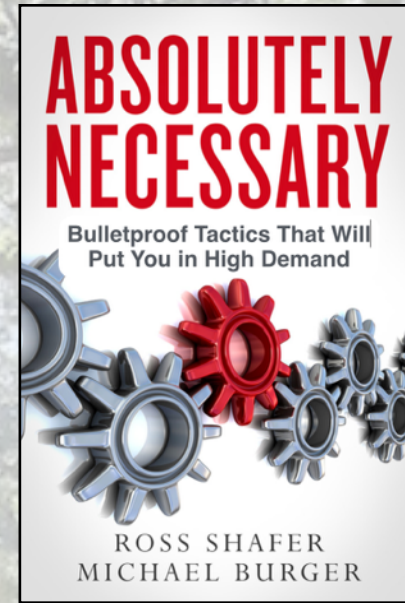
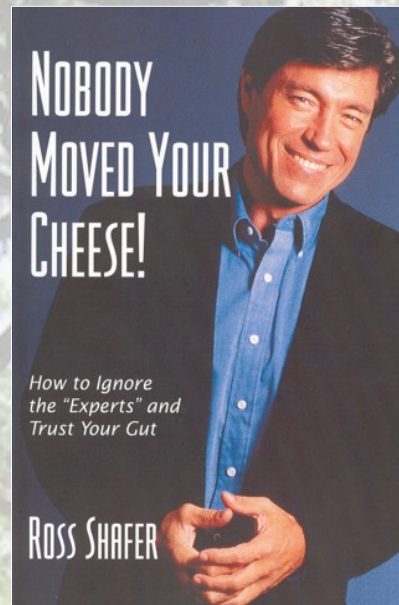
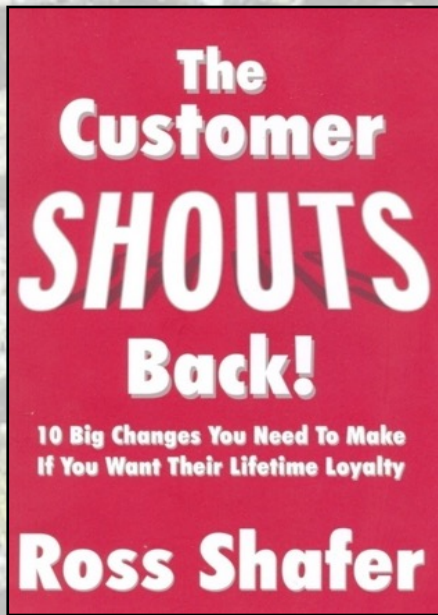
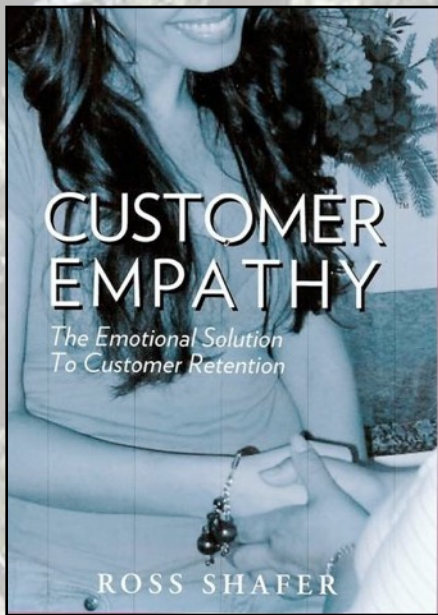
Derek@thesweeneyagency.com

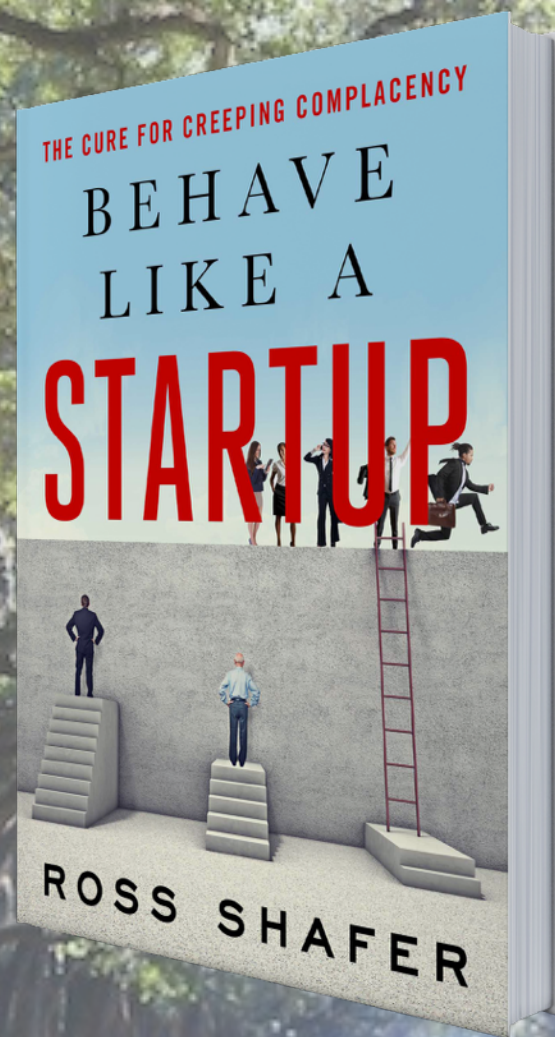
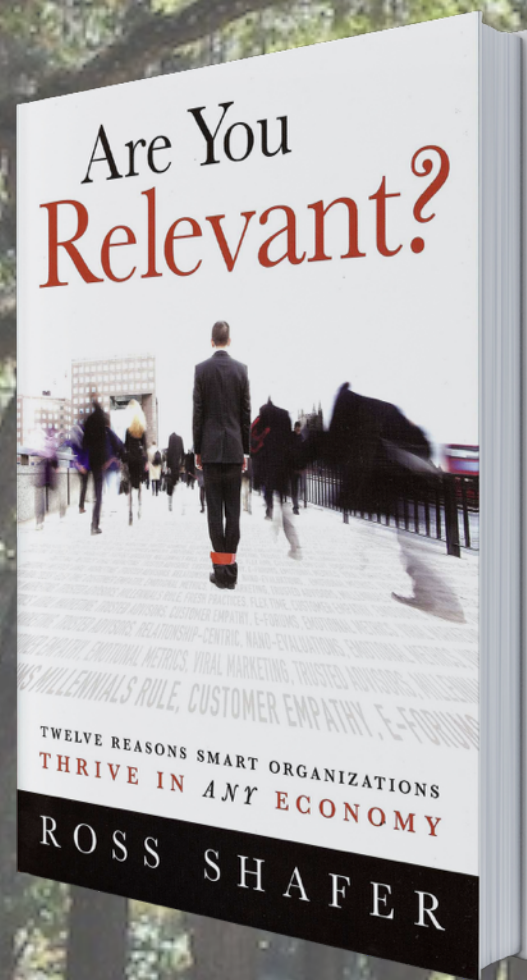
ROSSHAFFER

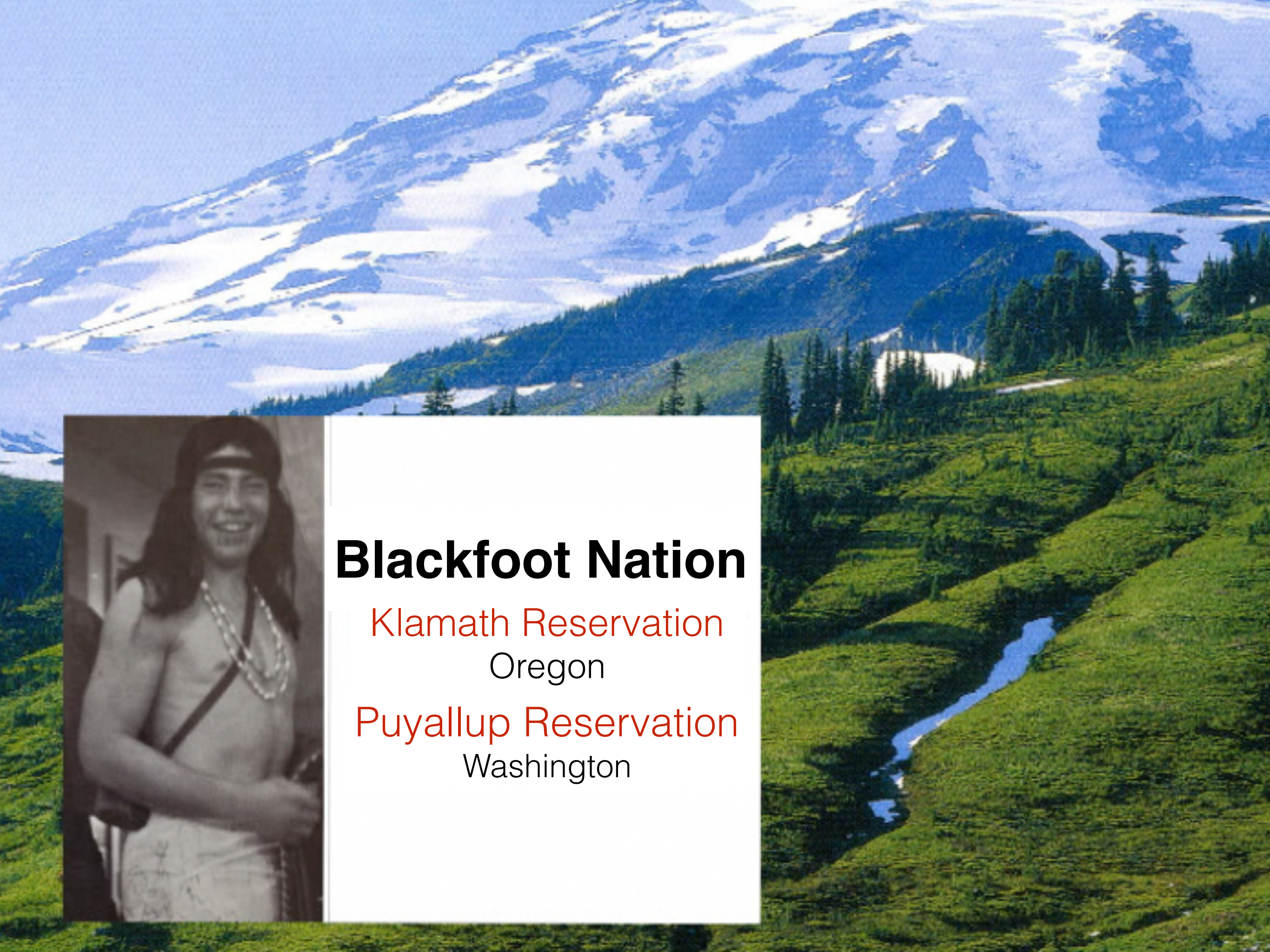


How to Stay Relevant

by Ross Shafer







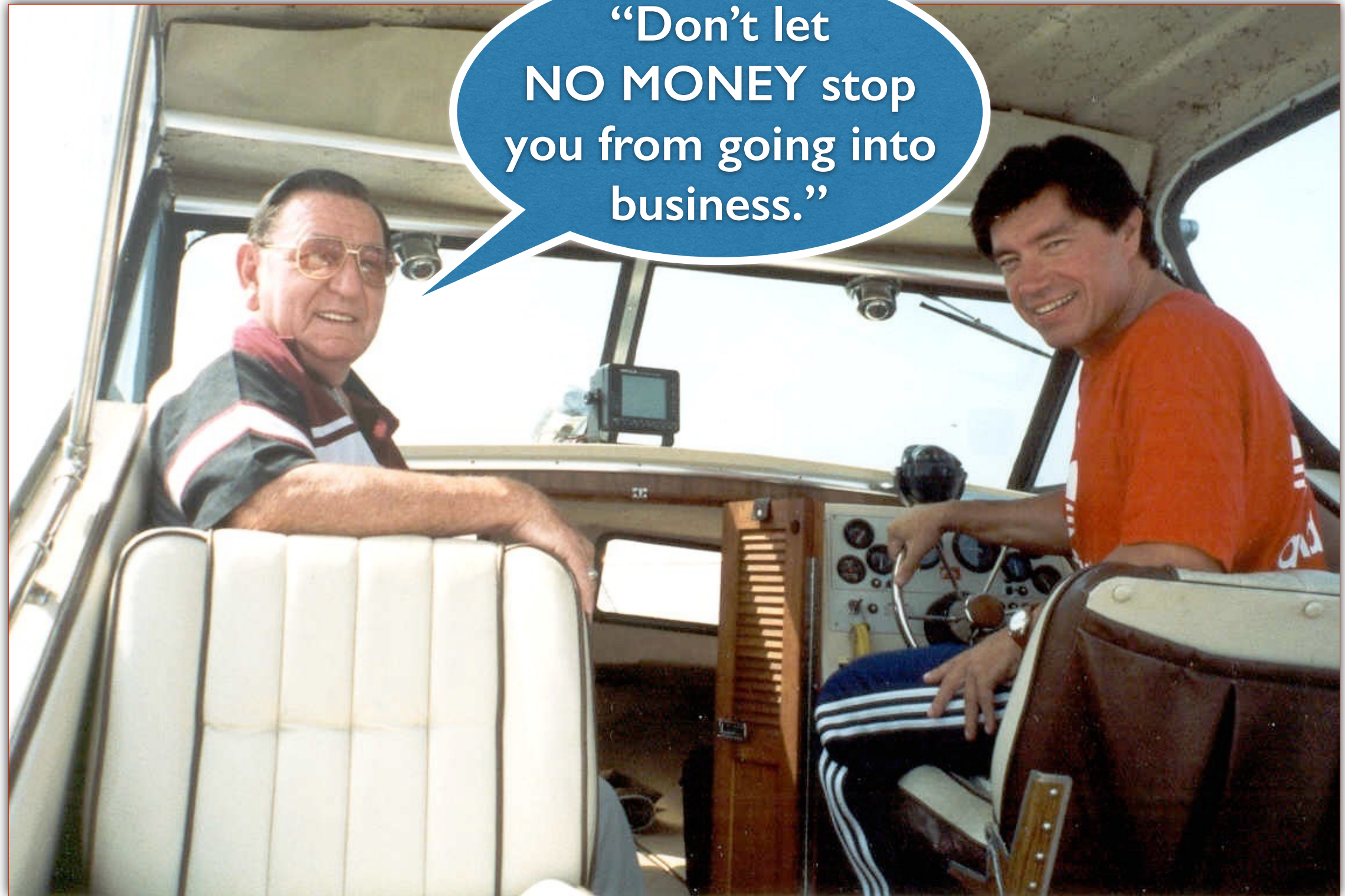
Blackfoot Nation

Klamath Reservation

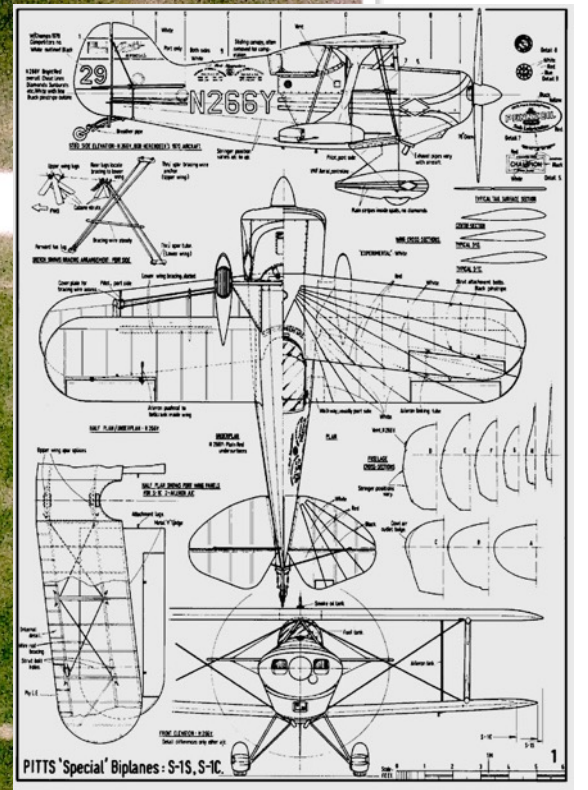
Oregon

Puyallup Reservation

Washington



Chuck Shafer 1927-2001



Chuck Shafer - Pitts Special Bi-Plane
“You can create anything with a blueprint”

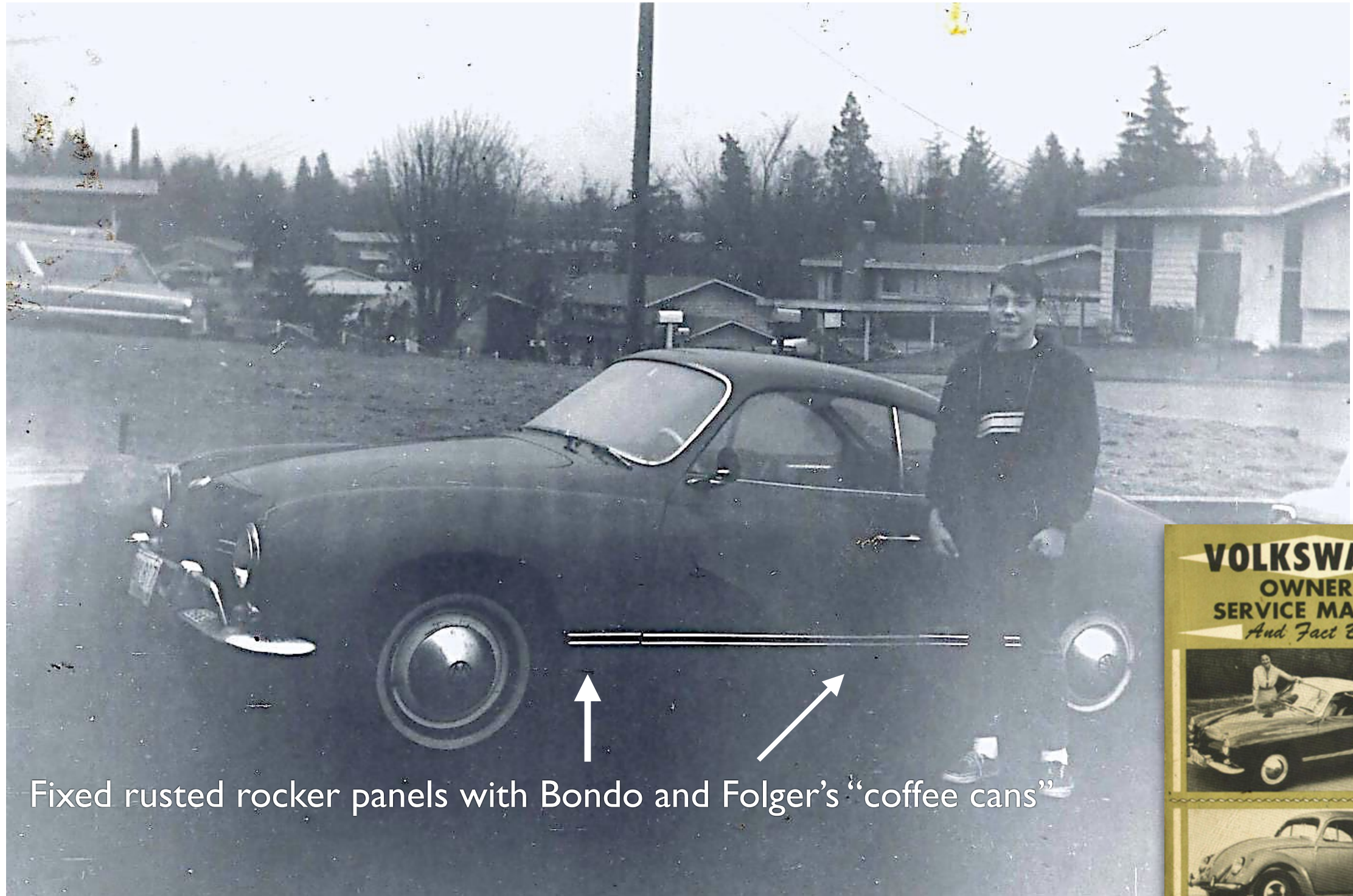


Maiden flight - May 1971

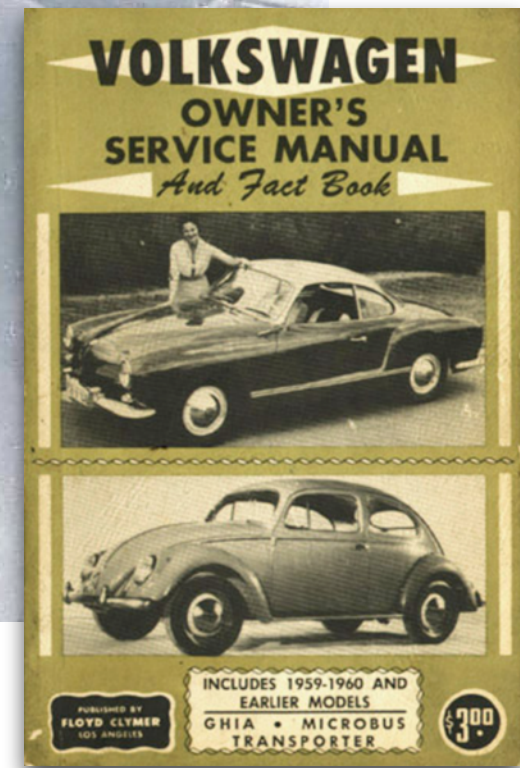


1961 Karmann Ghia

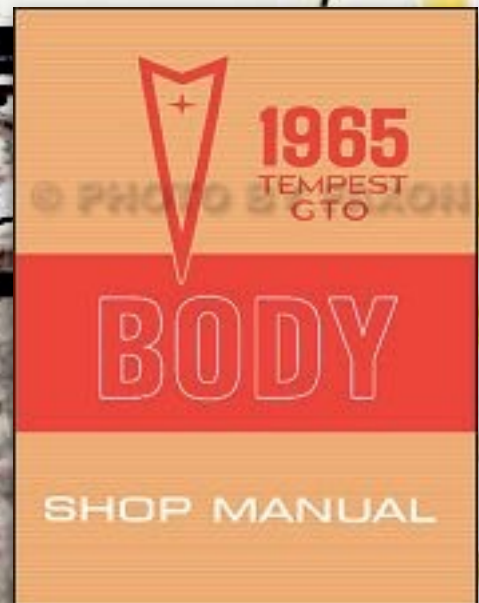
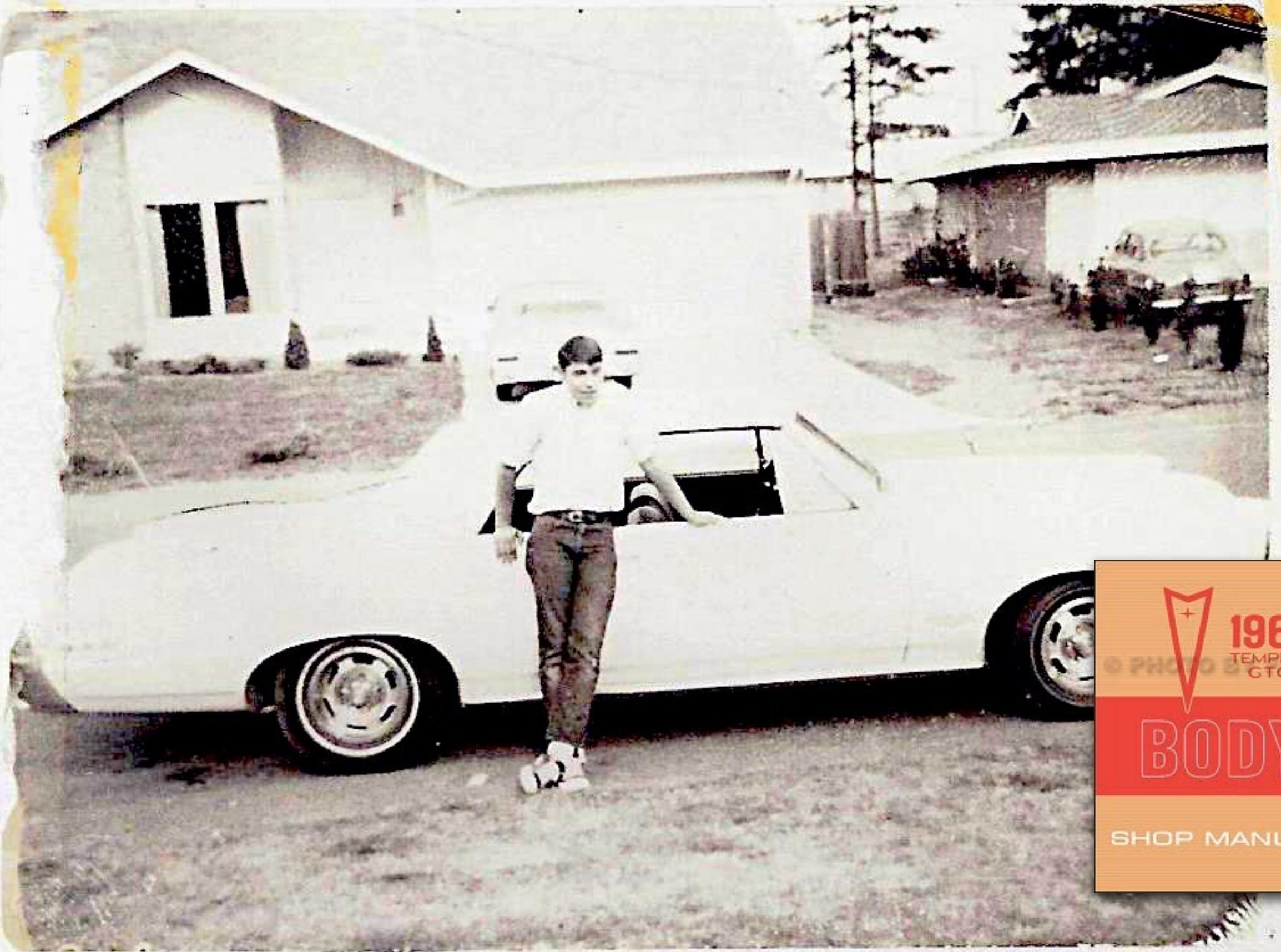
Bought \$25.....Sold \$450



Fixed rusted rocker panels with Bondo and Folger's "coffee cans"



1965 Pontiac GTO Convertible



Bought \$530....Sold \$1,900

Ferrari 308 GTS bought for \$9,800



Sold for \$38,500







SOLD \$360,750



Bought \$176,000





UNITED STATES BANKRUPTCY COURT Western District of Washington

Honorable Brian D. Lynch, Chief Judge | Mark L. Hatcher, Clerk of Court





Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1



Sam + Enrico



Restaurants/Food Service



Retail Clothing



Photography & Product Marketing



Building Industry



Manufacturing

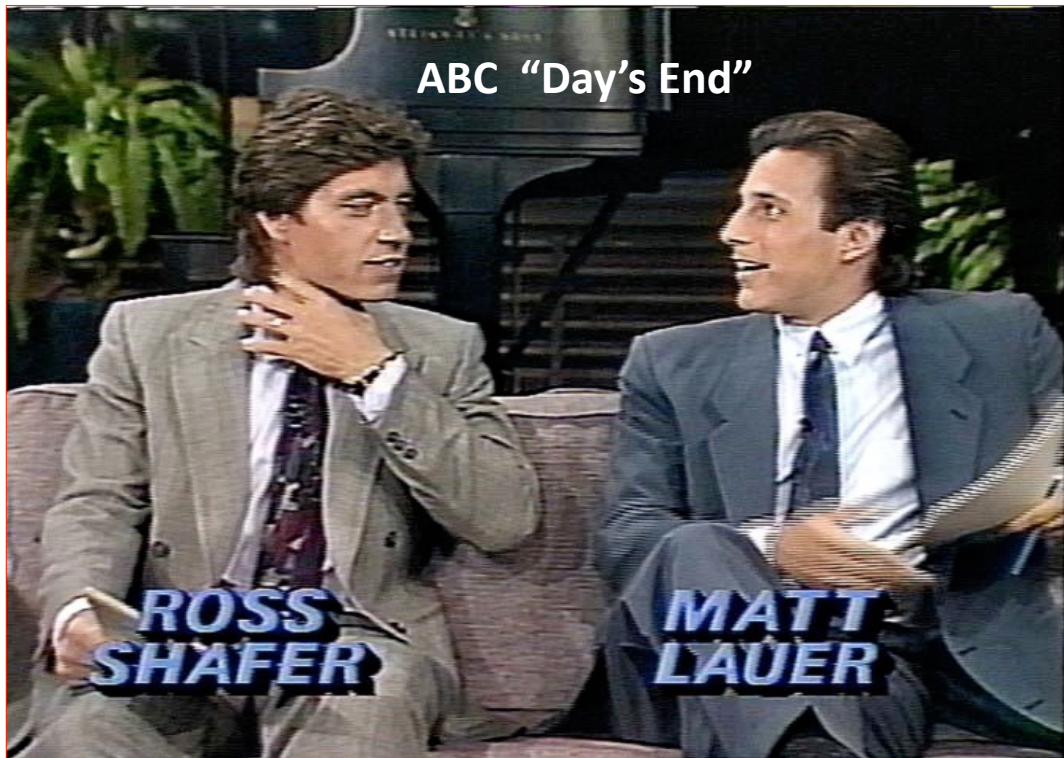
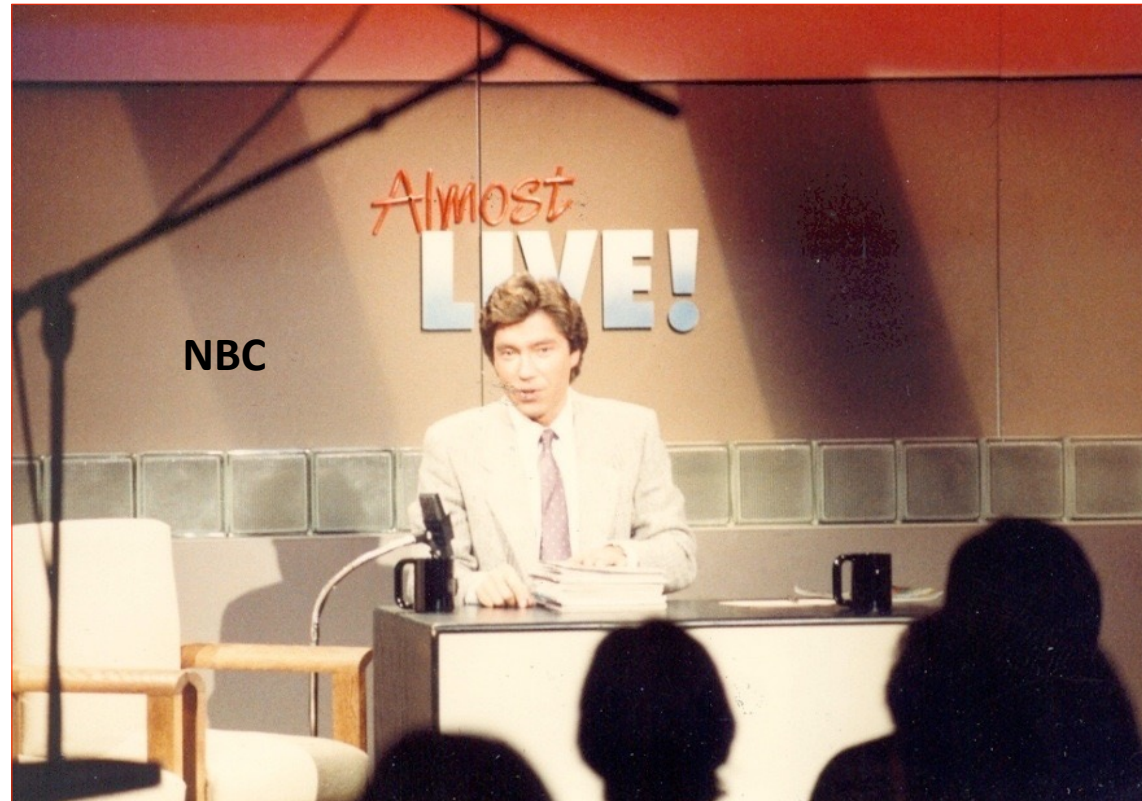
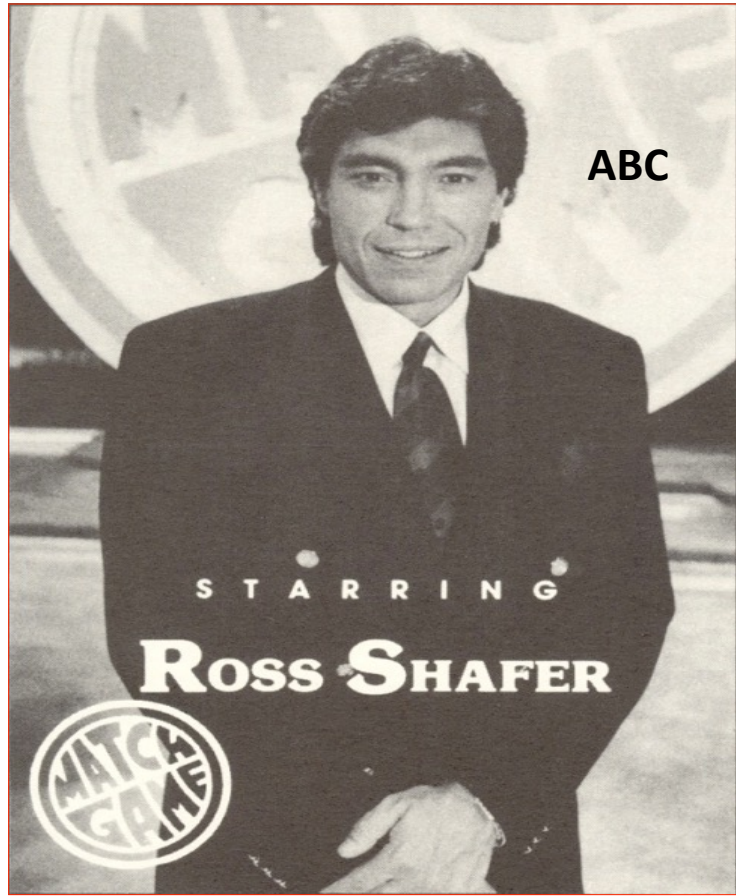


TV & Film Production



THE ICE CREAM SHOP





BOMBAY.

BORDERS®



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

LINENS-N-THINGS™
dream big. pay little



K-B toys™ sam goody®



WACHOVIA



Reader's Digest

aloha AIRLINES®



AIR AMERICA
RADIO

SINCE 1910
LEVITZ

Howard Johnson

imb
IndymacBank

BOMBAY.

BORDERS®

HOLLYWOOD
VIDEO

THE
SHARPER
IMAGE®

LEHMAN BROTHERS

COMP USA
WHERE AMERICA BUYS TECHNOLOGY™

RITZ

STEAK

WILSONS
LEATHER

LINENS-N-THINGS
dream big. pay little.

GOONE

BETHLEHEM
STEEL

circuit
CITY

AIR
AMERICA
RADIO

SINCE 1910
LEVITZ

Howard Johnson

imb

IndymacBank



**Startups Aren't
Intimidated by
The Risks**

“Lifespan” of S & P 500 Companies








1968 - Companies lasted 70 years

1980 - Companies lived only 25 years

2016 - Less than 15 years

NOTE #1: S & P replaces companies on average every two weeks! 75% of them will be replaced by 2027
NOTE #2 Standard & Poor's Index is an American stock market index based on the market capitalizations of 500 large companies having common stock listed on the NYSE or NASDAQ.

Source:<http://www.theatlantic.com/business/archive/2015/04/where-do-firms-go-when-they-die/390249/>

NOKIA	—	104 yrs old
 HEWLETT® PACKARD	—	77
	—	52
	—	47
 Microsoft	—	41
	—	40
ORACLE®	—	39
	—	31
	—	22

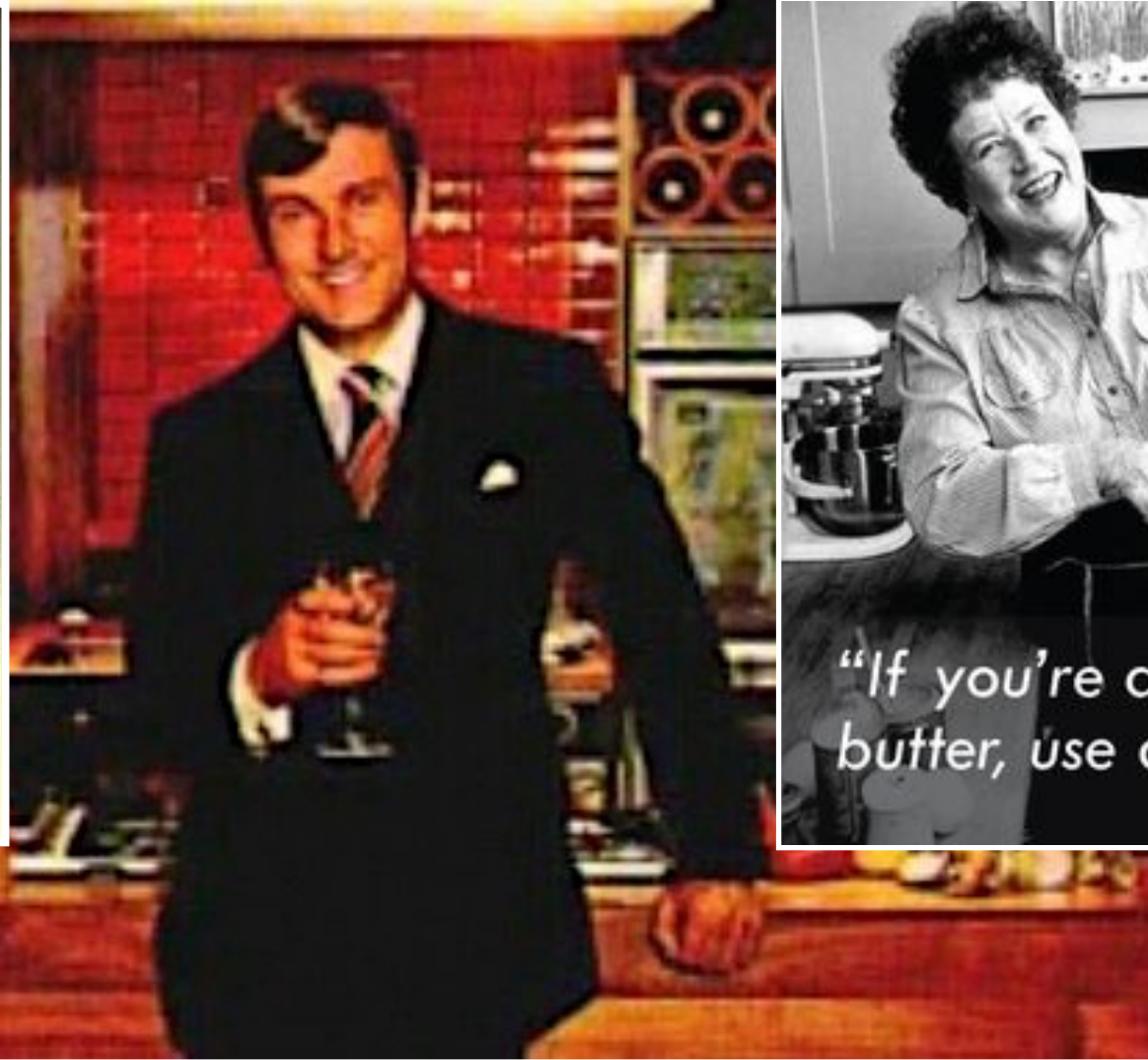
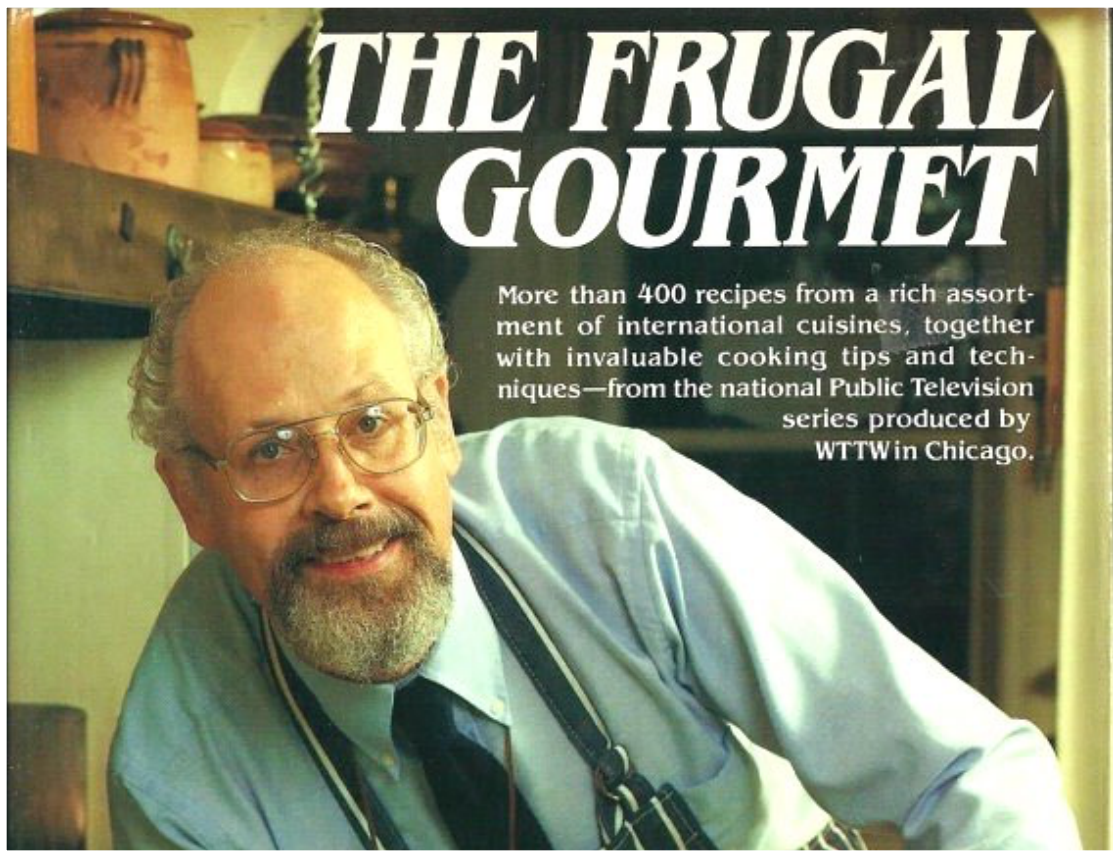


**Follow
the
Tracks
of the
Herd**

The Galloping Gourmet

THE FRUGAL GOURMET

More than 400 recipes from a rich assortment of international cuisines, together with invaluable cooking tips and techniques—from the national Public Television series produced by WTTW in Chicago.



"If you're afraid of butter, use cream."

-Julia Child

COOK-LIKE- A-STUD

* 38 lip smackin' meals men can prepare
in the garage ... using their own tools!

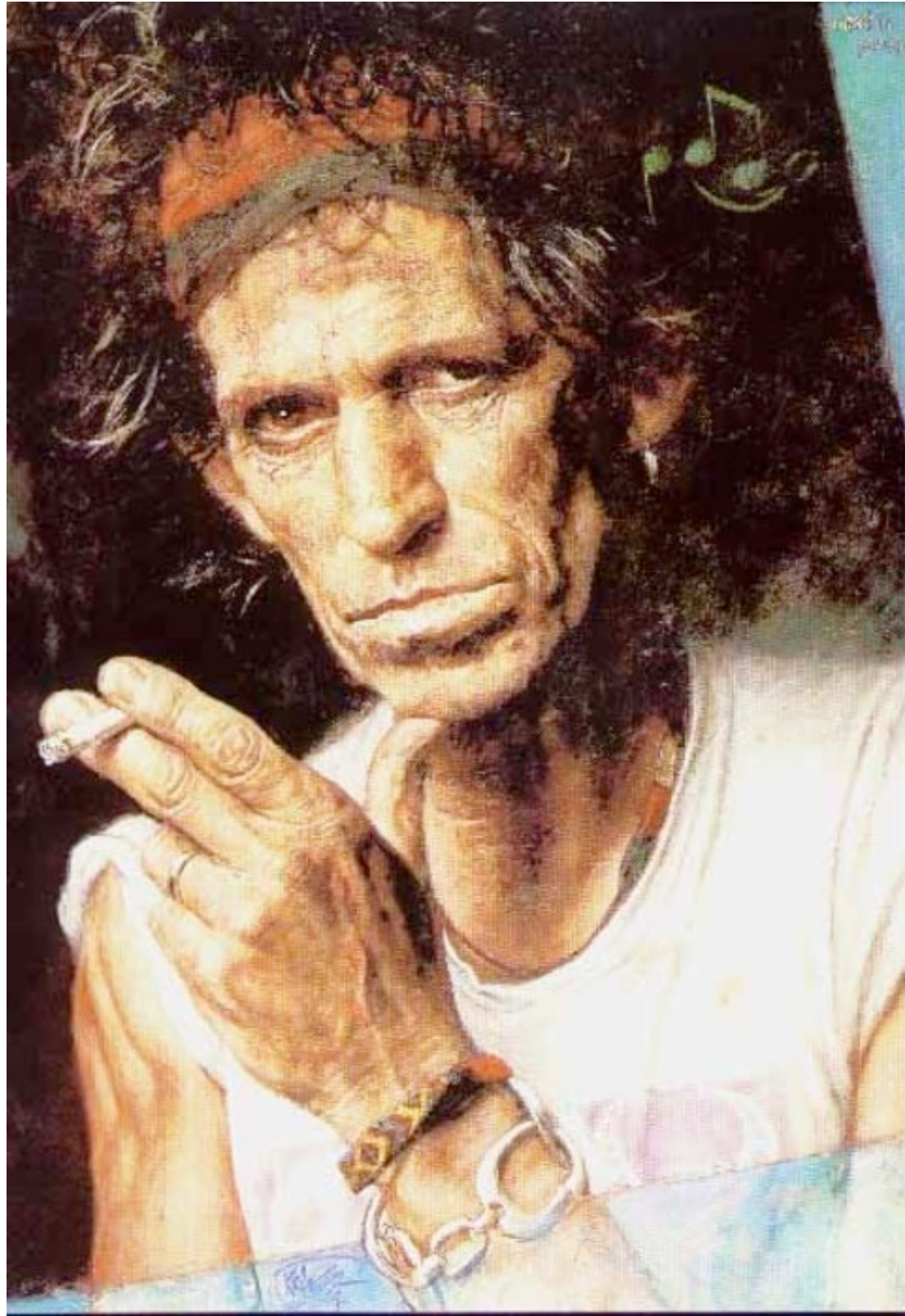
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





For insight,
we always consult the
wisdom of a man whose had
50 years of uninterrupted
success...



Keith Richards - Rolling Stones



Borrow Innovation from Unlikely Industries

Hotel Events

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

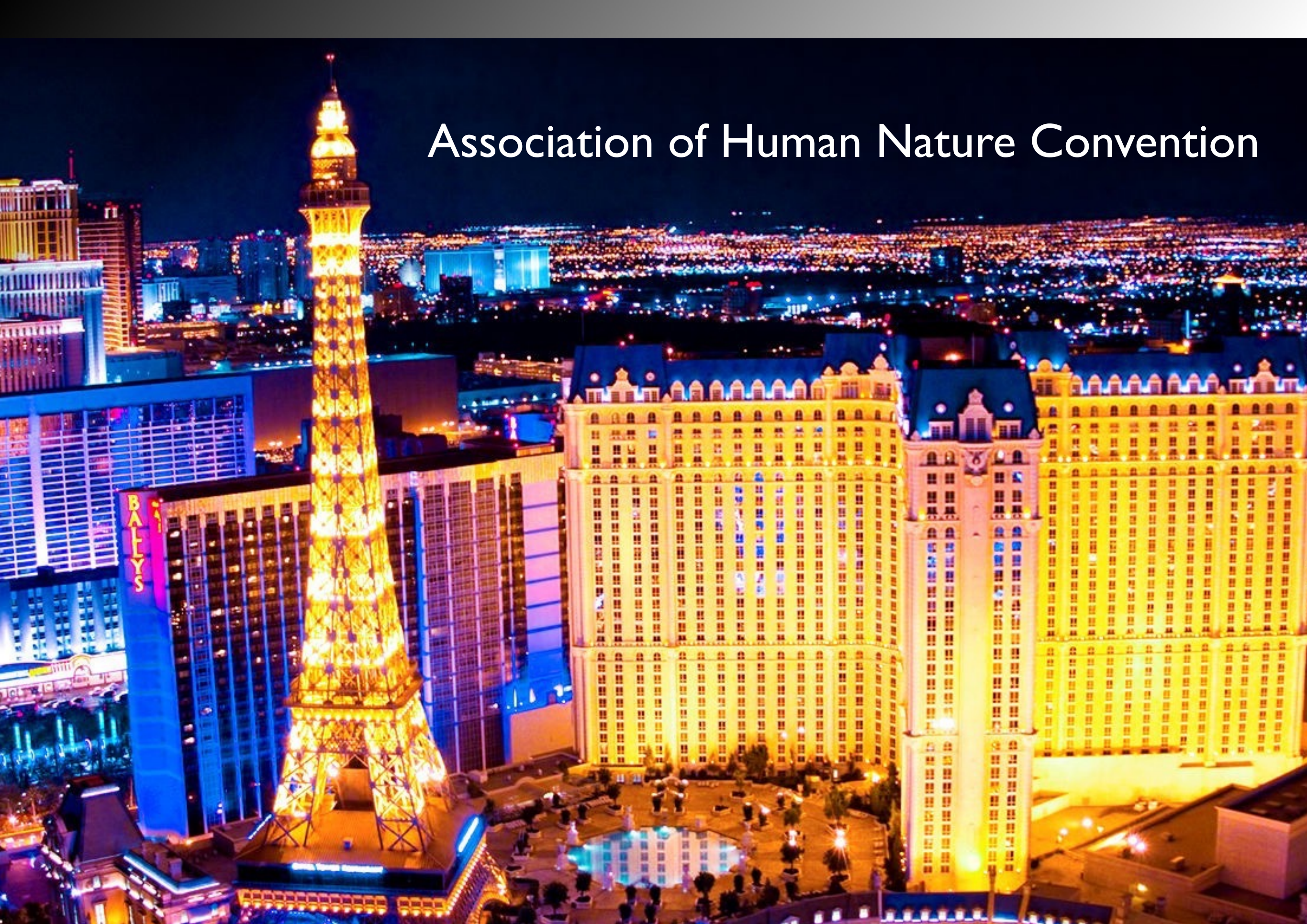
Events for March 24, 2017



Group/Event	Room	Time
GENERAL ELECTRIC		
BREAK OUT SESSION		
Awards Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

GO TO THE WRONG MEETINGS

Association of Human Nature Convention



McCORMICK & SCHMICK'S

SEAFOOD & STEAKS

[Preferred Guest](#) | [Purchase Gift Cards](#) | [Careers](#) | [Contact Us](#)

[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 Apartment Homes - 55,000 units



**Eliminate
“Customer
Friction”**


R O S S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

**NO MORE
CUSTOMER
FRICTION**



SAVE ME TIME. I NEED CONVENIENCE.



EXPRESS SERVICE
1-HOUR or LESS

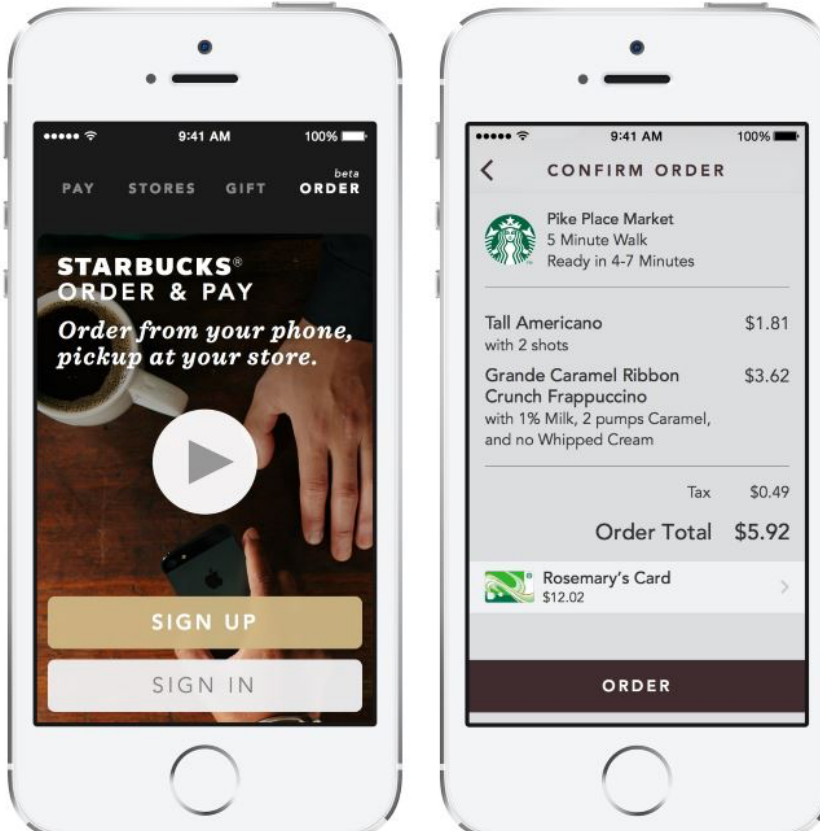
Website New Vehicles Parts & Service

Your time should be just that. Yours.

[Request an Appointment](#)



U B E R



STARBUCKS®
ORDER & PAY
*Order from your phone,
pickup at your store.*

SIGN UP
SIGN IN

CONFIRM ORDER

Pike Place Market
5 Minute Walk
Ready in 4-7 Minutes

Tall Americano with 2 shots	\$1.81
Grande Caramel Ribbon Crunch Frappuccino with 1% Milk, 2 pumps Caramel, and no Whipped Cream	\$3.62
Tax	\$0.49
Order Total	\$5.92

Rosemary's Card \$12.02

ORDER

The image shows a blurred background of a grocery store aisle. A worker in an orange shirt is visible in the center-right. The Amazon Go logo is overlaid in the center, featuring the word "amazon" in a sans-serif font with a curved arrow underneath, followed by the word "go" in a similar font.

amazon go

WOW!
Customer Service

WOW!
Service

THE
WOW
FACTOR®



to **WOW** you!

HOW TO
WOW
YOUR CUSTOMERS!



let's
WOW
your customers



whatever • wherever

THE
WOW!
awards®
for outstanding customer service...





erases



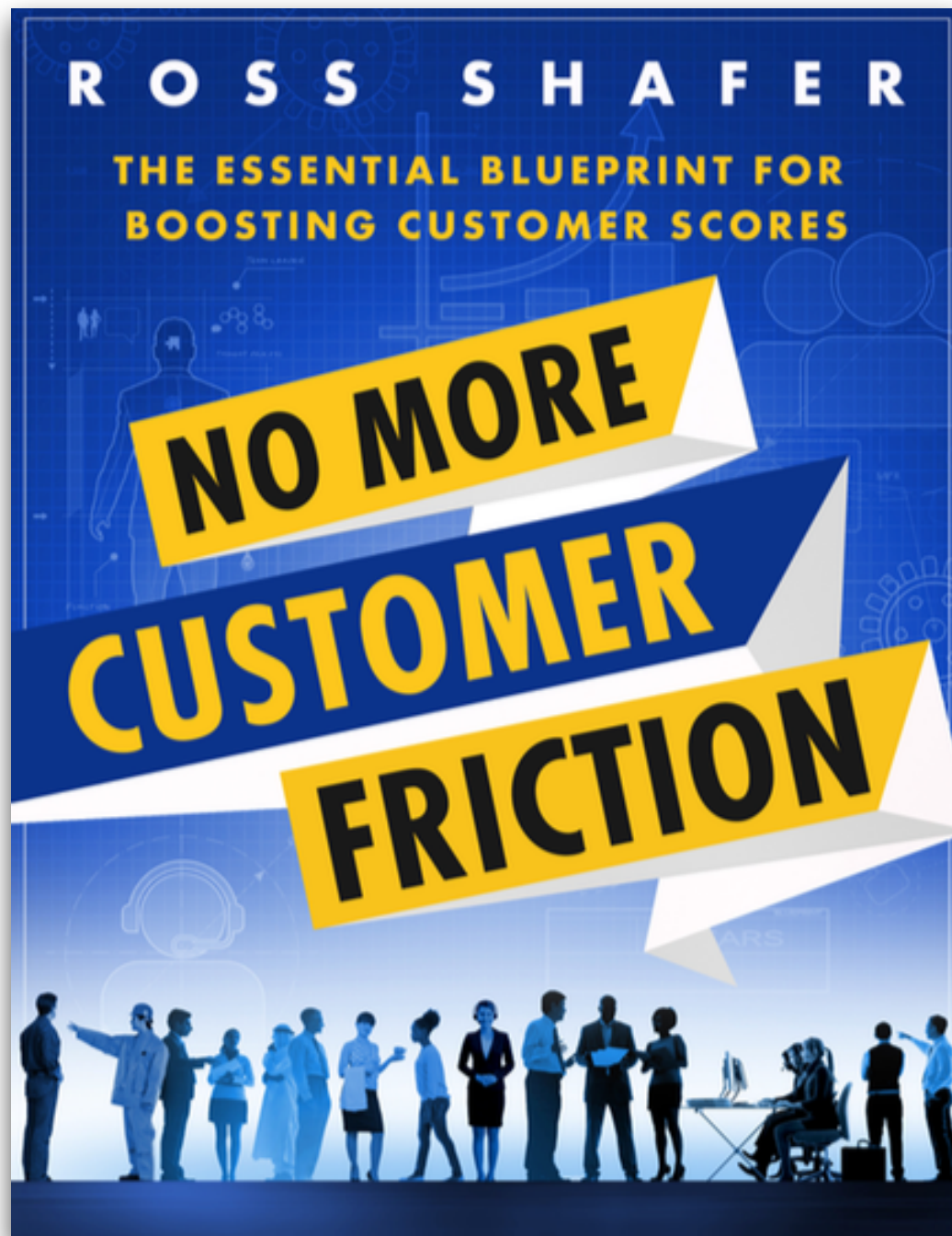
source: Ross Shafer Consultants, Inc. 'wow survey' 2016



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

“Excuse me?!”





Does Eliminating Friction Work?



Lost 1,000,000 mil subscribers in one-quarter. They hired more people and improve ALL processes. Today, billing, call centers, and installation teams are reliably rock-solid.

Comcast has the highest sign ups & #1 customer retention stats in their industry.

10 yrs ago, Lego was on the verge of bankruptcy. customers complained the toys were boring.

Lego had to sell products below cost. They hired designers who LOVED the toys & thought they should be tied to movie franchises (Harry Potter, Batman, etc). In the last two years, Lego has become the largest toy company in the world.

This company was *Last Place* in their industry. I coached the *No More Friction system* to Linemen, Call Centers, & Engineers - during 22 sessions in 10 cities. We attacked customer complaints and empowered on-the-spot fixes. Within 90 days, we raised their J.D. Power scores 21 Points...to become #1 in their industry.



How Do You Sell to Millennials?

This is what Millennials Look Like, Today.



PROVIDE “QUICK WINS”



300,000 attended GamesCom

ROSS SHAFER'S
RELEVANT LEADERS CLUB



ROSS SHAFER Biz Author/Consultant



CAM MARSTON Generational Insights



**How Do You Tell a
Better Brand Story?**

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



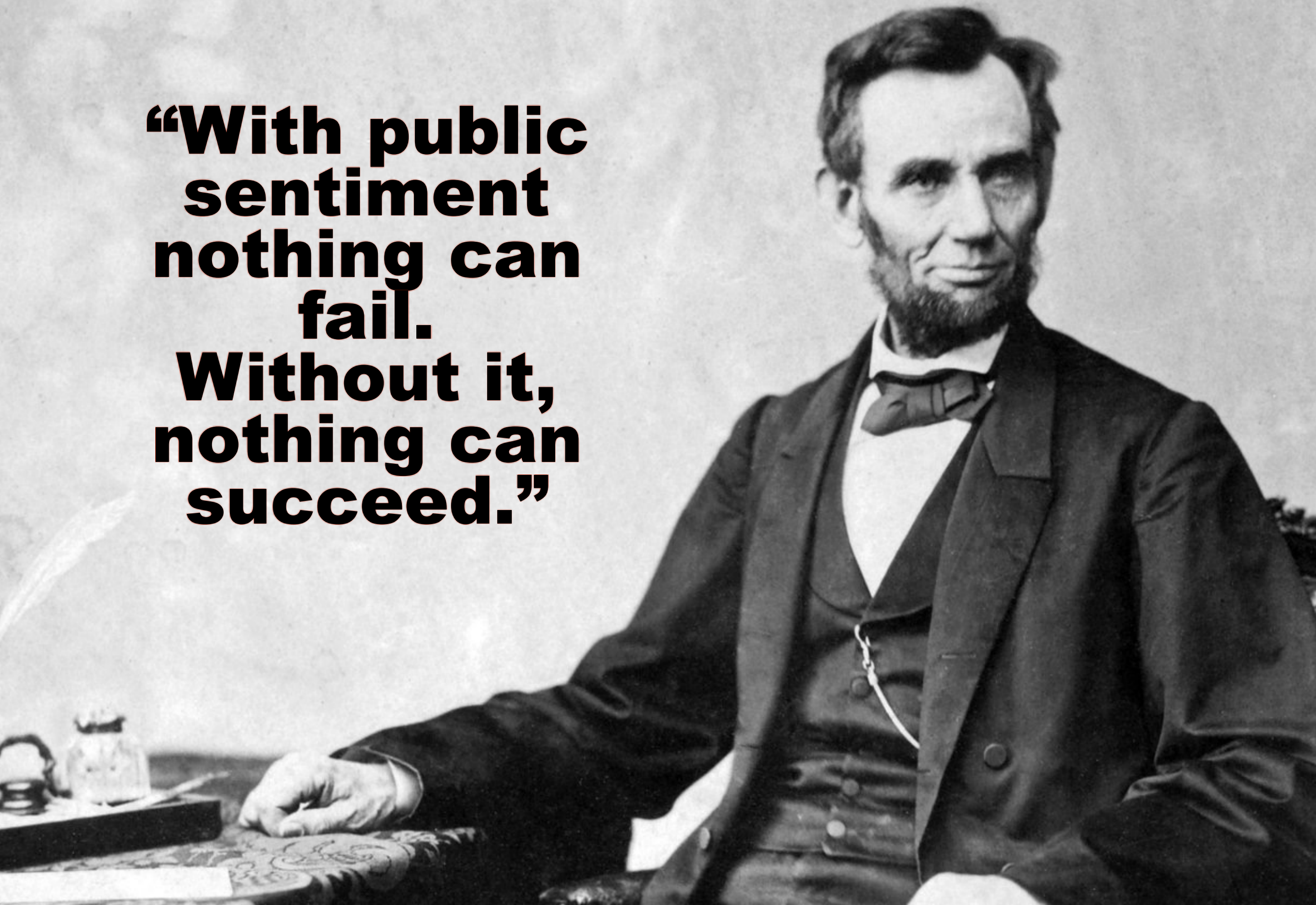
**cafe
press**™

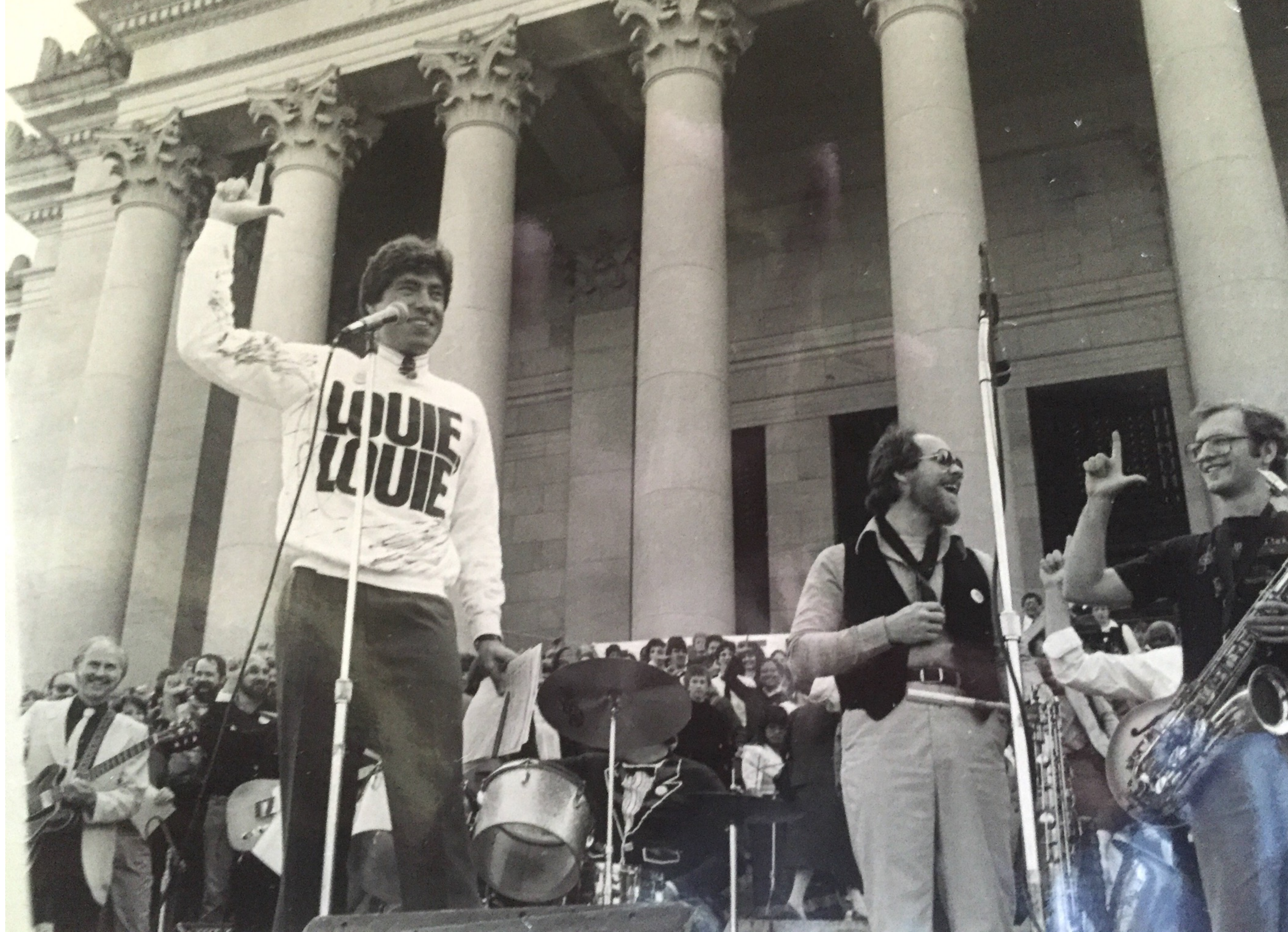


LUSH
FRESH HANDMADE COSMETICS

NIKEiD. INDIVIDUALLY
DESIGNED

**“With public
sentiment
nothing can
fail.
Without it,
nothing can
succeed.”**





She'll tell you
size doesn't matter.
She's lying.



Super Star[®] with cheese



It's gonna get messy.



EAT
LIKE
YOU
MEAN
IT[®]



FREE STUFF. FUN STUFF.
FIND US AT FACEBOOK.COM/CARLSJR

A dirt road lined with large, leafy trees, creating a canopy effect. The text is overlaid on the image.

**Don't Hire
Self-Absorbed
People to
Execute an Other-
Centered Culture**



Talk Show Hosts: Create Instant Rapport



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



“48% of employers are dissatisfied with the oral communications skills of college students.”

Source: Achieve Academic Standards

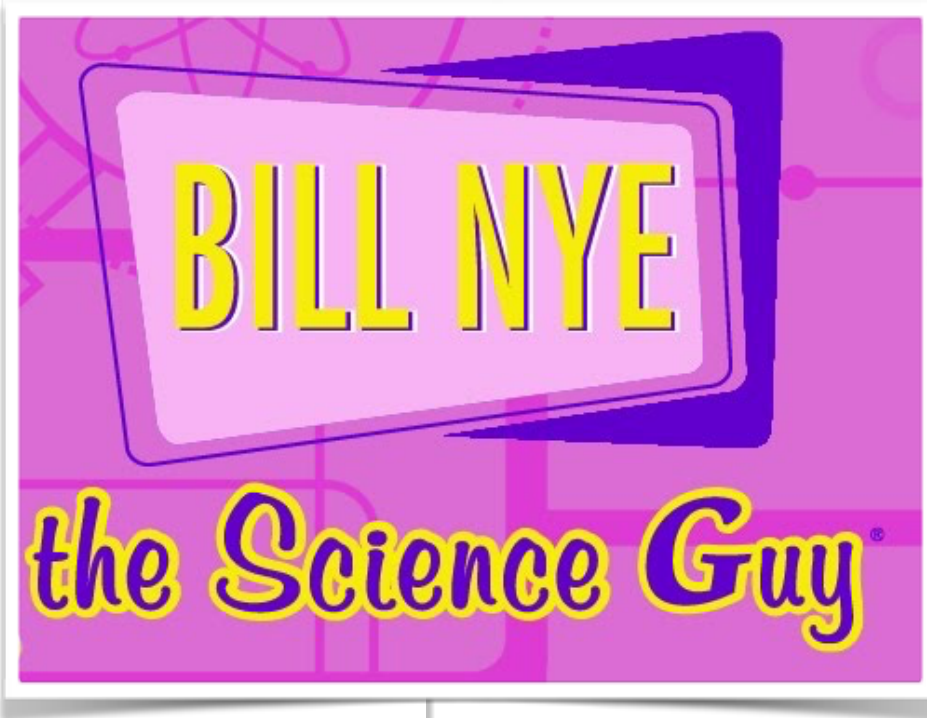




**Being World-Class
is an Unfair
Advantage**

World's Greatest Shooter





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 [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...

- How to Sustain a Business for Over 15 Years?** | Leadership Speaker | Ross Shafer
4 days ago • 24 views
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
1 week ago • 31 views
In this short clip, leadership speaker and author, Ross Shafer, reveals his surefire Five-Step process for...
- How to Stop Driving Customers Away** | Leadership Speaker | Ross Shafer
2 weeks ago • 54 views
Are you indirectly driving customers away...and you don't have any clue you're doing it? Ross Shafer gives...
- Should You Change Your "Leadership" Persona?** | Leadership speaker | Ross Shafer
3 weeks ago • 68 views
Have you ever wondered if you should change your personality when you get a "big" new job? Then you...
- HOW GREAT LEADERS MAKE BETTER DECISIONS**
5:37

Leadership Video Blog



Download My Free e-Book

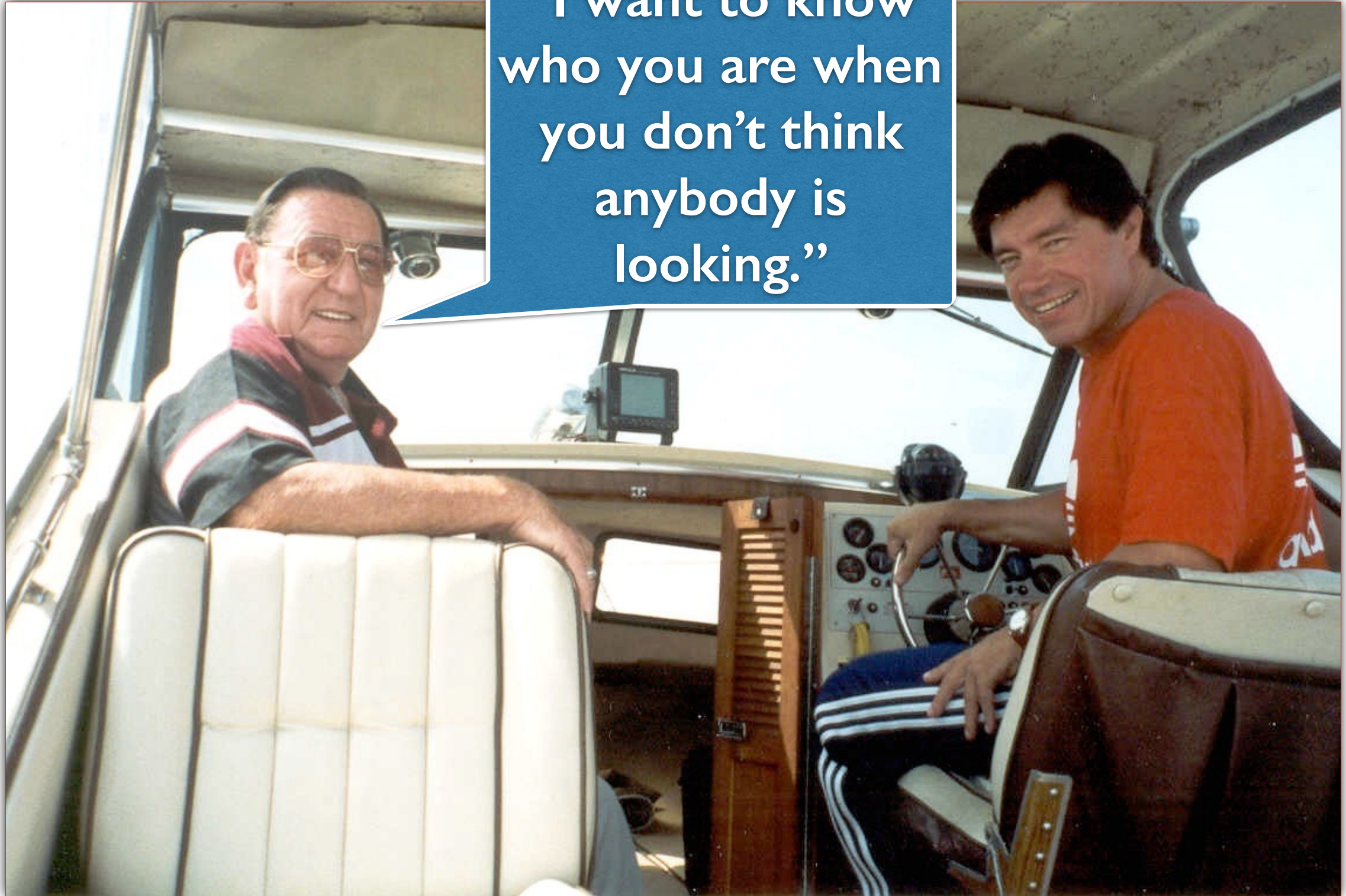


**Rethink Your
Standard of Living**

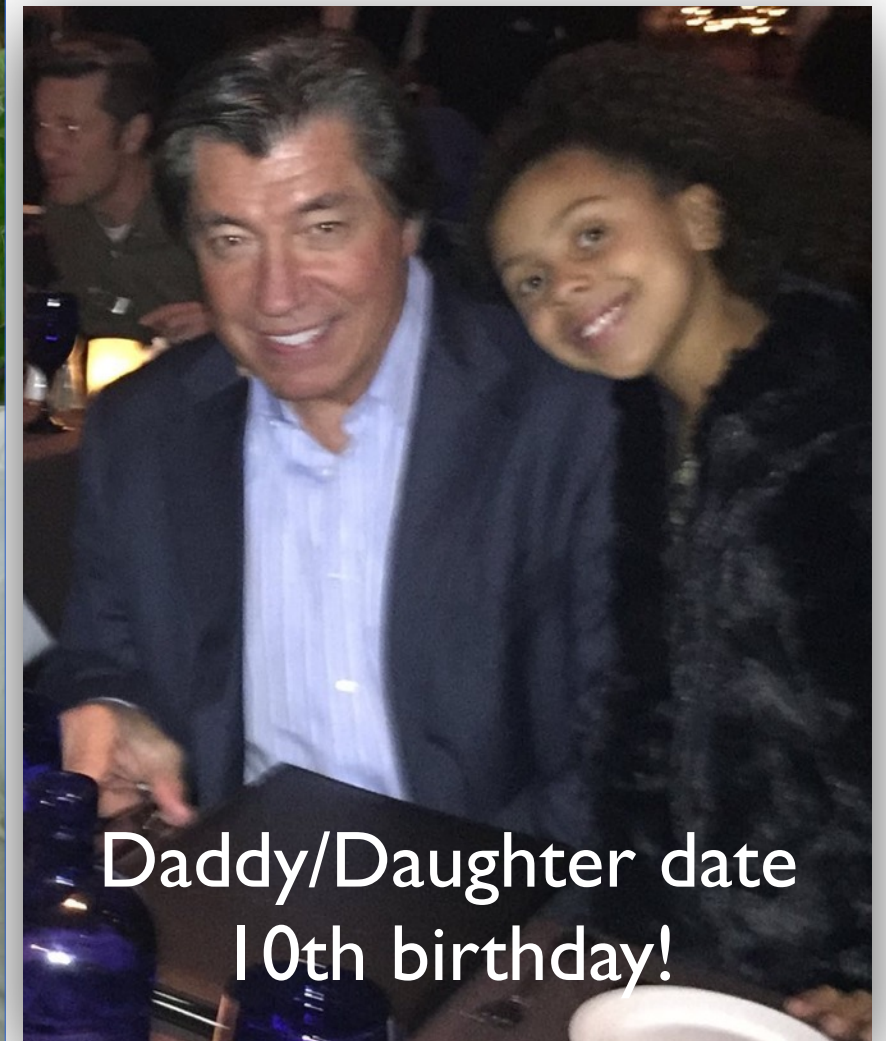


Rethink Your Standard of Loving

“I want to know
who you are when
you don't think
anybody is
looking.”



Chuck Shafer 1927-2001



Daddy/Daughter date
10th birthday!

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

Ongoing Encouragement



If you would like a
custom program for
YOUR company...

CONTACT:

Toll Free 1-866-727-7555

Derek@thesweeneyagency.com

ROSSSHAFFER