



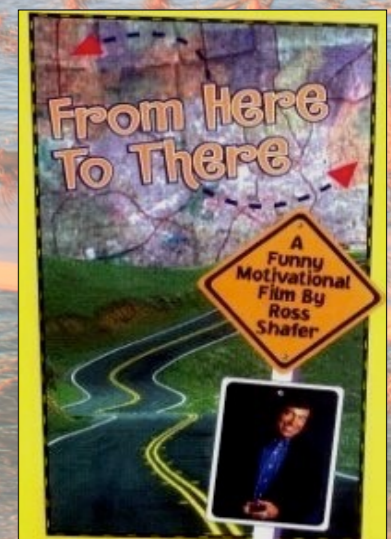
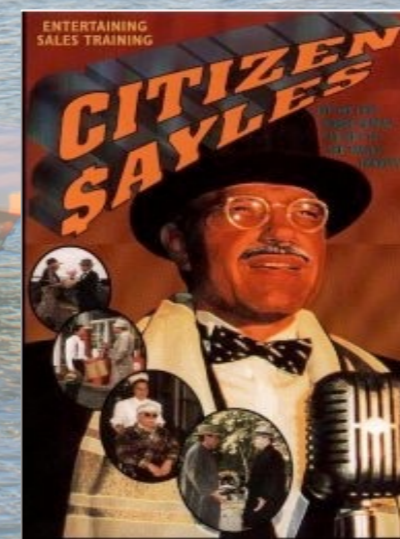
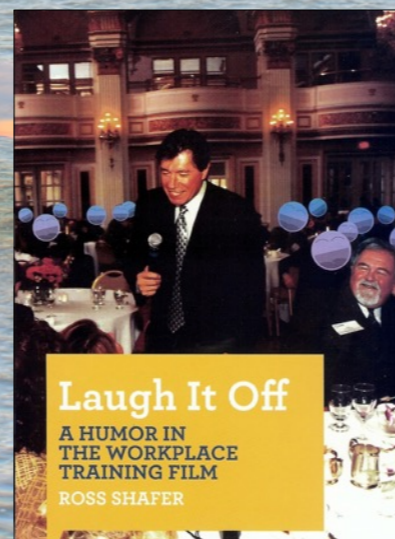
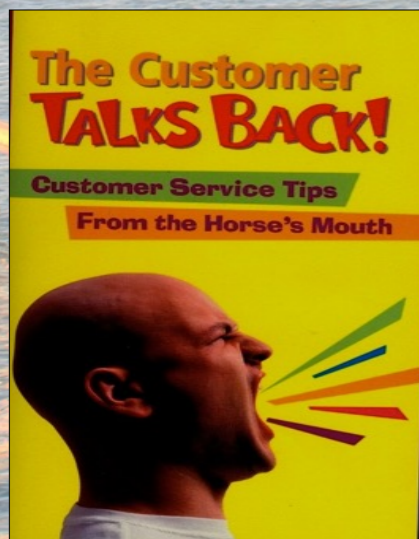
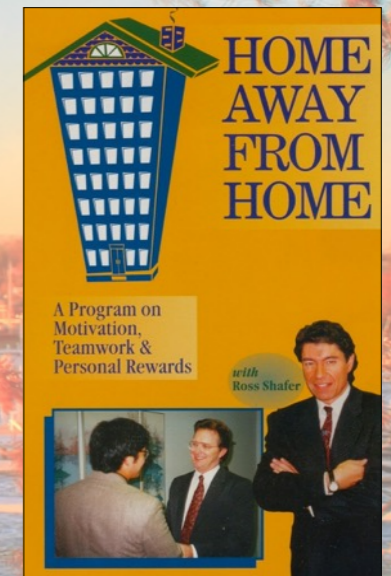
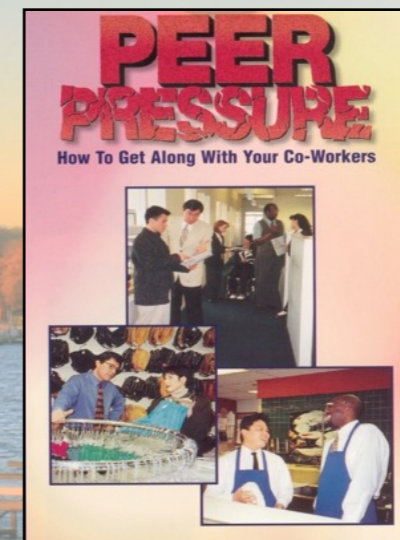
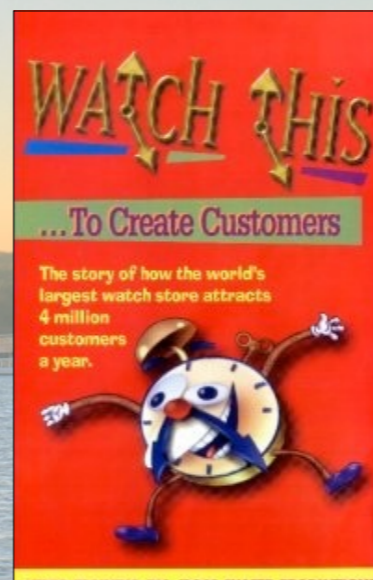
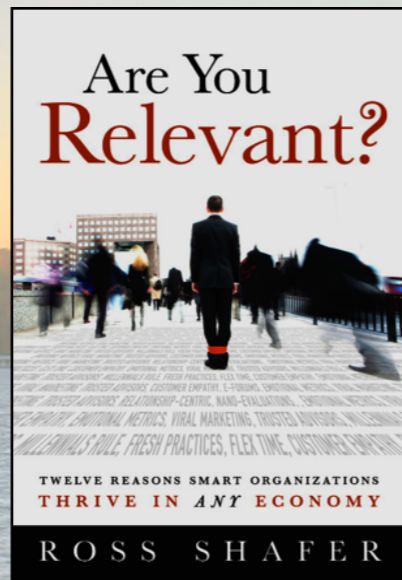
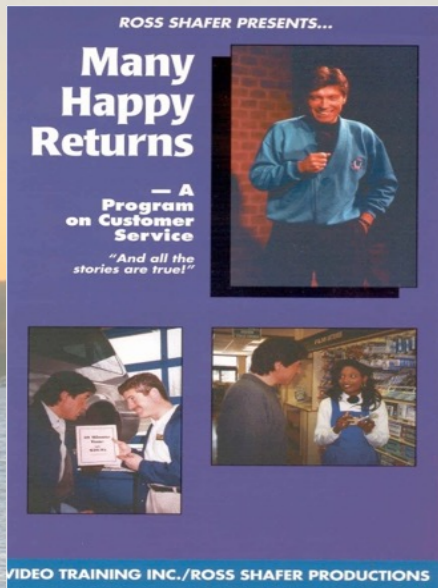
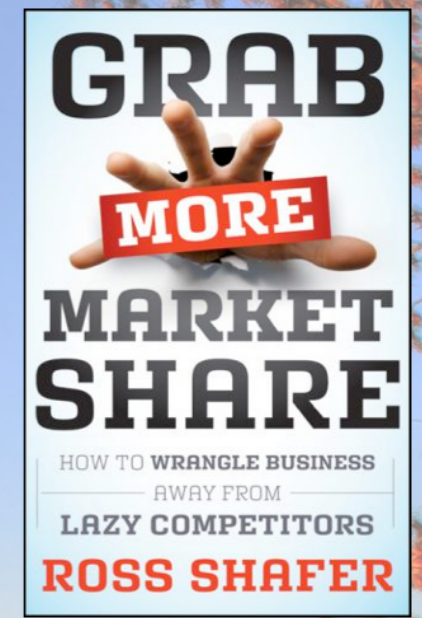
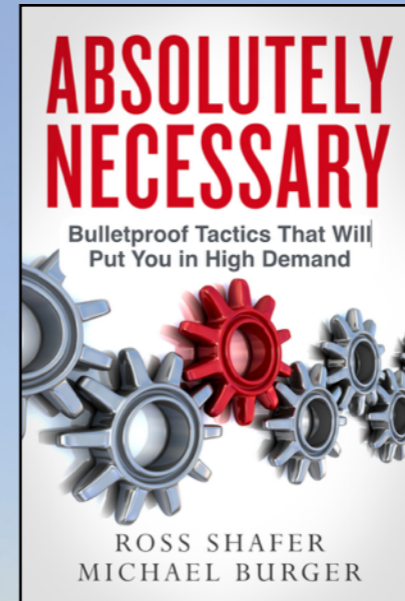
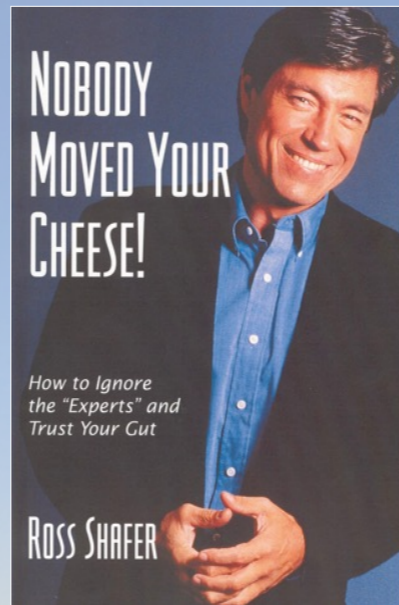
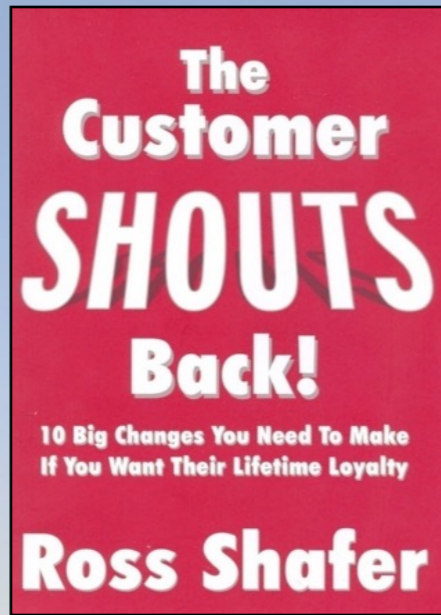
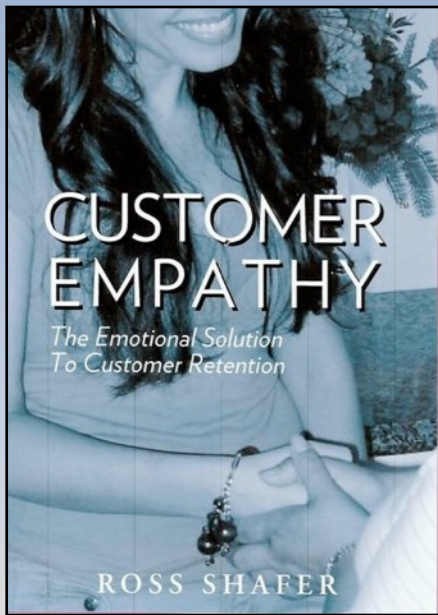
If you'd like a custom  
program for YOUR  
company

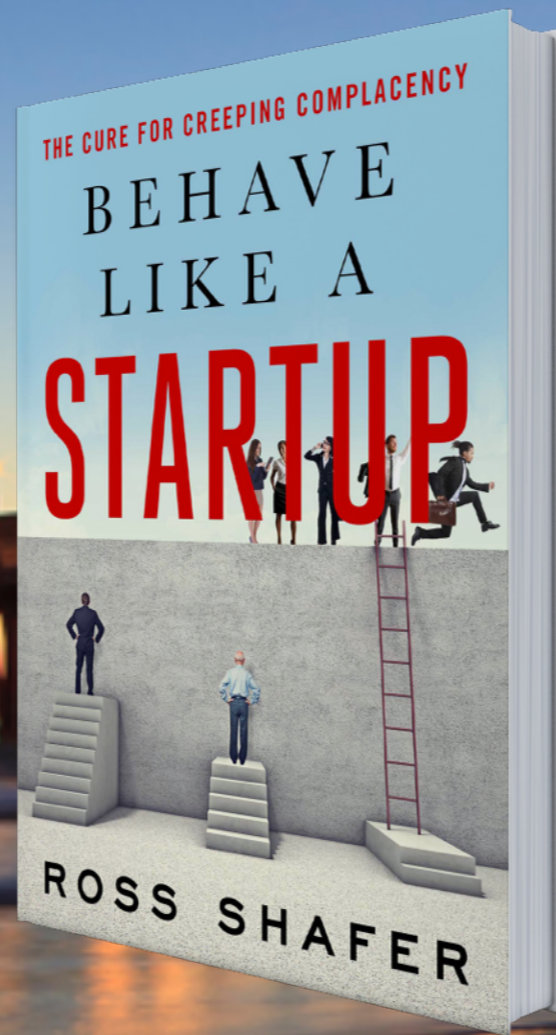
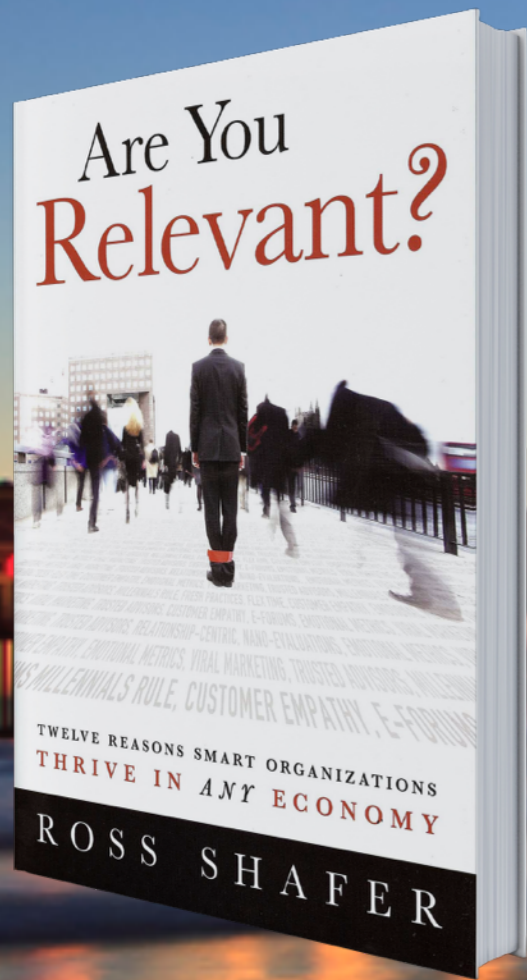
**CONTACT:**  
**Mike Klemm**  
**(217) 544-8552**

**ROSSHAFFER**  
**CONSULTANTS, INC.**

# How Legacy Leaders Can 'Behave Like Startups'







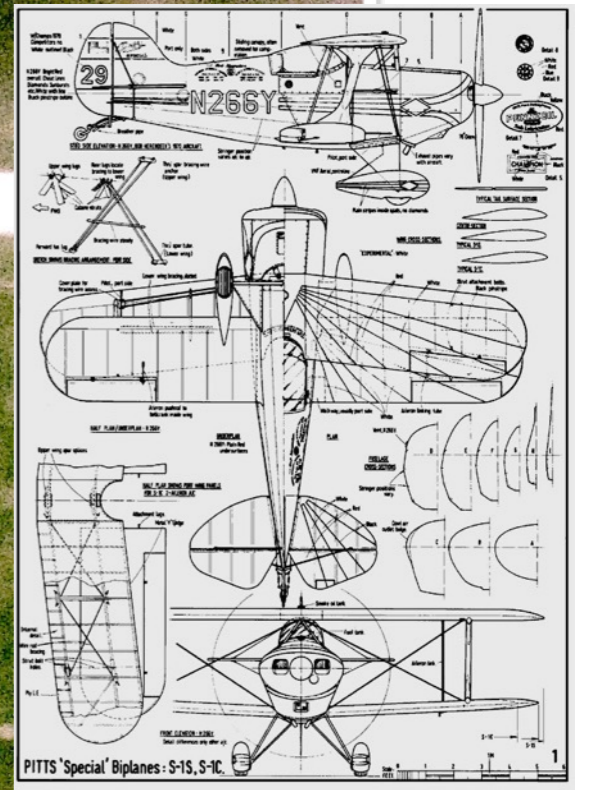


Chuck Shafer 1927-2001

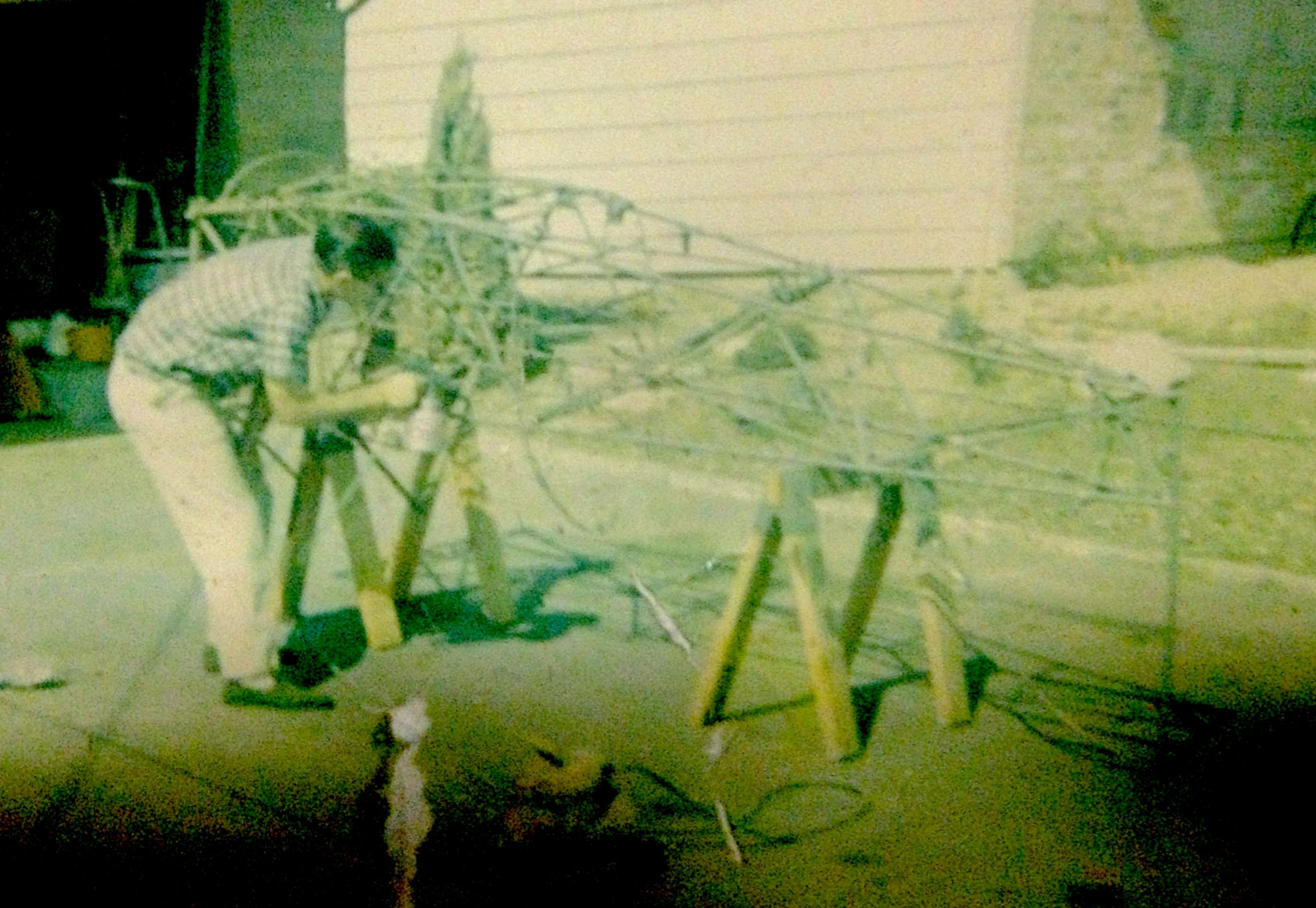


...sell for  
MUCH higher.”

Chuck Shafer 1927-2001



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





Maiden flight - May 1971



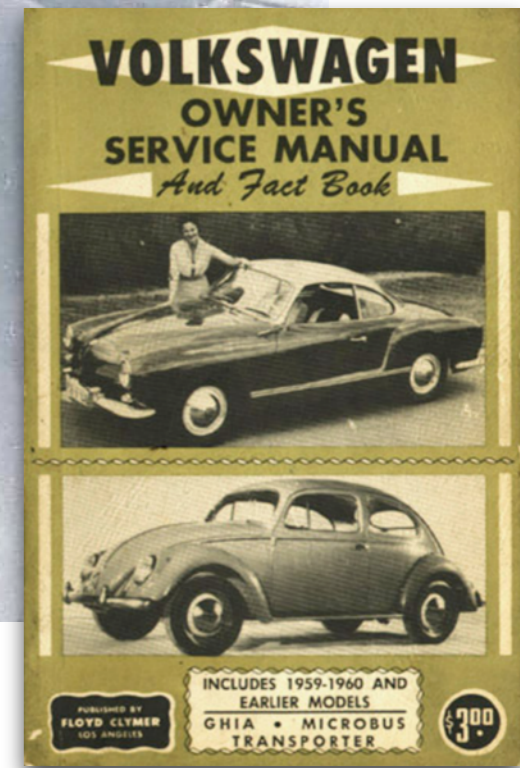


# 1961 Karmann Ghia

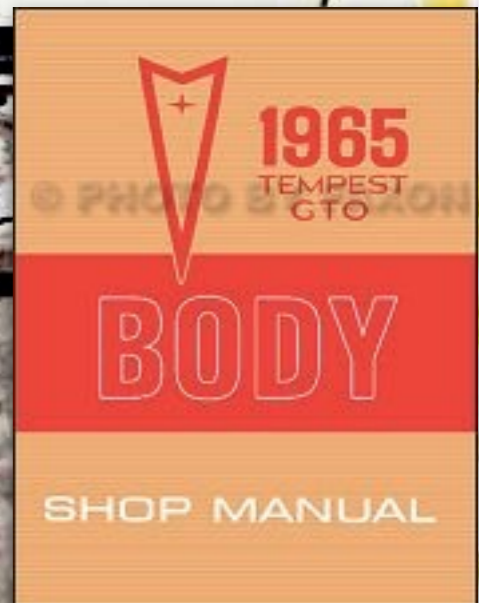
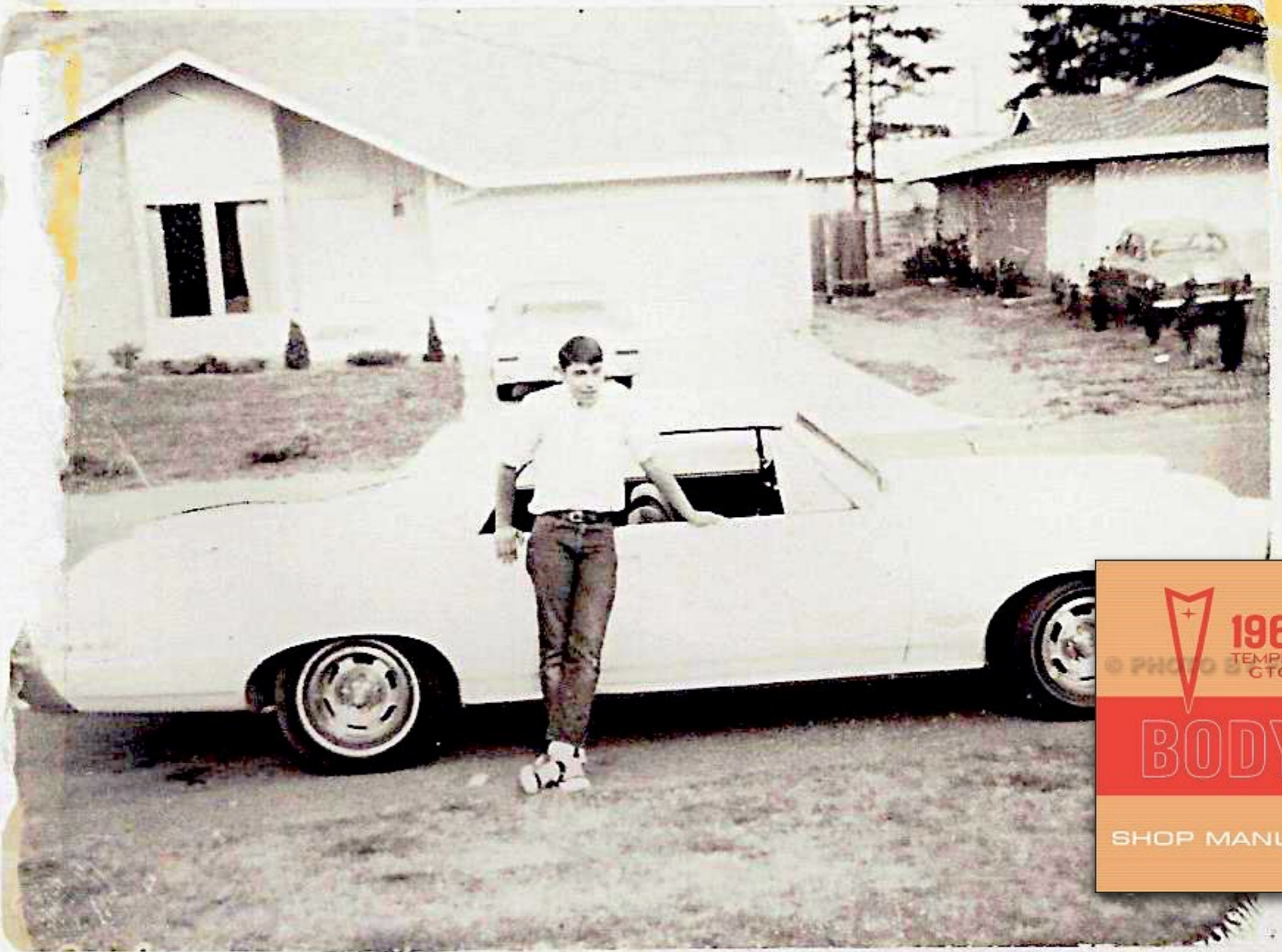
# Bought \$25.....Sold \$450



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**



*Explaining things the easy way!*

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

**Advancing Beginners**

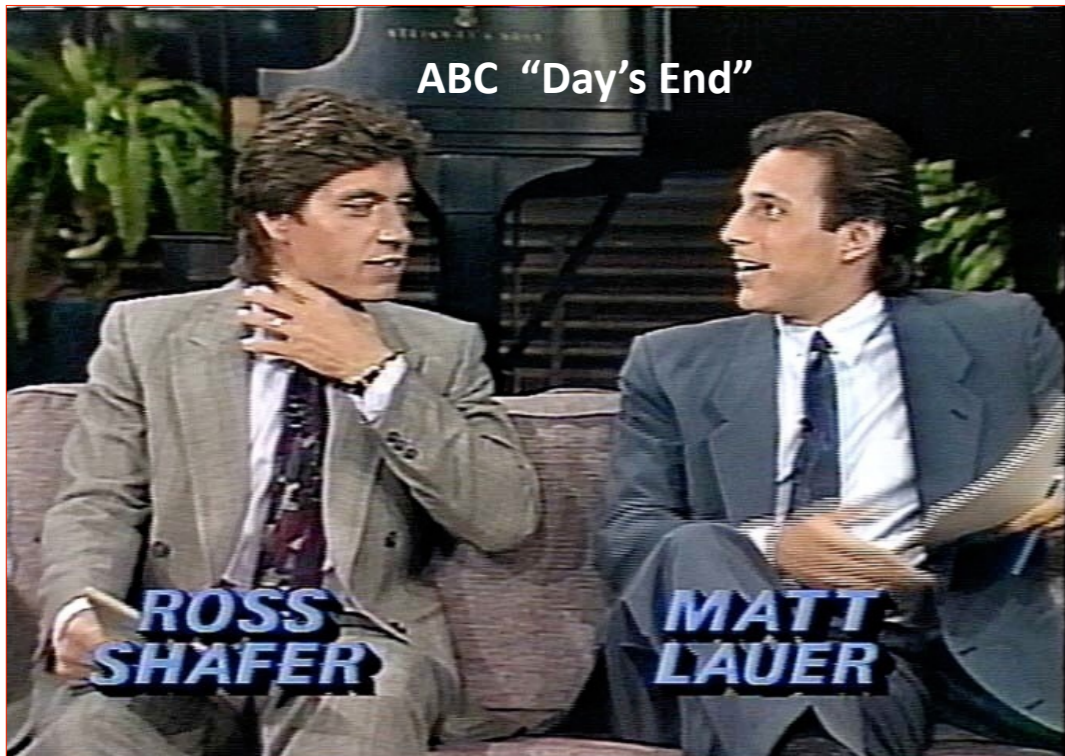
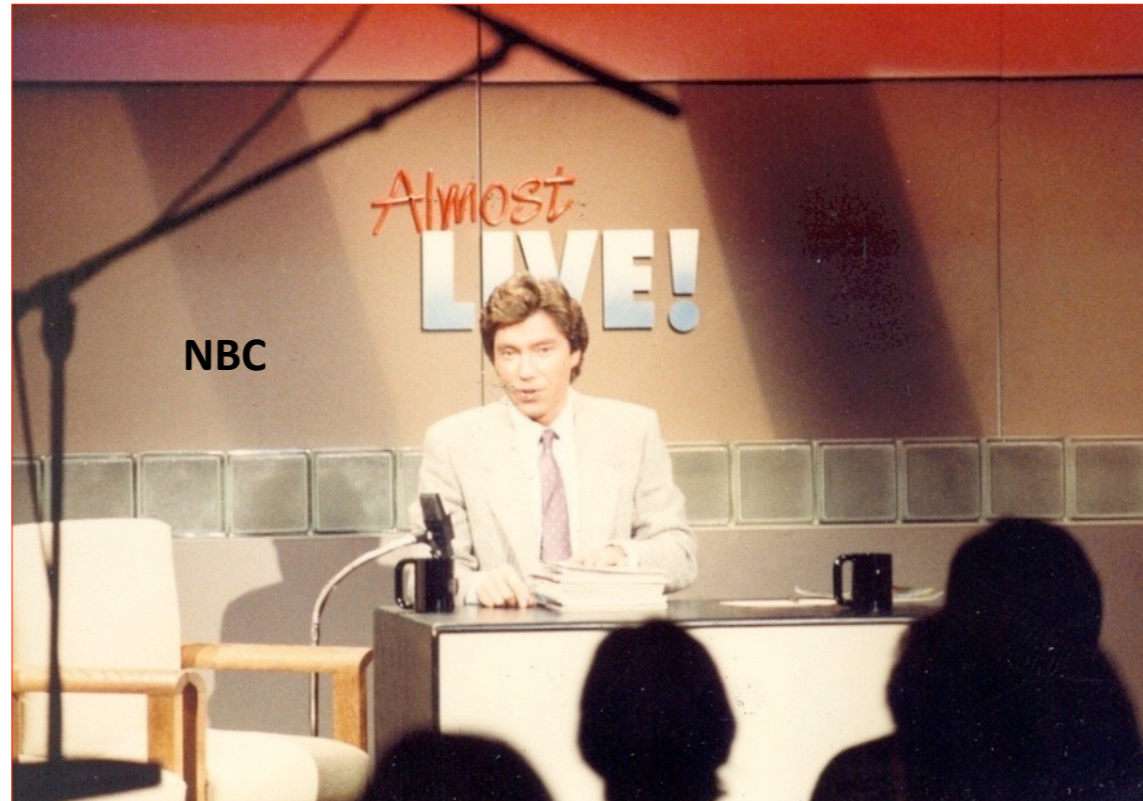
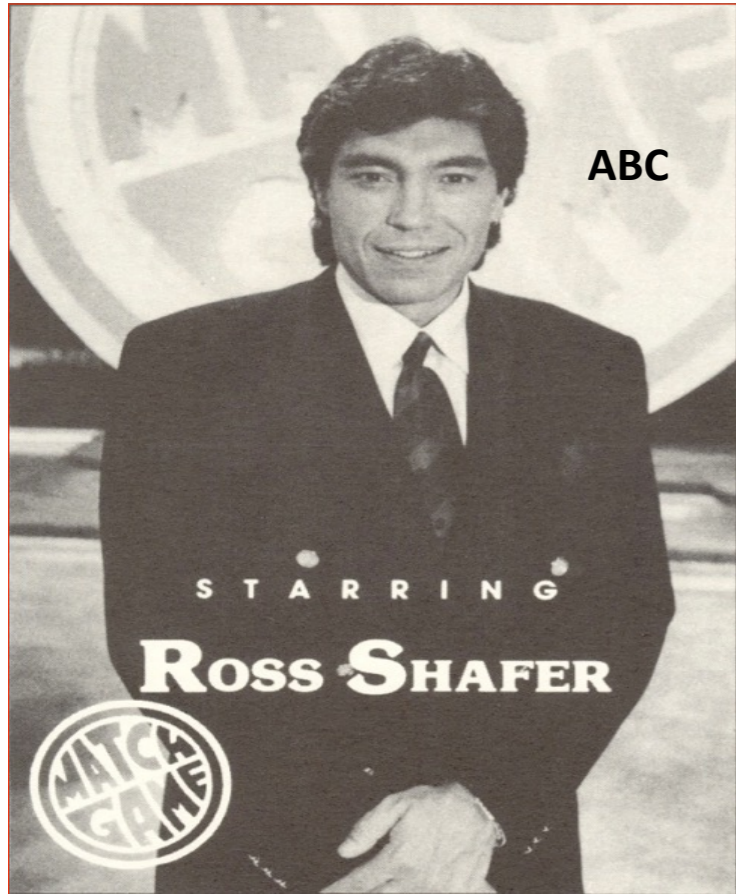
The Beginners Guide Volume 1



Sam + Enrico









**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



# Startups are “Paranoid” About Innovation










# “Lifespan” of S&P 500 Companies








**In 1968** - Companies lasted 70 years

**By 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.

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

<b>NOKIA</b>	—	<b>104 yrs old</b>
 <b>HEWLETT® PACKARD</b>	—	<b>77</b>
	—	<b>52</b>
	—	<b>47</b>
 <b>Microsoft</b>	—	<b>41</b>
	—	<b>40</b>
<b>ORACLE®</b>	—	<b>39</b>
	—	<b>31</b>
 <b>amazon</b>	—	<b>22</b>



Galaxy Note 7

# Startups Scour Every Industry for New Ideas





# Hotel Events

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

## Events for October 3, 2016



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

# Every Product Deserves an Emotional Brand Story



# WHO CARES ABOUT WHISKEY?



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



Super Star<sup>®</sup> with cheese



It's gonna get messy.



EAT  
LIKE  
YOU  
MEAN  
IT<sup>®</sup>



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

# Startups Obsess about Removing “Customer Friction”



**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



**THERE IS  
NOTHING  
I CAN DO**



**THAT'S  
AGAINST  
OUR  
POLICY**



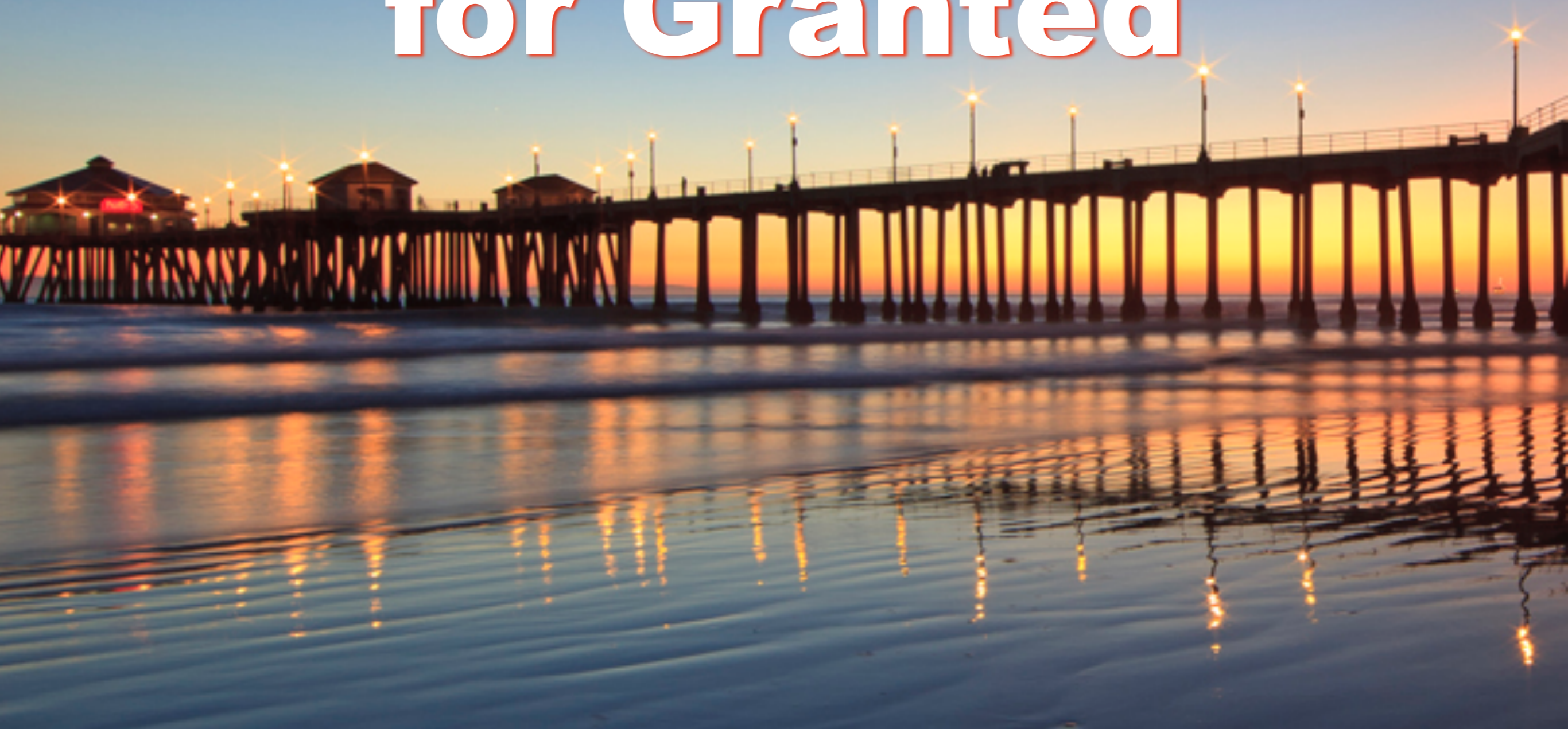
**WE DIDN'T  
CAUSE  
THIS  
PROBLEM**



**ANSWERS  
ARE ON  
OUR F.A.Q.  
PAGE**



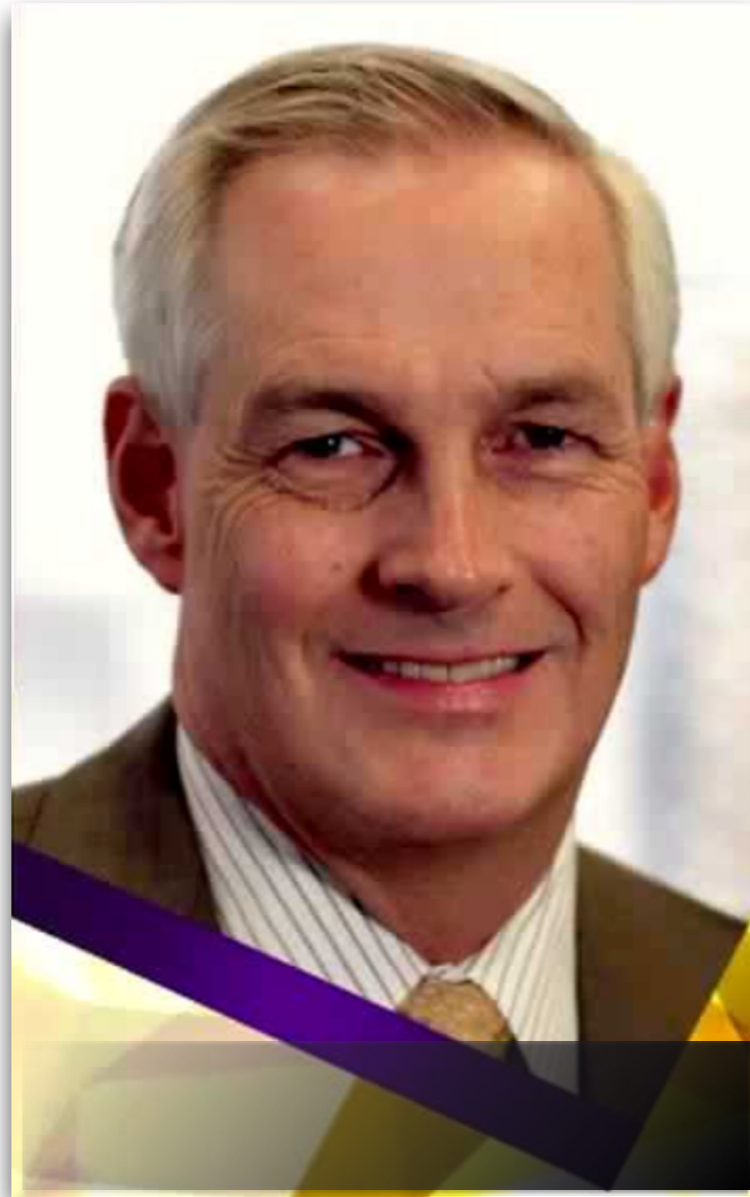
# Startups Never Take Relationships for Granted



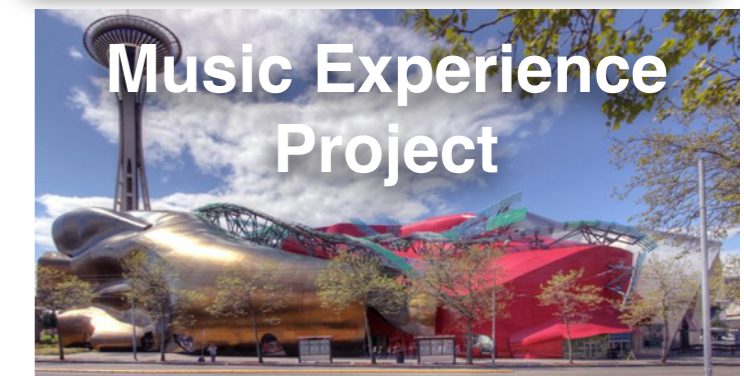
“We have an active data base of over 5,000 clients and we think of them as our friends.

Yet, we still send in the A-TEAM and treat every pitch like it’s our very first time.

We may win from our past work... but we prefer to win with our enthusiasm.”



**John Magnusson**  
**MKA Structural Engineering**





# Talk Show Hosts: Create Instant Rapport

# The Intentional Genius of Facebook

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.

facebook





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

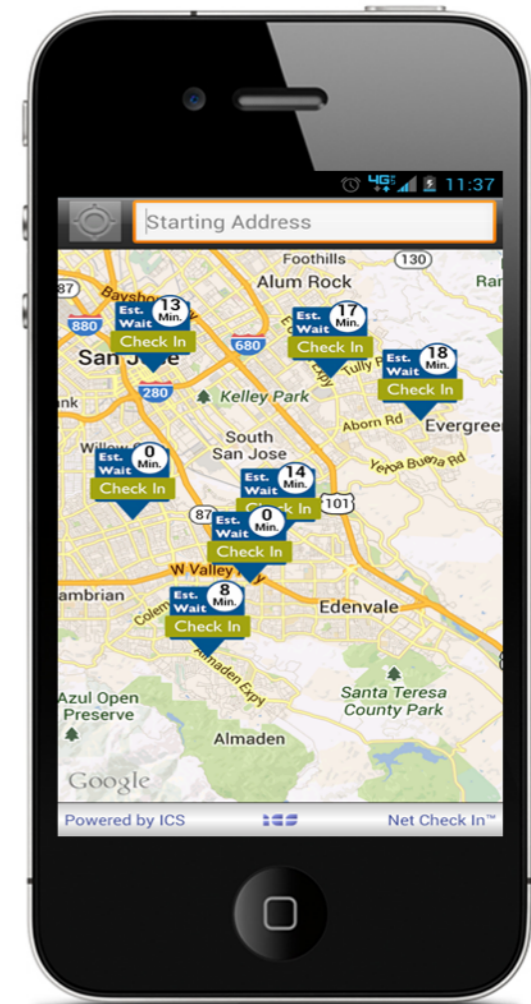
Source: Achieve Academic Standards

# TOMORROW'S CROP OF FARMERS ARE HERE





Ryan  
Shafer



# The Competition for Talent is Real

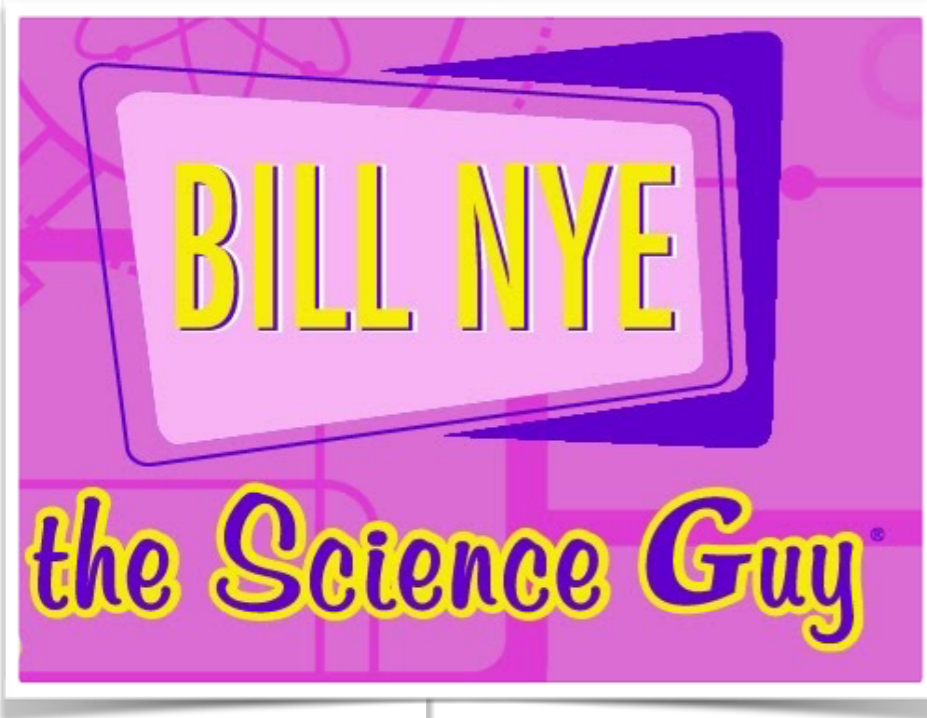
# Startups Recruit “Specialists”

...and so do you



# World's Greatest Shooter





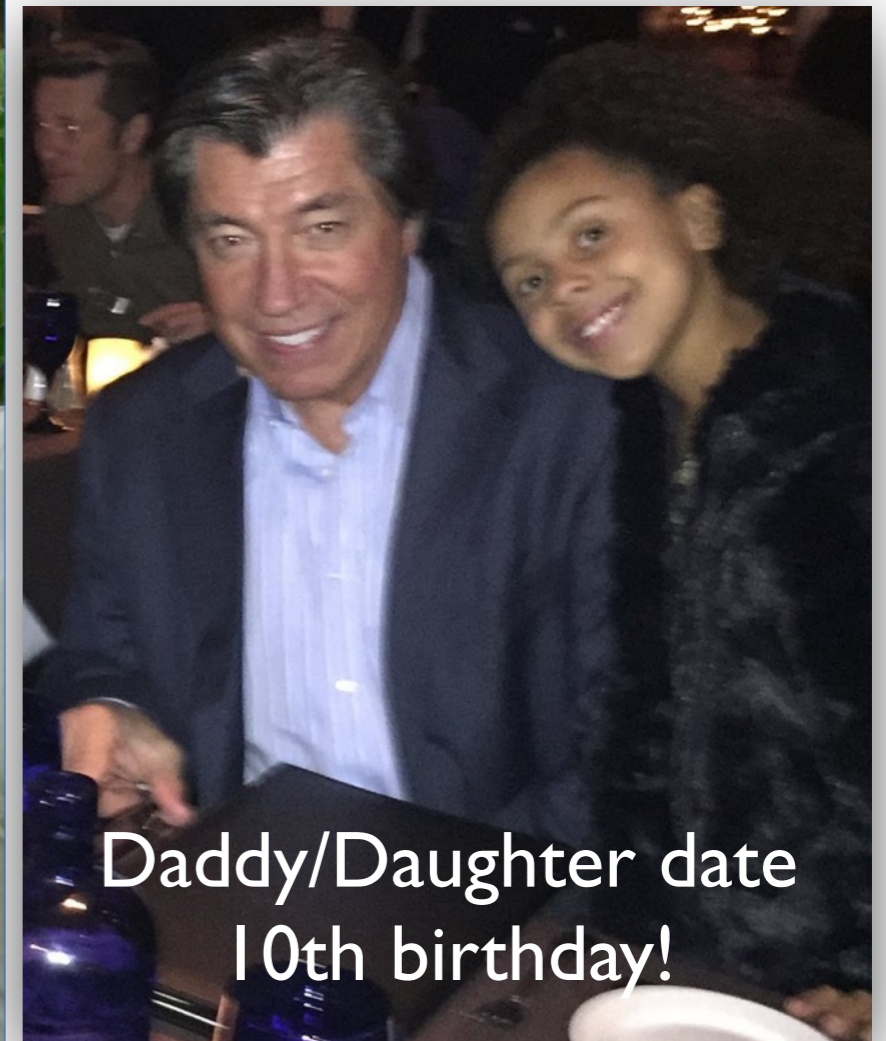


# Resilience is Your Best Friend





Chuck Shafer 1927-2001



Daddy/Daughter date  
10th birthday!

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

# Ongoing Encouragement “Levels Up”

# POST 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** 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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- HOW GREAT LEADERS MAKE BETTER DECISIONS**  
by Ross Shafer  
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**Leadership Video Blog**



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



If you'd like a custom  
program for YOUR  
company

**CONTACT:**  
**Mike Klemm**  
**(217) 544-8552**

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