

HOW TO STAY RELEVANT

**Client Stickiness &
Employee Retention**

Ross Shafer

Restaurants/Food Service



Retail Clothing



TV & Film Production



Building Industry

SHAFER® PROJECTION TV

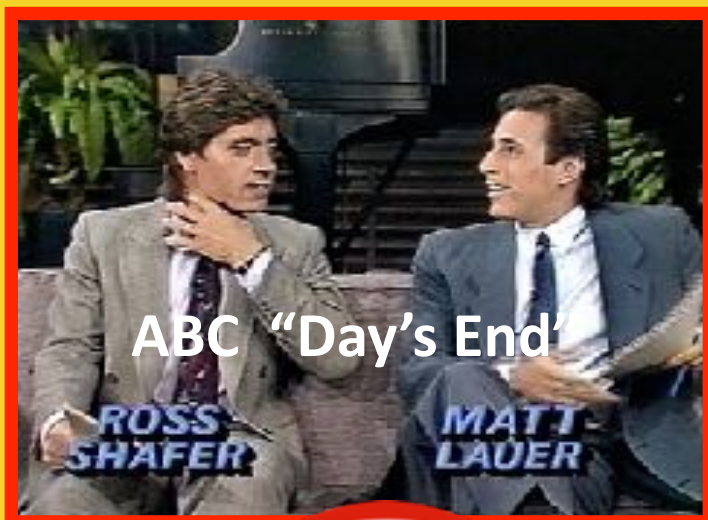
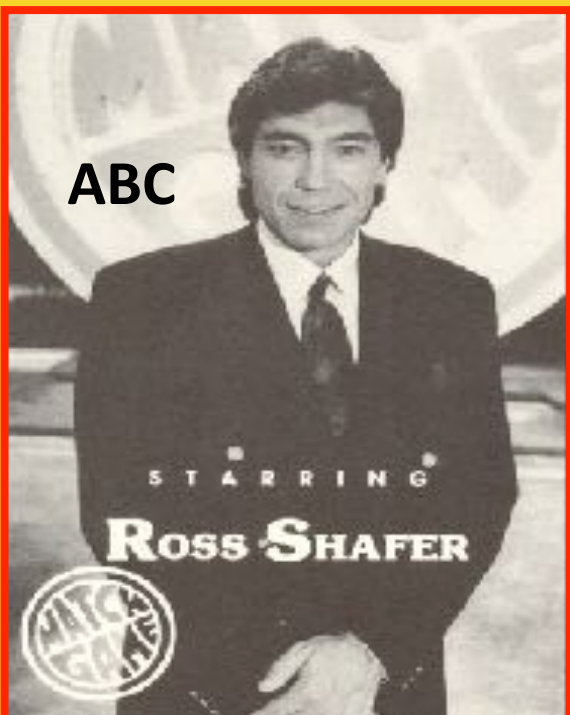
Turn your Den or Rec Room into a Video Theatre with 4 Ft. and 5 Ft. Screens in Ceiling Models Available

At the Northwash largest retailer of Glass TV Screen Systems is offering direct to you, for your home, the same Projection TV quality seen commercially. Come, see and compare during this sale.

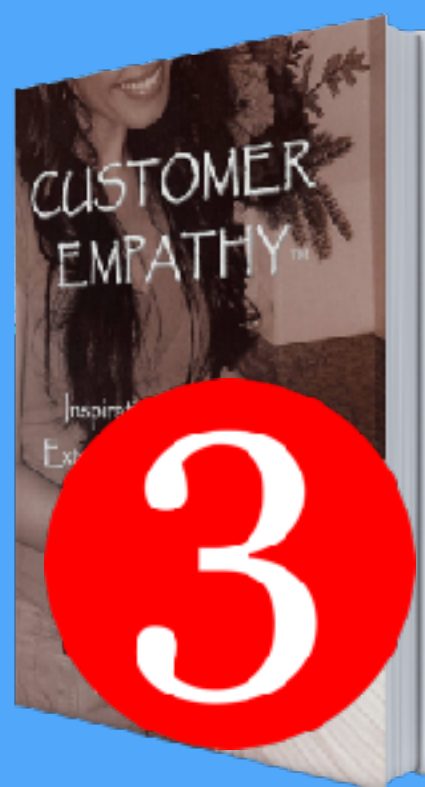
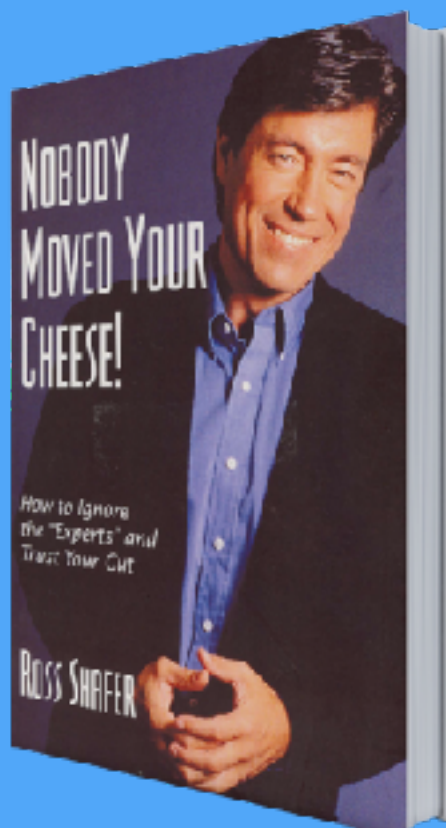
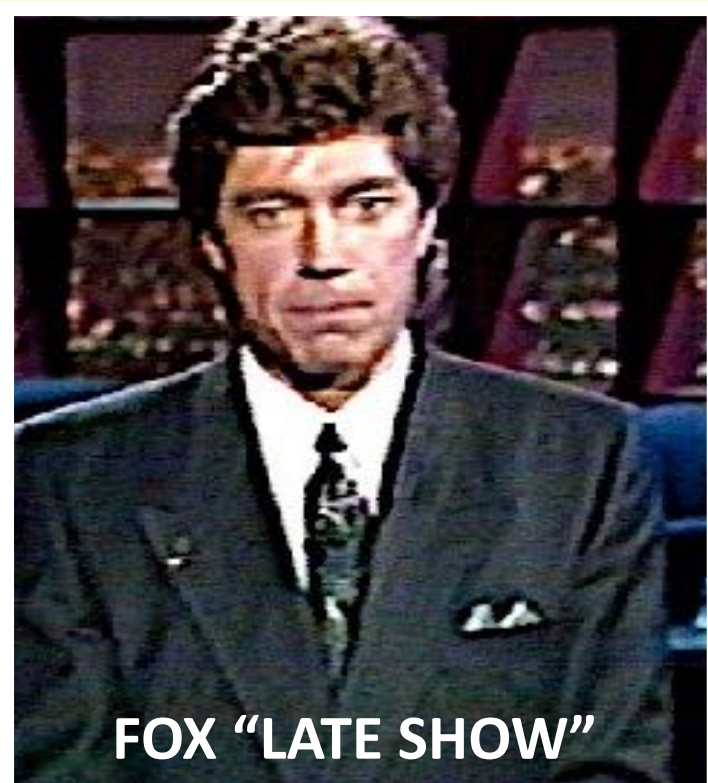
AS LOW AS \$997

SOUNDS O.K.! fration COLLECT 300 Center Puyallup Puyallup, Wash. 98371

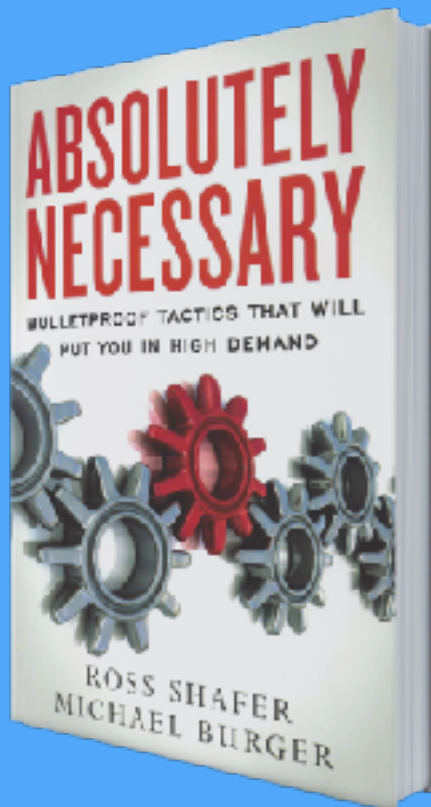
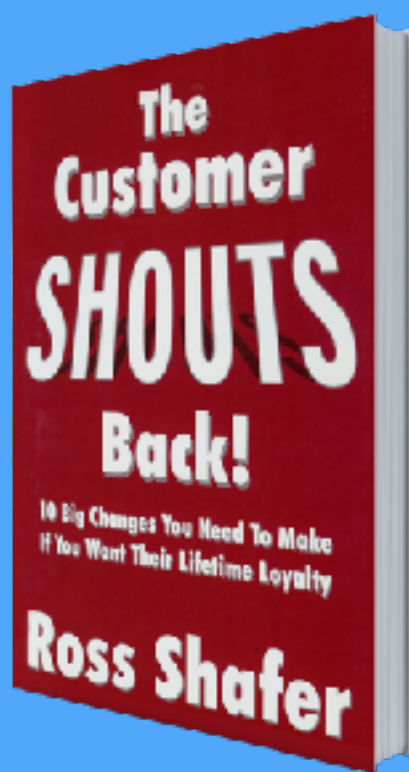
Manufacturing

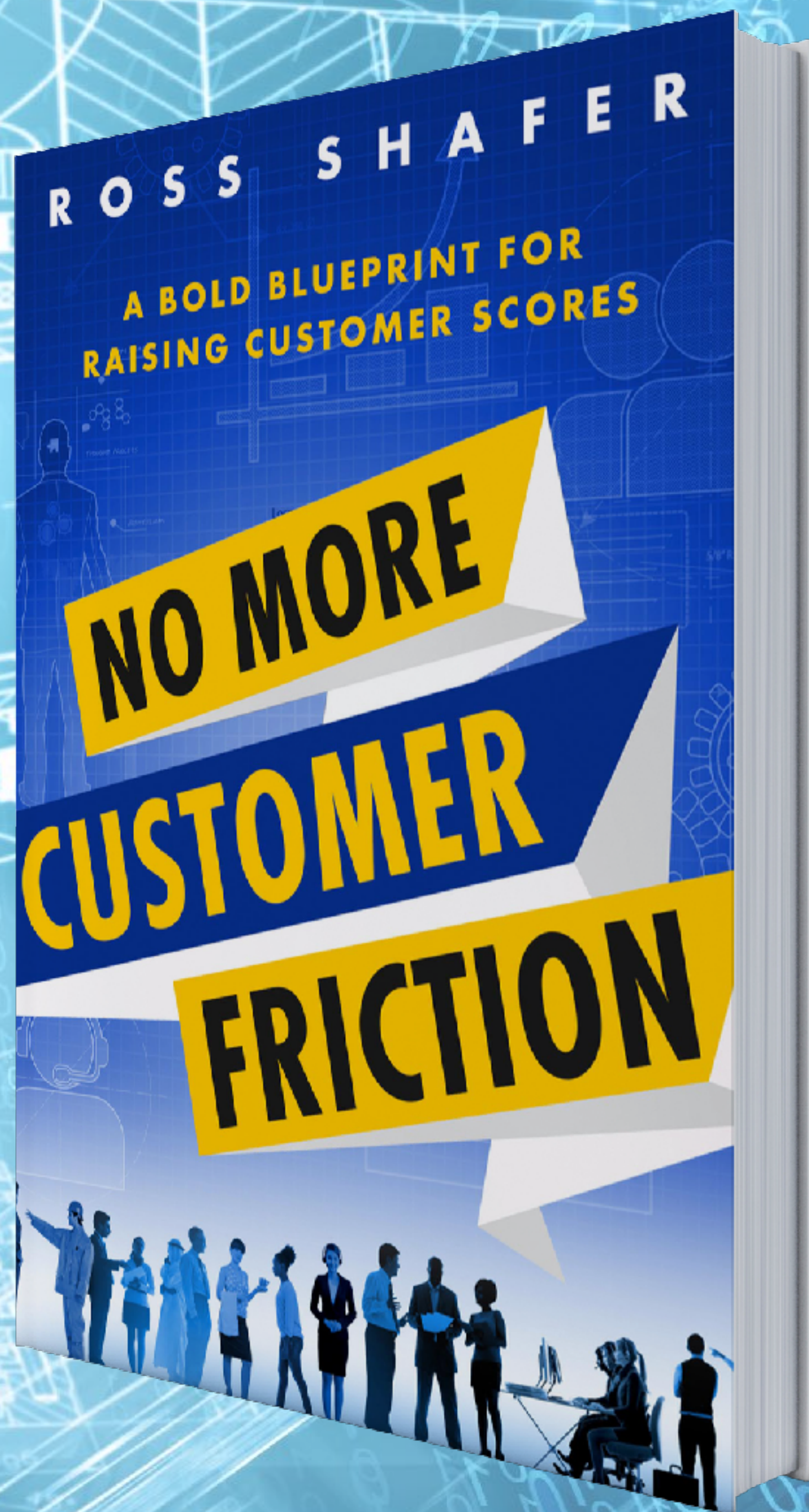


2



3





**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





Improve by Staying URGENT

**“Standards Beyond
the Standard” ...
(search for efficiencies)**

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](#)

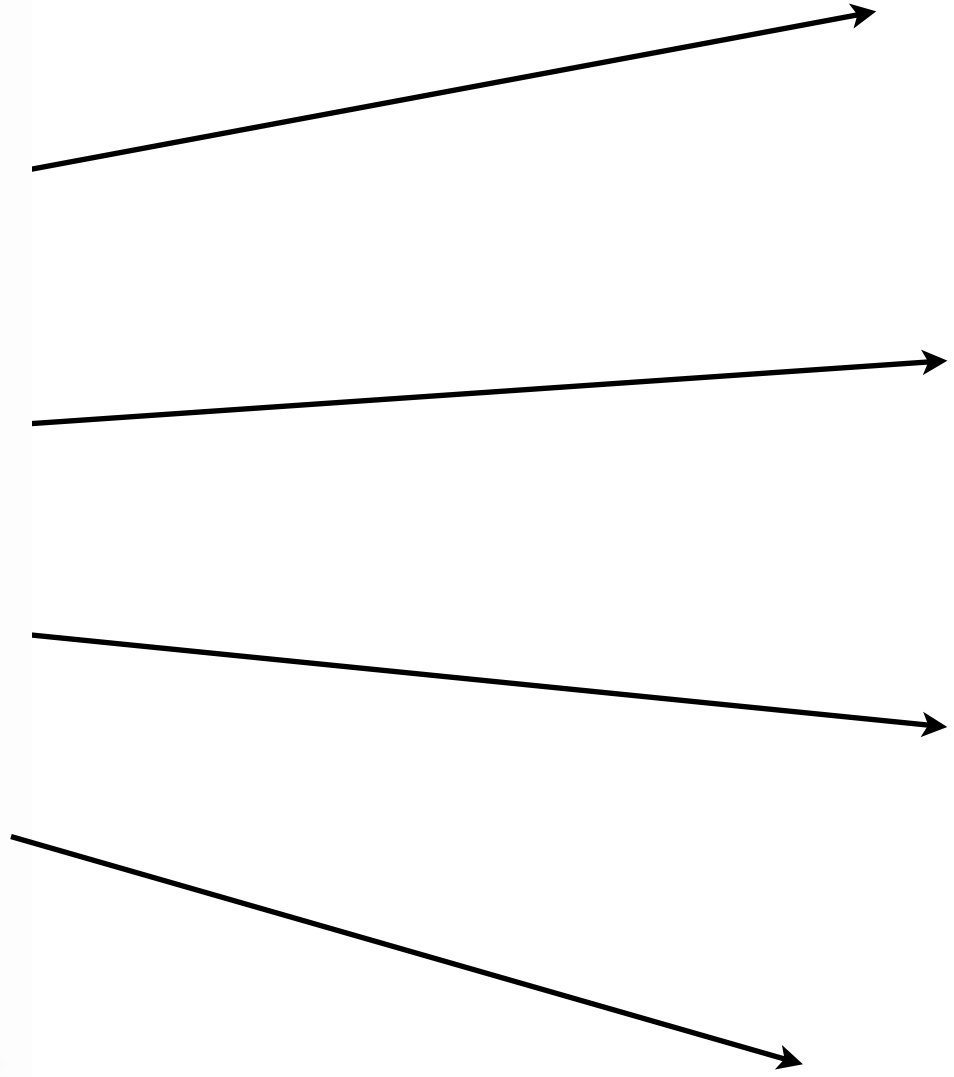
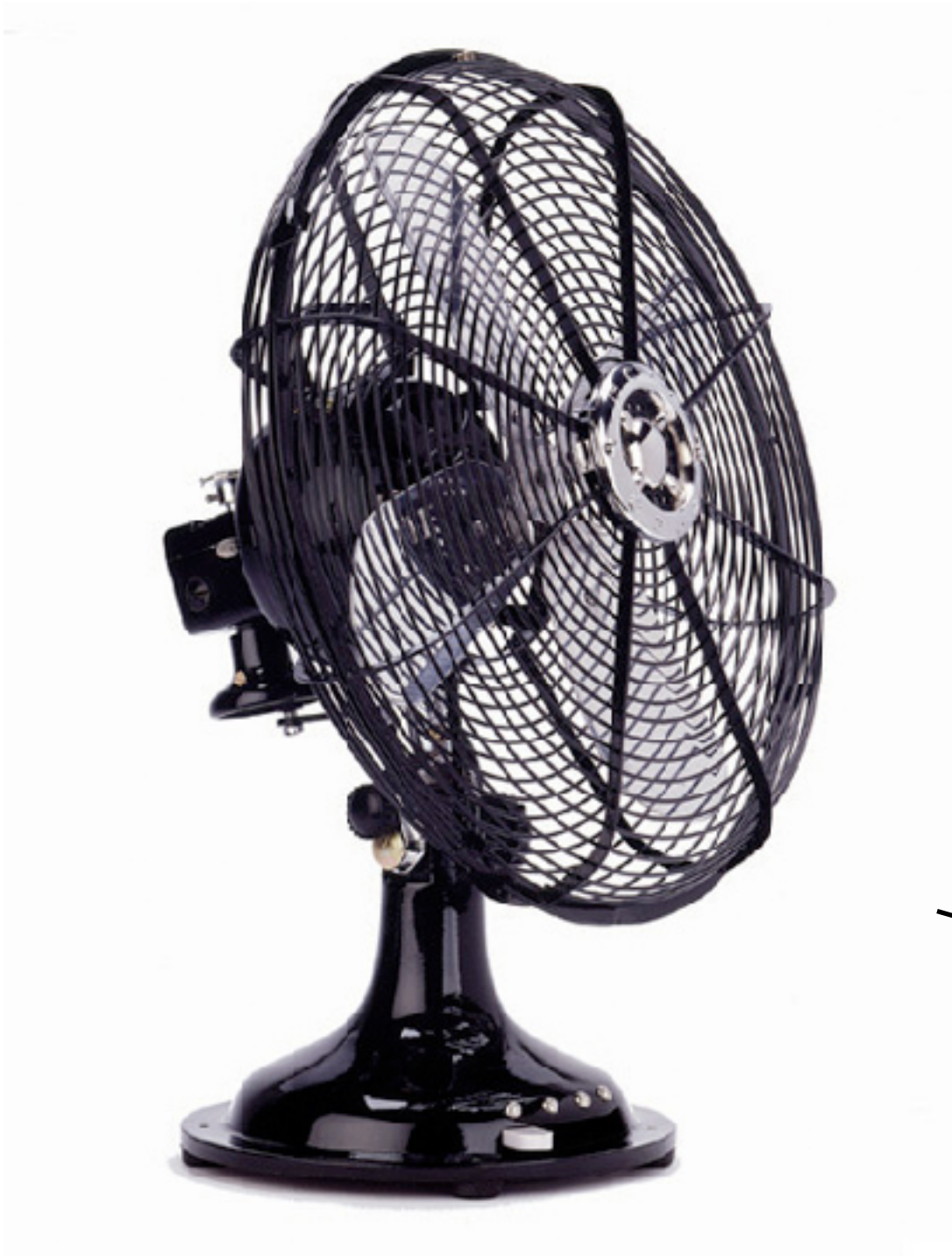
[View All Locations](#)





The “Empty Bag” Issue







LARAMAR

55,000 UNITS



Retain Customers and Employees

**(Hint: Expectations
Have Changed)**

THE
amazon

The Amazon logo, a curved orange arrow pointing from the letter 'a' to the letter 'z', is positioned below the word 'amazon'.

‘EFFEECT’

Comcast
xfinity

amazon

hulu

NETFLIX

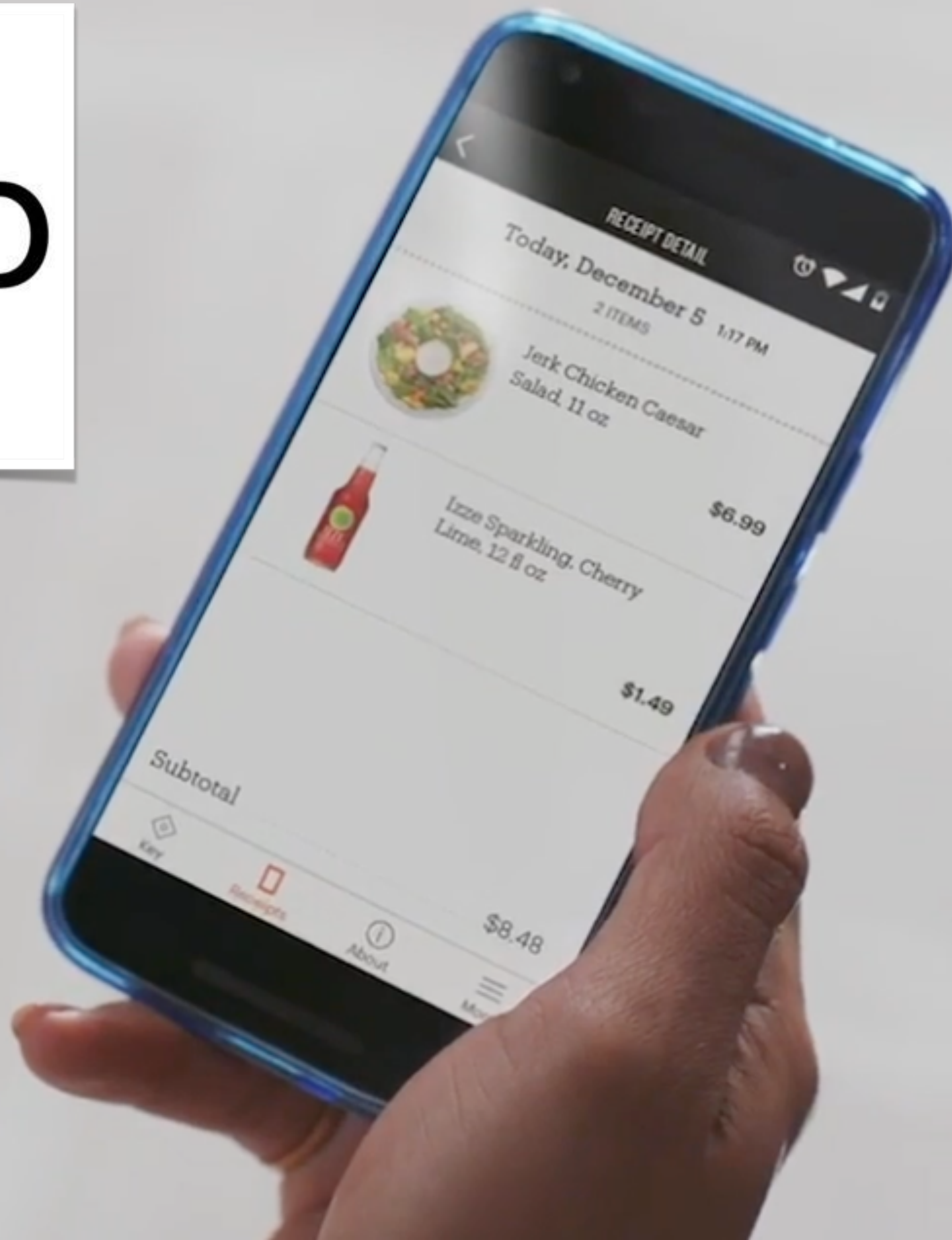
Google





amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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



The background is a light blue gradient with a complex technical drawing overlay. The drawing includes various mechanical parts, lines, and circles, with some labels like 'A', 'B', 'K1/2', and '0.5'. A vertical column of binary code (0s and 1s) is visible on the right side of the image.

Staying Relevant Isn't Just About Technology

Humalogy



+



**Performance Excellence.
Continuous Improvement.**



CSAT (Customer SATisfaction)



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

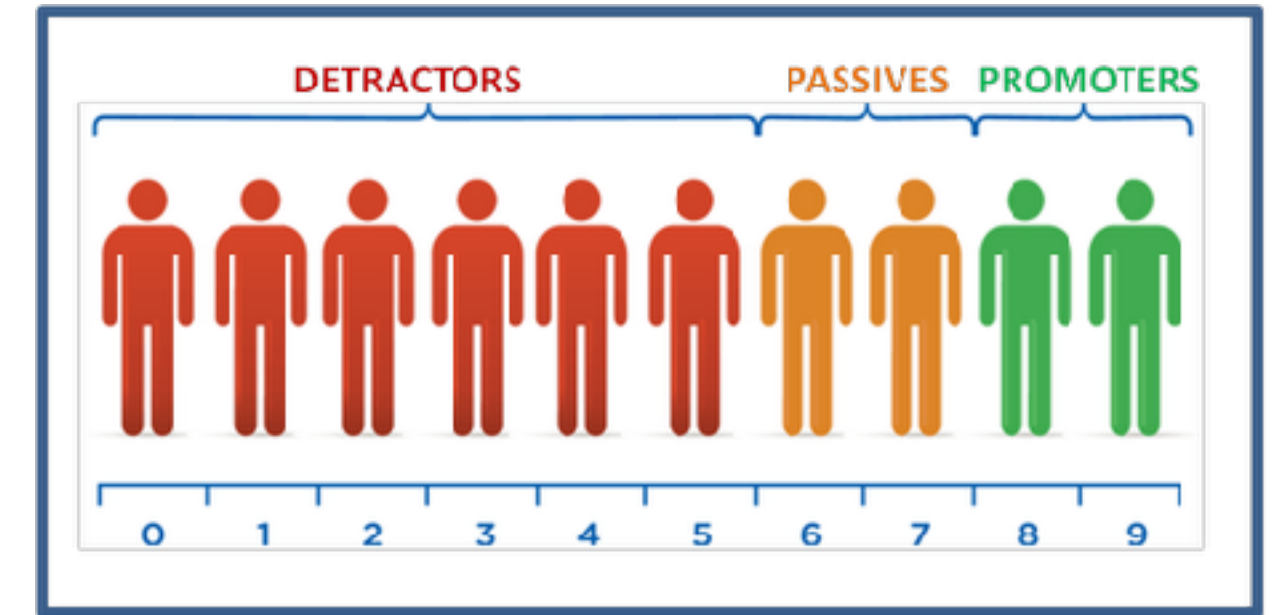
The bigger risk to loyalty is when you fail or disappoint them.”

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)

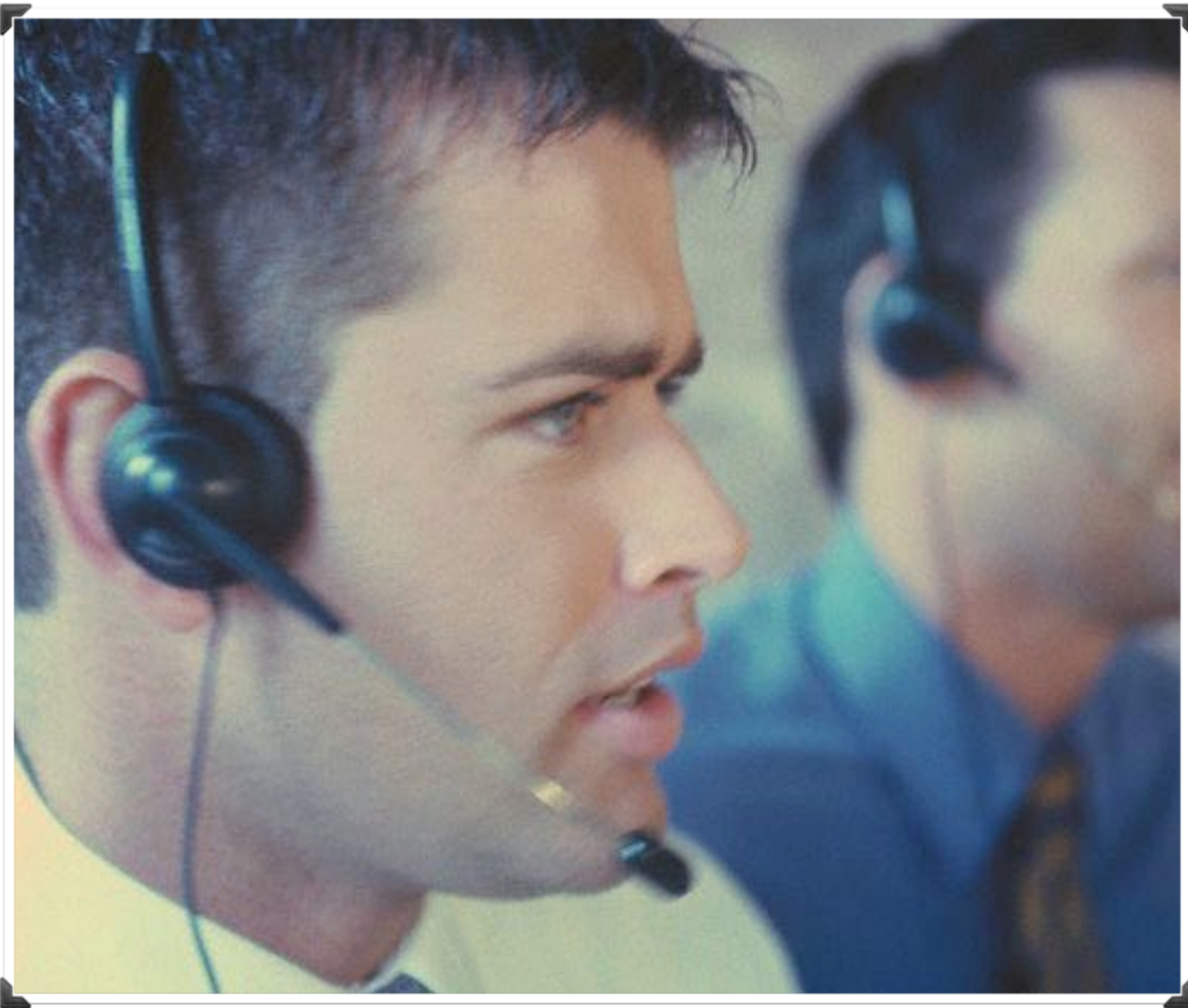


“...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”

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.



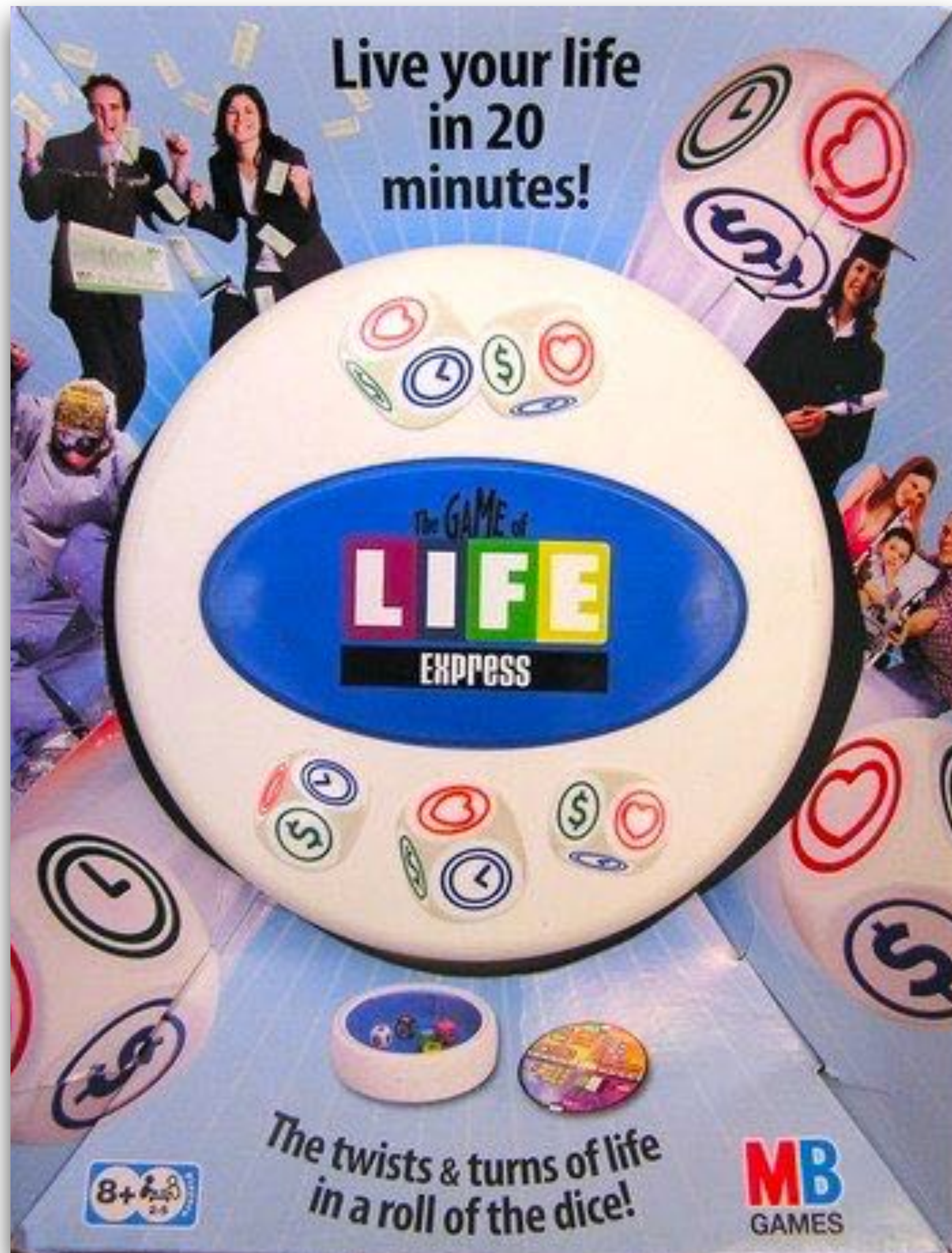
Work?

comcast[®]
xfinity[™]

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







Play the “Express” versions in 20 minutes!





**Scores UP 21 points
in 90 days**

Westar Energy®



HOW to RETAIN & ENGAGE?

**Rehearse &
Execute**



1. Tackle Issues Head On

2. Full Transparency

3. Listen Hard
"I understand"

4. SUPPORT EACH OTHER

5. Urgent Follow Up



Customer Retention

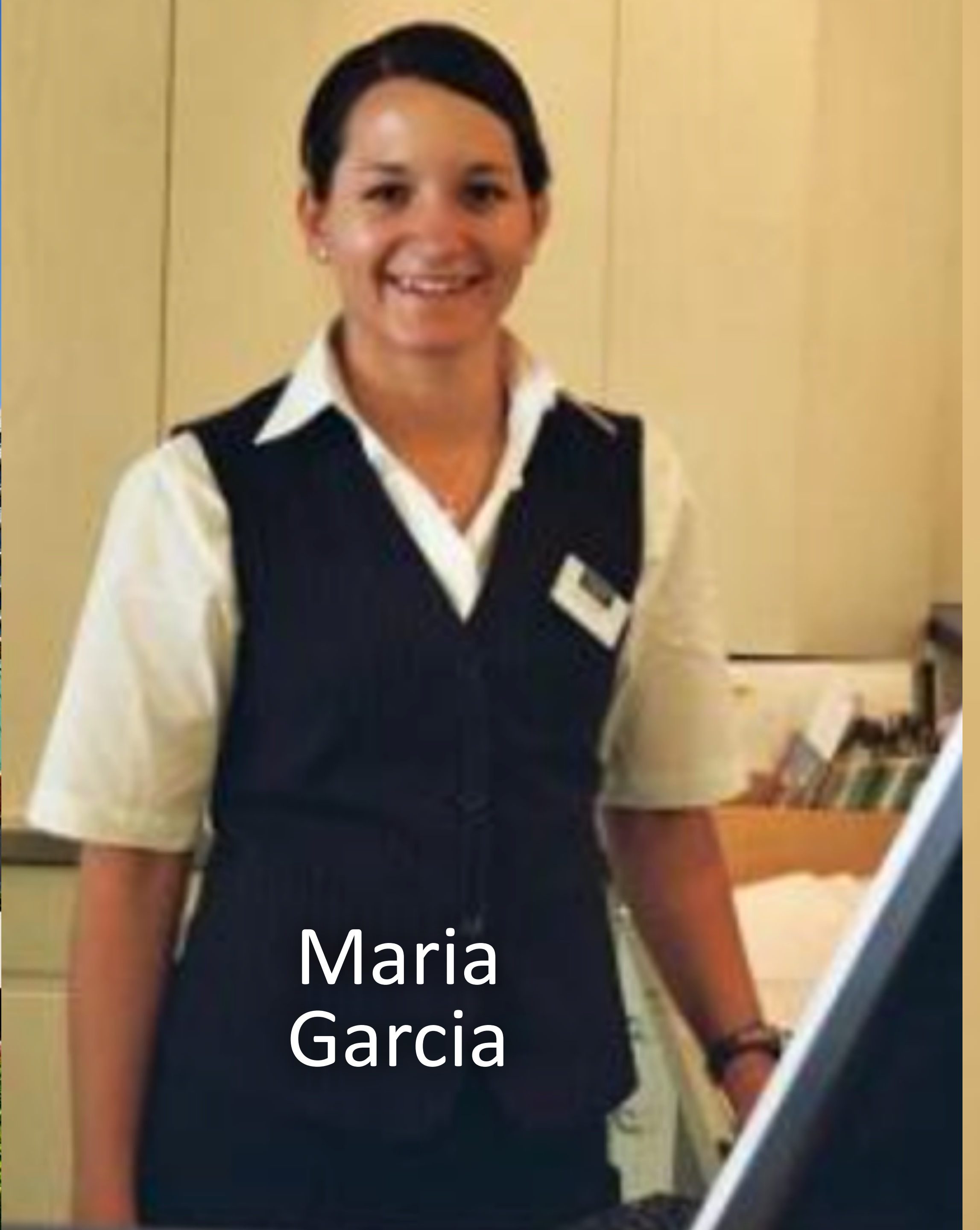
126%

Employee Retention

131%

The background is a light blue technical drawing or blueprint, featuring various mechanical parts, lines, and circles. Overlaid on this are several vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**Global Company
w/ a Personal
Touch.**



Maria
Garcia



Be a Student of Curiosity





“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>

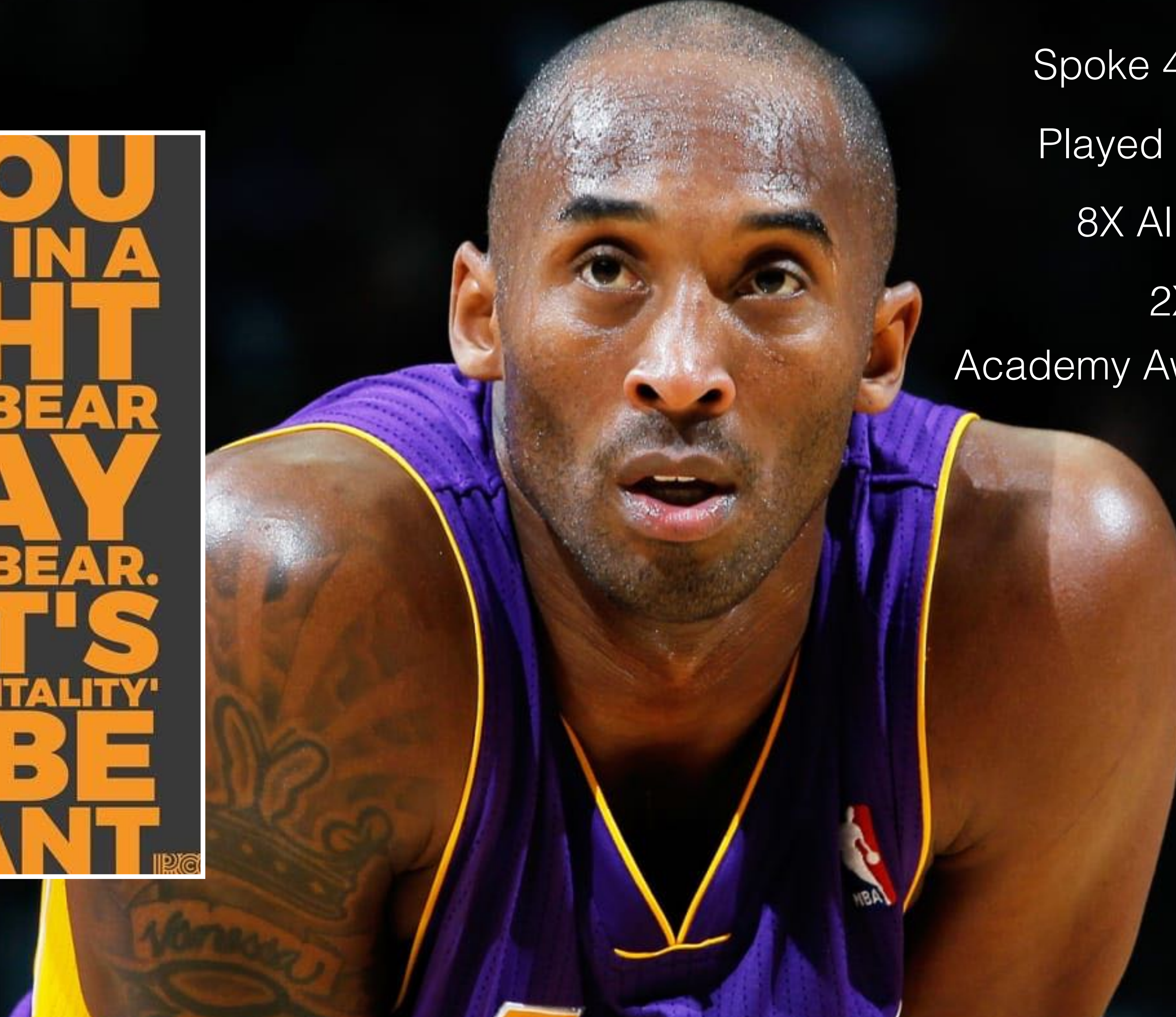
(Business Wire & Forrester Research)

The background features a complex, light blue technical drawing or blueprint with various lines, circles, and arrows. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue font, creating a digital and engineering aesthetic.

Hire & Coach Disciplined Achievers

(rigorous Training)

**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 features the word "Laugh" in a large, bold, black serif font with a white outline. The word "FACTORY" is written in a smaller, black, sans-serif font inside a white horizontal oval that is positioned behind the middle of "Laugh". The entire logo is set against a circular background with a gradient from red at the top to yellow at the bottom.

Laugh
FACTORY

®

“STORYTELLERS”

ARE IN HIGH DEMAND

‘We don’t sell motorcycles. What we sell...



Company founded 2011



In 2016, Sold to Unilever for \$1 Billion



GRAND HYATT





Sheraton

HOTELS & RESORTS

S Sink into
splendor.

Submerge yourself in comfort. The Sweet Sleeper Bed,SM with its plush top mattress, hypoallergenic down pillows, and crisp cotton sheets, is only available at Sheraton. As always, visit sheraton.com for Best Rates, Guaranteed.

MEMBER OF STARWOOD PREFERRED GUESTSM

Save an extra 20% when you book and pay for your stay with your American ExpressSM Card by 12/31/04 at sheraton.com/amex.

Sheraton
HOTELS & RESORTS

Revive Collection

BECAUSE A GOOD MORNING
ISN'T ALWAYS ENOUGH

The Revive Collection is leading the way as we create a bright spot and invite you to enjoy it. For work; for play; for whatever is most important to you.

You will find the Revive Collection at all Marriott Hotels and Resorts. And now, you can also enjoy it at home.

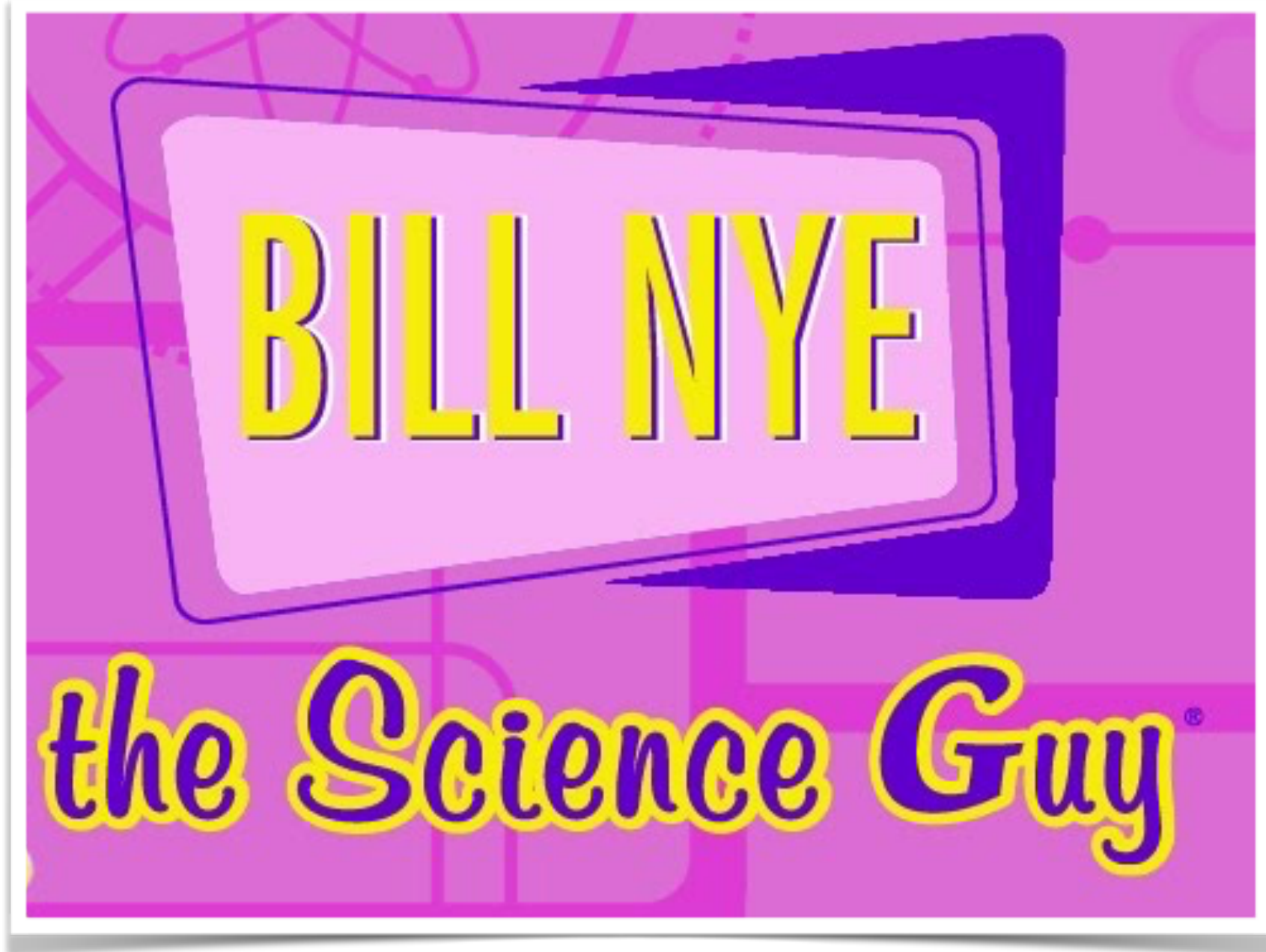


The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**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 mechanical parts, gears, and structural elements. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**Encourage
Team Members
Like a Video
Game**



The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various mechanical parts, including gears, shafts, and housing components, rendered in white lines. Interspersed among the technical lines are vertical columns of binary code (0s and 1s) in a lighter blue color, suggesting a digital or data-driven theme. The overall aesthetic is clean, professional, and technical.

THANK YOU!

The background features a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and circuit diagrams, overlaid on a light blue gradient. Scattered throughout the background are strings of binary code (0s and 1s) in a lighter blue color, creating a digital and technical atmosphere.

Afternoon Session
How & Why You
Must Master
the Tough
Conversations

Tough Conversations

Reaching Out for Help

Dealing with Unhappy Client

Asking to be Paid

Asking for an Upgrade

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 engineering aesthetic.

Having an Attitude of Ownership

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](#)



The background of the slide is a complex technical drawing or blueprint, rendered in a light blue color. It features various geometric shapes, lines, and circles, typical of engineering or architectural plans. Overlaid on this drawing is a pattern of binary code (0s and 1s) in a slightly darker blue, creating a digital or technological aesthetic. The overall color palette is monochromatic, consisting of various shades of blue.

Have a Clarity of Mission

(JL's plan for 2020)

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.

**Do You Know How
to Communicate
Your Brand?**

**Take 5 minutes to
explain how to sell
GardaWorld.**

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.

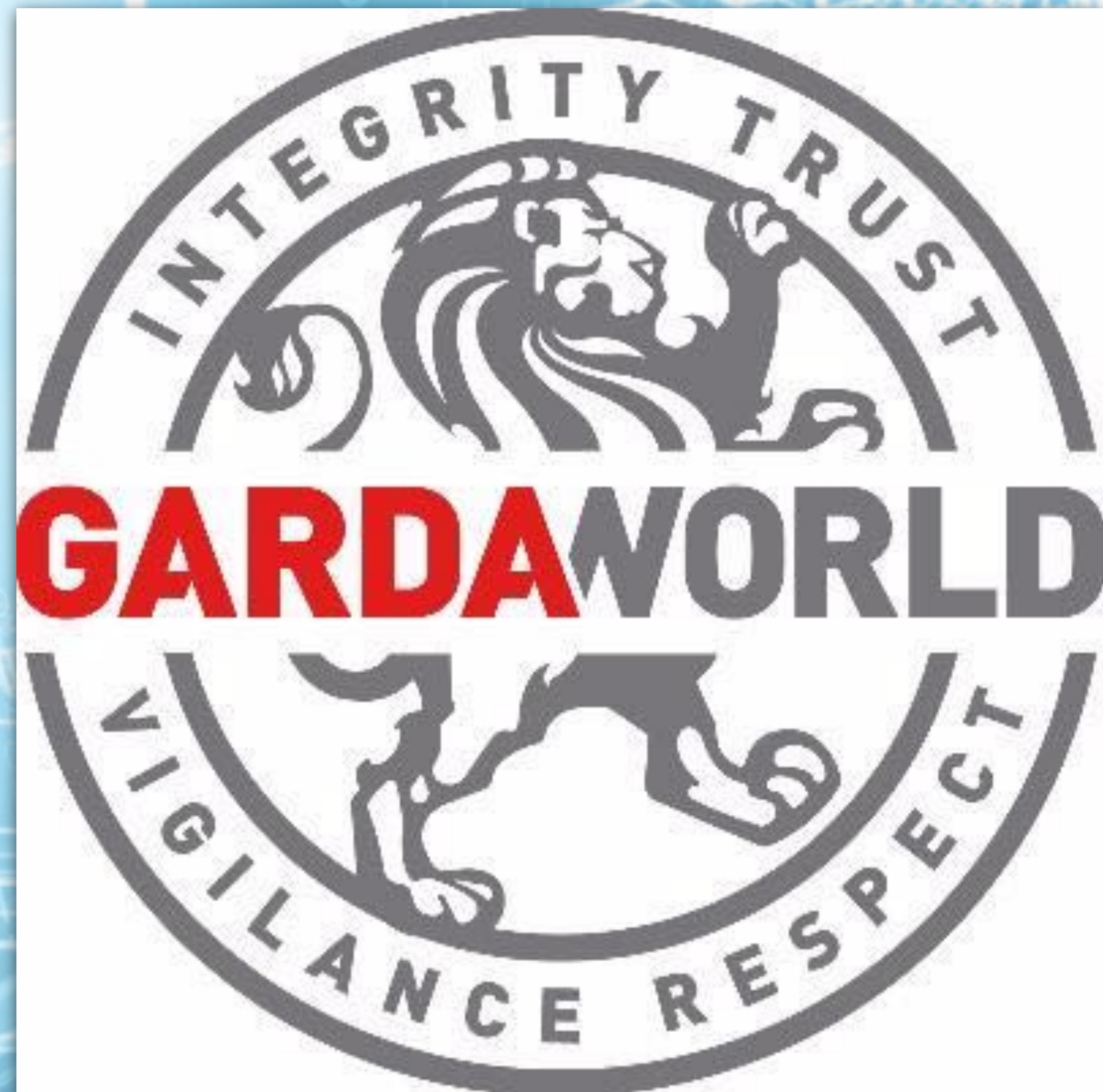
**Do You Have an
“Elevator Pitch?”**



SUBSCRIBE
NOW

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

How do you sell a commodity?



Cloud-Based ased Call Center Solutions

Tackle Issues Head On Full Transparency

Listen Hard
"I understand"

SUPPORT EACH OTHER

Urgent Follow Up



Customer Retention

126%

Employee Retention

131%

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 geometric shapes, lines, and text labels such as 'A', 'B', 'C', 'D', 'E', 'F', 'G', 'H', 'I', 'J', 'K', 'L', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z', 'a', 'b', 'c', 'd', 'e', 'f', 'g', 'h', 'i', 'j', 'k', 'l', 'm', 'n', 'o', 'p', 'q', 'r', 's', 't', 'u', 'v', 'w', 'x', 'y', 'z', 'A', 'B', 'C', 'D', 'E', 'F', 'G', 'H', 'I', 'J', 'K', 'L', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z', 'a', 'b', 'c', 'd', 'e', 'f', 'g', 'h', 'i', 'j', 'k', 'l', 'm', 'n', 'o', 'p', 'q', 'r', 's', 't', 'u', 'v', 'w', 'x', 'y', 'z'. The binary code is scattered throughout, with some sequences appearing in a grid-like pattern.

Rehearse & Execute

The background is a complex technical drawing or blueprint in shades of blue and white. It features various geometric shapes, lines, and annotations, including what appears to be a cross-section of a mechanical part. Overlaid on this are numerous binary digits (0s and 1s) in a light blue color, scattered across the image. The overall aesthetic is that of a high-tech or engineering environment.

**Tough
Conversations are
Easier when YOU
Create a
Protocol**



10-54 - Livestock on Highway

10-10 - Fight 10-34 - Riot

10-98 - Escaped Prisoner

10-89 - Bomb Threat

**What are Frequent
Incidents that Could Use a
'Protocol?'**



**There is a
Successful
Blueprint for
Every Career**





**Chuck Shafer
1927-2001**



Maiden flight - May 1971



“Fear is the enemy of success.”

CHUCK SHAFER



**What is a Successful
Blueprint You've Used?**



**Great Ideas are
Hiding in
Plain Sight**

“We promise
our plumbers
will show up on
time and smell
good.”



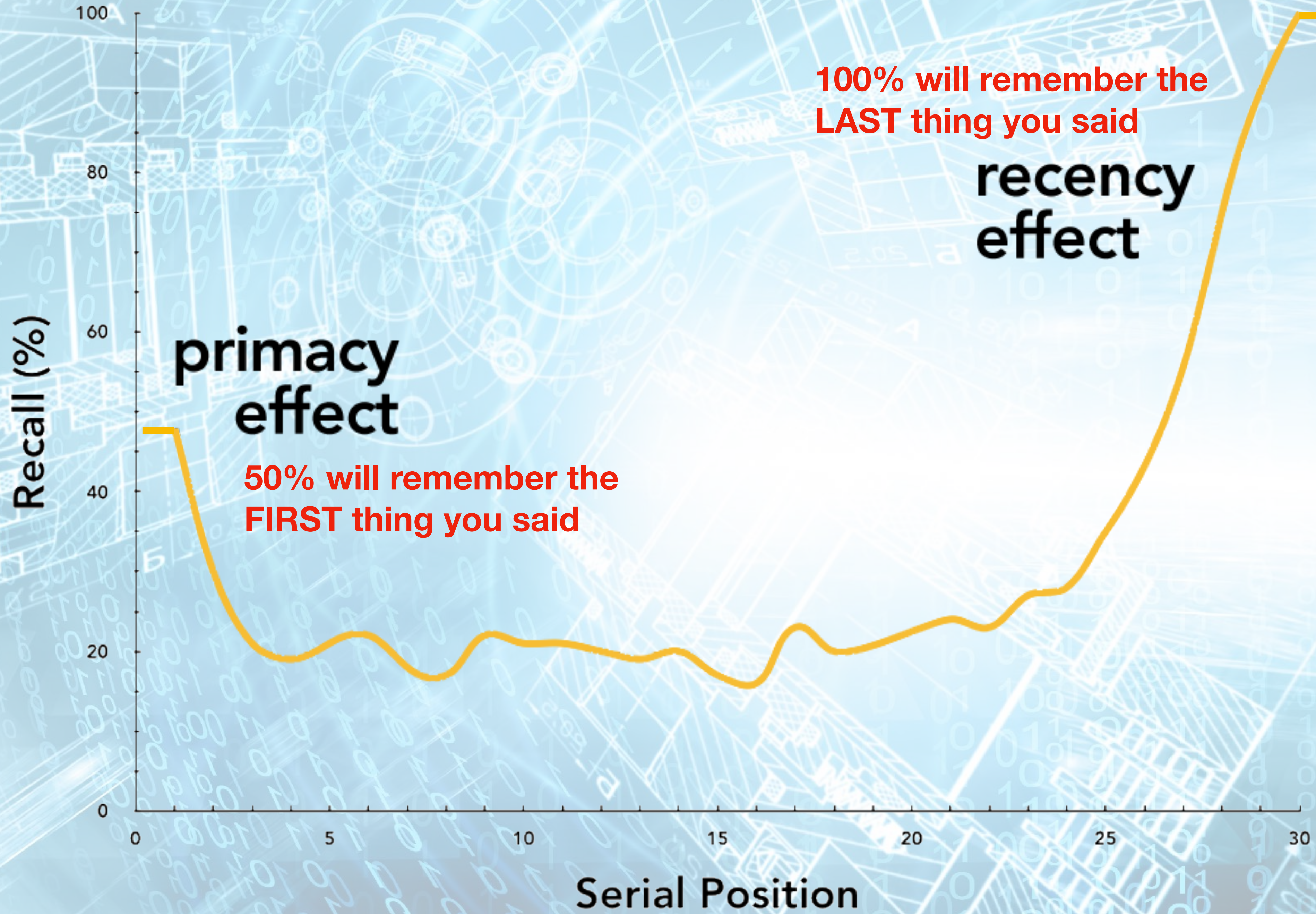


**What Good Ideas Can you
Share with Us?**

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.

**Last Impressions
Matter Most.**

FINAL MOMENT



primacy effect

50% will remember the FIRST thing you said

100% will remember the LAST thing you said

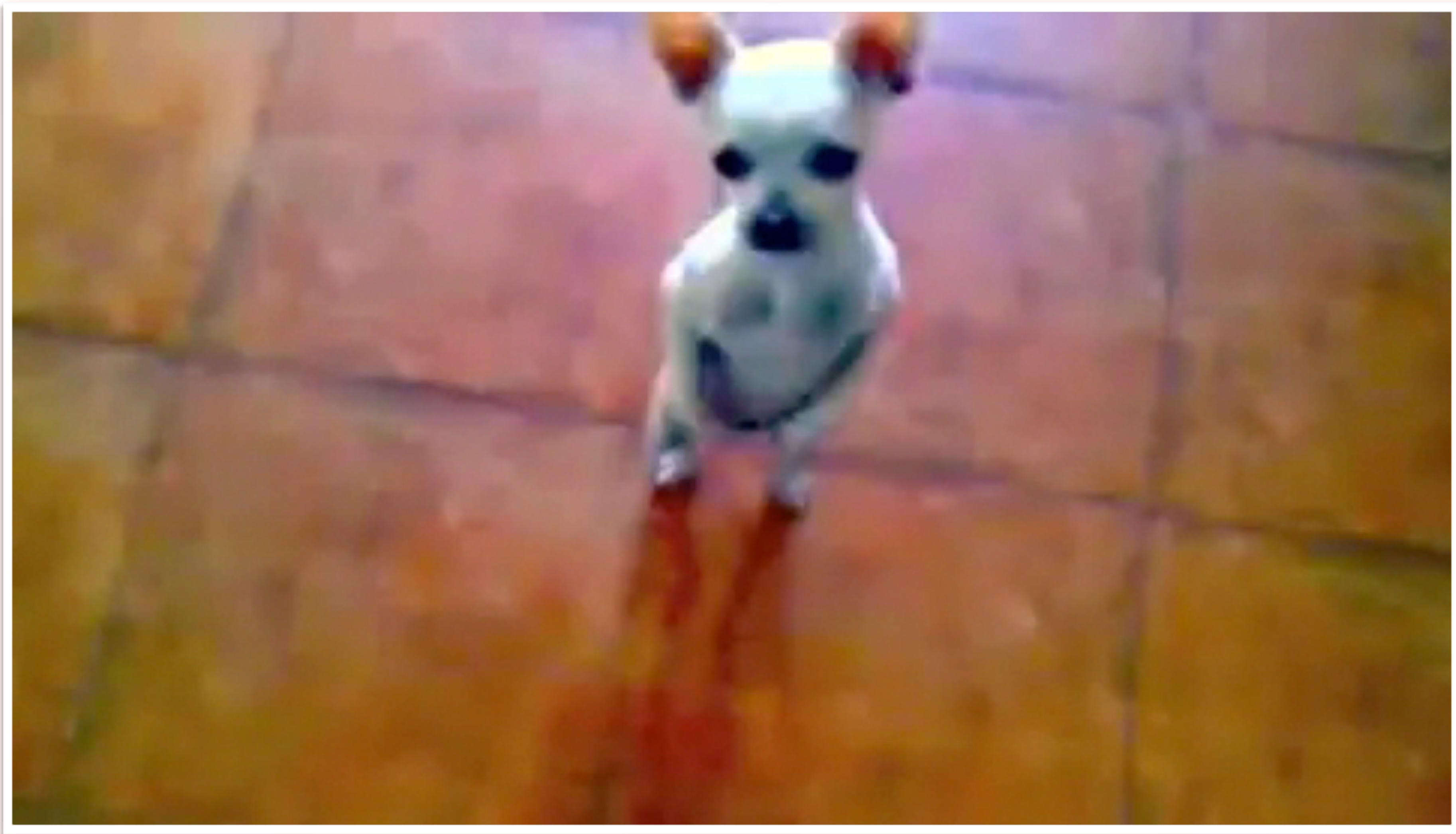
recency effect

Serial Position

Recall (%)



The “Kicker Story”



BREAK UNTIL 3:15PM

AVIATION SECURITY: PARTAGAS 2

BLUE: TRINIDAD 5

GREEN: TRINIDAD 8

RED: TRINIDAD 10

WHITE: TRINIDAD 4 (C&I)

YELLOW: TRINIDAD 4 (TRAVEL SECURITY)