

**If you want Ross to speak
at your event or want him
to raise scores with his
Other-Focused™
90-day team coaching
program contact:**

Helen Broder

Helen@RossShafer.com

(910) 256-3495

*Living an
Other-Focused™ Life*



Ross Shafer

Garry Poole

HOW TO STAY RELEVANT

by Ross Shafer

Restaurants/Food Service



Retail Clothing



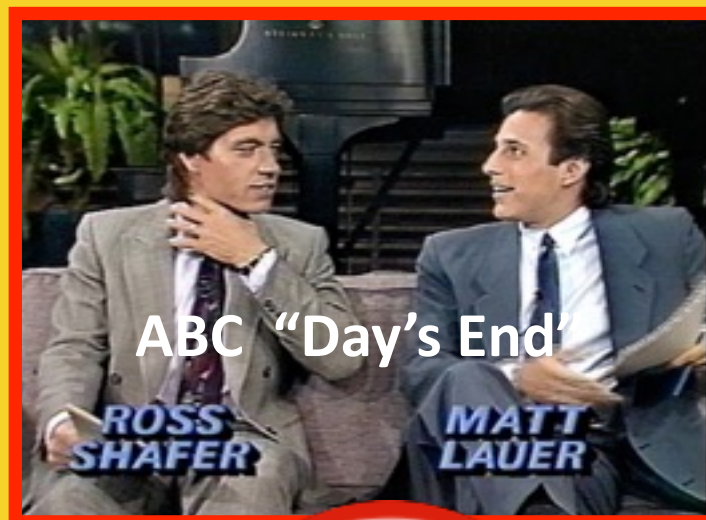
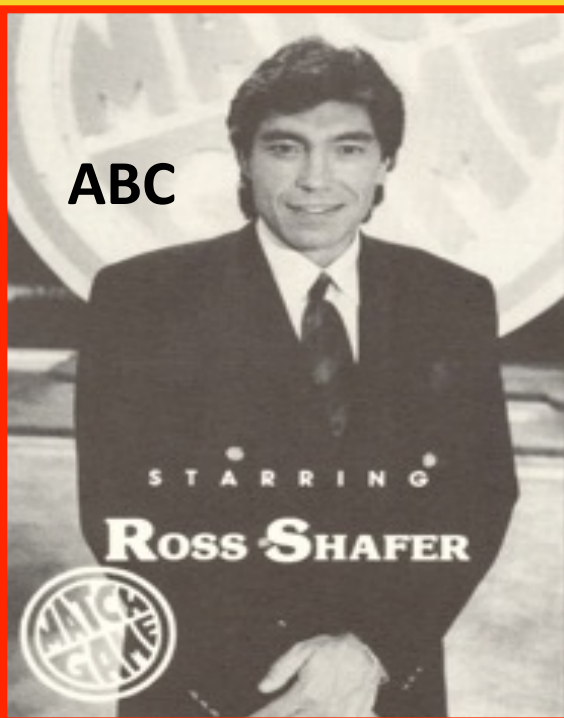
TV & Film Production



Building Industry



Manufacturing



ABC "Day's End"



USA

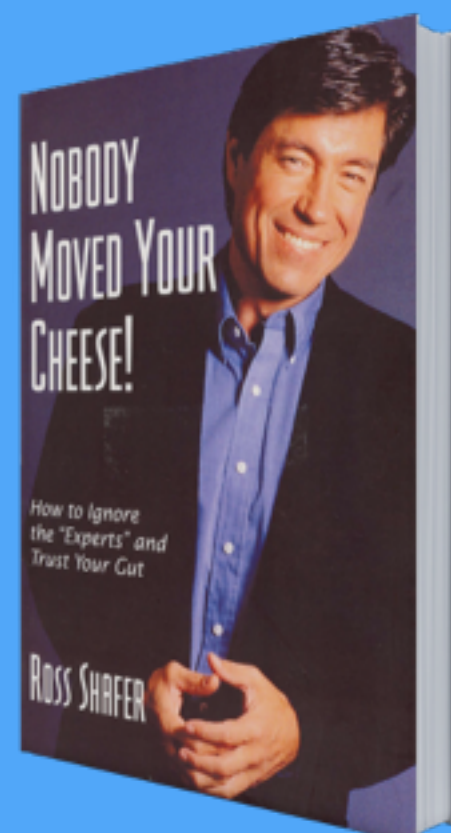
LOVE ME
LOVE ME
NOT



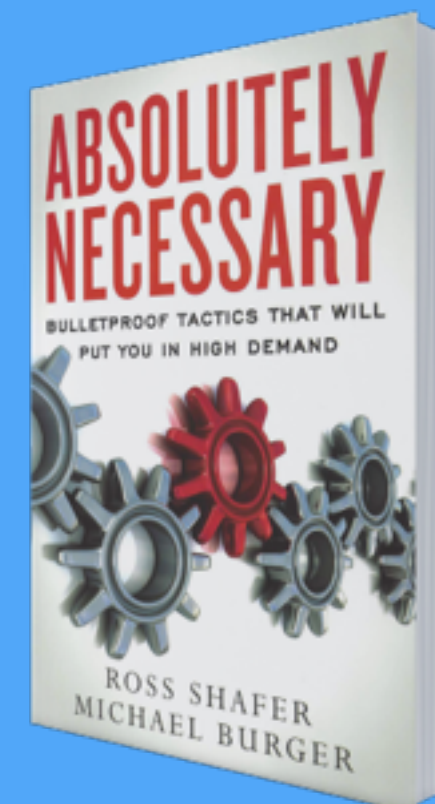
FOX "LATE SHOW"



2



3





Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



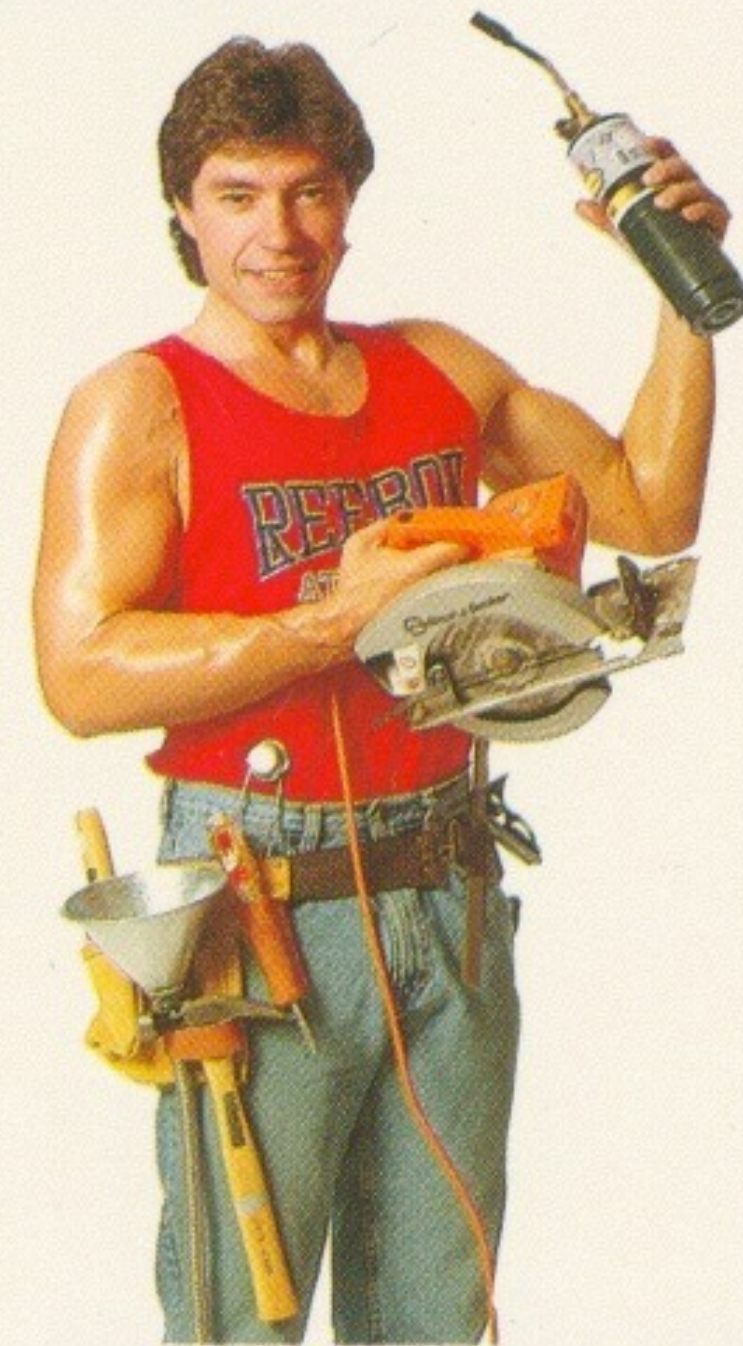
**Follow
the
Tracks
of the
Herd**

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

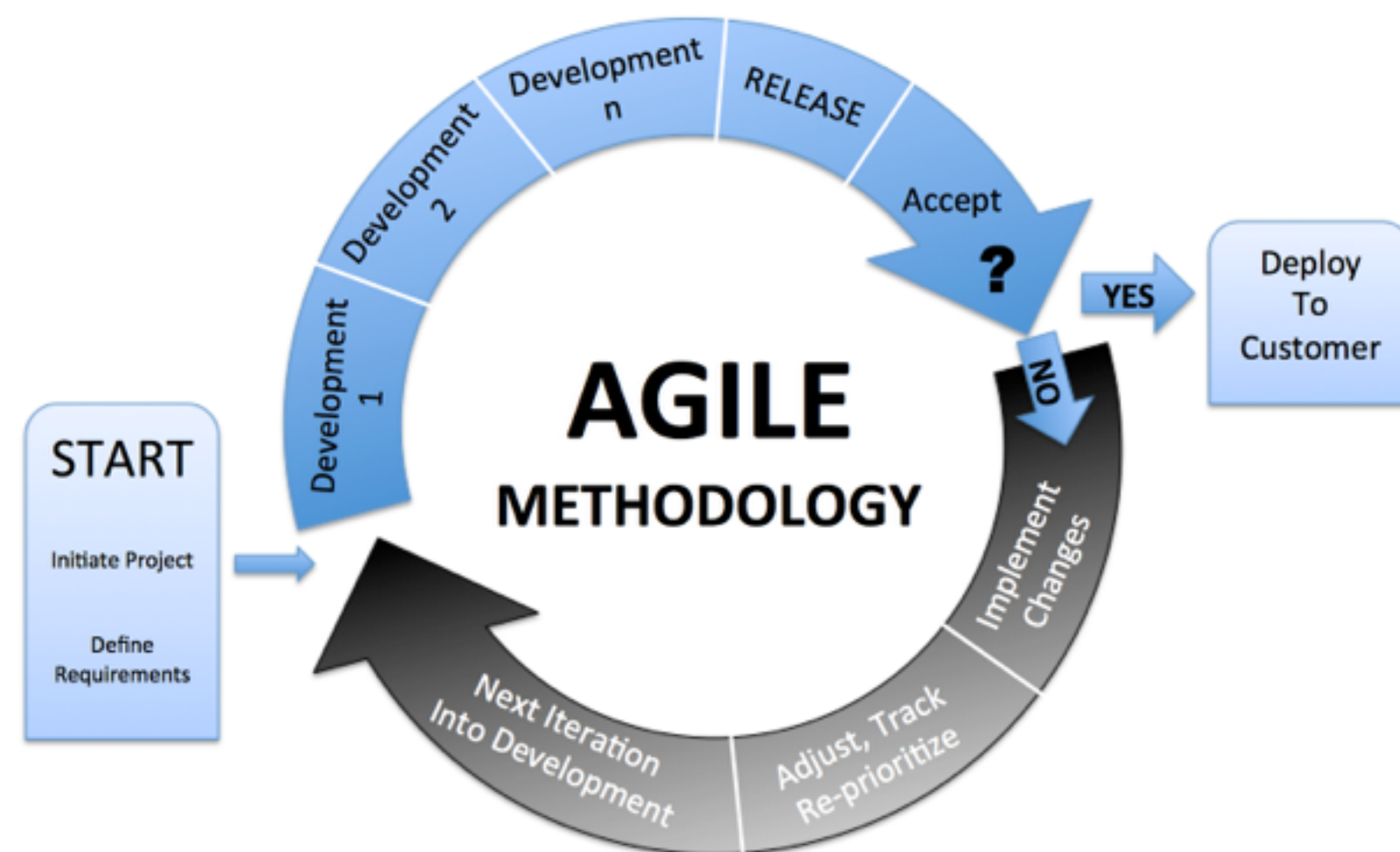
Ross Shafer







Ryan Shafer



Value: CONTINUOUS IMPROVEMENT

Innovate or perish.

In January of 2008, a nationally acclaimed engineering professor with experience in industrial innovation joined the Marquette University faculty in Milwaukee, Wisconsin as the very first Greenheck Chaired Professorship of Engineering Design. Bob Greenheck, himself, worked with Marquette officials for 2-1/2 years to establish this position. It's just one example of how Greenheck supports continuous learning.

Over the years, Greenheck has donated time and materials to set up wind tunnel test laboratories at Marquette, the University of Wisconsin in Madison

CHANGE



Hotel Events

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

October 5, 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



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[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

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[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)



Leveraging a Trend



Plated.



SUN BASKET



HOME CHEF

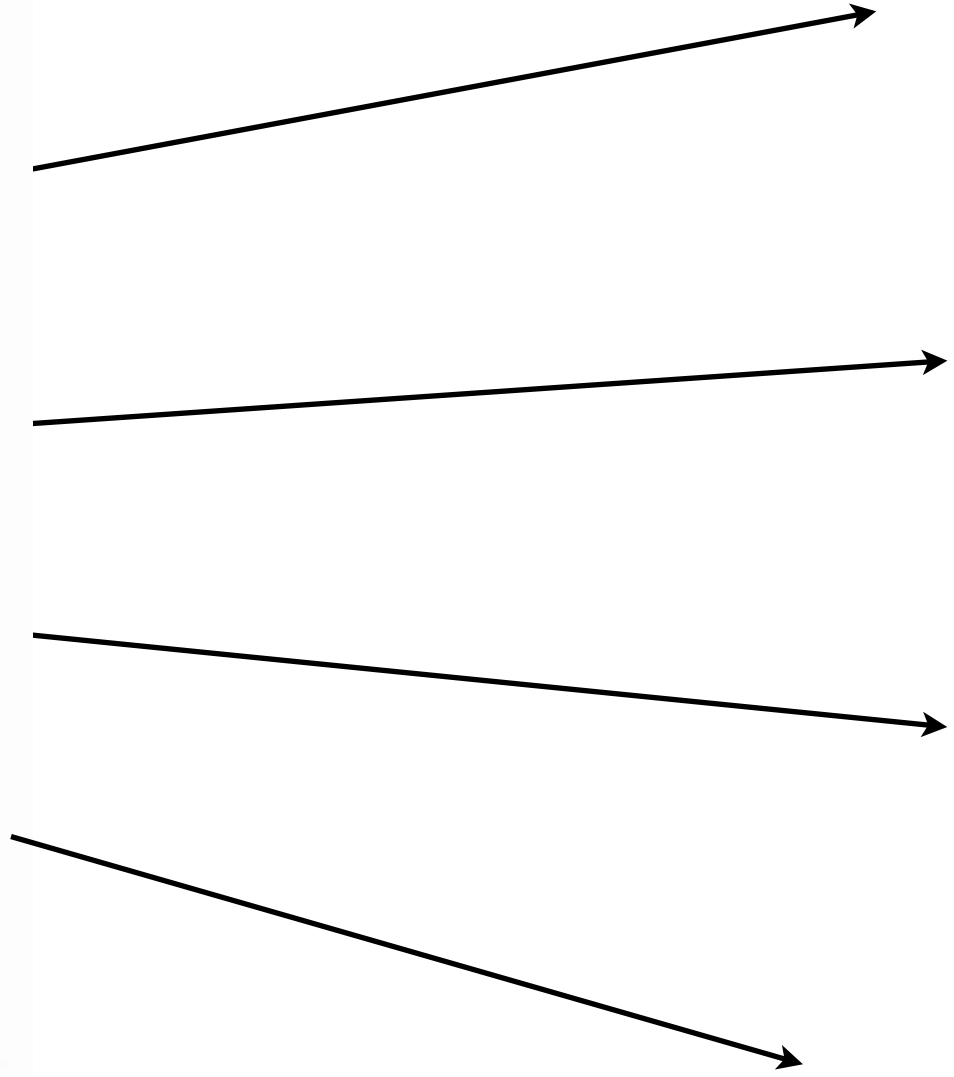


Back Pain Meds



The “Empty Bag” Issue







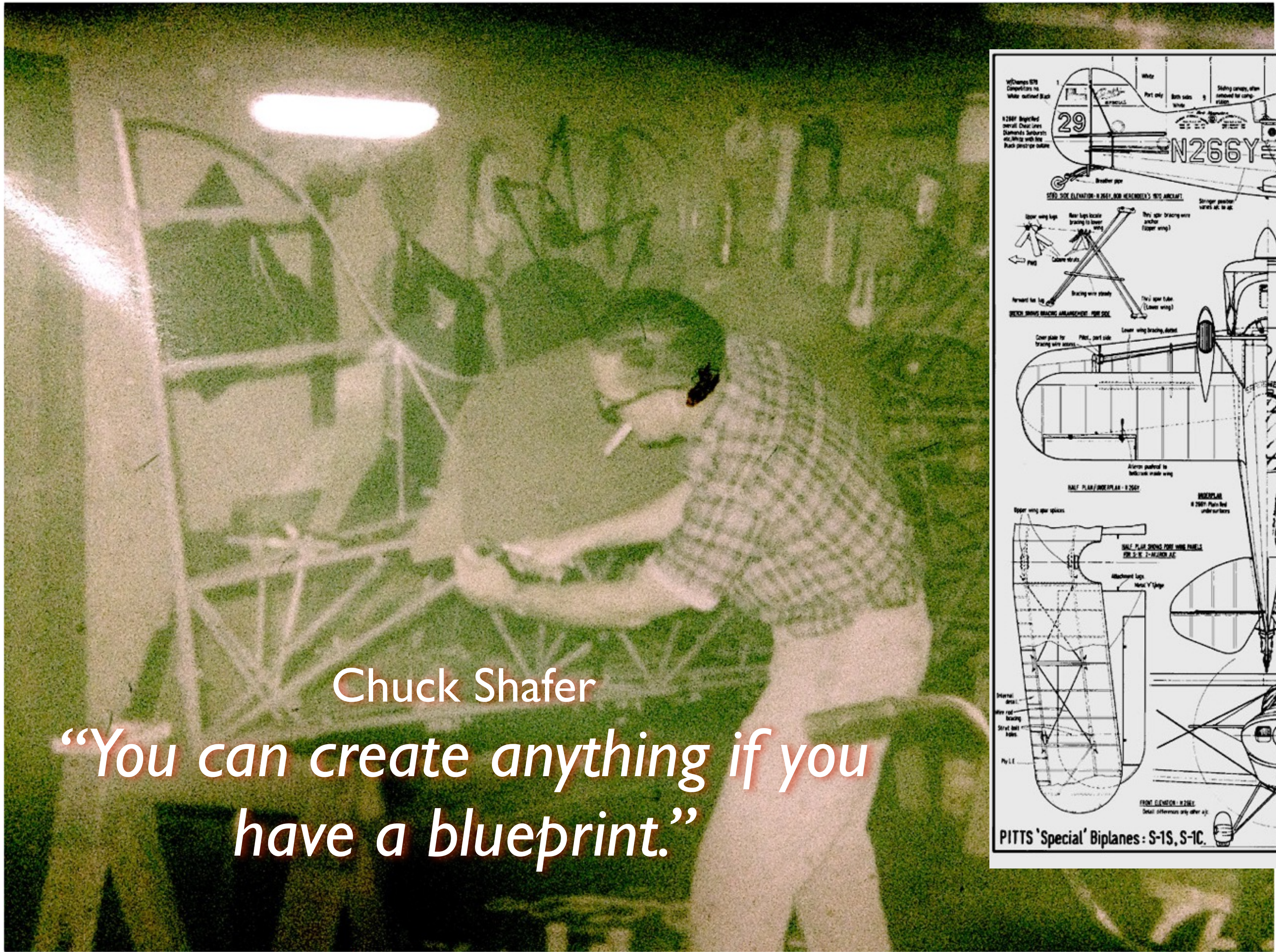
LARAMAR

55,000 UNITS



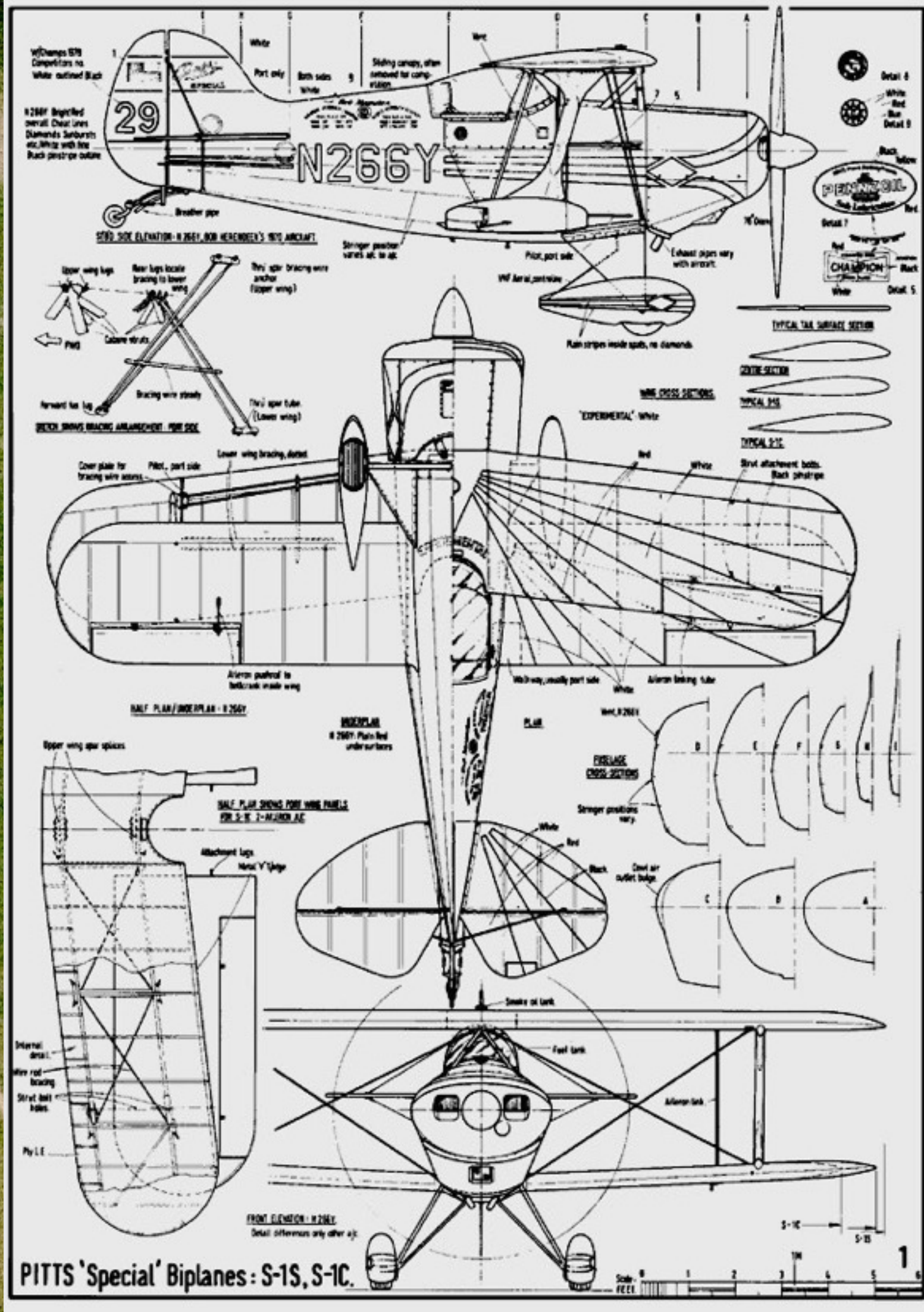
The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**The Highest Paid
Salespeople
are Fearless**



Chuck Shafer

“You can create anything if you have a blueprint.”





Maiden flight - May 1971



“Fear is the enemy of success”

CHUCK SHAFER





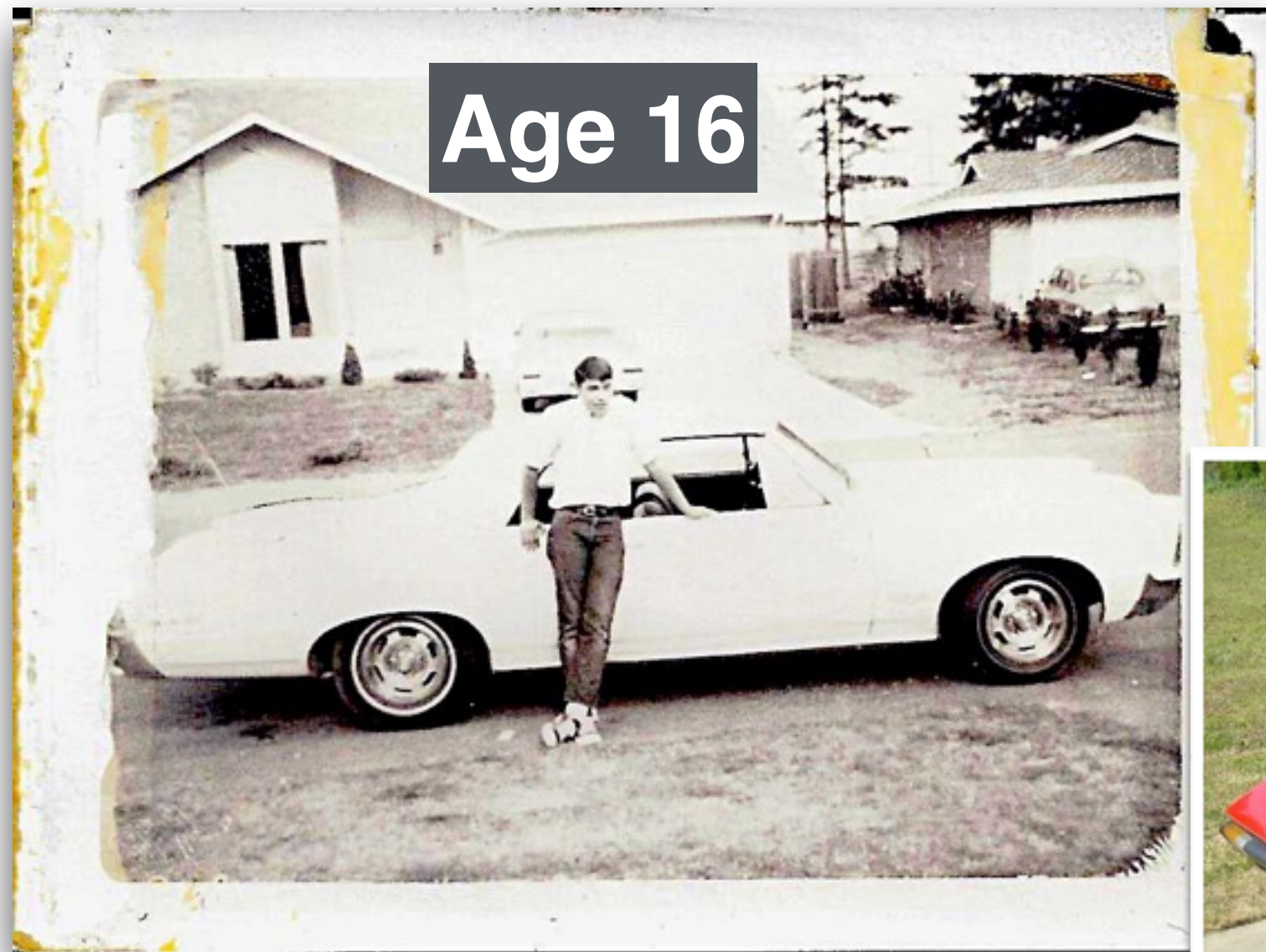
Age 13



Age 14



Age 17



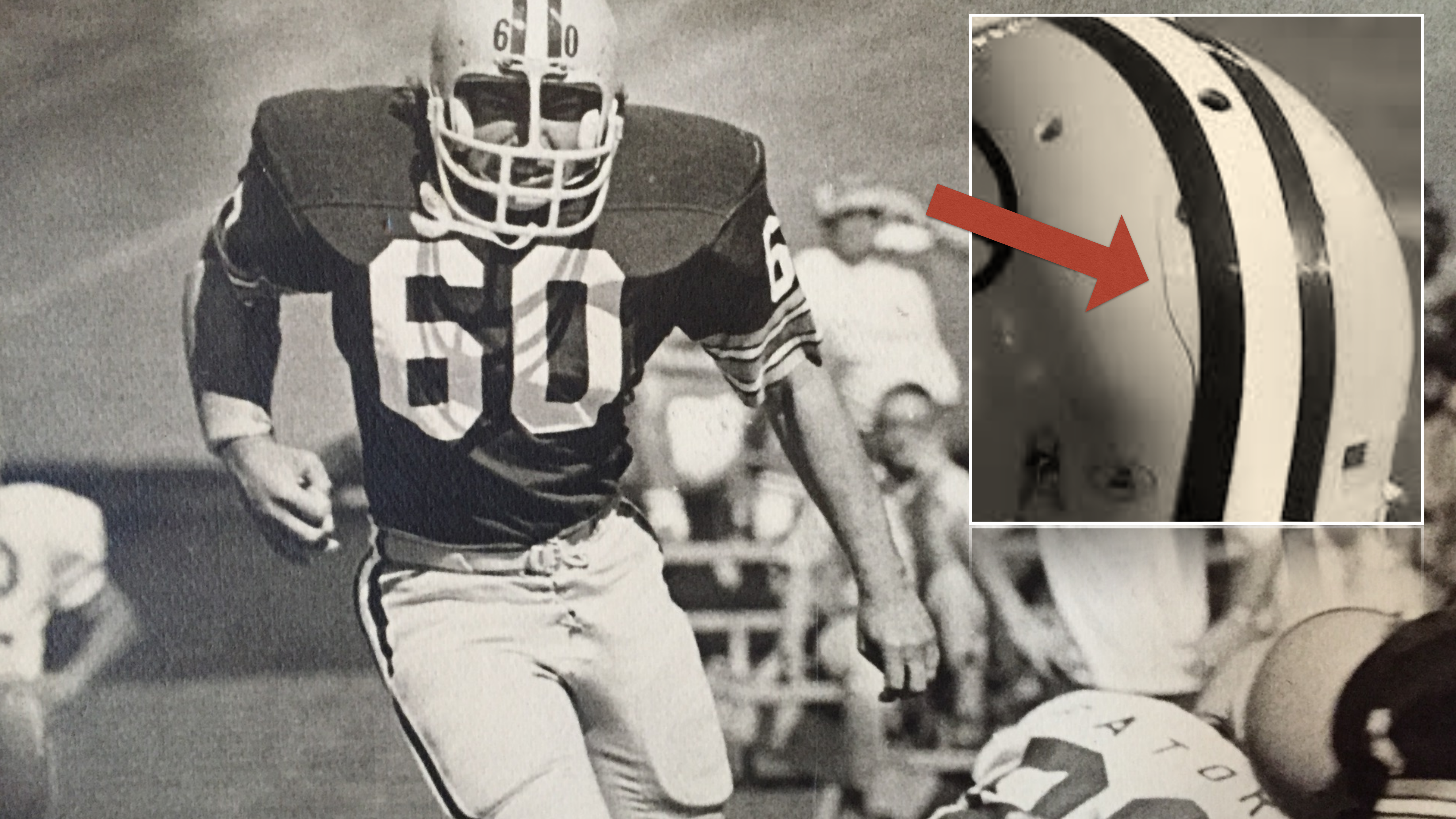
Age 16



Age 29



Age 19





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



SHAFAER® PROJECTION TV



Turn your Den or Rec Room Into a Video Theatre

- 4 Ft. and 5 Ft. Screens
- Ceiling Models Available

At last the Northwest's largest maker of Giant TV Screen systems is offering direct to you, for your home, the same Projection TV usually seen commercially. Come, see and compare during this sale!

AS LOW AS \$997

SOUNDS O.K.

For Home Demonstration Information CALL COLLECT (206) 848-8300

119 Hi Ho Shopping Center
Puyallup, Wash. 98371

STUDIO in Puyallup



TV & Film Production




THE ICE CREAM SHOP



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.

**Who Do Your
Clients Think is
Relevant?**



V

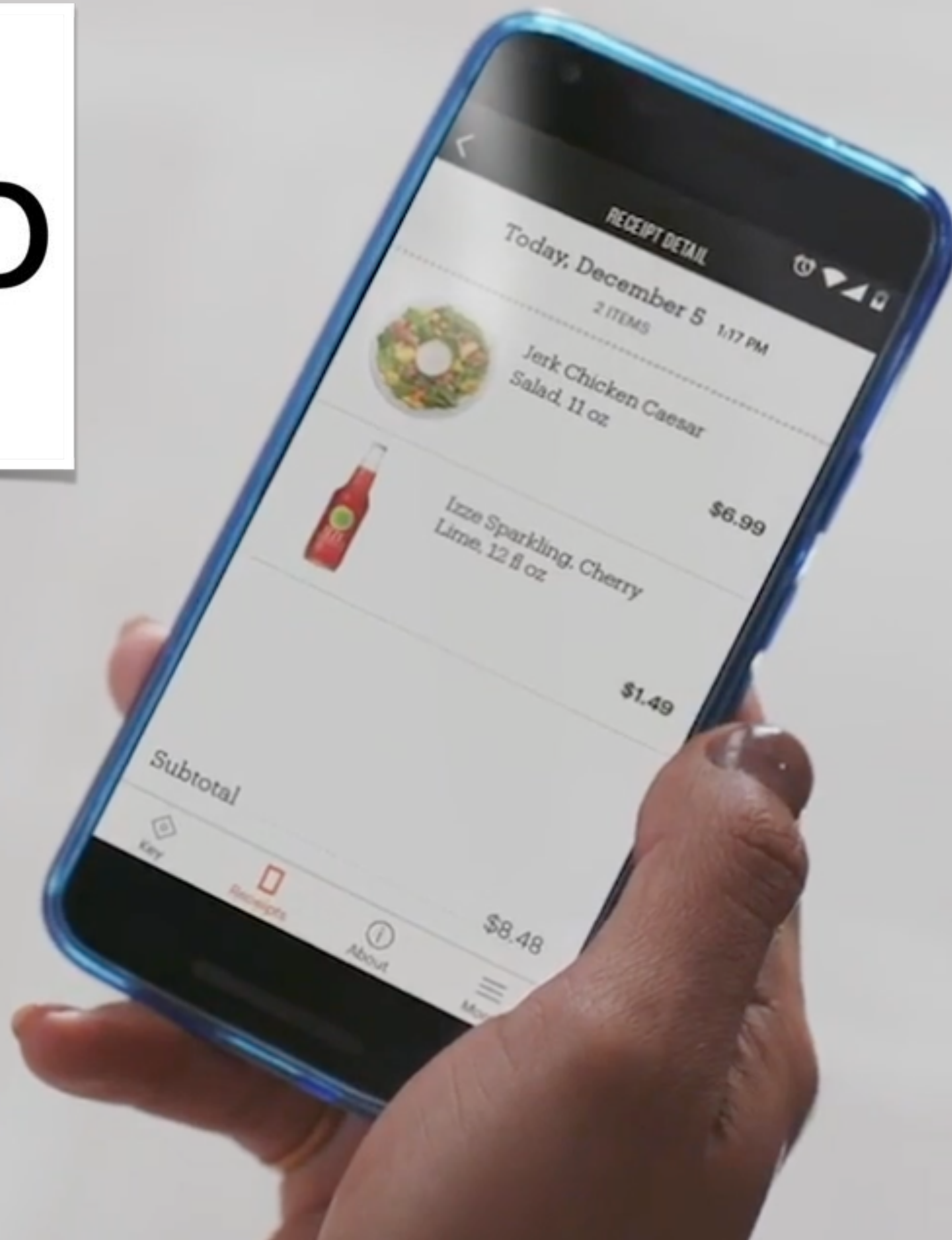
Value 1

Easy to do business with

Being the easiest company to do business with earns both new customers and ongoing customer loyalty. Greenheck employees at all levels of the organization strive to make the specifying, purchasing and installation of our products as easy as possible for our customers. When sales representatives, specifying engineers, mechanical contractors and other customers interact with the company, Greenheck employees make it easy to do business by:

amazon go

3,000 cashier-less stores



**“Your margin is
my opportunity.”**

Jeff Bezos

amazon.com



Extreme customer service.

In the early '60s, Bob Greenheck asked Chet Niewinski and Jack Holding to go to International Falls, Minnesota in the dead of winter. Some fans at a school were not running properly due to the cold. The two drove straight through 12 hours on two lane roads to International Falls. When they arrived, it was 30 degrees below zero.

The two men got up the next morning, dressed as warmly as they could and climbed up on the school's roof. "It was really, really, cold on that roof in northern Minnesota," Chet recalled. And he still shudders when he thinks about it. Needless to say, they got right to work installing more flexible belts that would operate better in the extremely cold conditions.

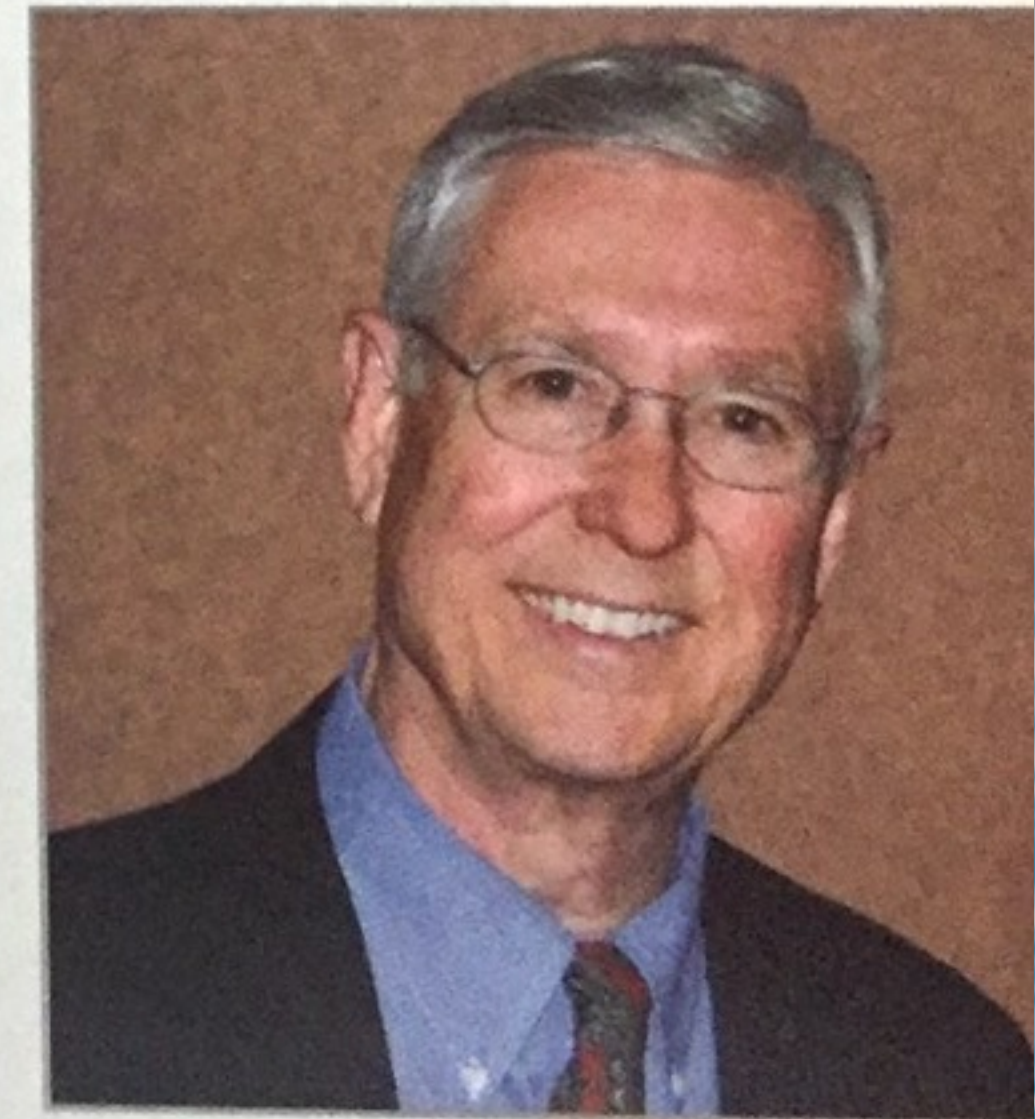
"We worked really fast that day and got those fans running." Chet explained. "That's what I call extreme customer service. To think that the company would send two guys all the way over there to get the units back in service — that's integrity!"

Every project is big... even if it's small.

Bill Shaw and Mark Shaw, owners of Bartos Industries in Dallas, Texas, have nearly tripled their sales since taking on the Greenheck line in 2000. And they attribute much of that success to the integrity they've experienced at Greenheck.

"Sometimes, I actually pray for problems," Bill says, "because when you have a problem you see what people are made of. If you're always perfect, nobody appreciates you. It's how you deal with problems that sets you apart, and never once has Greenheck turned its back on one of our customers. Greenheck does the big projects right, but it's the little projects where they stand out. They treat every project as if it's a big project."

"We had a small school replacement job and when the units arrived, there were a few issues with the new fans fitting under the covers, because the covers had been scratched and damaged during shipping,"



Bill Shaw
Co-Owner
Bartos Industries
Dallas, TX

“You

R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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

You Don't Have to



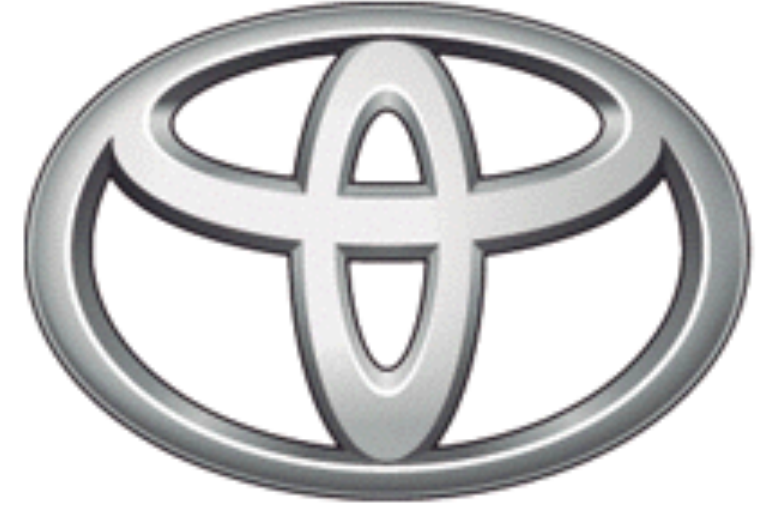
Clients/Customers

POW!

A stylized comic book sound effect. The word "POW!" is written in large, bold, yellow letters with a black outline and a halftone dot pattern. It is set against a red, jagged starburst background, which is also surrounded by a white background with a black halftone dot pattern.



**“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.

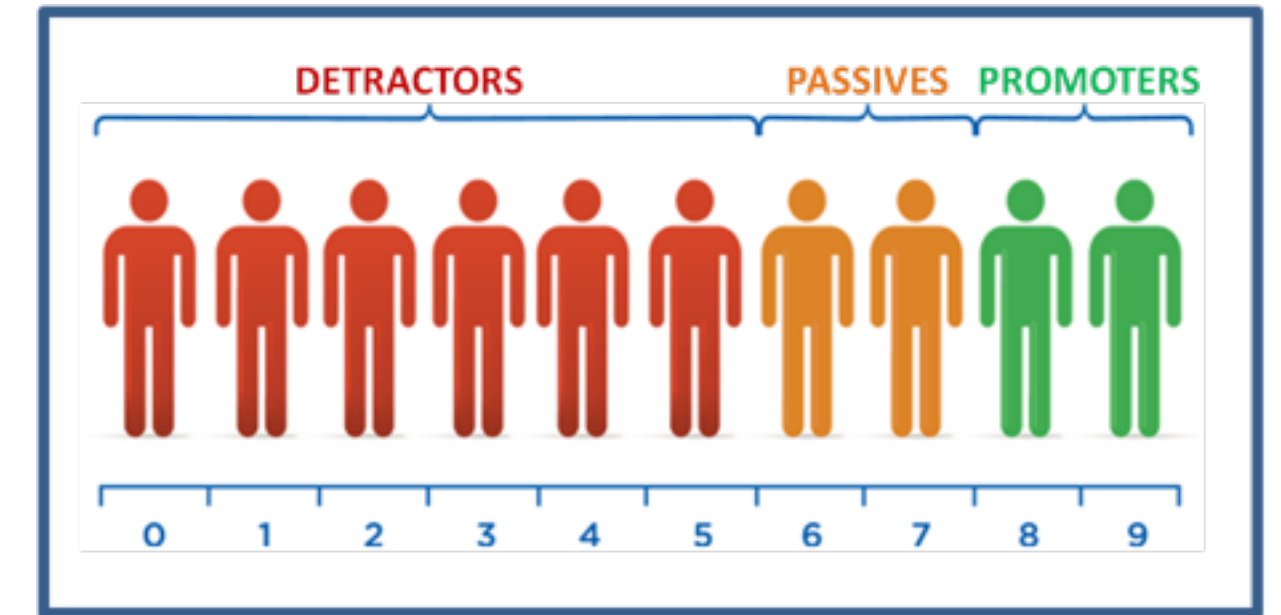
The bigger risk to loyalty is when you fail or disappoint them.”

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



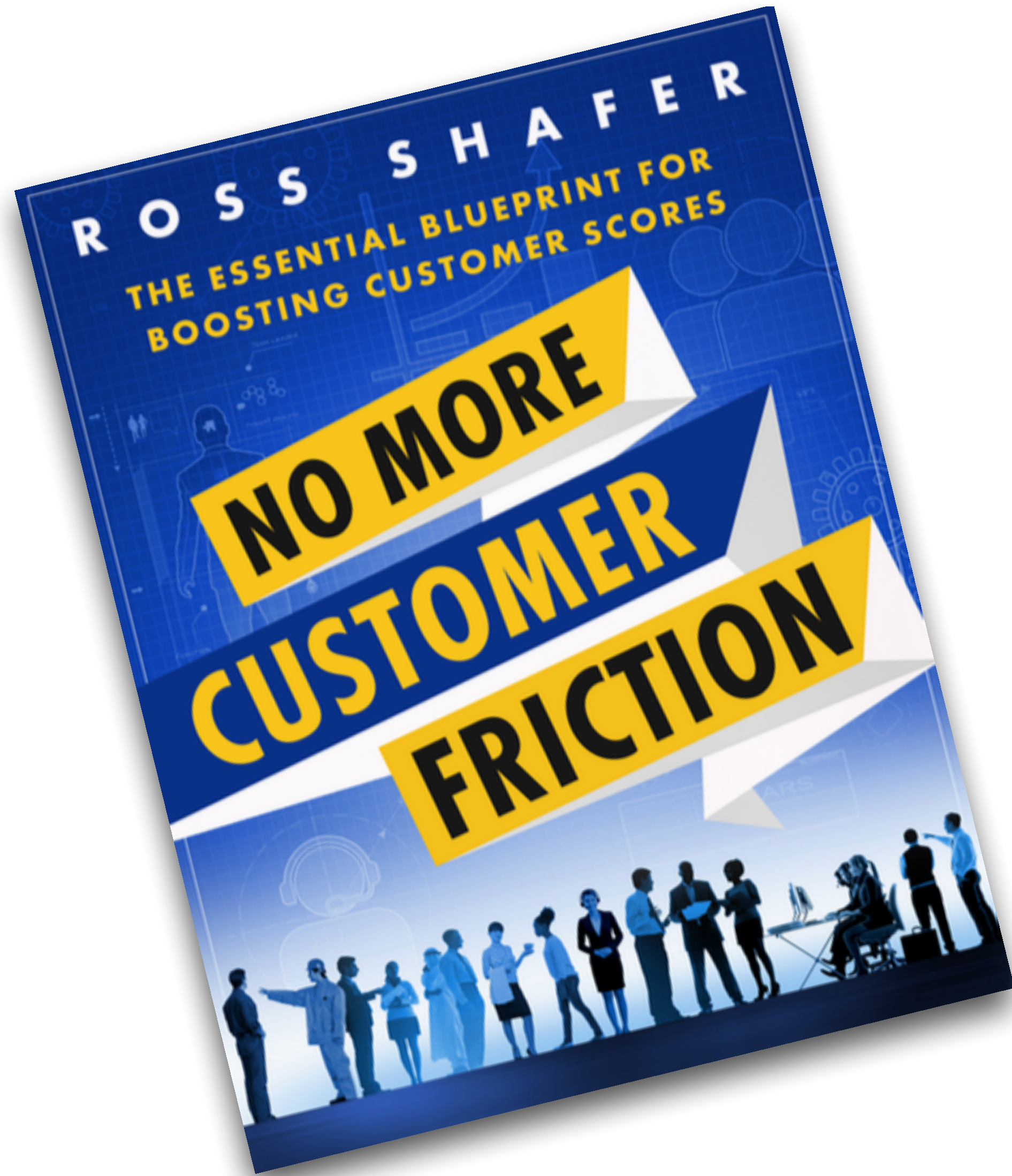
sources: The Customer Shouts Back - Ross Shafer Consultants, Inc. 'wow survey' 2016



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 down with a sad or thoughtful 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,
“Your toys take long to build.”





**Scores UP 21 points
in 90 days**

Westar Energy®



The background features a complex pattern of light blue technical drawings, including architectural plans, circuit diagrams, and various geometric shapes. Overlaid on these drawings is a stream of binary code (0s and 1s) in a slightly darker shade of blue, creating a digital and technical atmosphere.

What is the Most Dangerous Threat to Your Growth?

NOT Millennials





Instagram



snapchat

Linked



You



Tube



twitter

A group of people, including a man in a green shirt, a woman in a blue top, and a man in a light blue shirt, are looking down at their smartphones in a crowd. The background is blurred, suggesting an outdoor event or festival.

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

FOMO

🔍 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

INSECURITY

Mood Swings Based Upon CLICKS & LIKES

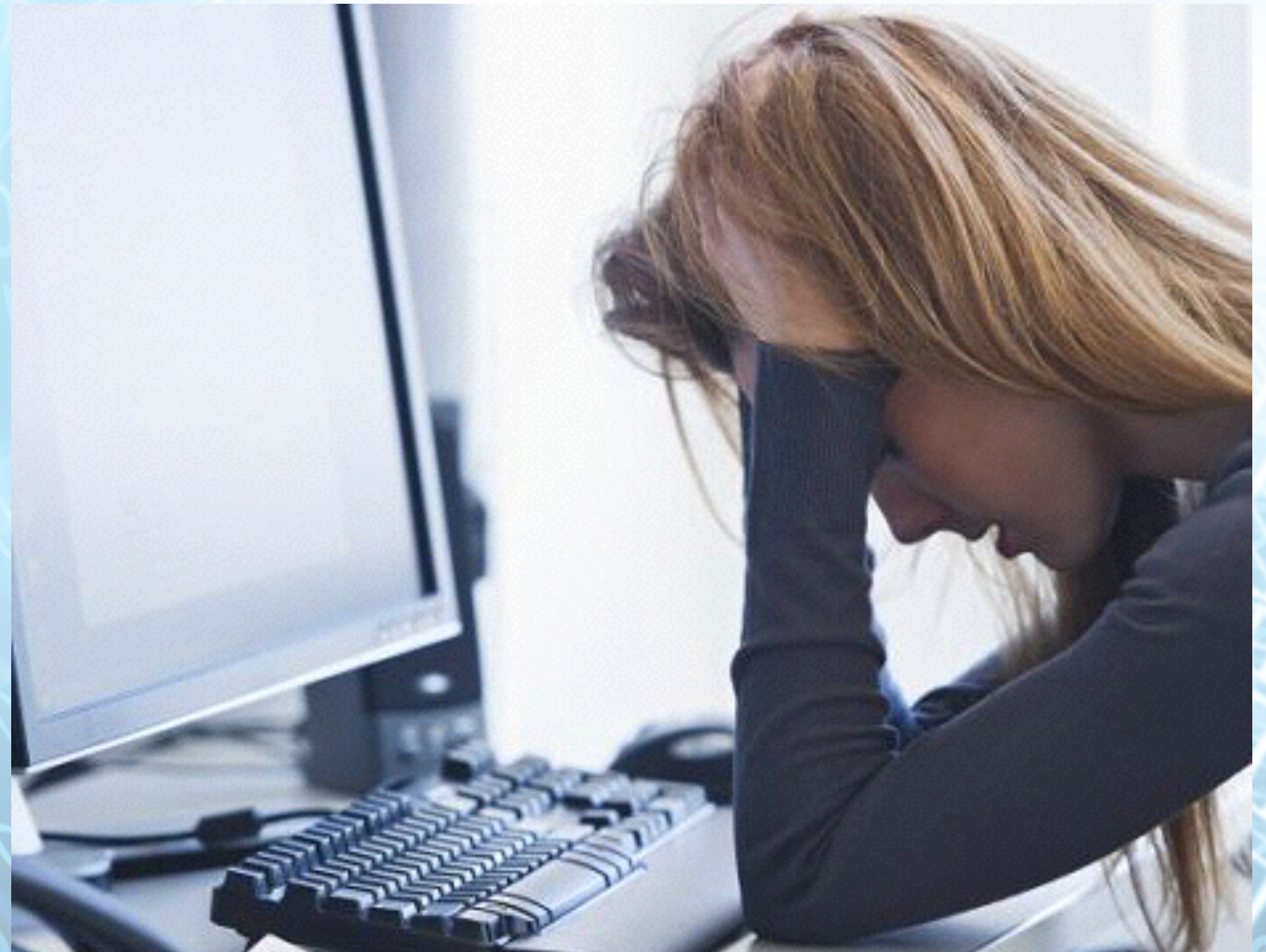
DISTRACTION ERRORS AT WORK

CO-WORKER TENSION

Extremely Self-Absorbed

NO

**CELL
PHONE
ZONE**



Replace the Addiction with Better Outcomes

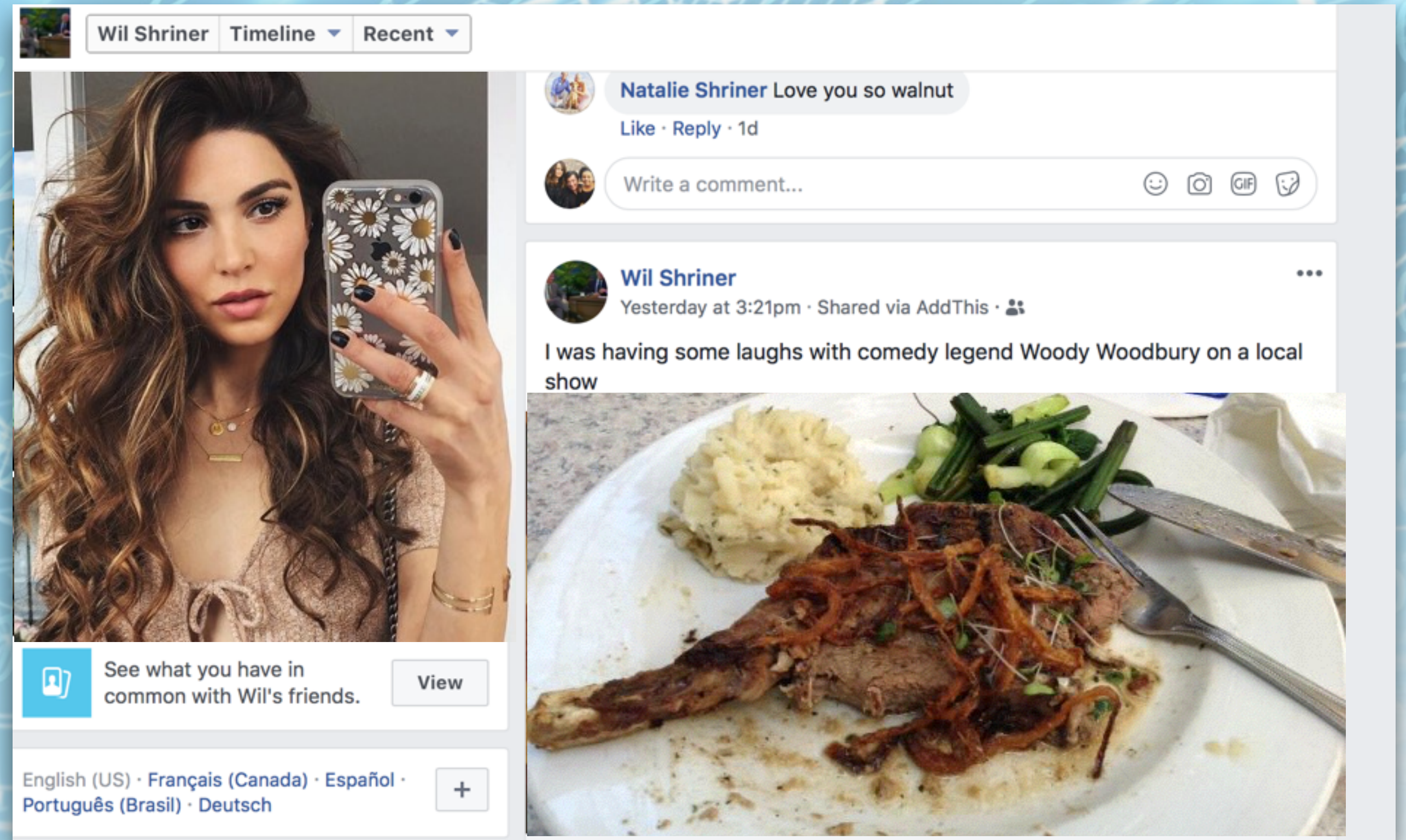
*Living an
Other-Focused™ Life*



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

More Likes and Comments

MORE RESPECT

More Influence

More Invitations to Parties

More Recognition

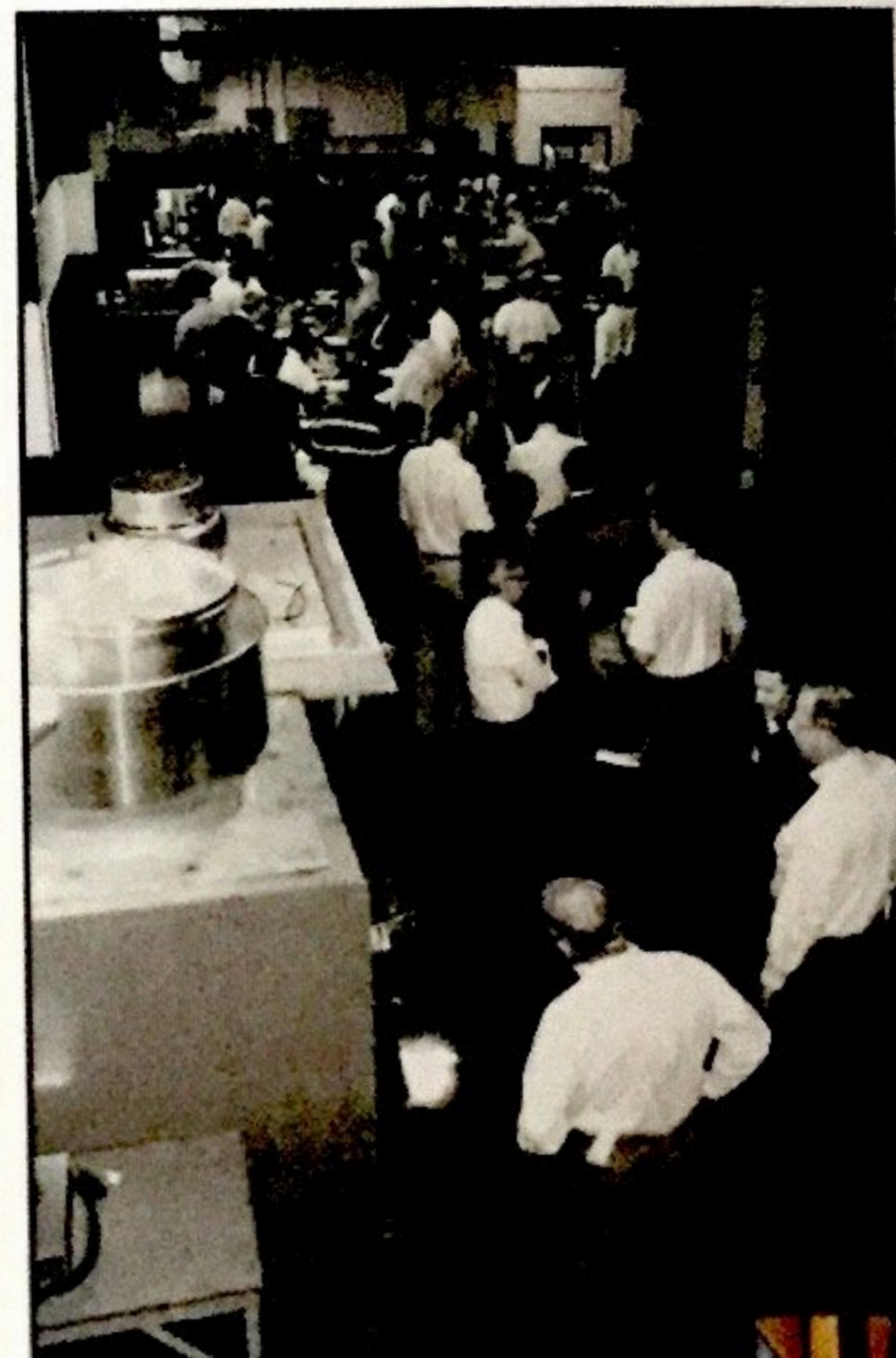
Less Drama at Work

More Friends

Value: MUTUALLY BENEFICIAL PARTNERSHIPS

Building lasting rep relationships.

During the early years of the company and until the day he passed away on March 19, 2003, Bernie Greenheck set the tone for the company's extraordinary and cooperative attitude toward its highly valued manufacturing representatives. Bernie spent a lot of time away from home during the late 1950s, the '60s and the '70s as Greenheck expanded its national presence through a network of what is today 138 manufacturing rep organizations throughout the U.S. and Canada, and 62 more around the world. This translates to over 3,000 feet on the street every day selling Greenheck. Bernie worked hard to establish lasting, mutually beneficial relationships where everyone won. Greenheck grew because of the reps, and the reps' businesses grew because of Greenheck.



Manufacturers representatives tour one of Greenheck's AMCA-approved test chambers at the plant in Schofield, WI.



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





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.

**#1 Skill
Necessary Today**

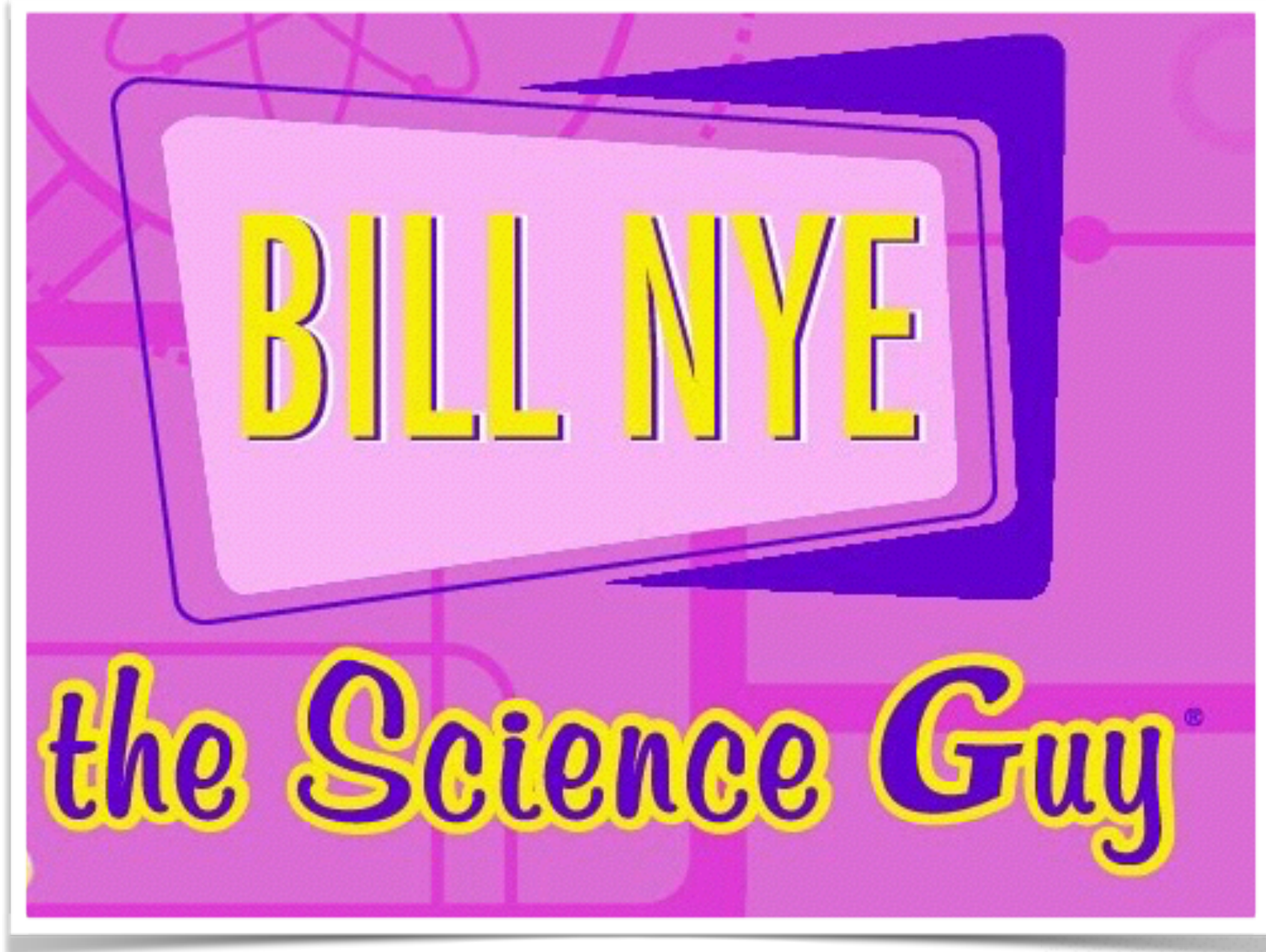


Speaking Clearly will Keep You FUTURE PROOF



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

**Elevate Your
Superstars
Quickly**





AFTER TODAY'S MEETING: FREE RESOURCES

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

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

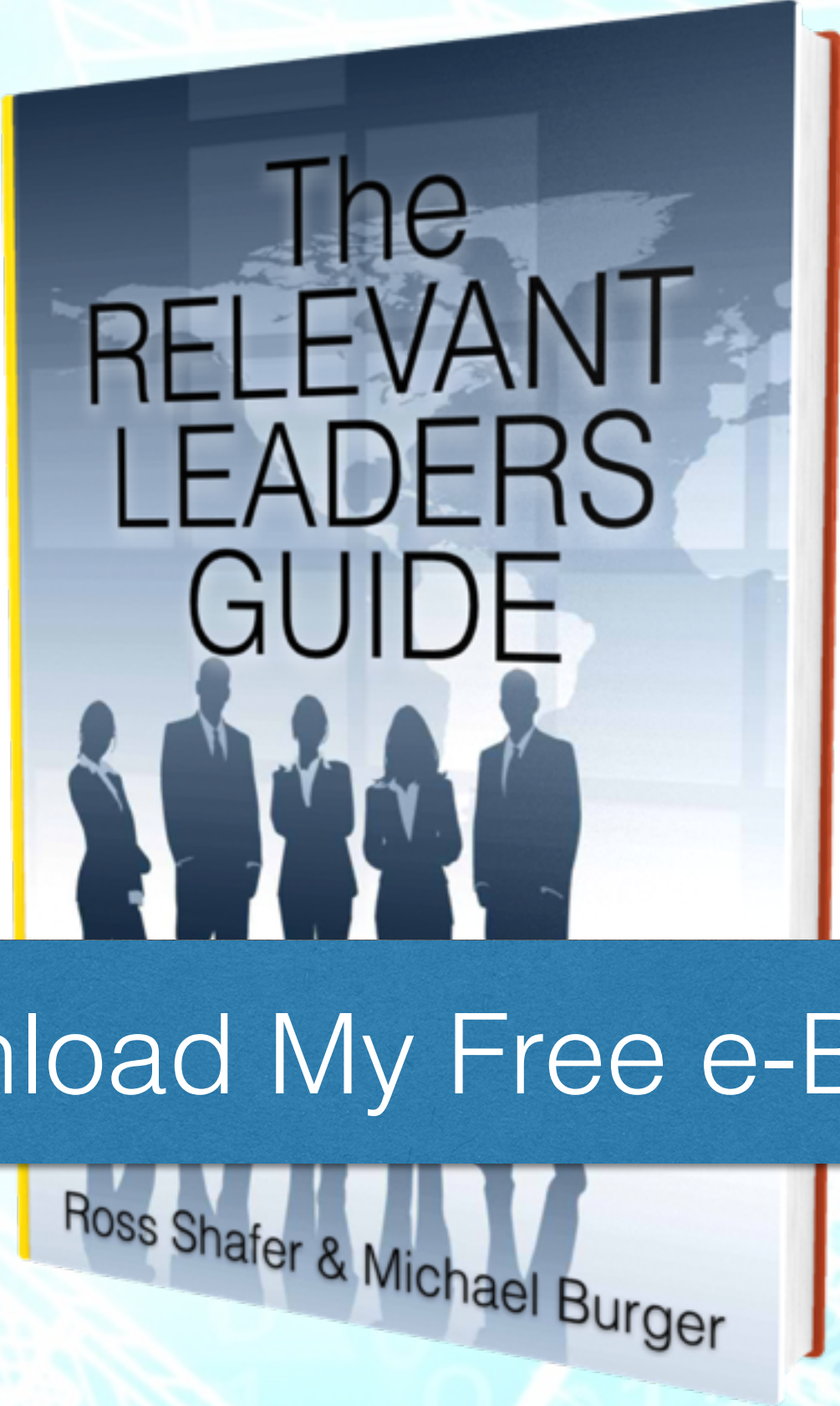
Relevant Leaders Club Download All

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...

- How to Sustain a Business for Over 15 Years?** | Leadership Speaker | Ross Shafer
by 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
by Ross Shafer
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Have you ever wondered if you should change your personality when you get a "big" new job? Then you...
- How Can Leaders Make Better Decisions?** | Leadership Speaker | Ross Shafer
by Ross Shafer
1 month ago • 85 views
Leaders are paid to make good decisions over and over. This video by Ross Shafer will give leaders a repeatable...
- How Can Small Office Financial Advisors Beat The Big Guys?** | Leadership Speaker | Ross...
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

Download My Free e-Book



www.RossShafer.com

The background is a complex technical drawing or blueprint, rendered in white lines on a blue gradient. It features various geometric shapes, circles, and lines, typical of engineering or architectural plans. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, suggesting a digital or data-related theme. The overall aesthetic is clean, professional, and high-tech.

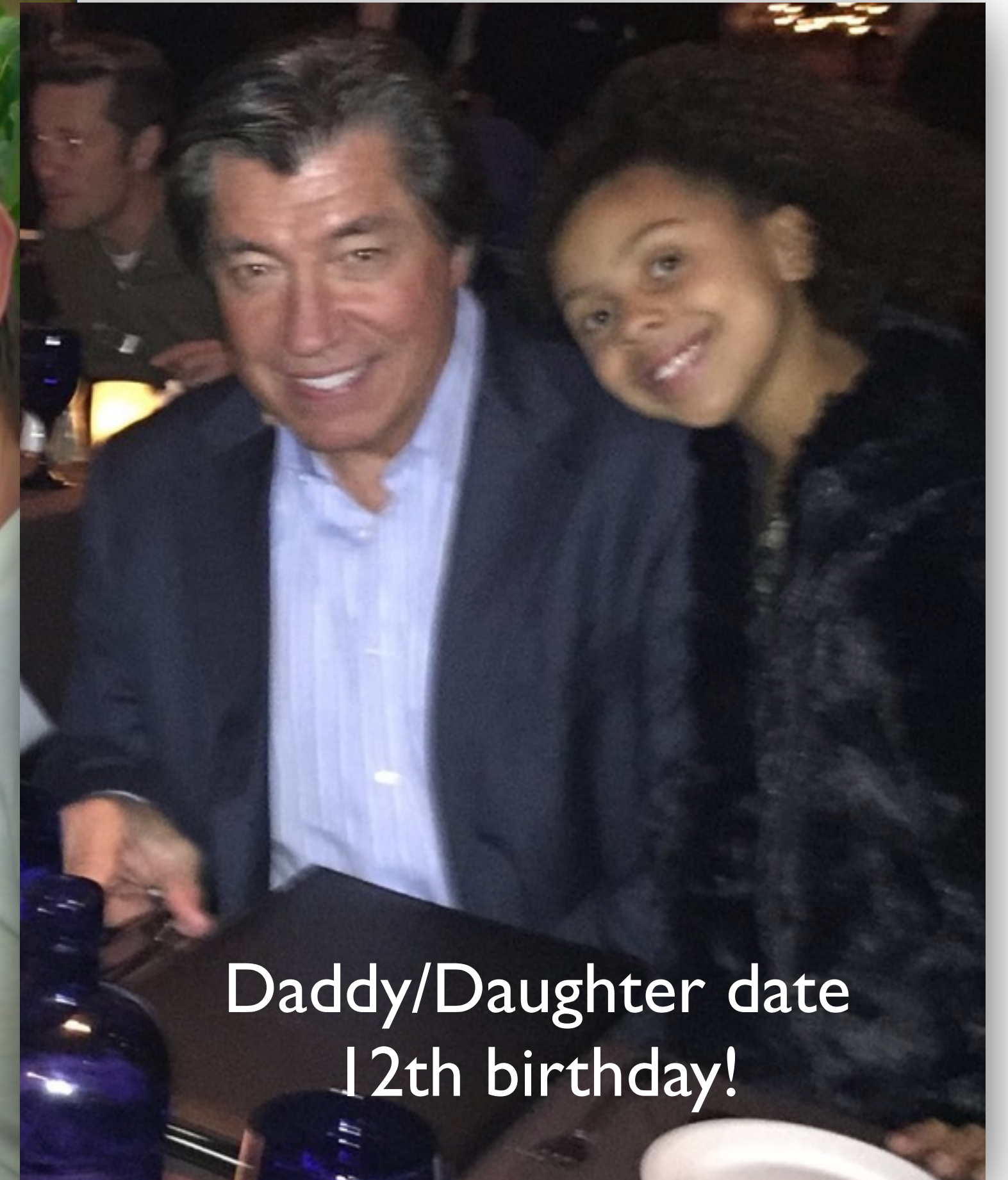
**Will YOUR Legacy
be
Other-Focused?**



Chuck Shafer 1927-2001



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



Daddy/Daughter date
12th birthday!

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 or engineering aesthetic.

Promote Ongoing Encouragement

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(910) 256-3495

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Other-Focused™ Life*



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