



Ross
Shafer

**Want Ross to come
to your company?**

Contact:

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703-516-4000

scalabrese@kepplerspeakers.com



Ross
Shafer

How to Stay Relevant

**(by future-proofing
yourself)**

Restaurants/Food Service



Retail Clothing



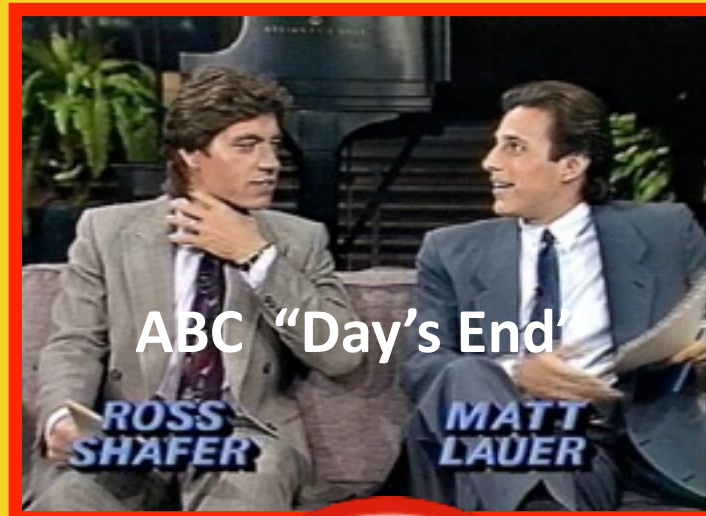
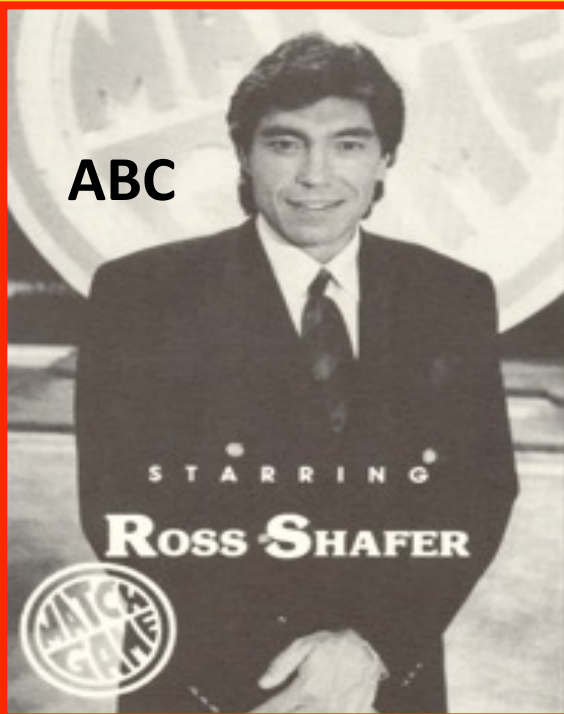
TV & Film Production



Building Industry



Manufacturing



ABC "Day's End"



USA

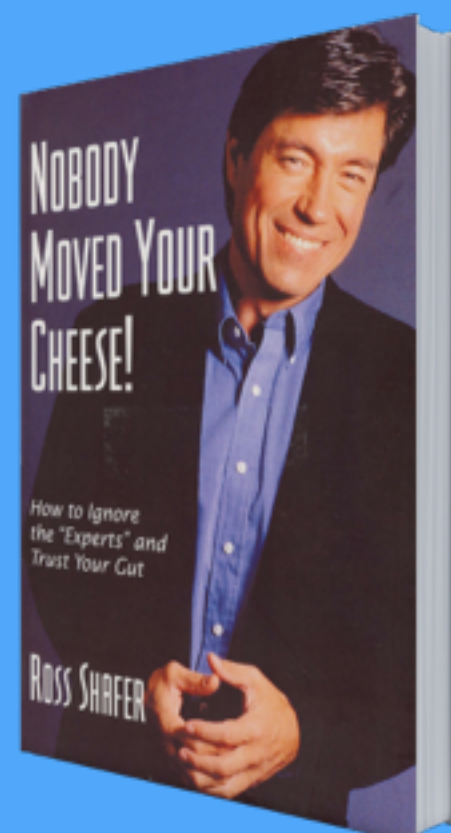
LOVE ME NOT



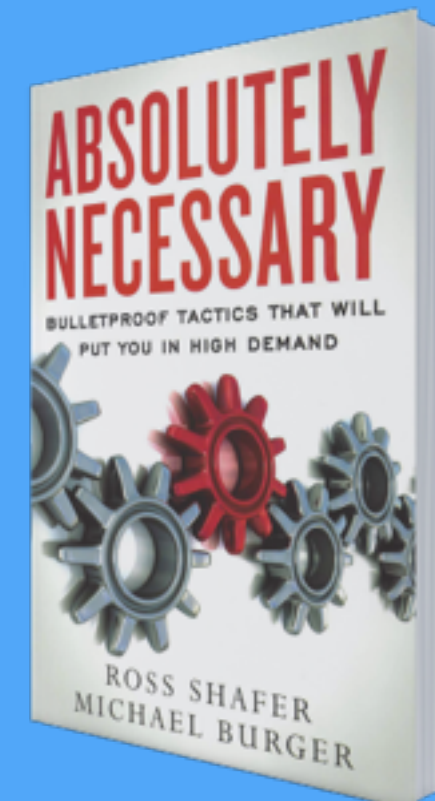
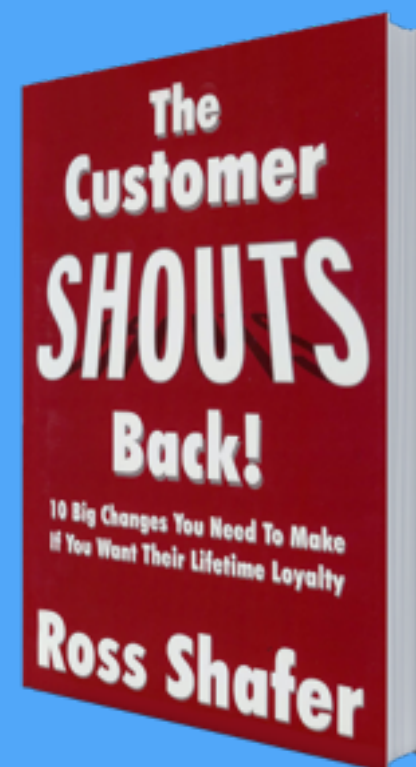
FOX "LATE SHOW"



2



3



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. The text is centered horizontally and has a slight glow effect.

What I'm Not...



Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



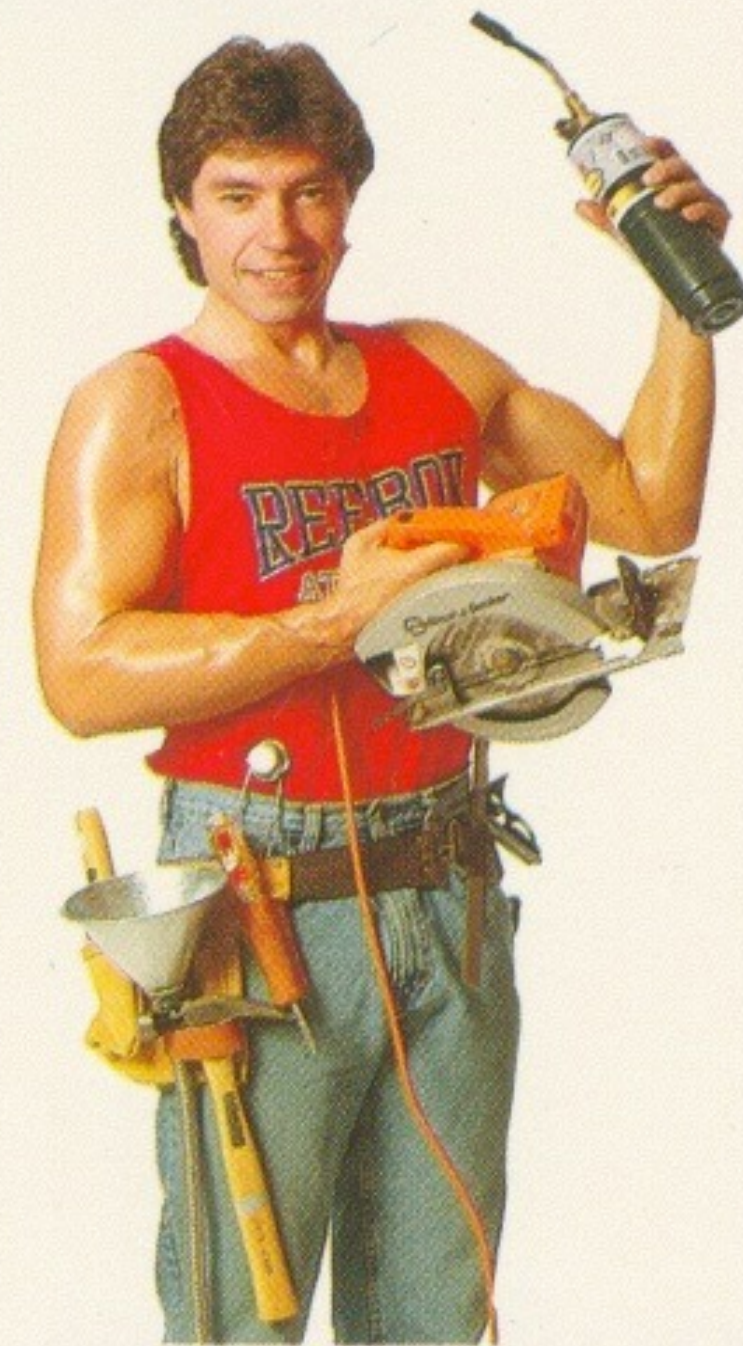
Follow the Tracks of the Herd

COOK-LIKE- A-STUD

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

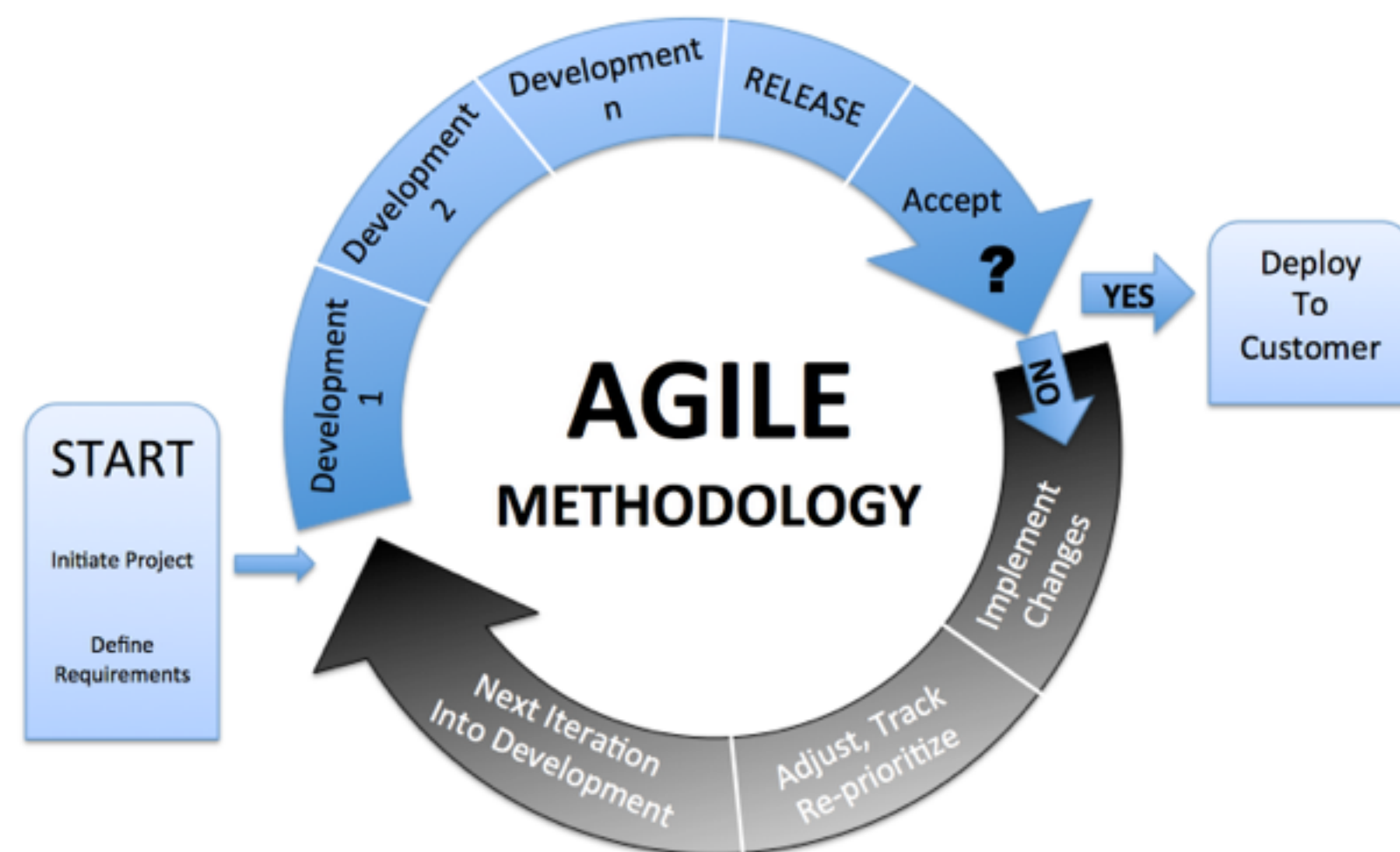
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





Ryan Shafer



Hotel Events

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

Events for July, 2018



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

CRASH THE WRONG MEETINGS

[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](#)



DINNER BOX COMPARISONS



Plated.



SUN BASKET



HOME CHEF







LARAMAR

55,000 UNITS





**What do Patients,
Doctors, & Co-
Workers Consider
Relevant?**

amazon

 iTunes

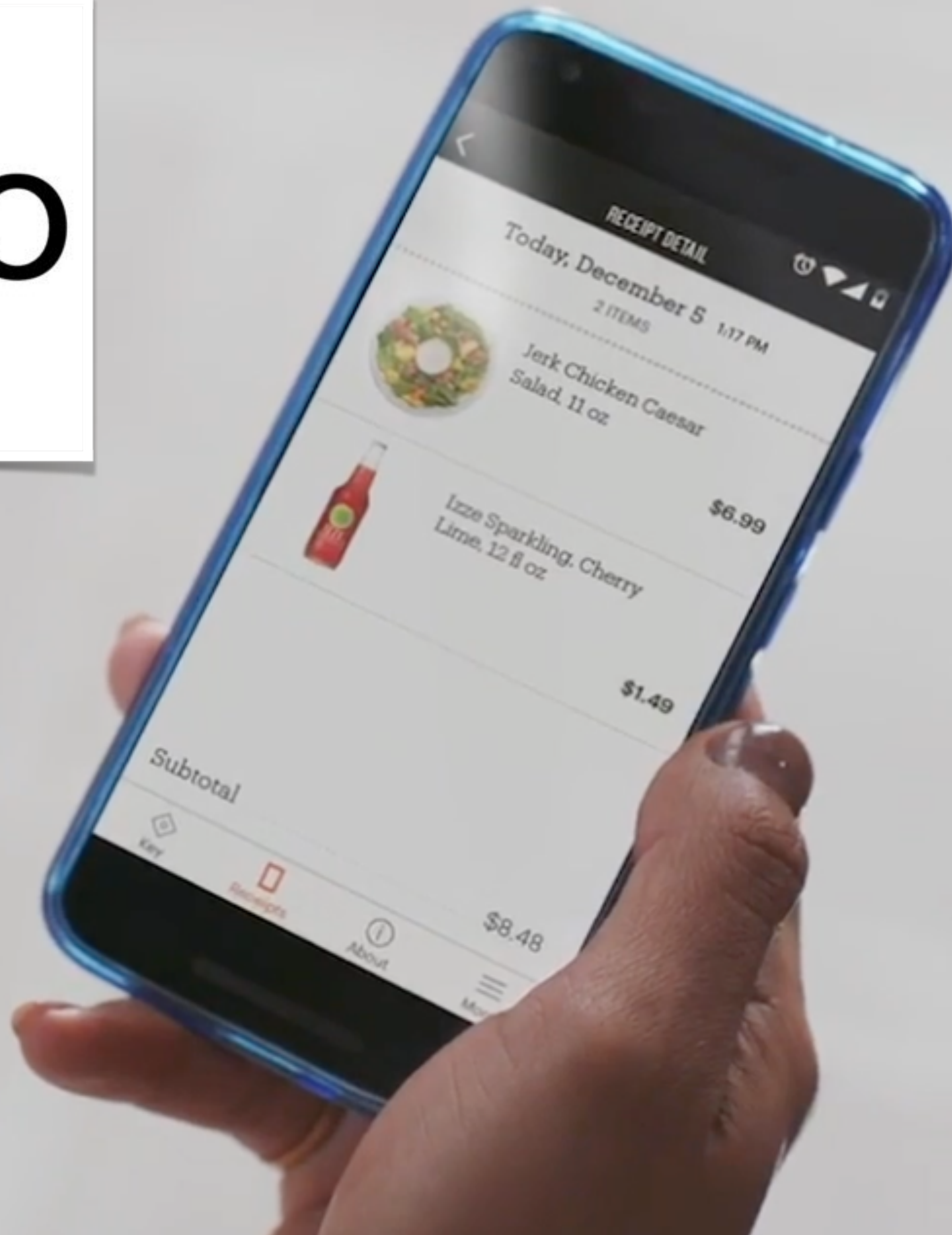
comcast[®]
xfinity[™]

NETFLIX

Google

hulu

amazon go



PORCH PIRATES
stole 26 million packages
in 2017



amazon locker

WHOLE
FOODS
MARKET

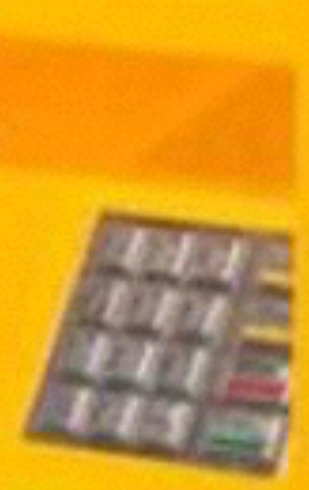
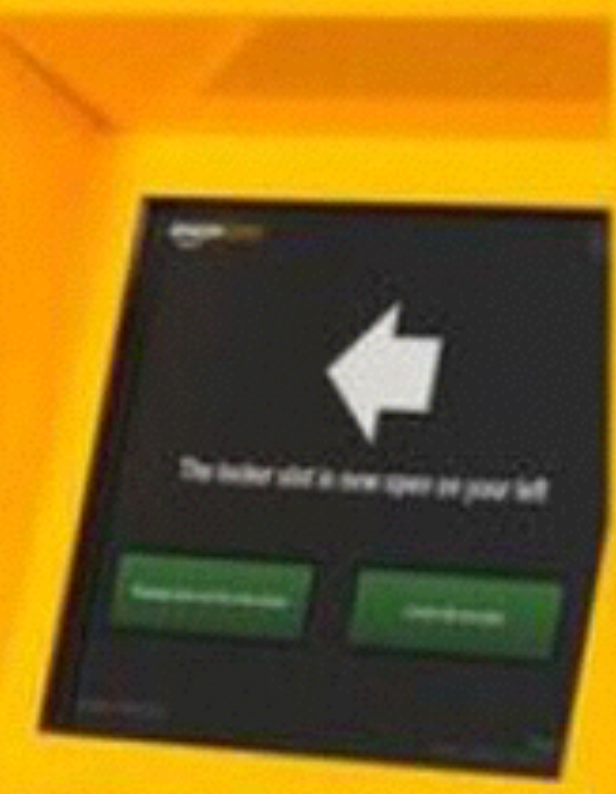


order

online

pick up

here





amazon key
Learn More: amazon.com/keyincar



The background is a vibrant blue with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings is a semi-transparent grid of binary code (0s and 1s) in a lighter blue color, creating a digital and technical atmosphere.

**WOWING
CUSTOMERS
DOESN'T WORK
ANYMORE**

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



WOW!

Customer Service

WOW! Service!

THE WOW FACTOR®



to **WOW** you!

HOW TO
WOW
YOUR CUSTOMERS!



let's
WOW
your customers



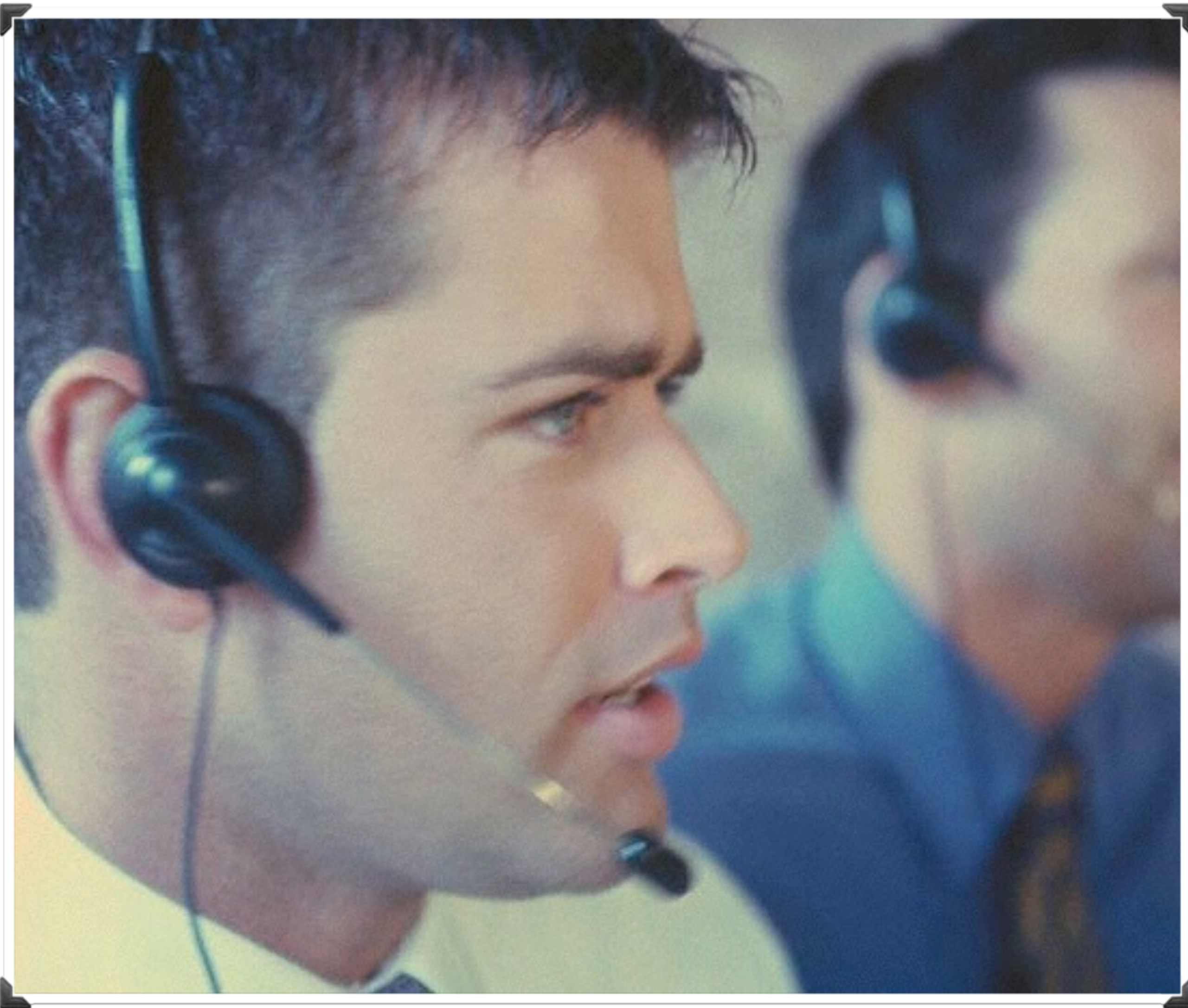
whatever • wherever

THE WOW! awards®

for outstanding customer service...

POW!

A stylized comic book sound effect graphic. The word "POW!" is written in large, bold, yellow letters with a black outline and a white drop shadow. The letters are filled with a yellow halftone dot pattern. The text is set against a red, jagged-edged starburst background. The entire graphic is surrounded by a white background with a black halftone dot pattern, creating a sense of depth and impact.



**“My name is Jason.
How may I
provide you with
outstanding
customer care?”**

Be careful who you put “out front”



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.

“EXCUSE ME...?!”



**The Most Relevant
Behavior is...**

**...being
Other-Focused**



Show Interest like a Talk Show Host





The Accidental 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



Search for people, places and things



Ross Shafer
Edit Profile

FAVORITES

News Feed

Messages 99+

Photos

Browse

PAGES

Pages Feed 20+

Like Pages 20+

Create Ad

GROUPS

University of Puget Soun...

Update Status Add Photos/Video

What's on your mind?

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

🔍 Find a Therapist (City or Zip)



Susan Krauss Whitbourne
Ph.D.

Fulfillment at Any Age



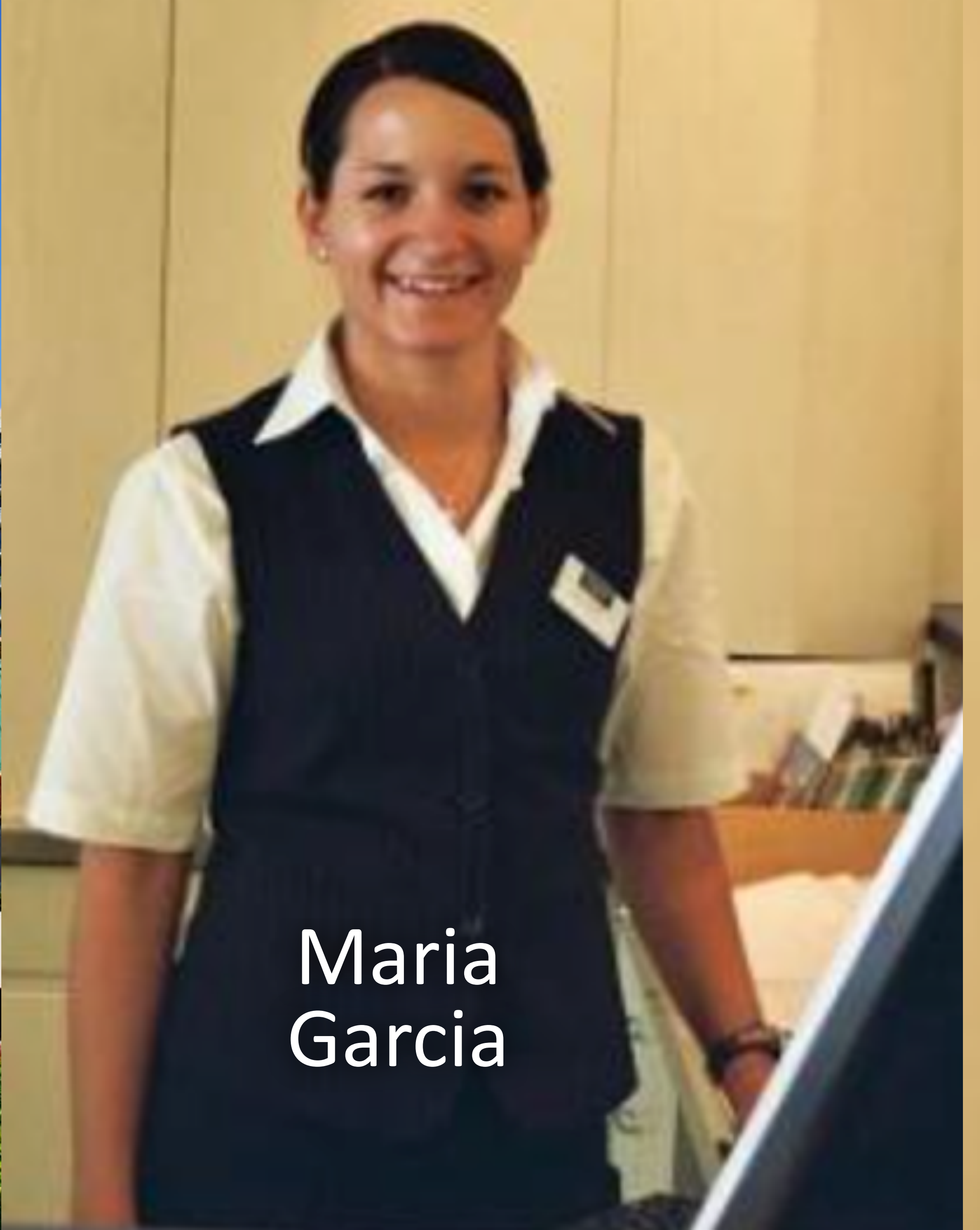
Is Facebook Making You Depressed?

New research suggests who's at risk for depression from too much Facebook use

Posted Oct 14, 2017



That experience of “FOMO,” or Fear of Missing Out, is one that psychologists identified several years ago as a potent risk of Facebook use.

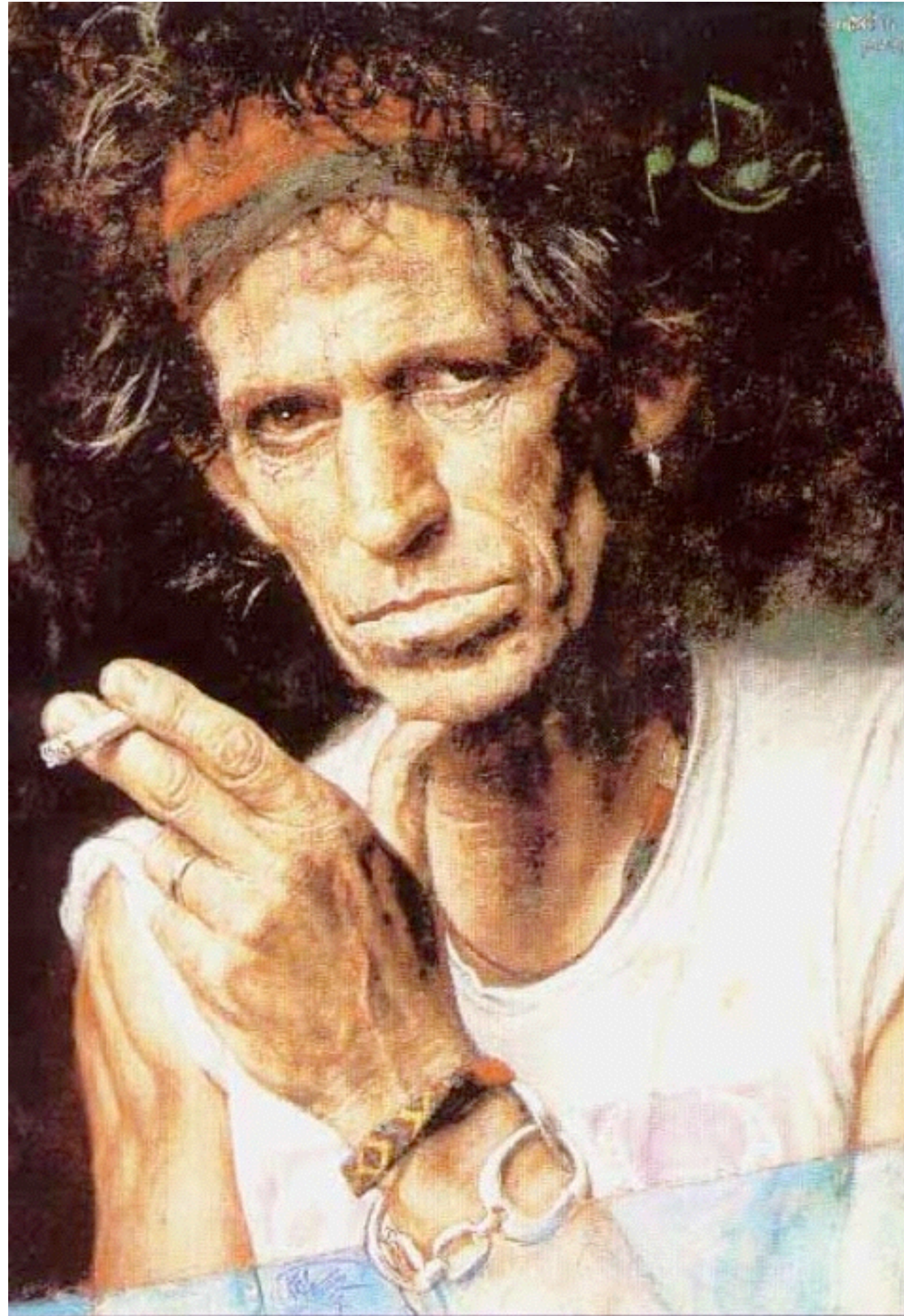


Maria
Garcia

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 engineering aesthetic.

**Who has Inspired
YOU?**

I always study the
wisdom of a man
whose had 50 years
of uninterrupted
success....



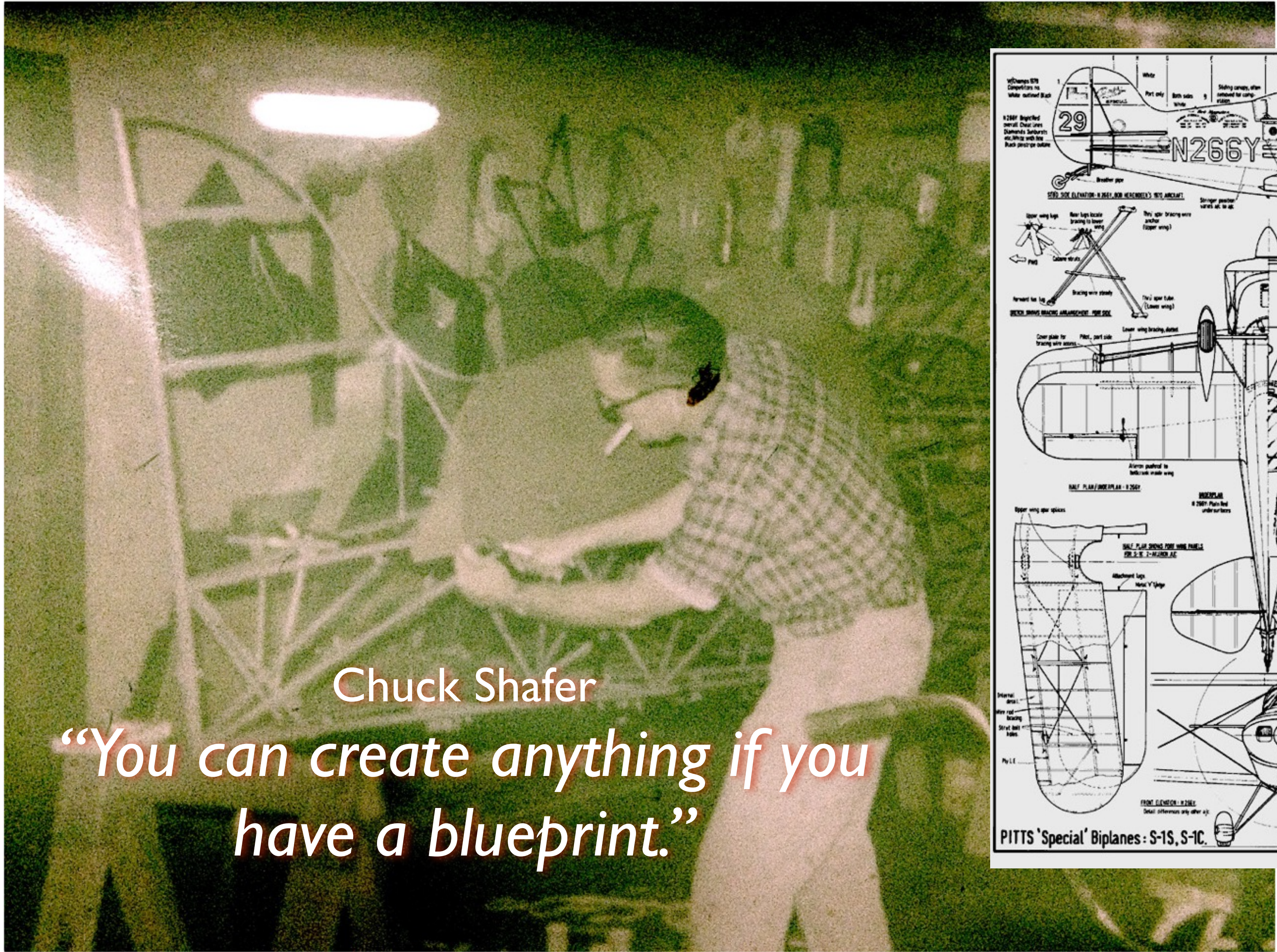
Keith Richards - Rolling Stones



Their last (3) tours have grossed \$401 million

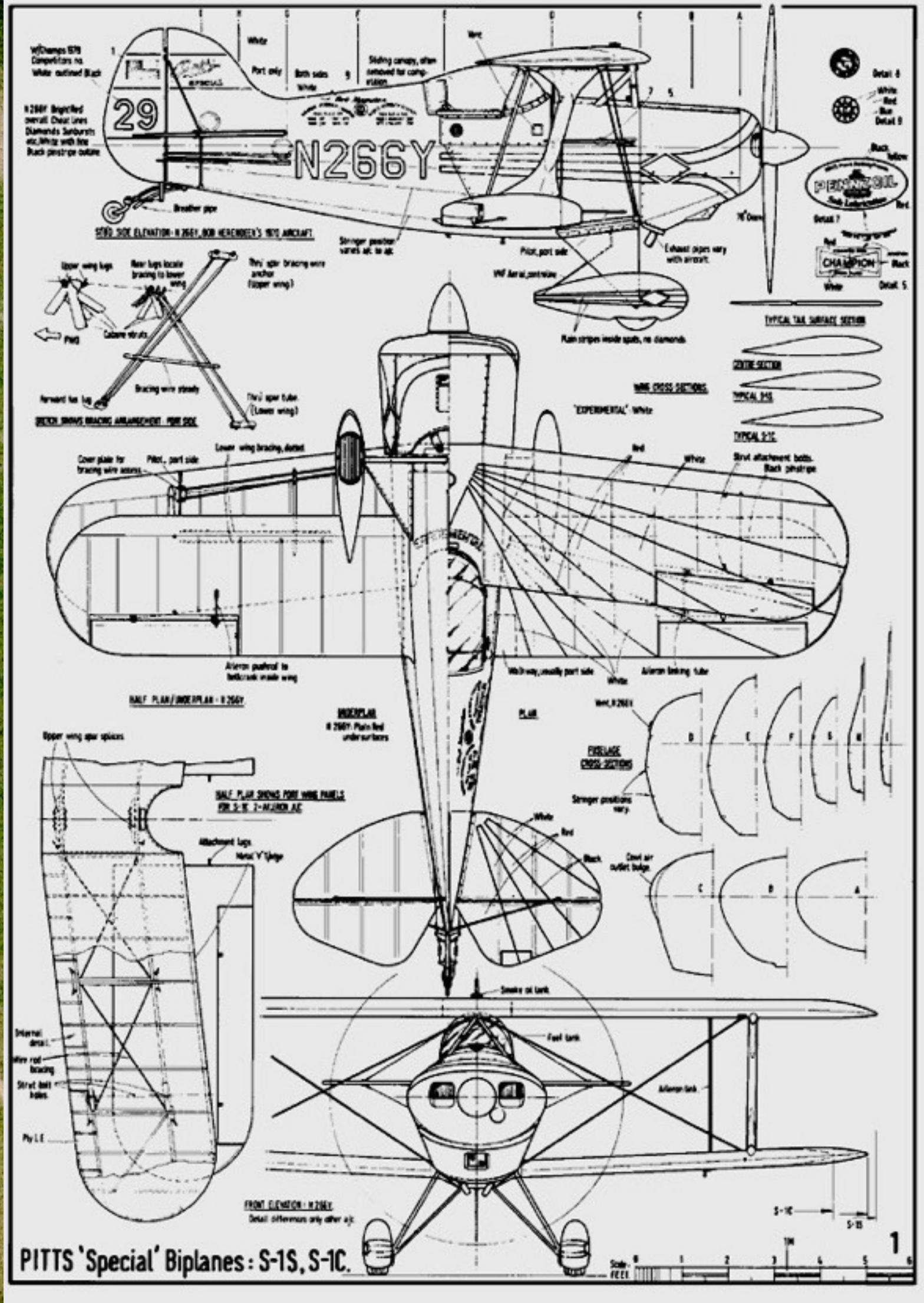


Chuck Shafer



Chuck Shafer

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





Maiden flight - May 1971



“Fear is the enemy of success.”

CHUCK SHAFER





**How can You
Inspire the
Hearts & Minds
of Others?**



Remind them of their Super Powers

RESPONDS IMMEDIATELY

HONORS EVERY DEADLINE 100% INTEGRITY

24/7/365 Satisfaction Highly Creative

Care About Other People

Problem Solver DETAILED



**Protect them from their
KRYPTONITE**

A goof-up they can't forget

ANGER ISSUES

PUBLIC PRESSURE

MONEY TROUBLES

SELF DOUBT

NEVER SATISFIED W/ ANYTHING

SHAMING BY FRIENDS & RELATIVES




Collaboration

The Super Powers of

John Hixon Hixon's Market

Sweetwater, TX.



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, some of which are slightly blurred or faded, creating a sense of depth and digital connectivity.

Know How to Attract Young Team Members

Millennials Will be 40 in 18 Months!



**How do You Motivate
Younger Team
Members?**


“LEVELING UP”

(Quick Wins)



300,000 attended GamesCom to watch other people play video games

**The #1 Skill
that Will Keep You
FUTURE-PROOF**

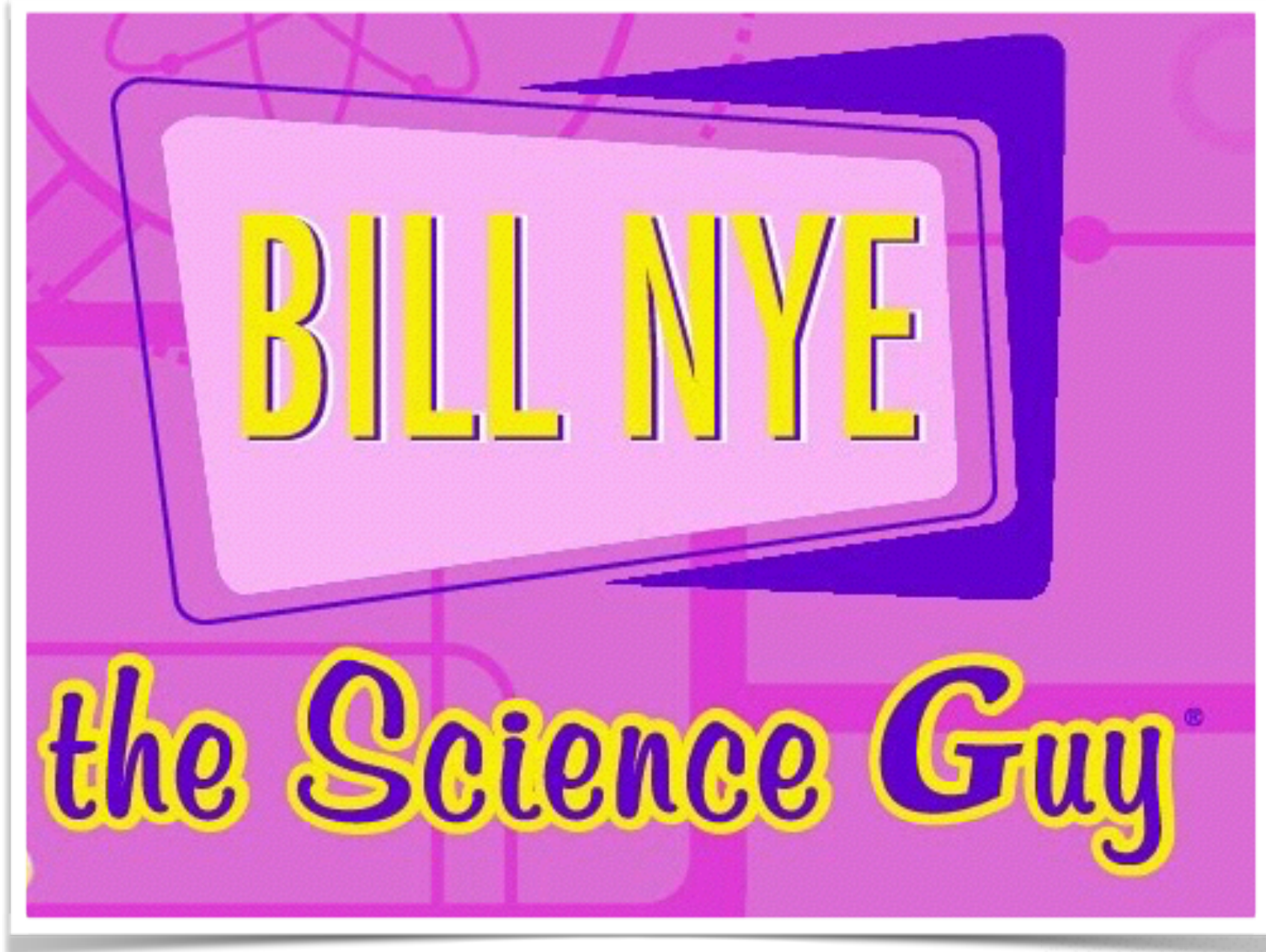
A portrait of John Thomas, an Engineering Manager at Google. He is a man with dark hair, wearing a dark t-shirt, looking slightly to the left of the camera. The background is a textured, dark blue-grey color.

John Thomas
Engineering Manager, Google





**Elevate Your
Superstars as
Quickly as
Possible**





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

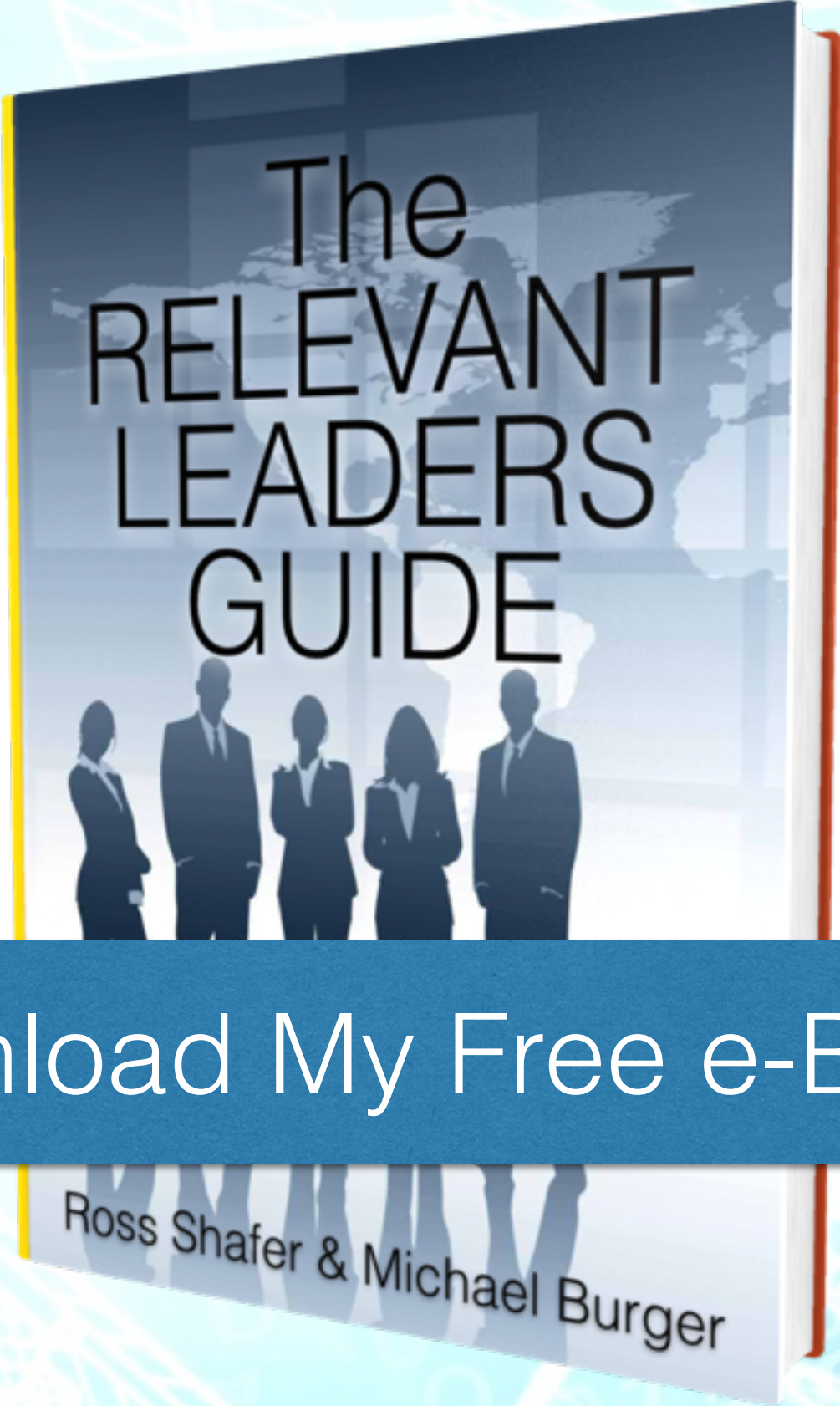
Relevant Leaders Club Download All

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
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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
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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...
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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

1. Launch B4 Perfection

2. Borrow Innovation

3. Install WOW vs. POW

4. Become Other-Focused

**5. Protect & Encourage
Super Powers**

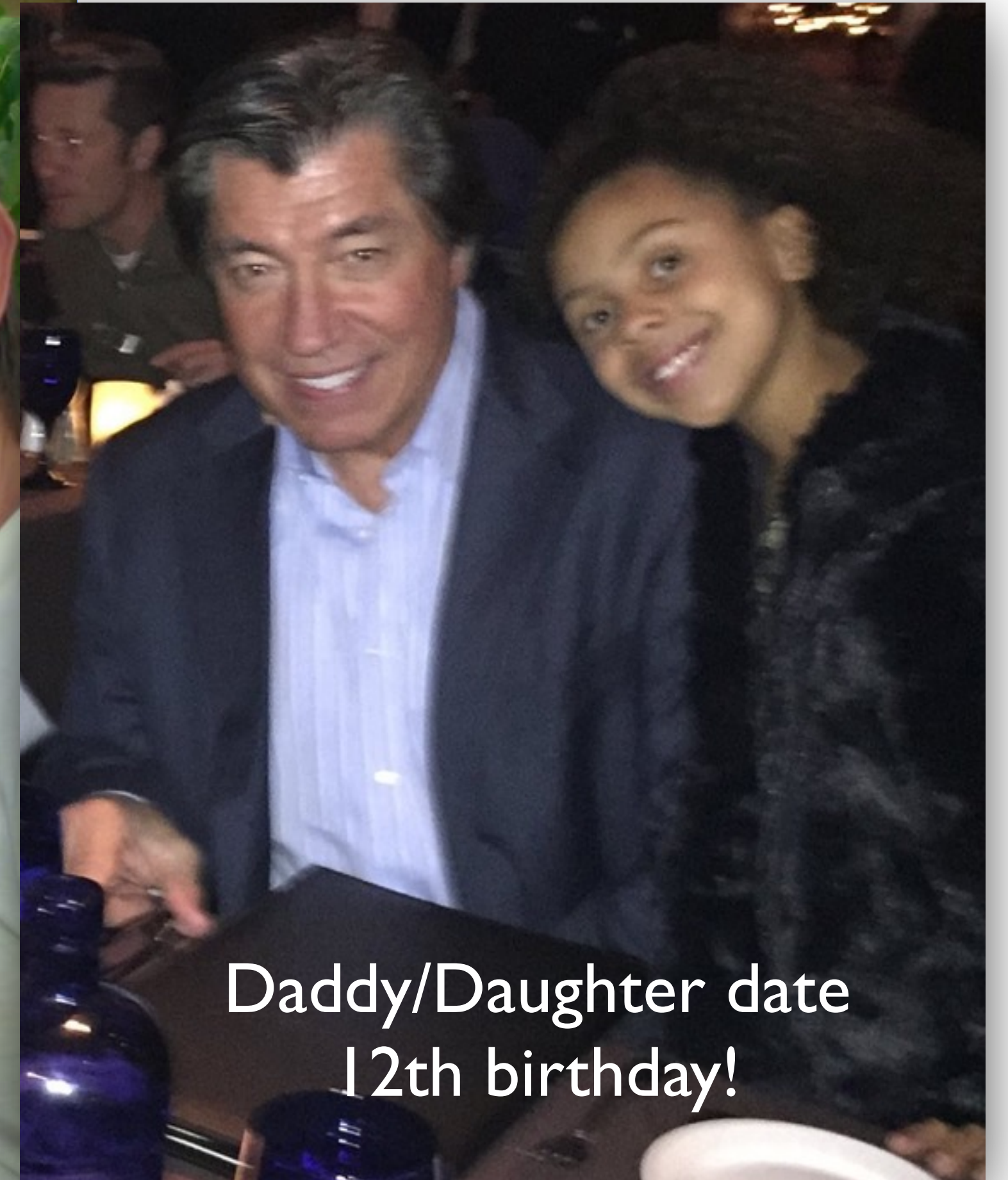
**‘Character’ Will
Sustain Your
Career 63%
Longer**



Chuck Shafer 1927-2001



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



Daddy/Daughter date
12th birthday!

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Promote Ongoing Encouragement



Ross
Shafer

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to your company?**

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scalabrese@kepplerspeakers.com