

Ross Shafer

NYC

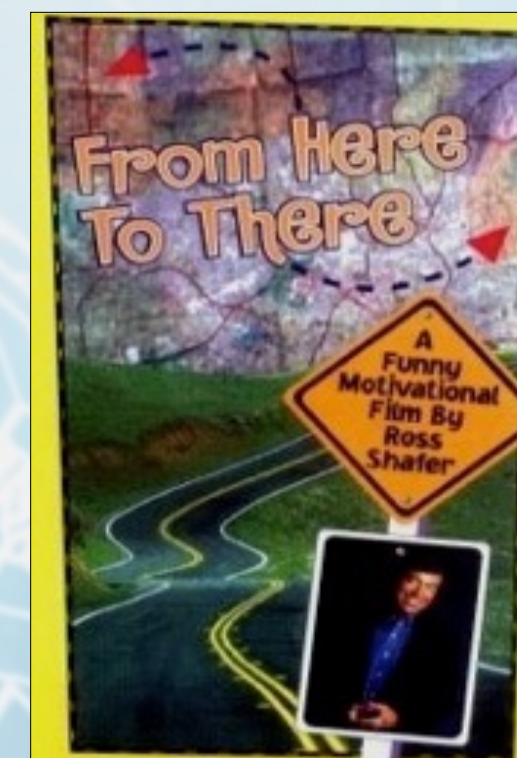
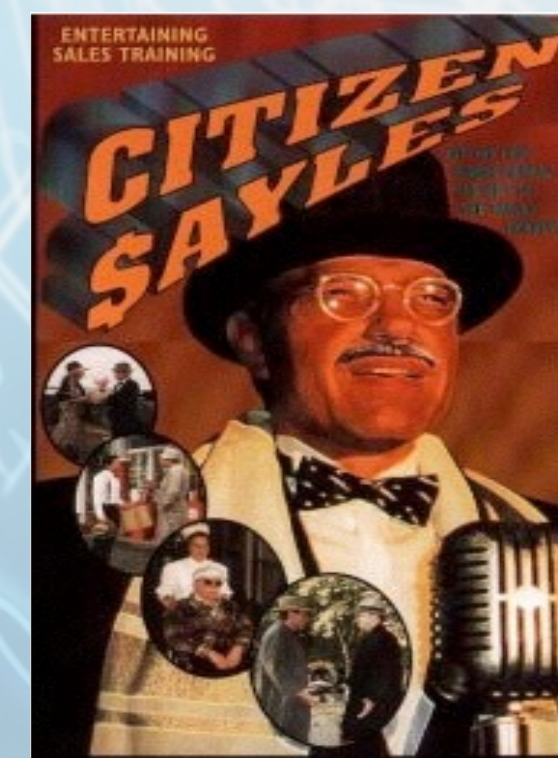
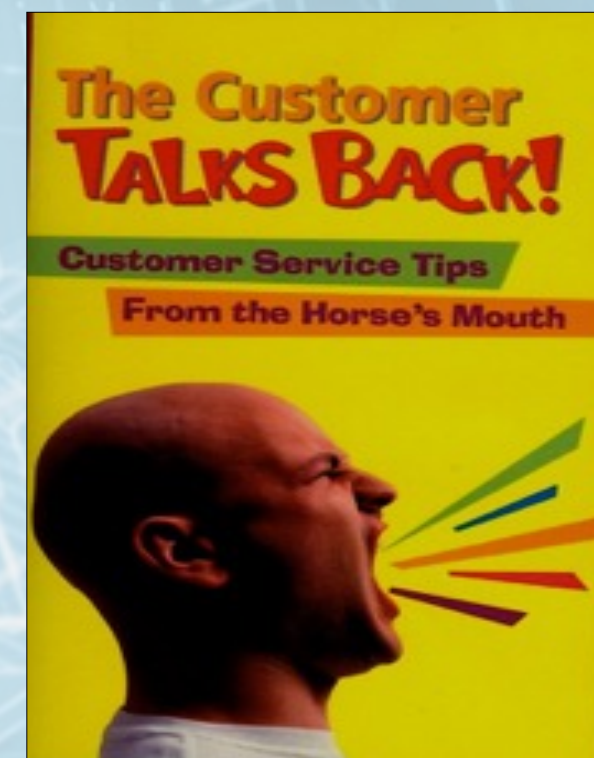
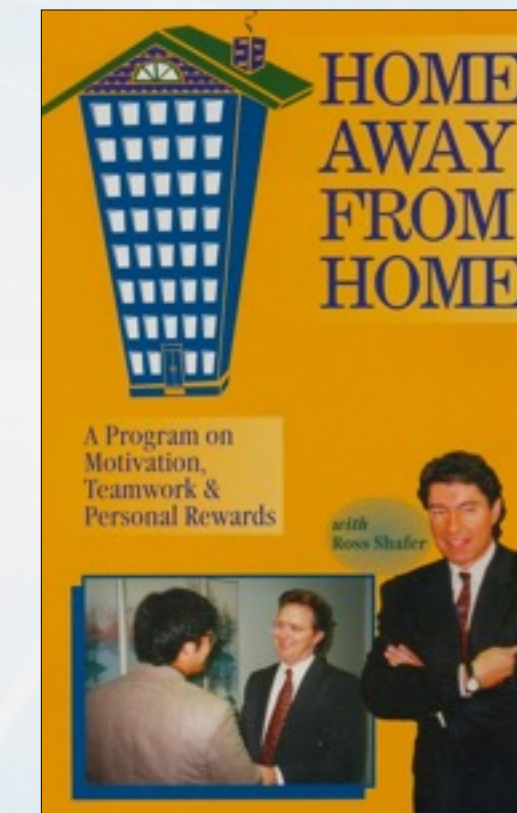
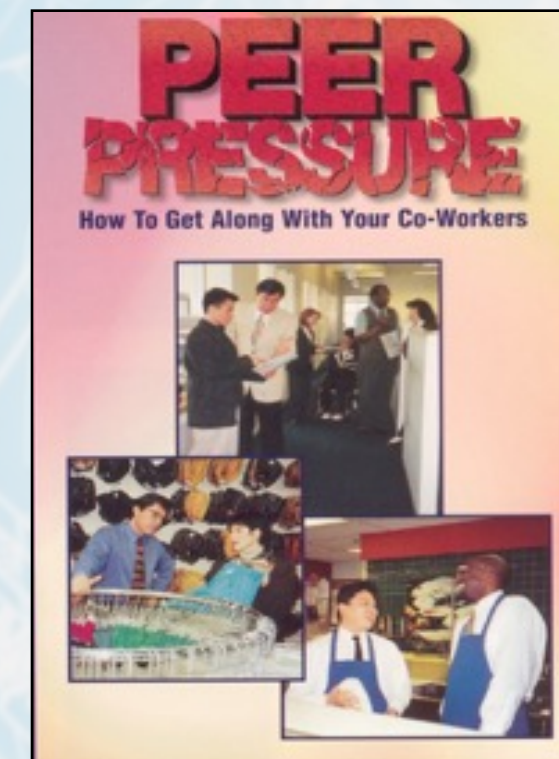
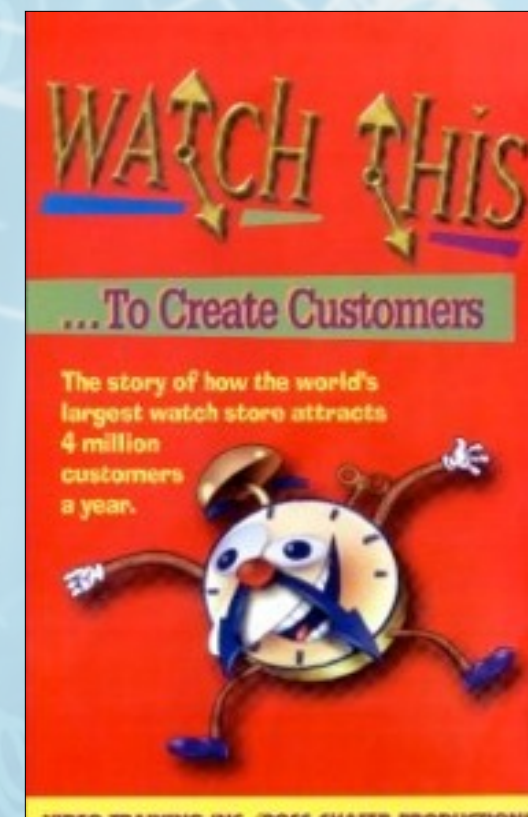
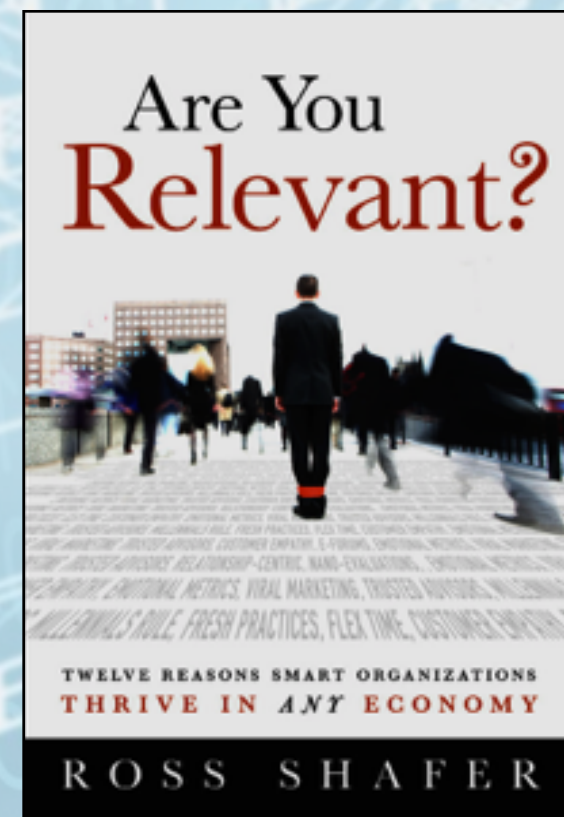
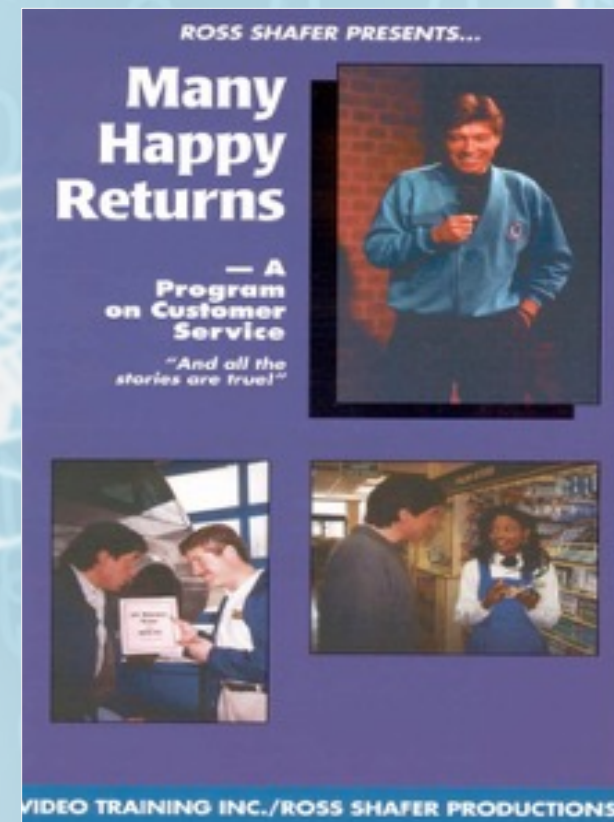
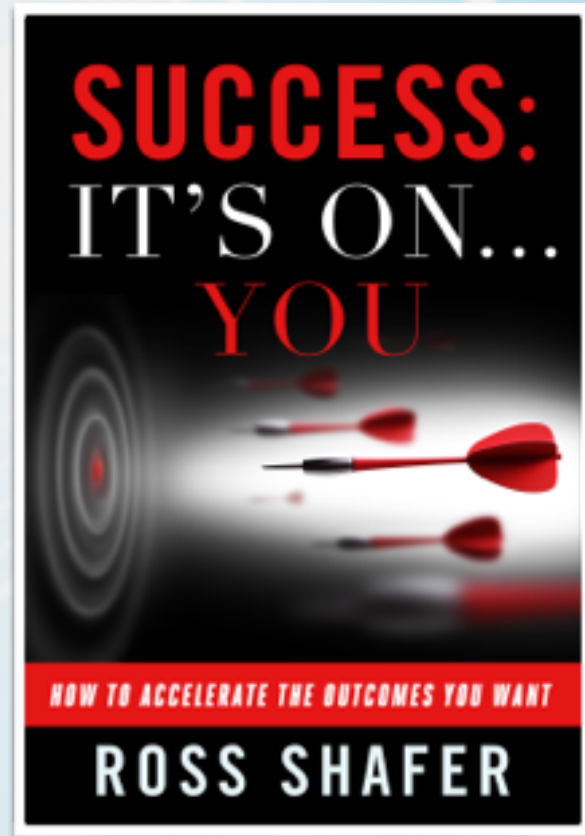
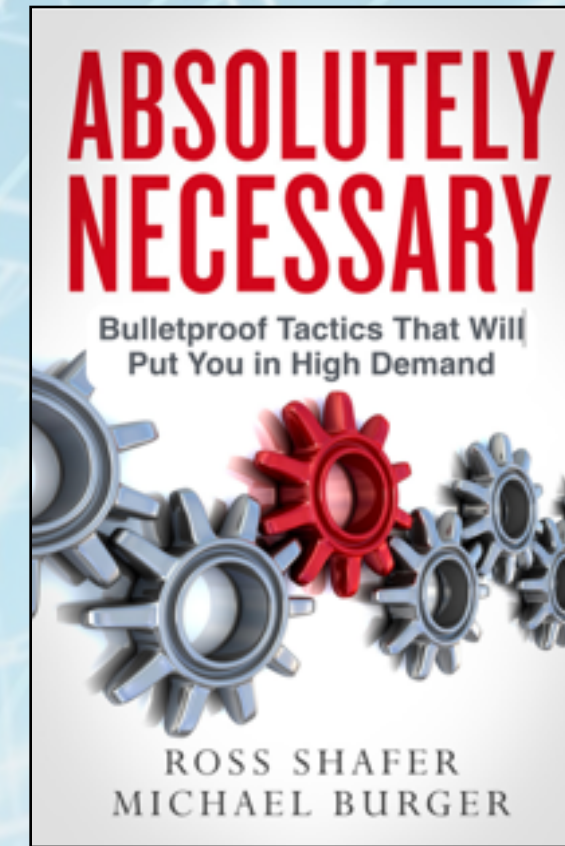
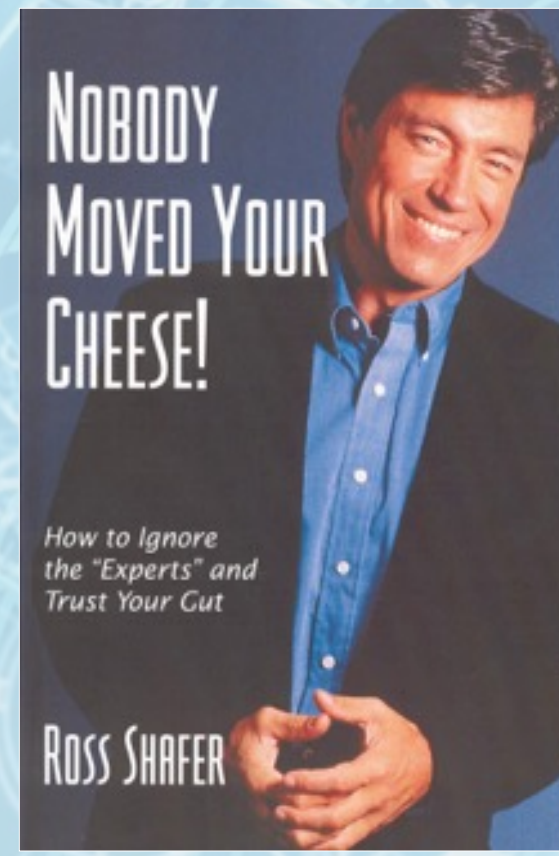
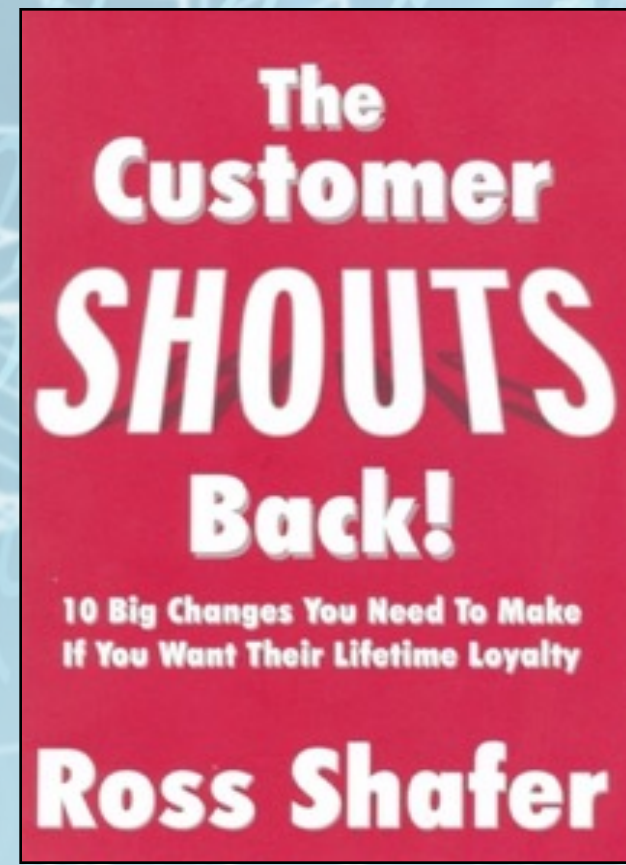
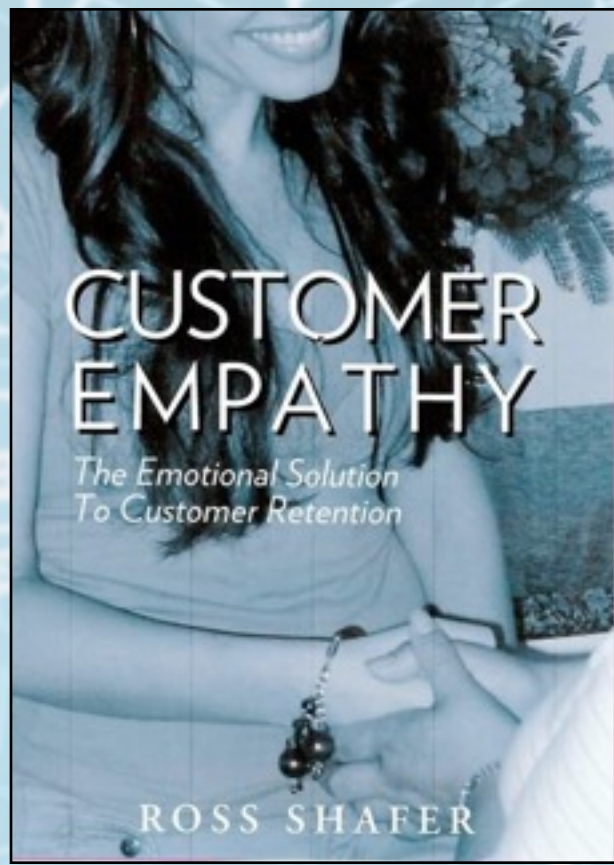
JUN

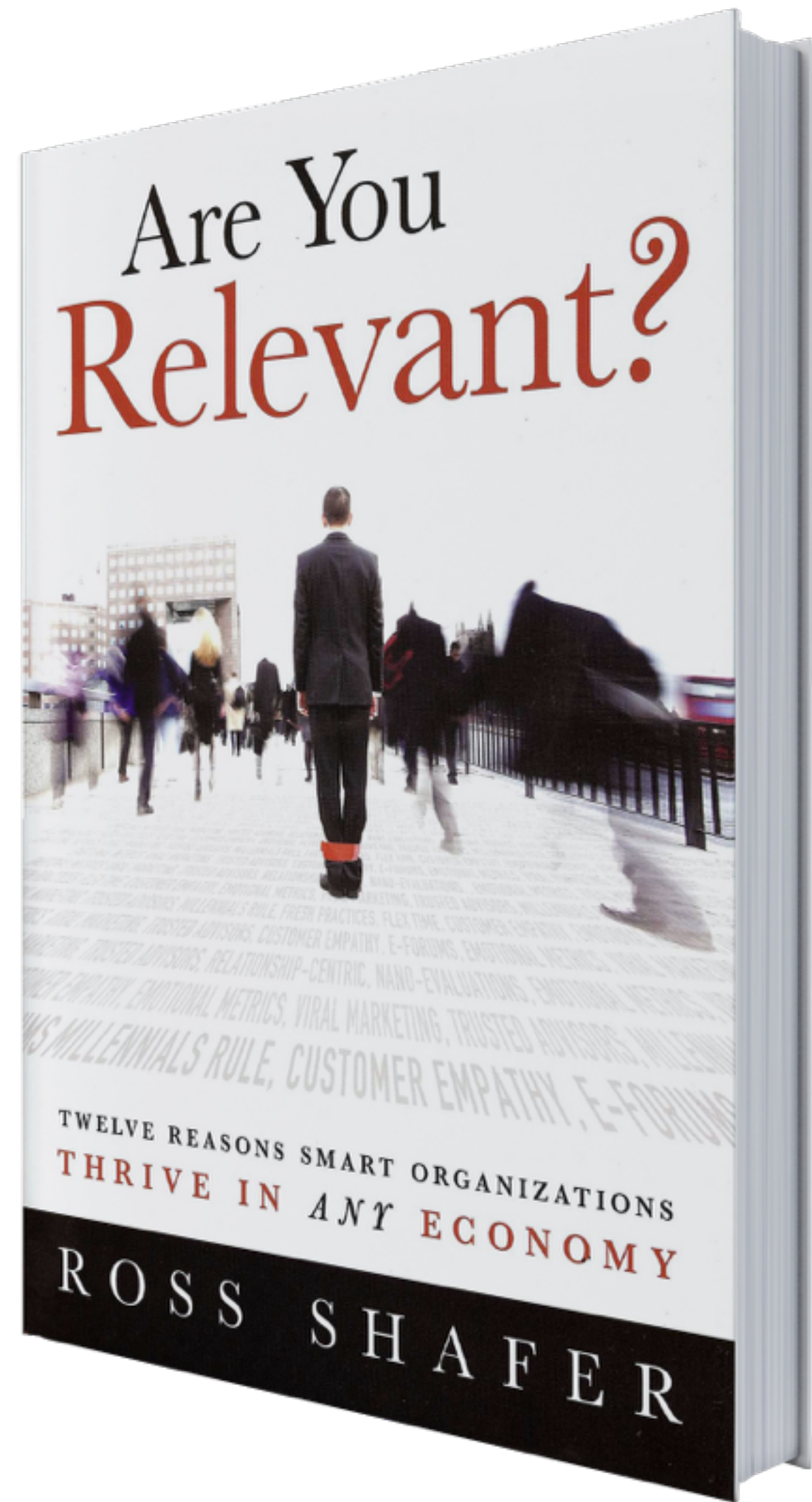
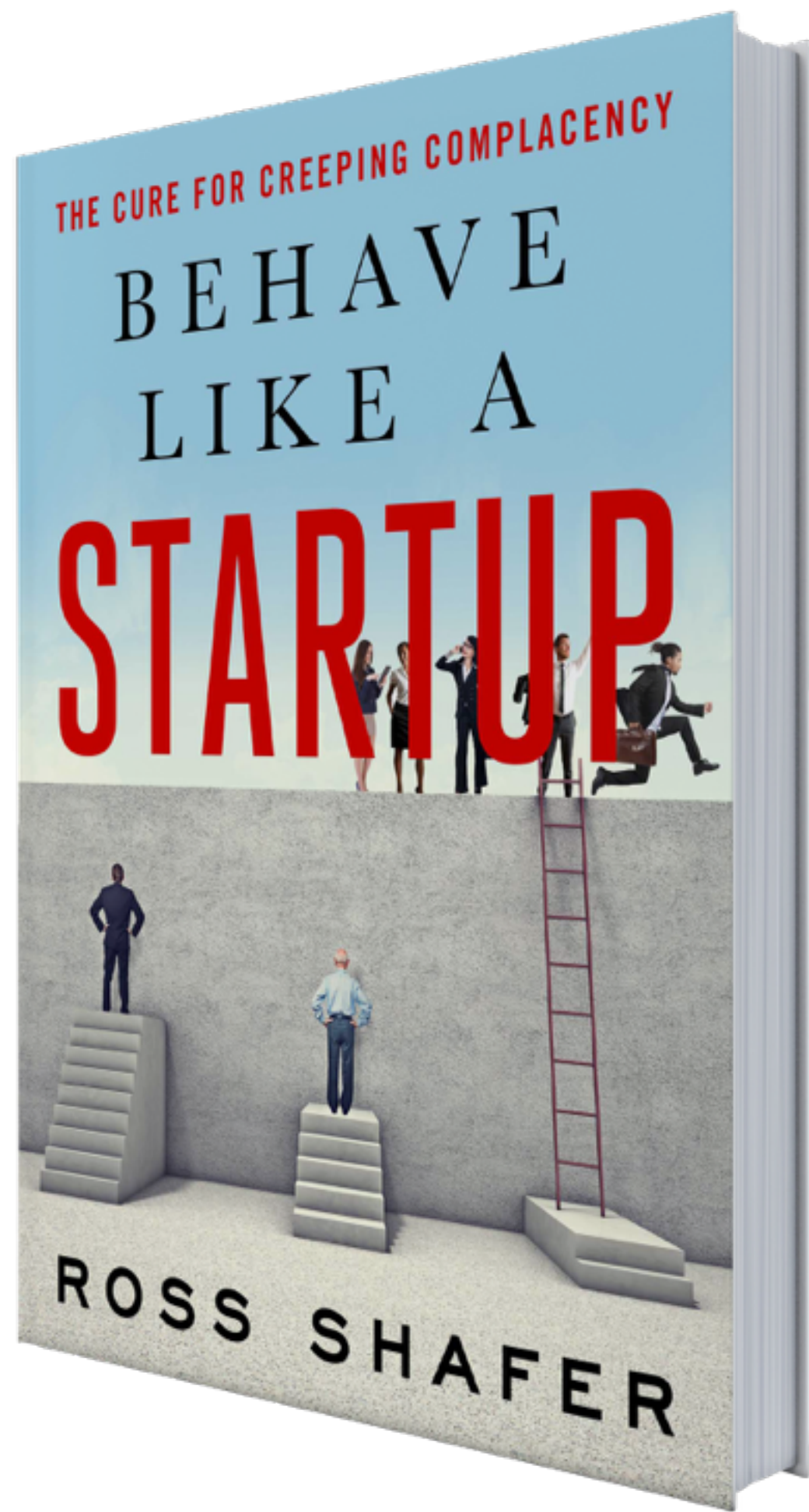
NEW YORK, NEW YORK | JUNE 28-30, 2017



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User Conference 2017

Who Succeeds? Who Fails? And, Why?





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What I Am Not...



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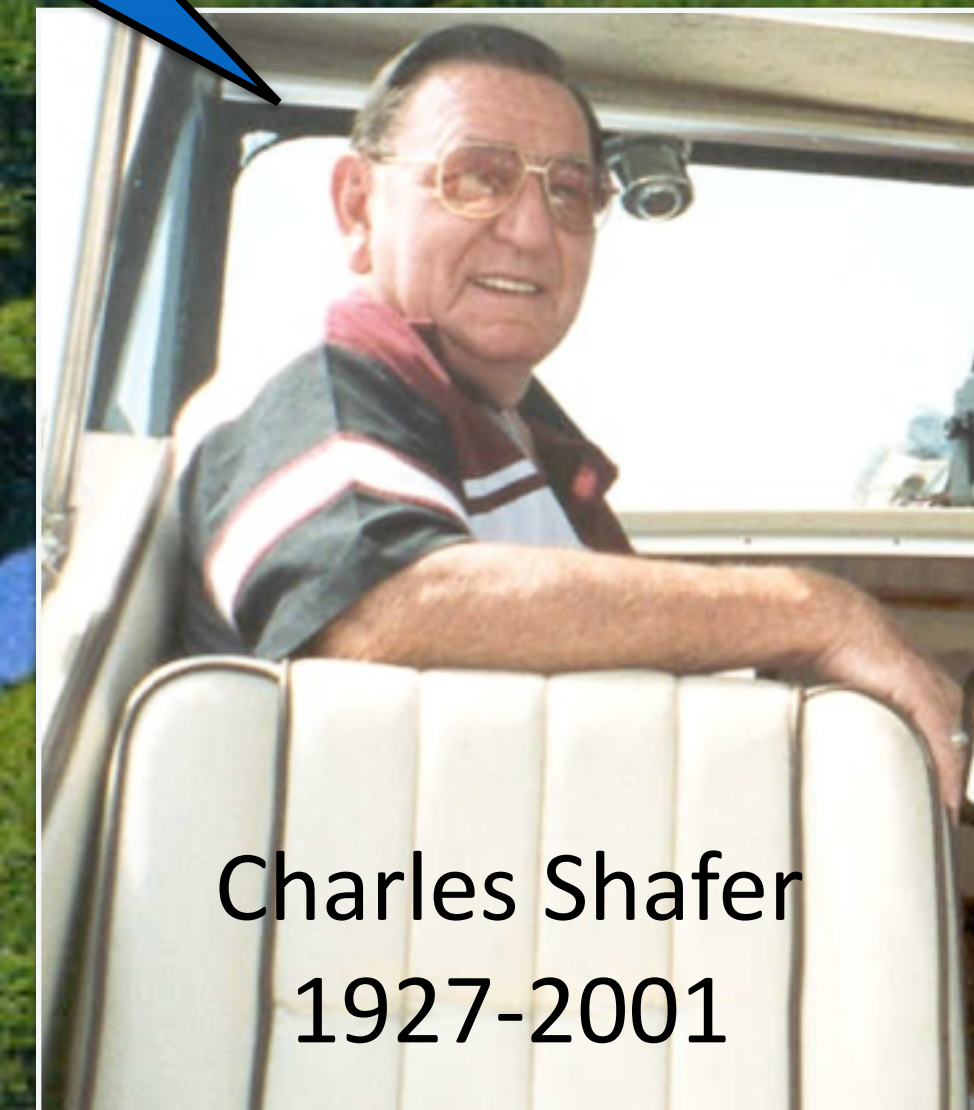
“Don’t wait
for me to show
you how to succeed
in life.”



Blackfoot Nation

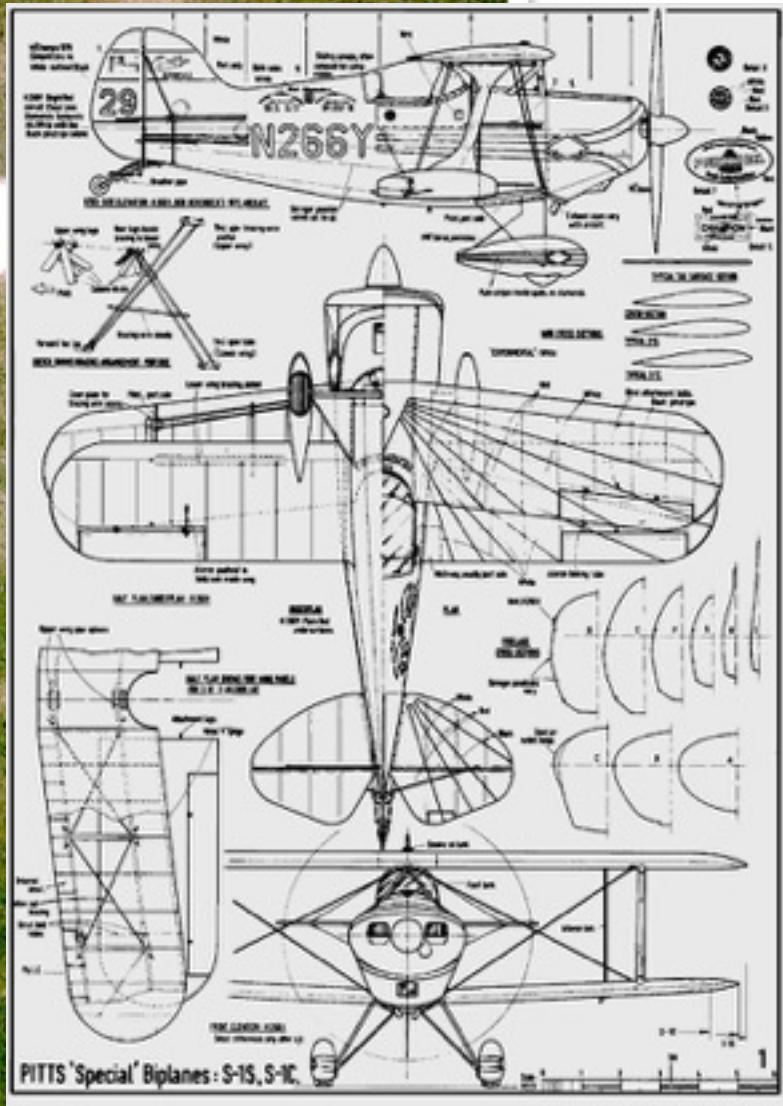
Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)



Charles Shafer
1927-2001

Ignore Self- Self-Imposed Limitations



Chuck Shafer

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



Maiden flight - May 1971



“Fear is the enemy of success.”

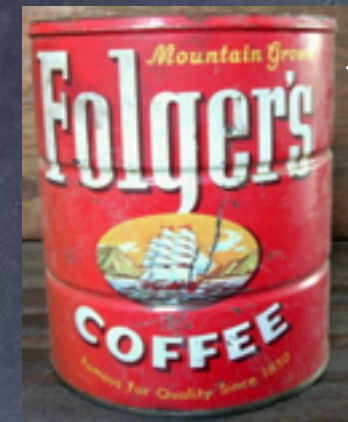
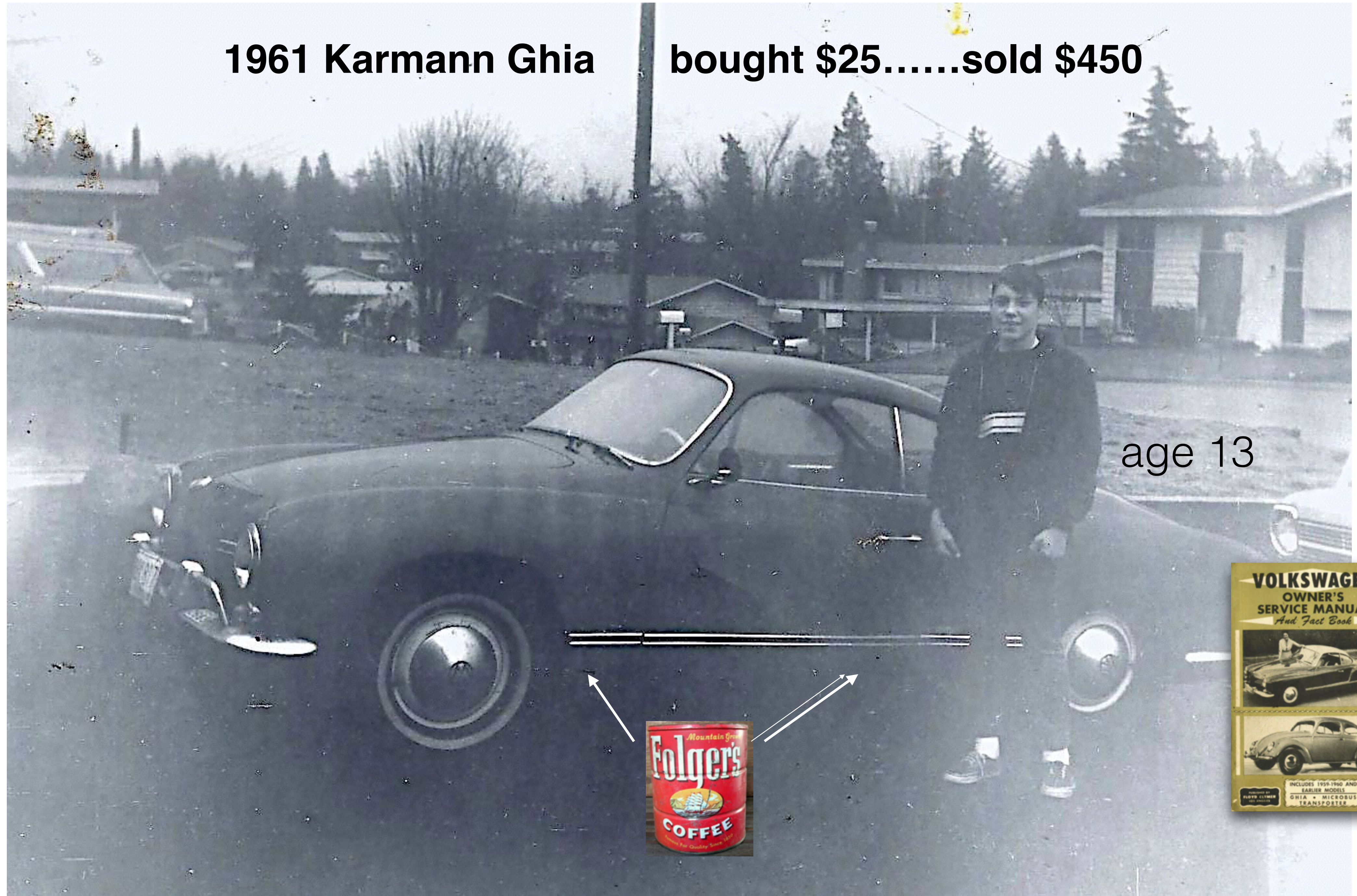
CHUCK SHAFER



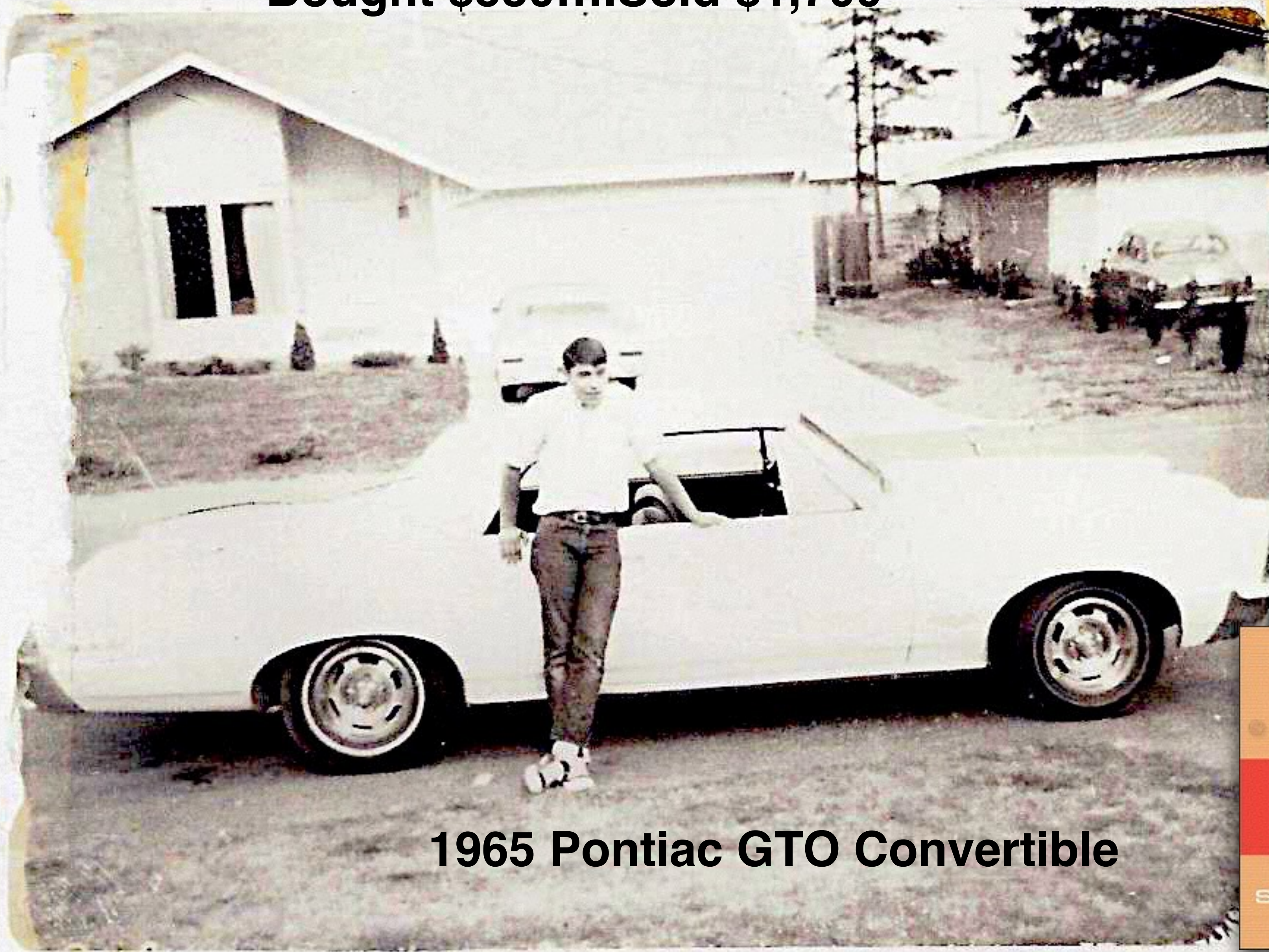
1961 Karmann Ghia

bought \$25.....sold \$450

age 13



Bought \$530....Sold \$1,700



1965 Pontiac GTO Convertible

1965
TEMPEST
GTO

BODY

SHOP MANUAL

Ferrari 308 GTS bought for \$9,800



Sold for \$38,500



purchased for \$4,800



sold 18 mos. later for \$17,500



bought \$178,000



sold \$360,750



NCAA-D2
University of
Puget Sound



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



© 2000 Sam & Enrico



Restaurants/Food Service



Retail Clothing

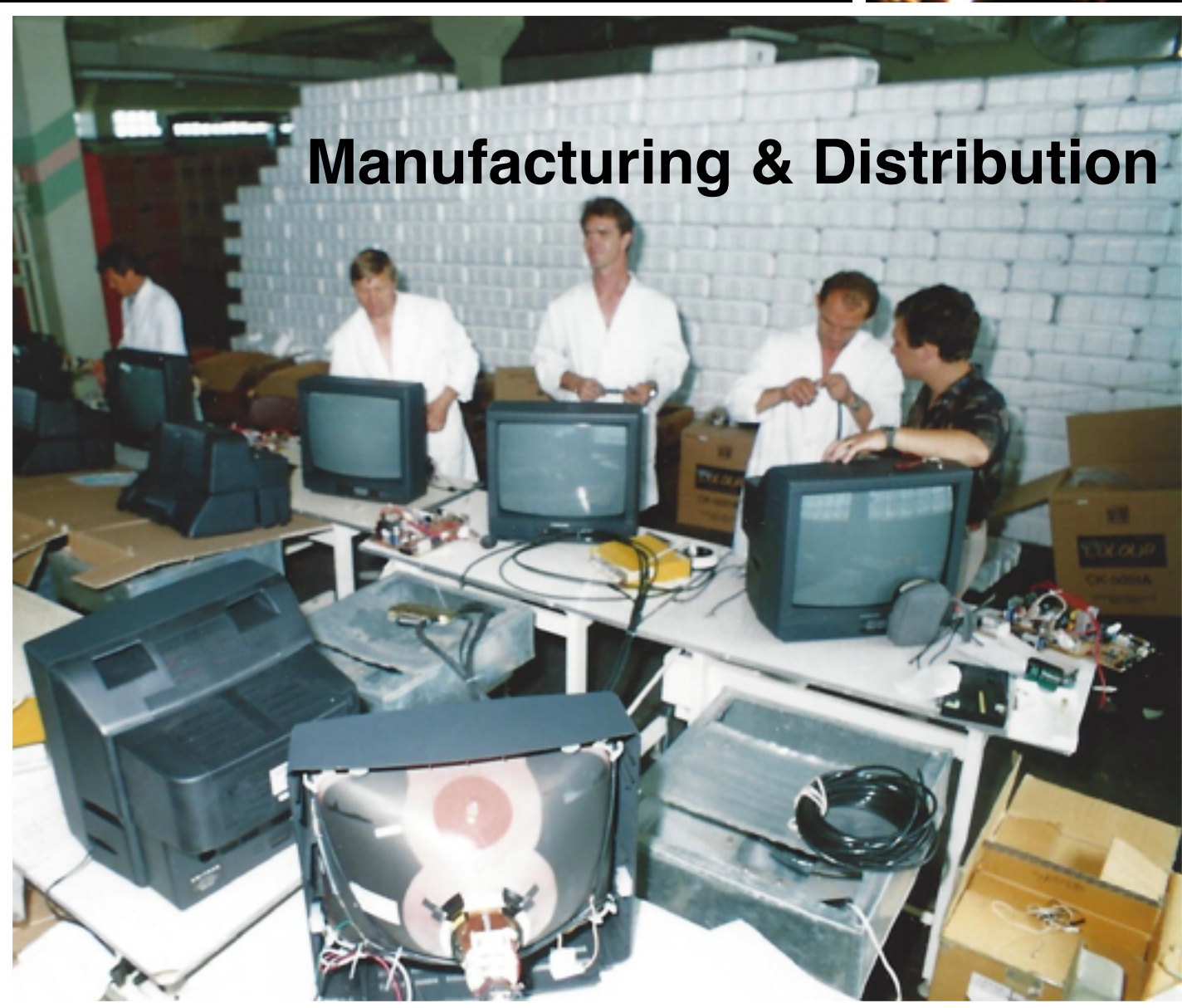
Photography & Product Marketing



Building Industry

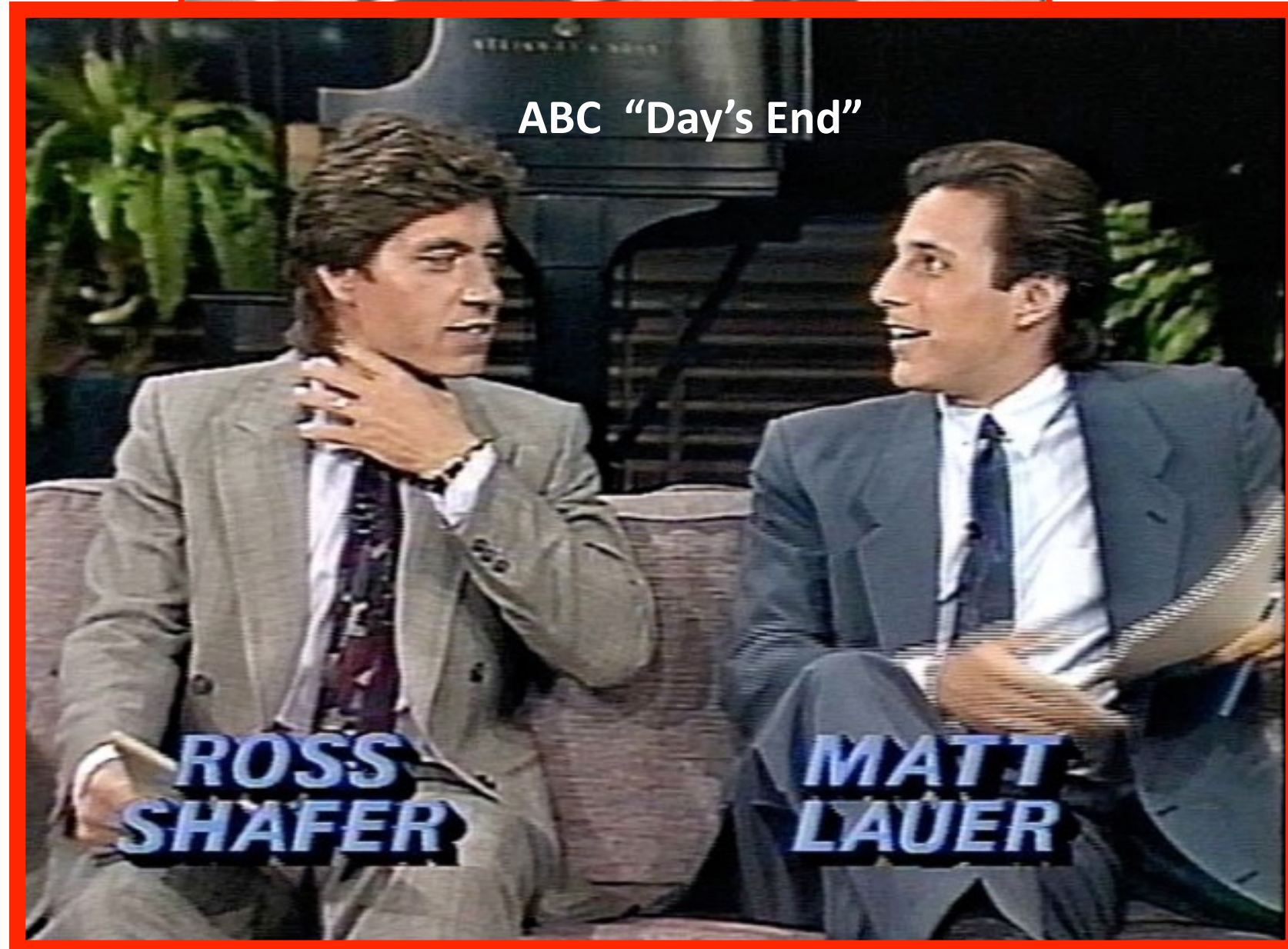
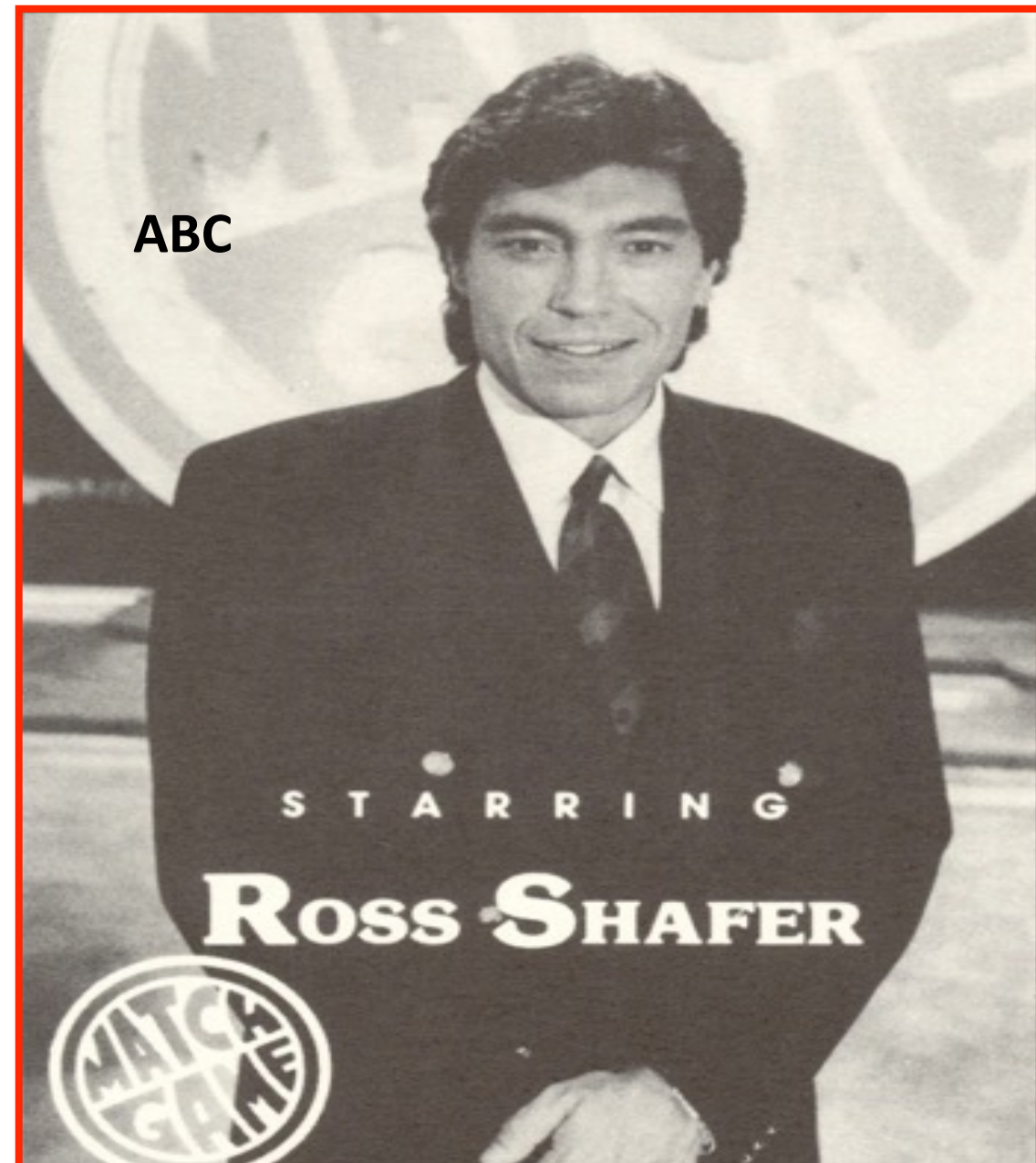


Manufacturing & Distribution



TV & Film Production







Follow the Tracks of the Herd

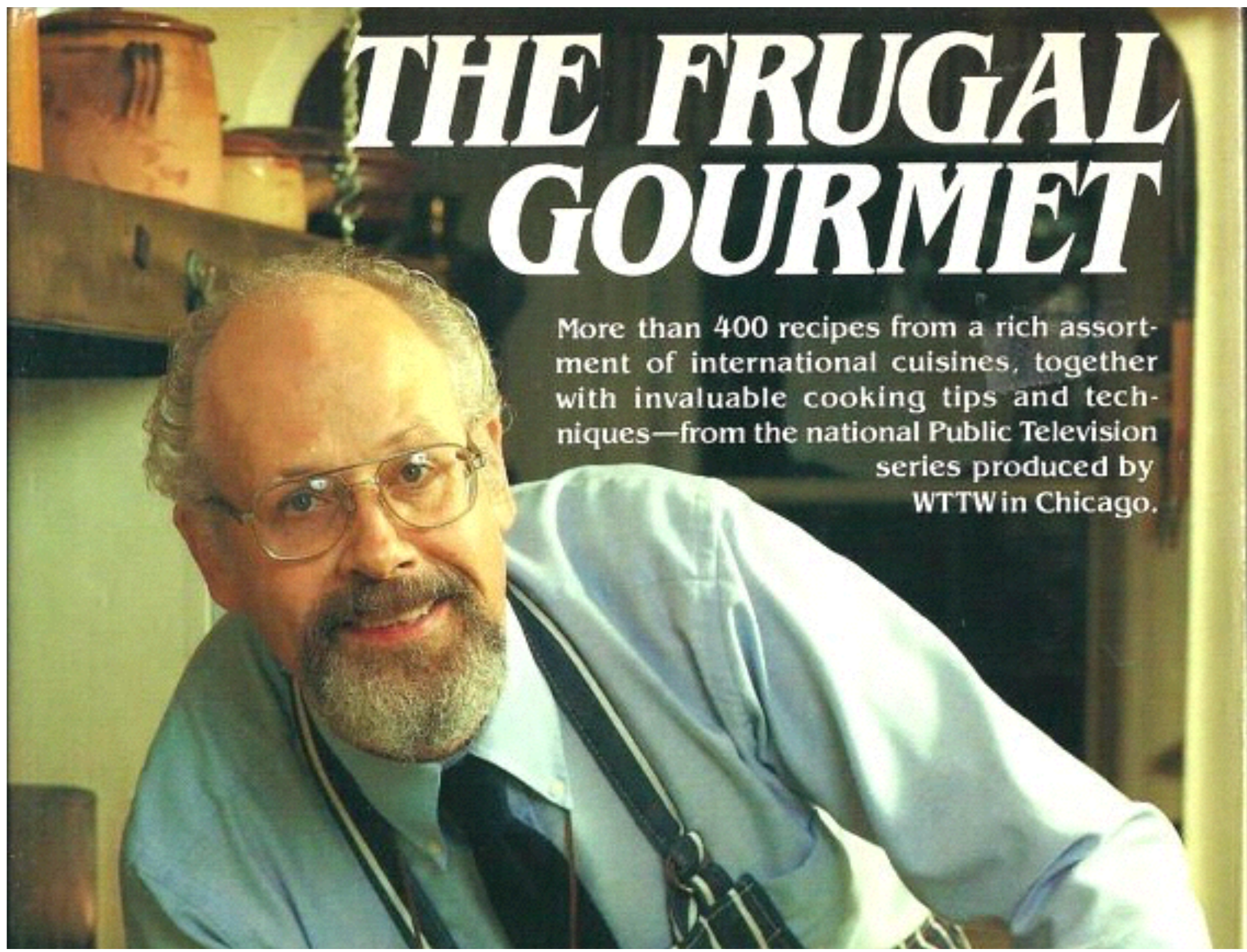


The Galloping Gourmet

A FOOD CHANNEL?

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."

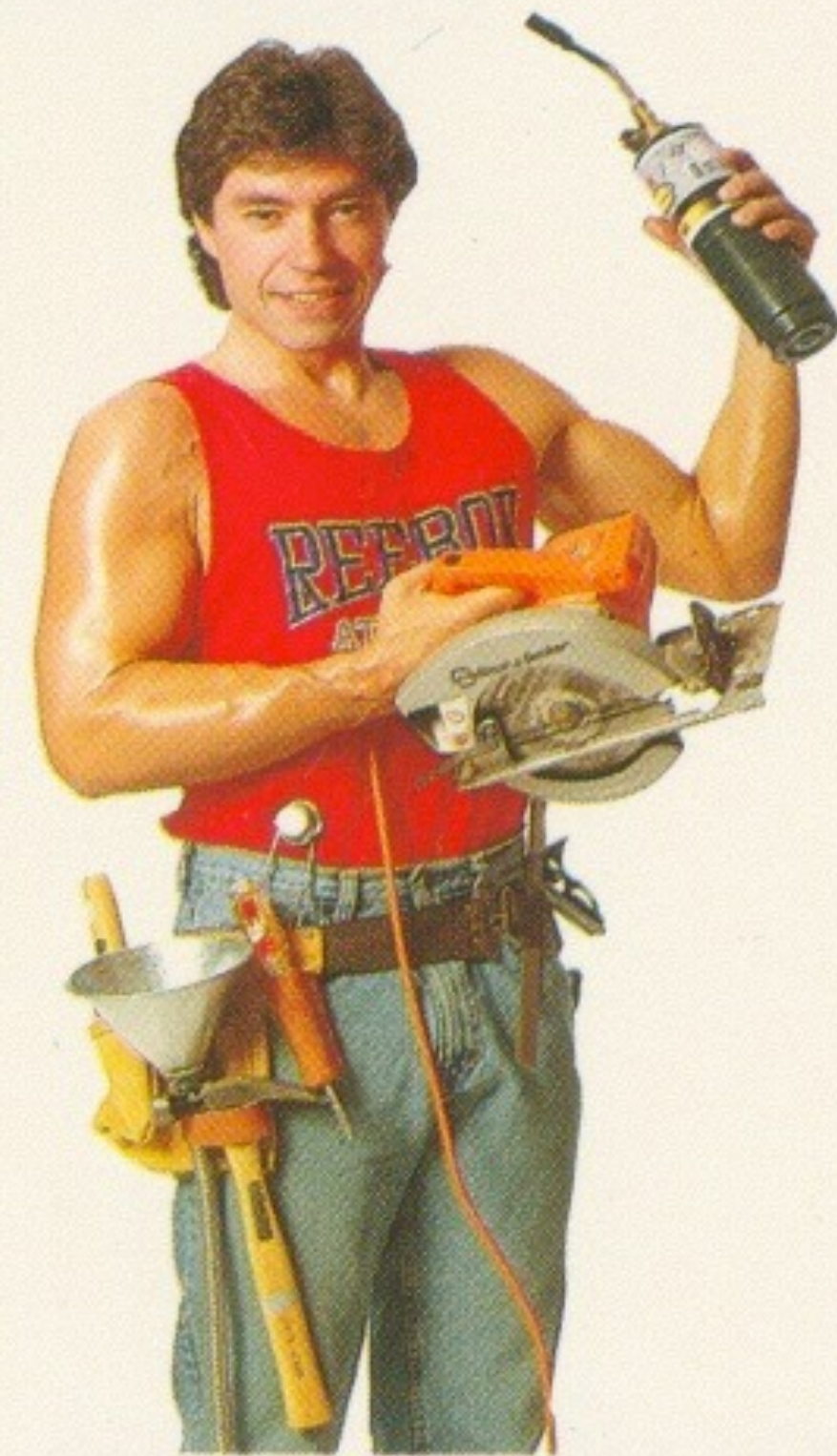
-Julia Child

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





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Ryan
Shafer

“The pace of innovation won’t allow us to embrace the status quo.”



**Howard Shultz
Executive Chairman**



Startups Are Realistic & Innovative

“Lifespan” of S&P 500 Companies










In 1968 - Companies lasted an average of 70 years







2017 - Less than 14 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/>

	104 yrs old
 HEWLETT [®] PACKARD	77
	52
	47
 Microsoft	41
	40
	39
	31
	22

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

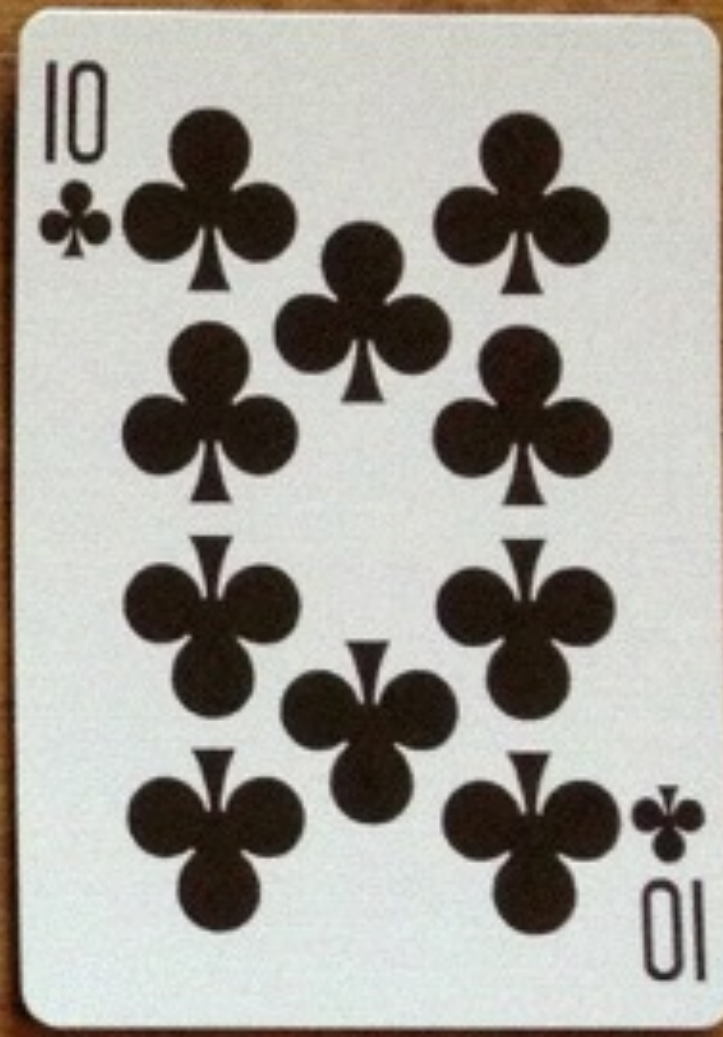
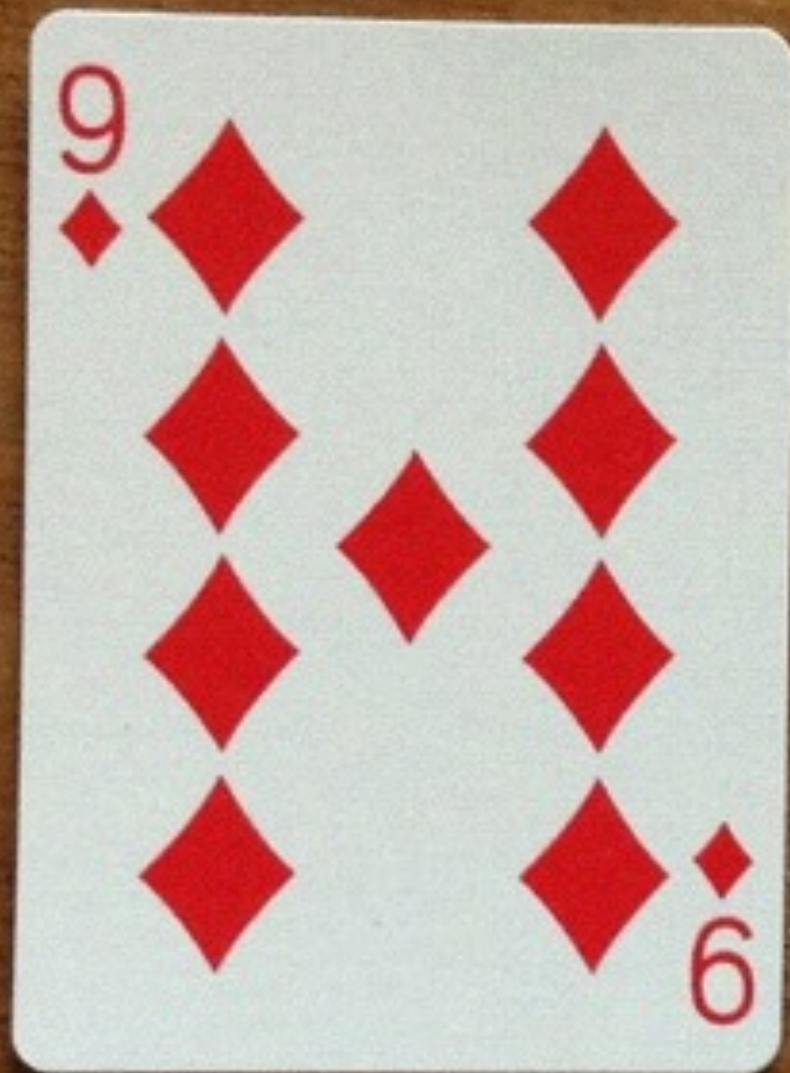


Galaxy Note 7

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



Galaxy Note 8



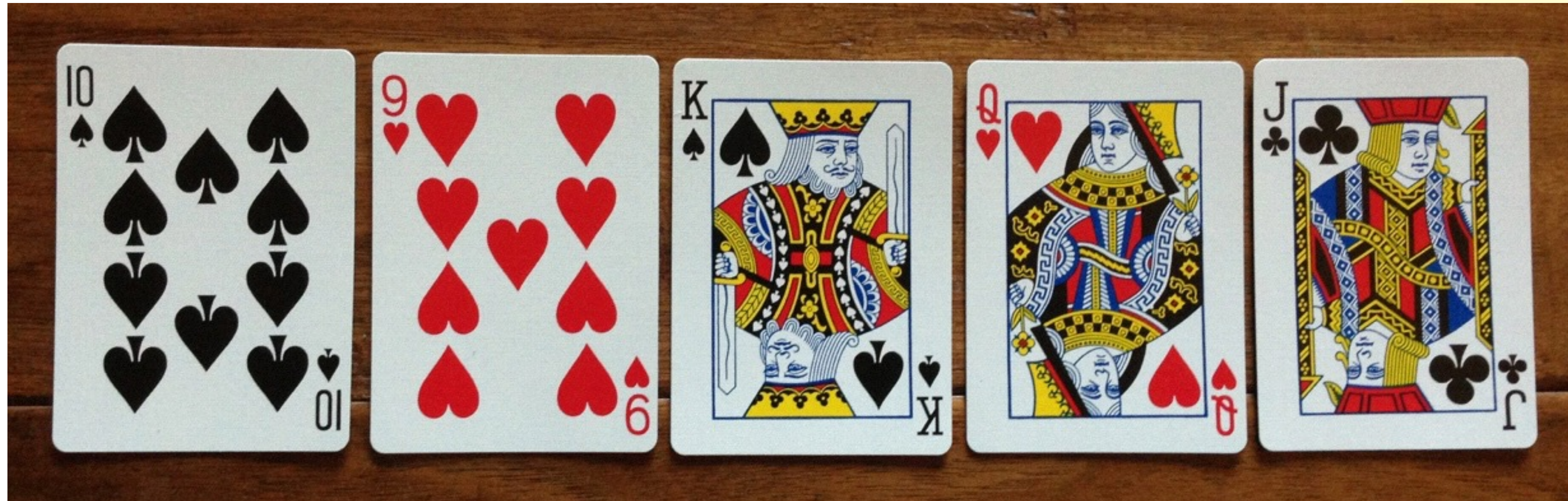
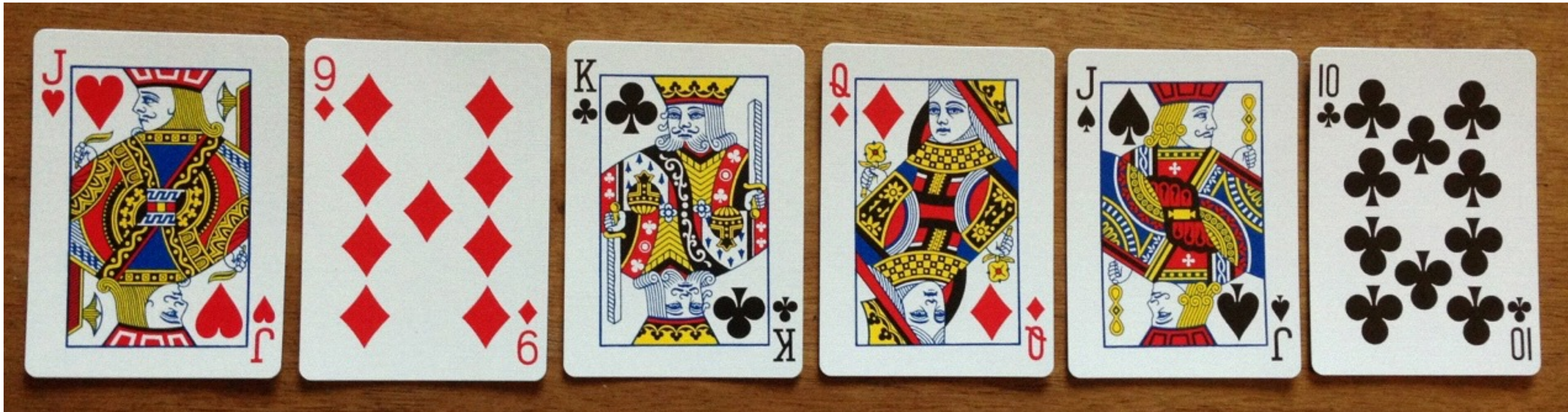
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Peripheral Vision Prevents Injury



Tom
Brady
knows
J.J. Watt
is close

Worlds Largest Factory - 10,000,000 Square Feet

DISRUPTION:

50 GWh in annual battery production by 2020

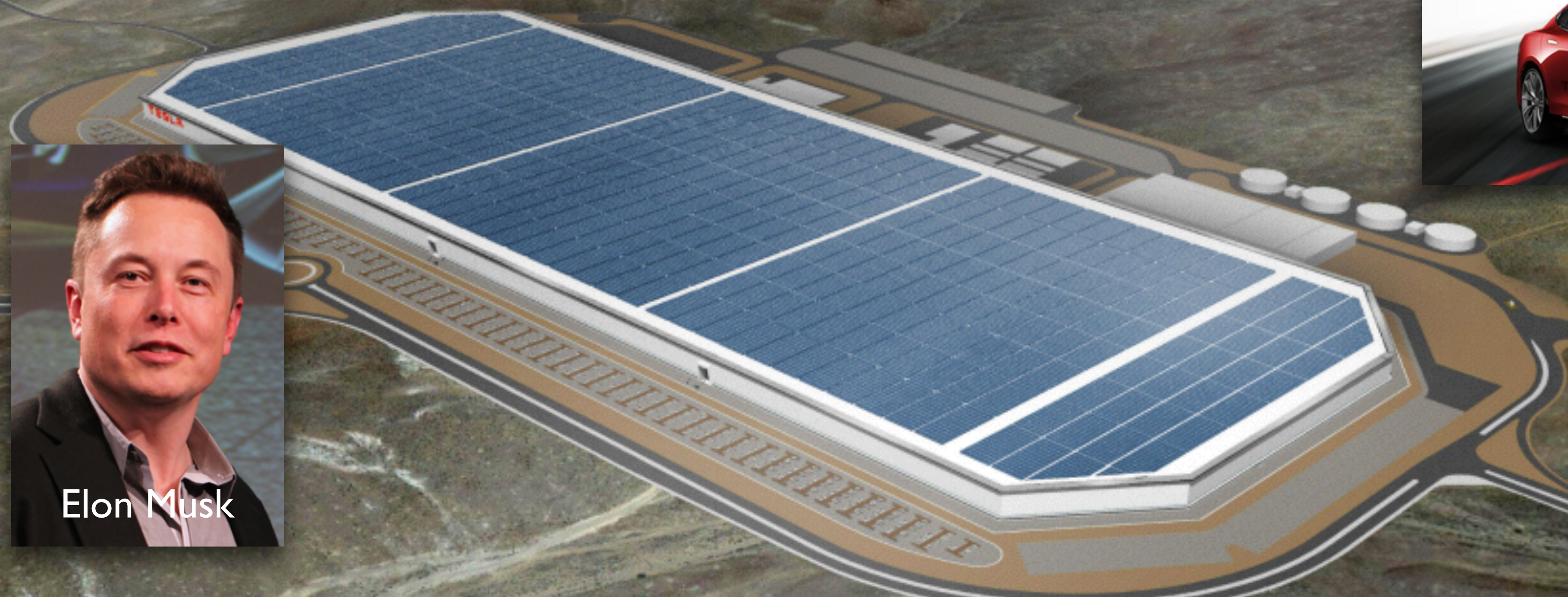
Enough for 500,000 Tesla cars

Powered by renewable energy

*Net zero energy factory



Elon Musk



A Powerwall is a an enormous battery that hangs outside of your home for power outages or even just smoothing out energy consumption.

The energy stored inside 16 PowerWalls can power a typical American home for three days.



Elon Musk





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

Hotel Events

Events for May 23 rd

Group/Event	Room	Time
GENERAL ELECTRIC BREAK OUT SESSION: ... A	Cascade 1	8:30 AM - 4:30 PM
Home Depot 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



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Association of Human Nature Convention



[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

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[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](#)





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Back Pain Meds





Laramar Apartment Homes - 55,000 units



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amazon.com.

Dogit Silent Dog Whistle by Dogit

\$3.74 Add-on Item

Add it to a qualifying order within **17 hours** to get it by
Tuesday, Oct 15

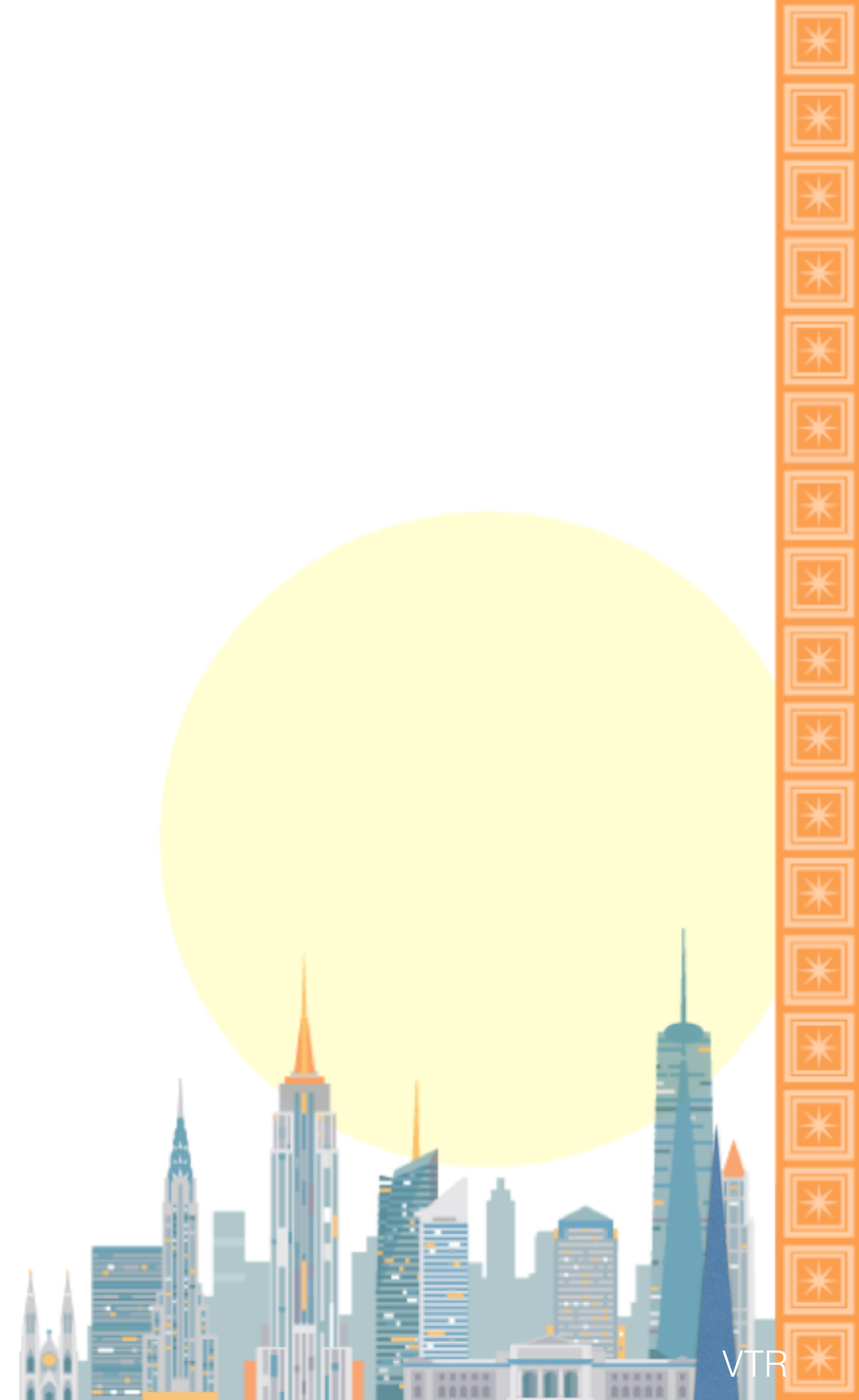
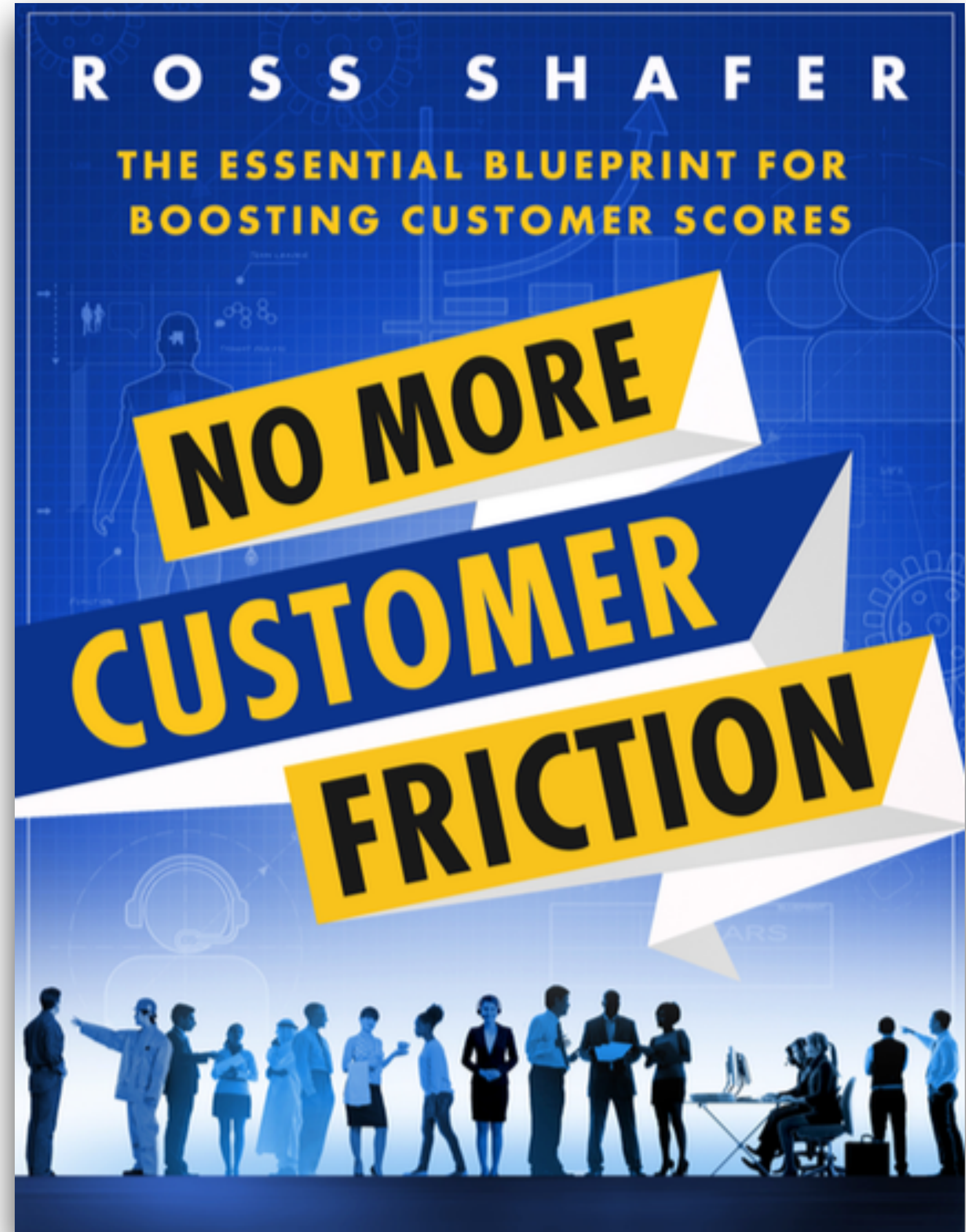
More Buying Choices

\$3.74 new (6 offers)

\$4.99 used (1 offer)

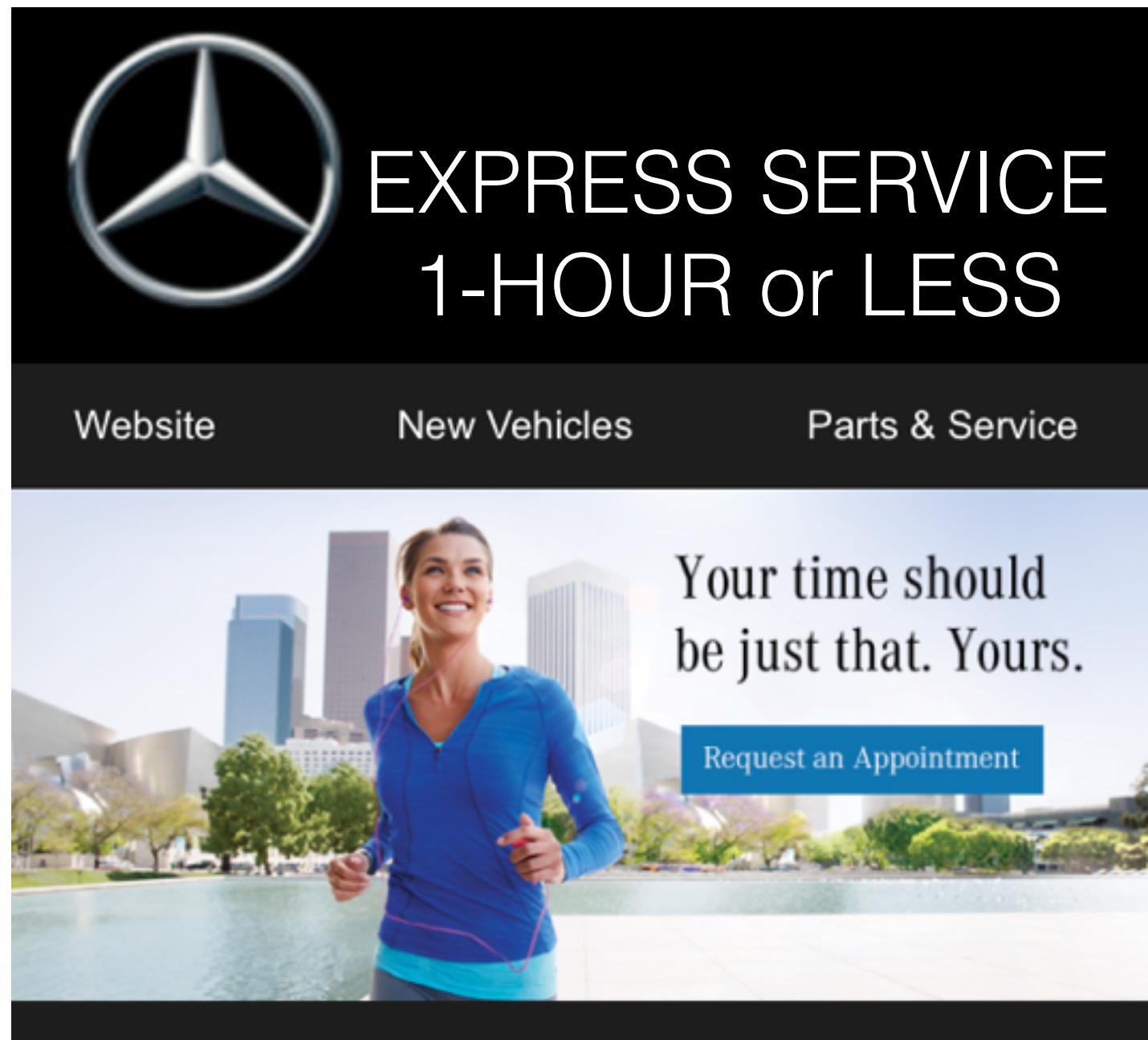


Eliminate Customer Friction



RESPECT MY TIME.

RESPECT MY CONVENIENCE.



Mercedes-Benz logo

EXPRESS SERVICE 1-HOUR or LESS

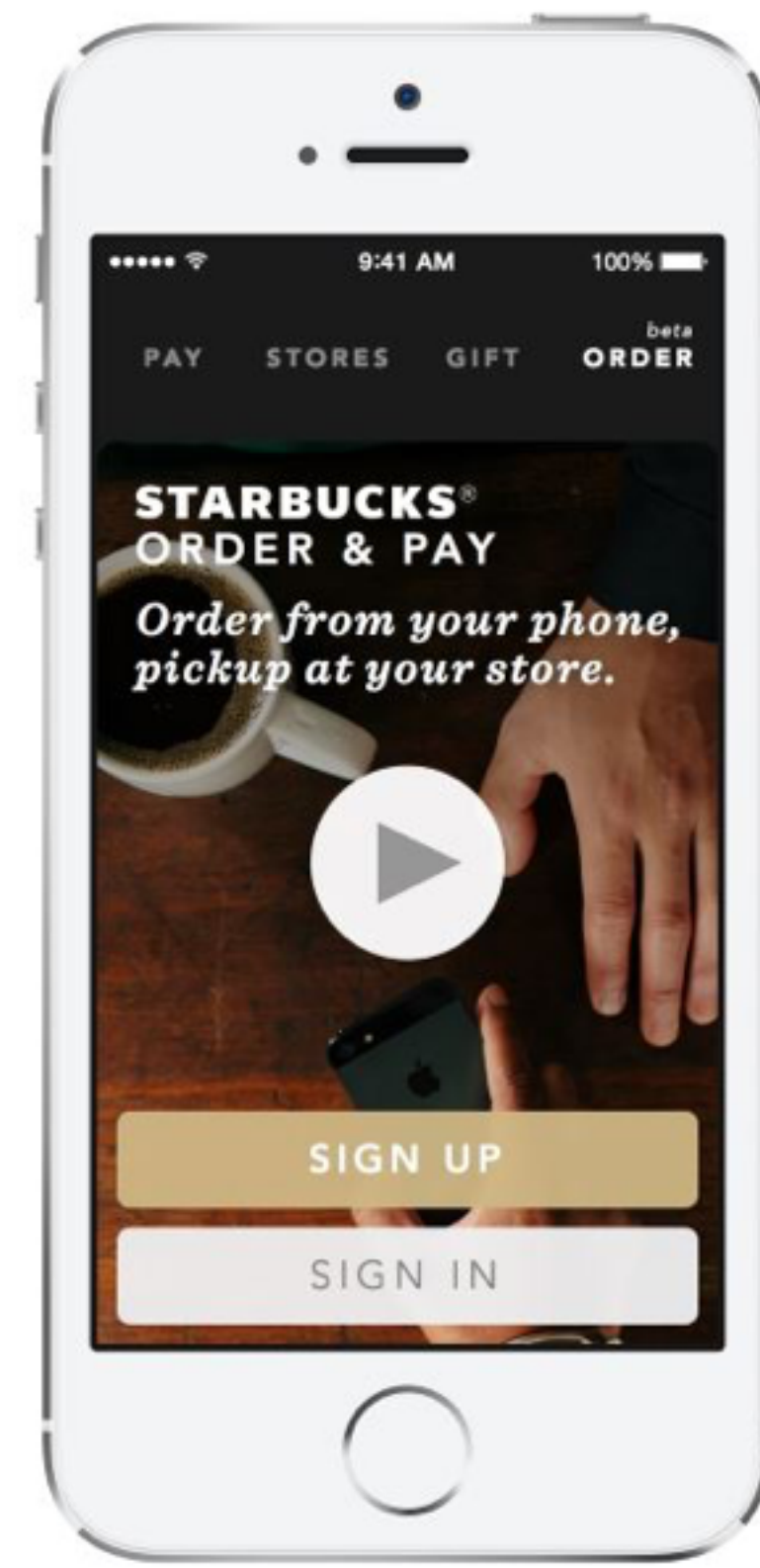
Website New Vehicles Parts & Service

Your time should be just that. Yours.

[Request an Appointment](#)



U B E R



9:41 AM 100%

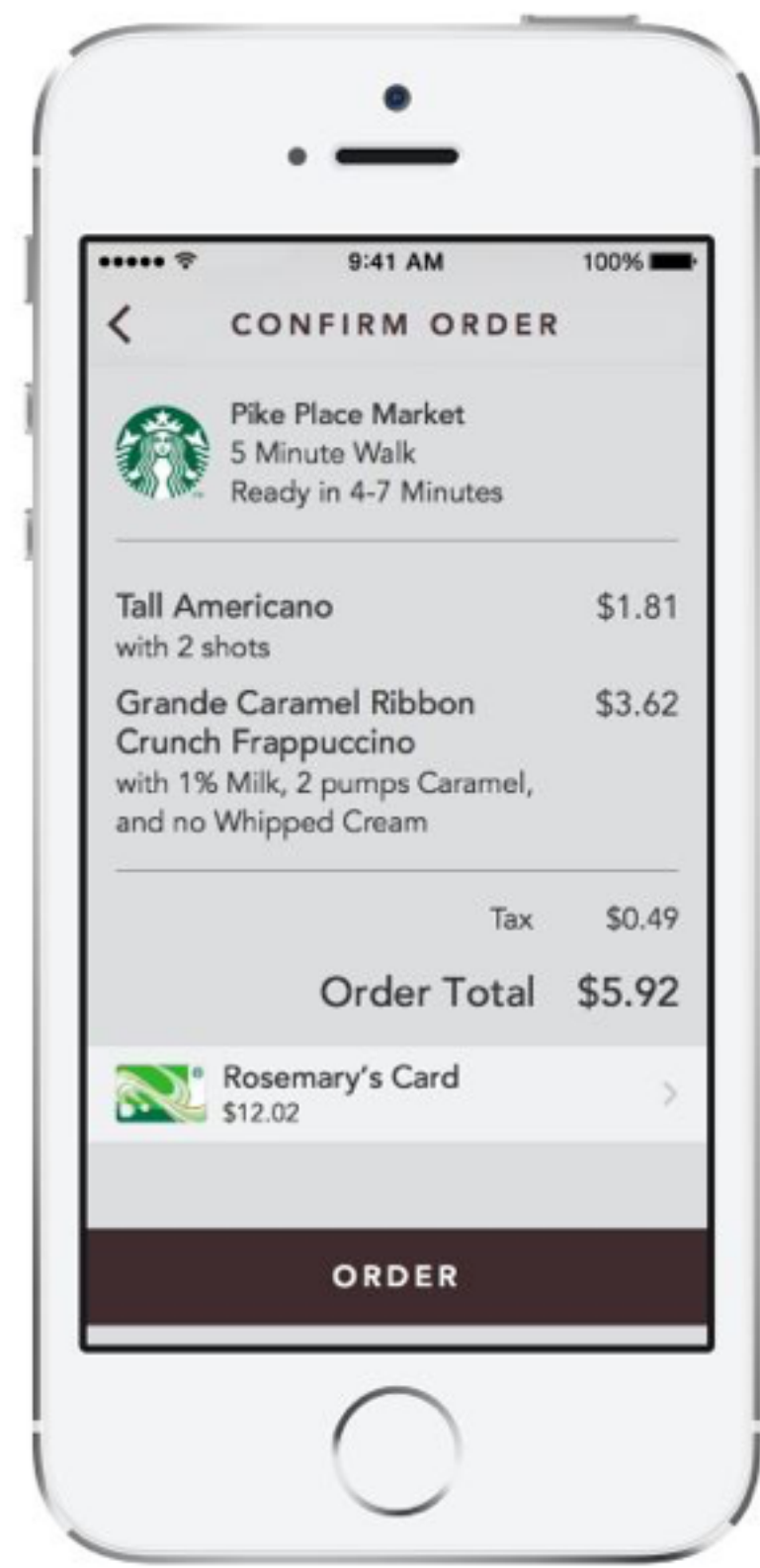
PAY STORES GIFT **ORDER** beta

STARBUCKS® ORDER & PAY

*Order from your phone,
pickup at your store.*

[SIGN UP](#)

[SIGN IN](#)



9:41 AM 100%

[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](#)

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...



“There is nothing else I can do.”

“That’s against our policy”

“Frankly, we didn’t cause this problem.”



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...?!”



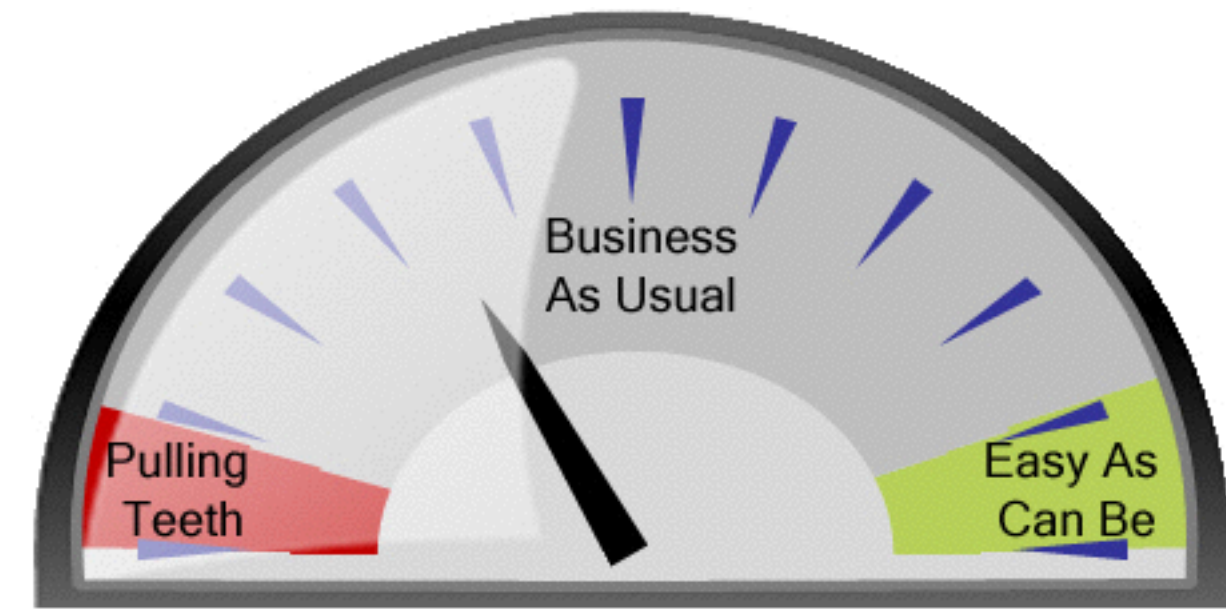
CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. Don’t over promise. You don’t necessarily have to exceed expectations.
The bigger risk to loyalty is when you fail or disappoint them.”

Source: Fleishman-Hillard Research Group - New York

CES (Customer Effort Scoring)

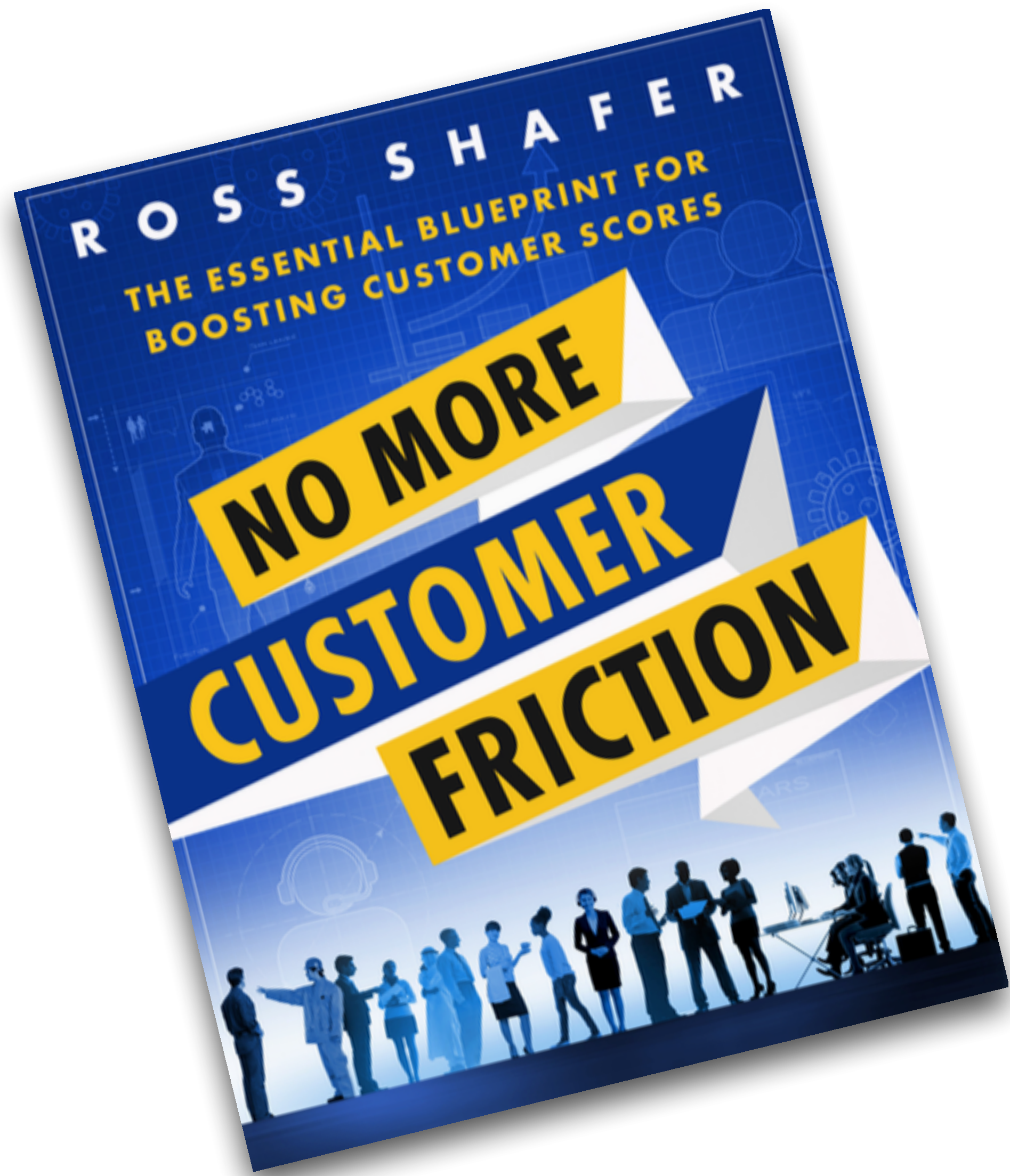


“Service organizations create loyal customers primarily by reducing customer effort – (i.e. helping them solve their problems quickly and easily) – **not by delighting them in service interactions.**”

Source: Fleishman-Hillard Research Group - New York

The image shows a blurred background of a grocery store aisle. In the center, the Amazon Go logo is overlaid in white. The logo consists of the word "amazon" in a lowercase, sans-serif font, followed by a white arrow that curves from the bottom of the 'a' to the bottom of the 'z'. To the right of the arrow is the word "go" in the same lowercase, sans-serif font. In the background, a person wearing an orange shirt is visible, standing in the aisle. The shelves are filled with various products, and the overall scene is out of focus.

amazon go



Does This System Work?





**Complaints led to losing
1,000,000m subscribers
in one-quarter.**

**They spent \$300M to
improve ALL processes.**

**Today, billing, call
centers, and installation
is rock-solid. Comcast is
#1 in customer sign-ups
& retention in their
industry.**



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Today, billing, call centers, and installation is rock-solid. Comcast is #1 in customer sign-ups & retention in their industry.

10 yrs ago, customers complained their toys were boring & prices were too high.

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.



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***Last Place* customer care in their industry. I coached them to reduced friction for Linemen, Call Centers, & Engineers.**

We corrected customer complaints and empowered on-the-spot fixes. 90 days later we raised their J.D. Power scores 21 Points...#1 in their industry.

How to Attract & Sell to Millennials



This is what Millennials Look Like, Today.



Don't Mentor Them



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A wide-angle, high-angle shot of a massive esports arena. The arena is filled with a dense crowd of spectators, mostly young people, seated in tiered bleachers. The stage is illuminated with vibrant blue and purple lights. Several large video screens are suspended from the ceiling, displaying various scenes from a game, including character portraits and action sequences. In the foreground, there are several gaming stations with monitors and keyboards, where players are competing. The overall atmosphere is energetic and high-tech.

PROVIDE “QUICK WINS”

300,000 attended GamesCom

ROSS SHAFER'S
RELEVANT LEADERS CLUB



ROSS SHAFER Biz Author/Consultant



CAM MARSTON Generational Insights

Deliberately Create Instant Rapport



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Talk Show Hosts: *Masters of Curiosity*







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





Strive to be a Specialist

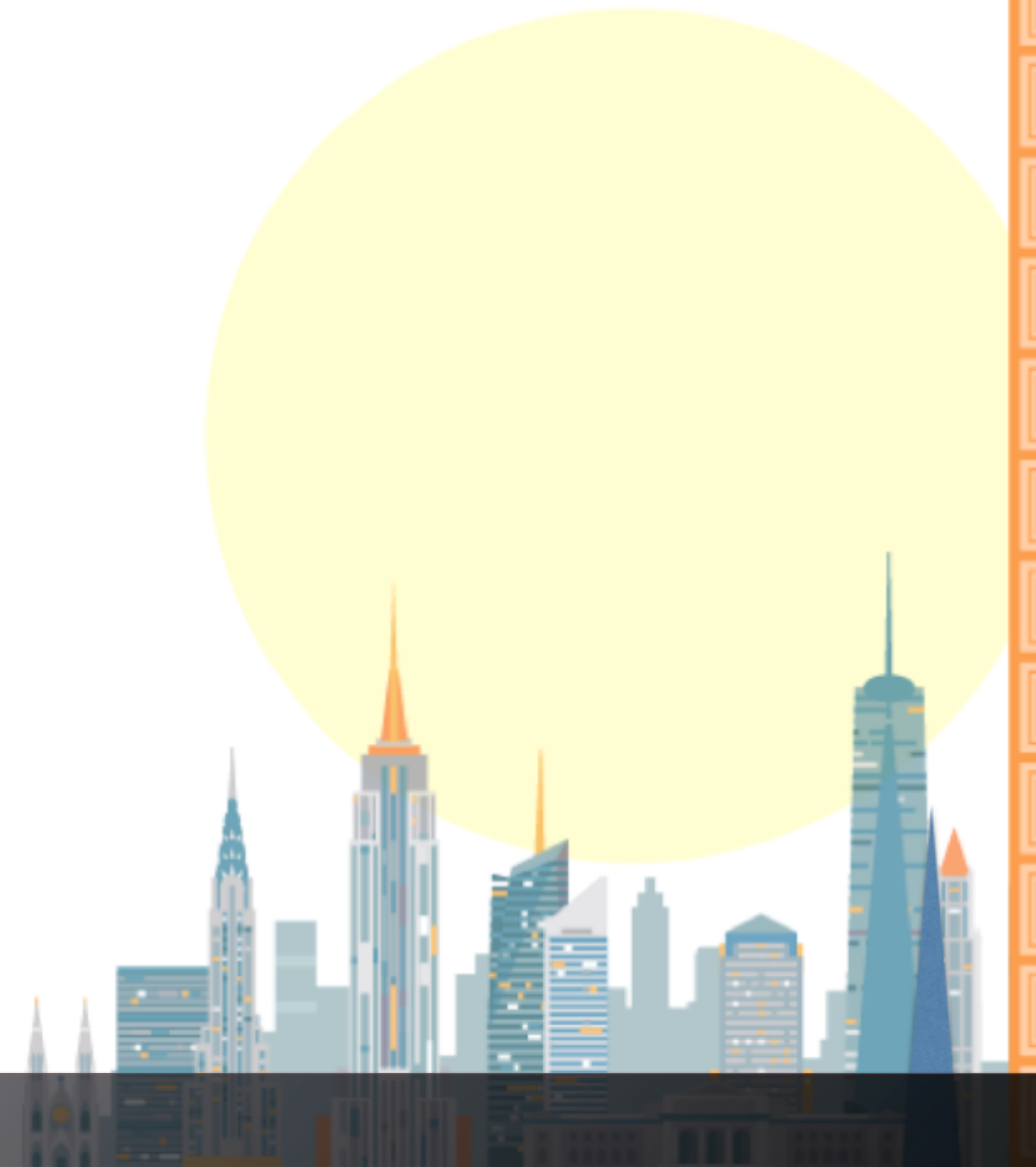
World's Greatest Shooter

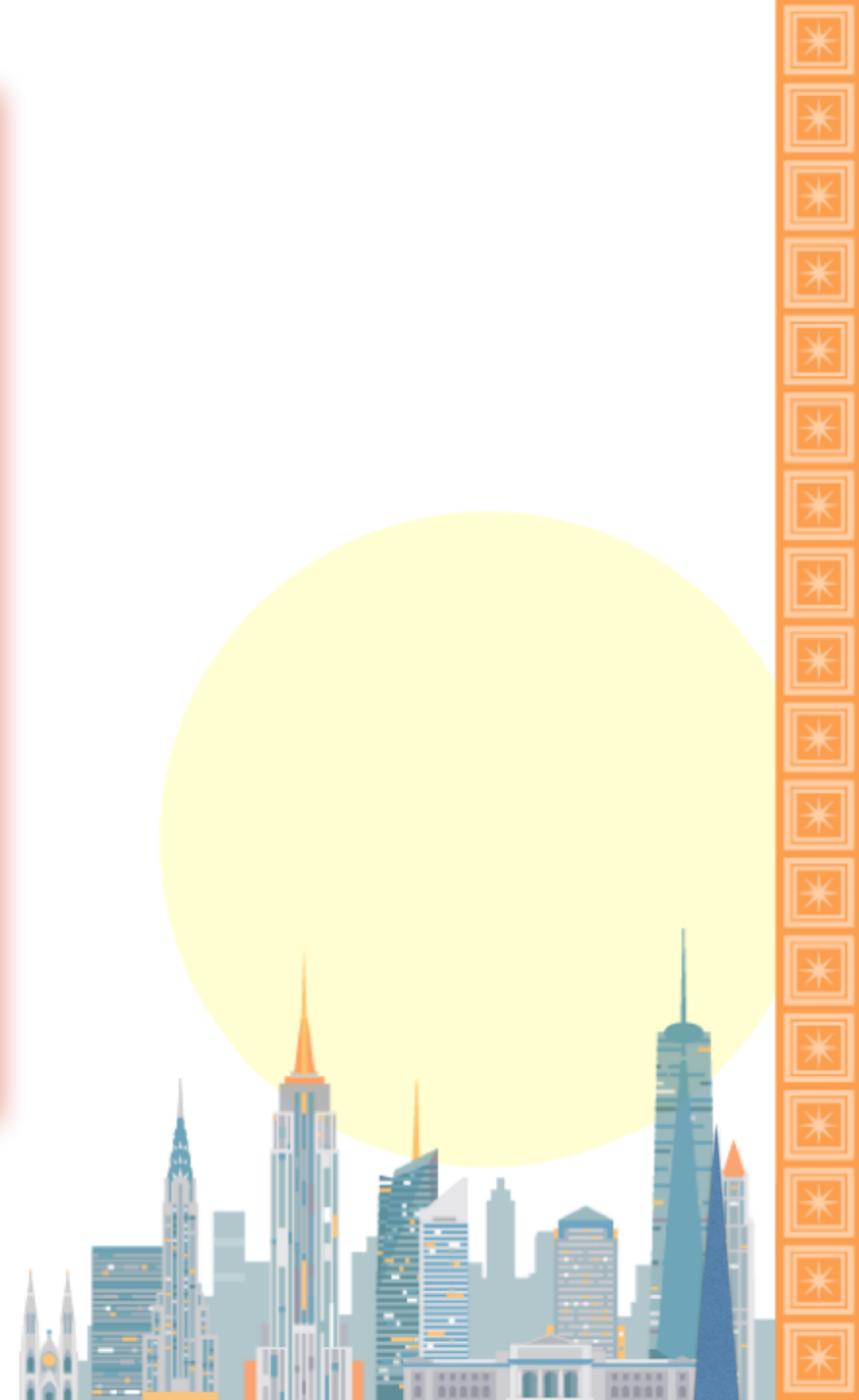


1,127 Consecutive Free Throws



All Swishes

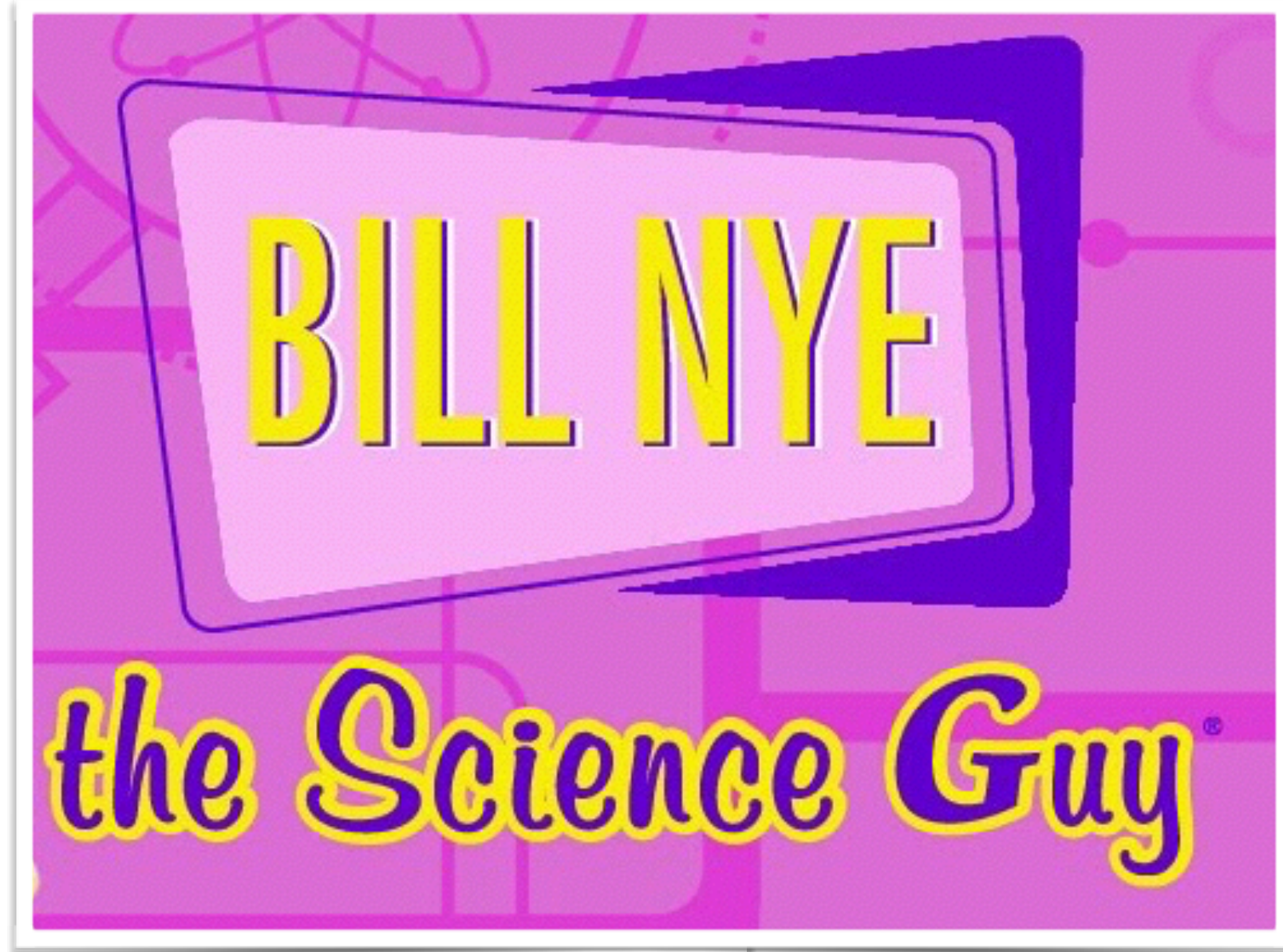




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“Not-So-Wild” Billy







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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

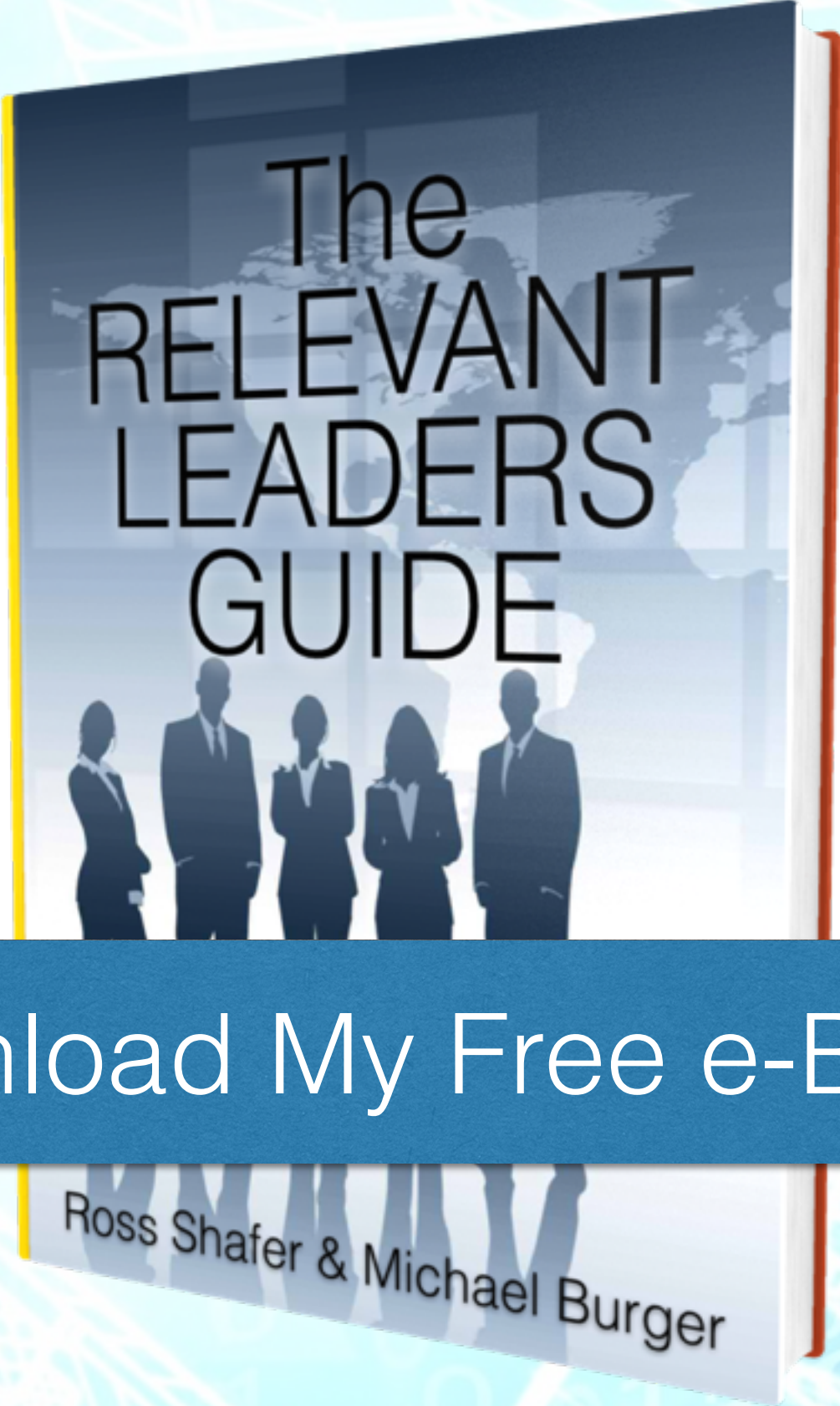
Relevant Leaders Club Download All

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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In this short clip, leadership speaker and author, Ross Shafer, reveals his surefire Five-Step process for...
- Should You Change Your "Leadership" Persona?** | Leadership speaker | Ross Shafer
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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 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 repeatab...
- 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

Ignore Self- Self-Imposed Limitations

Startups Are Realistic & Innovative

Eliminate Customer Friction

How to Attract & Sell to Millennials



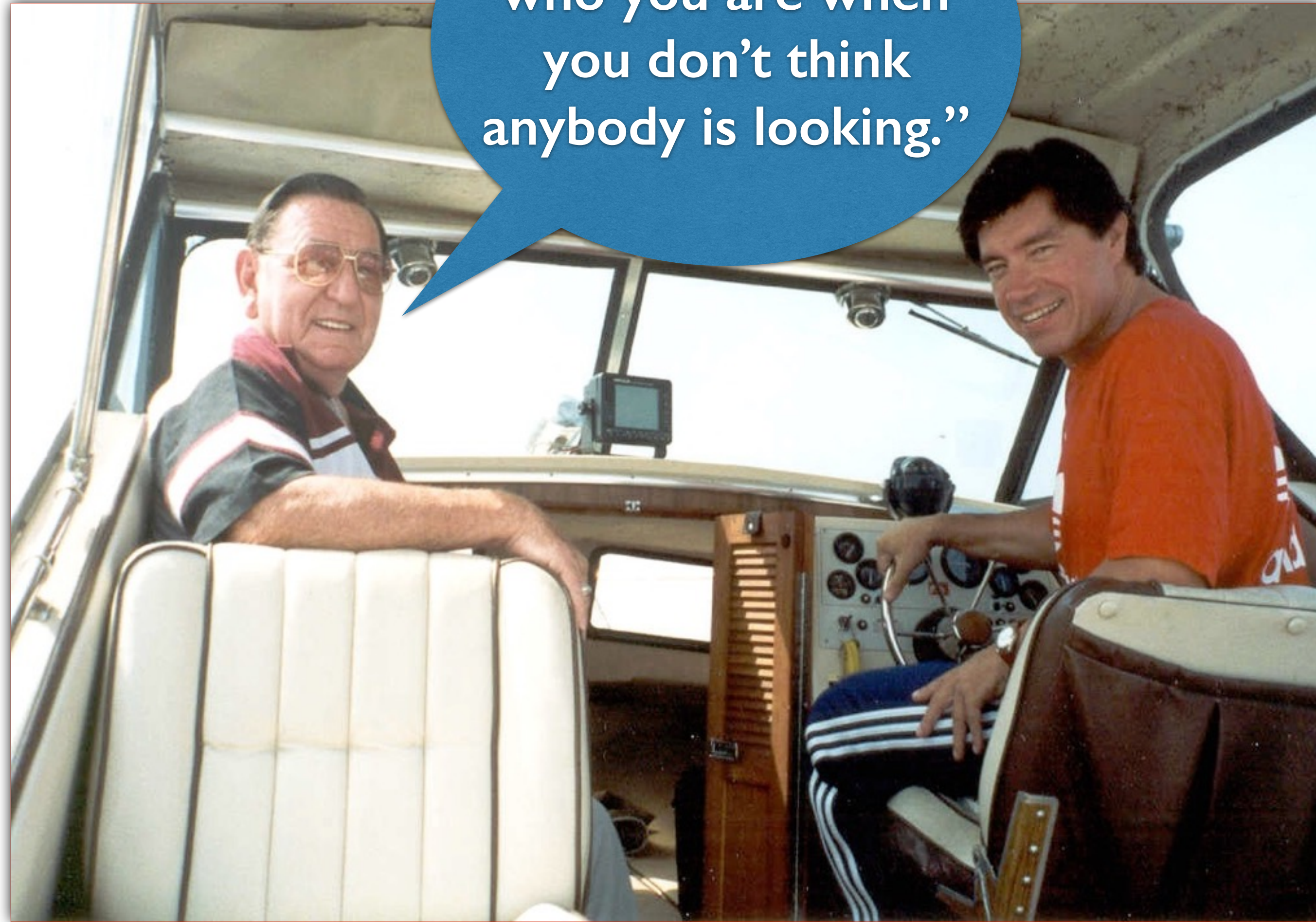
Strive to be a Specialist

CHARACTER:

**Know who you are...
and who you aren't**



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



Chuck Shafer 1927-2001





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



Ongoing Encouragement





Ross
Shafer

**Questions?
Comments?**

**See me in the
back**