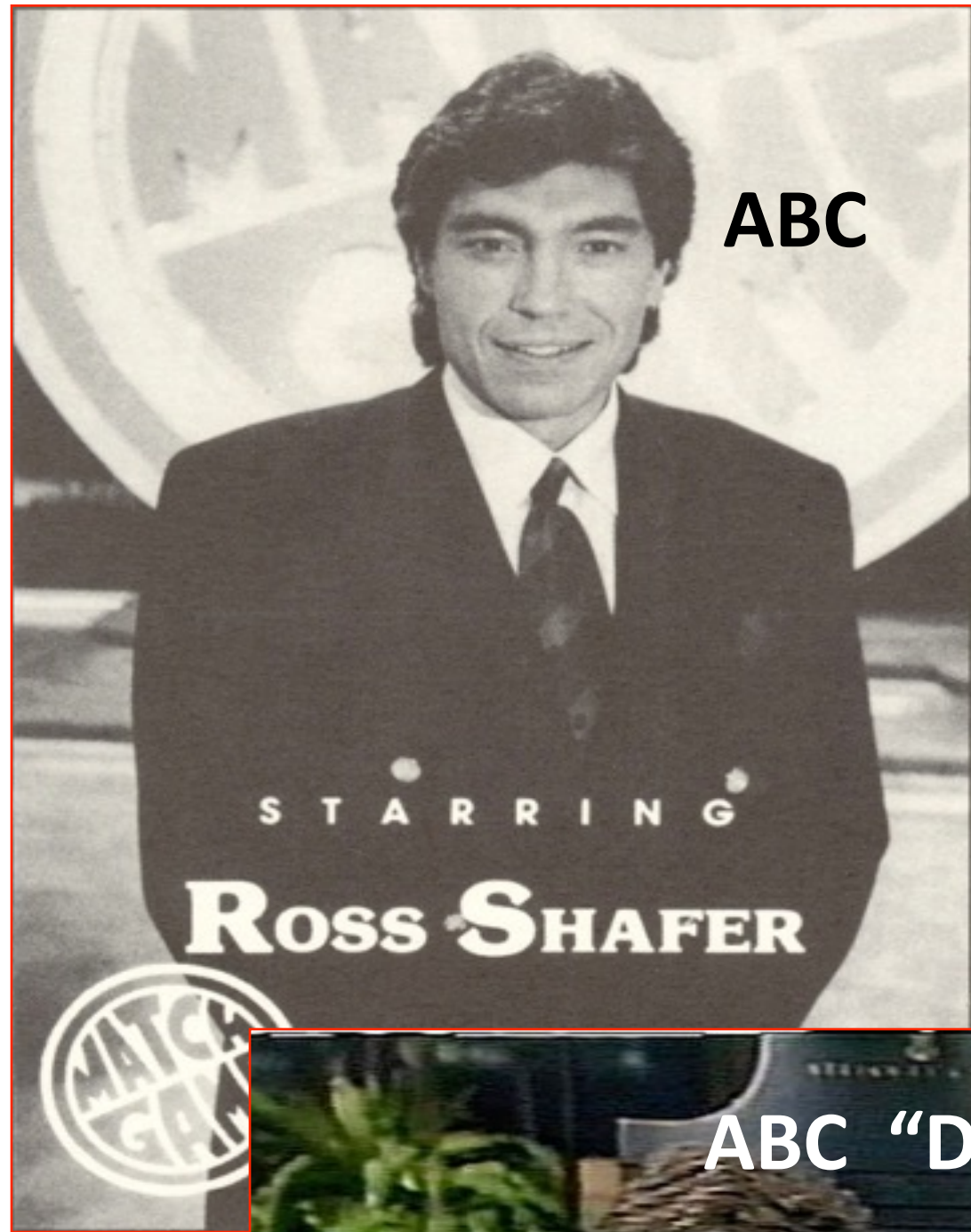




Creating a **5** Relevant Culture

Ross Shafer





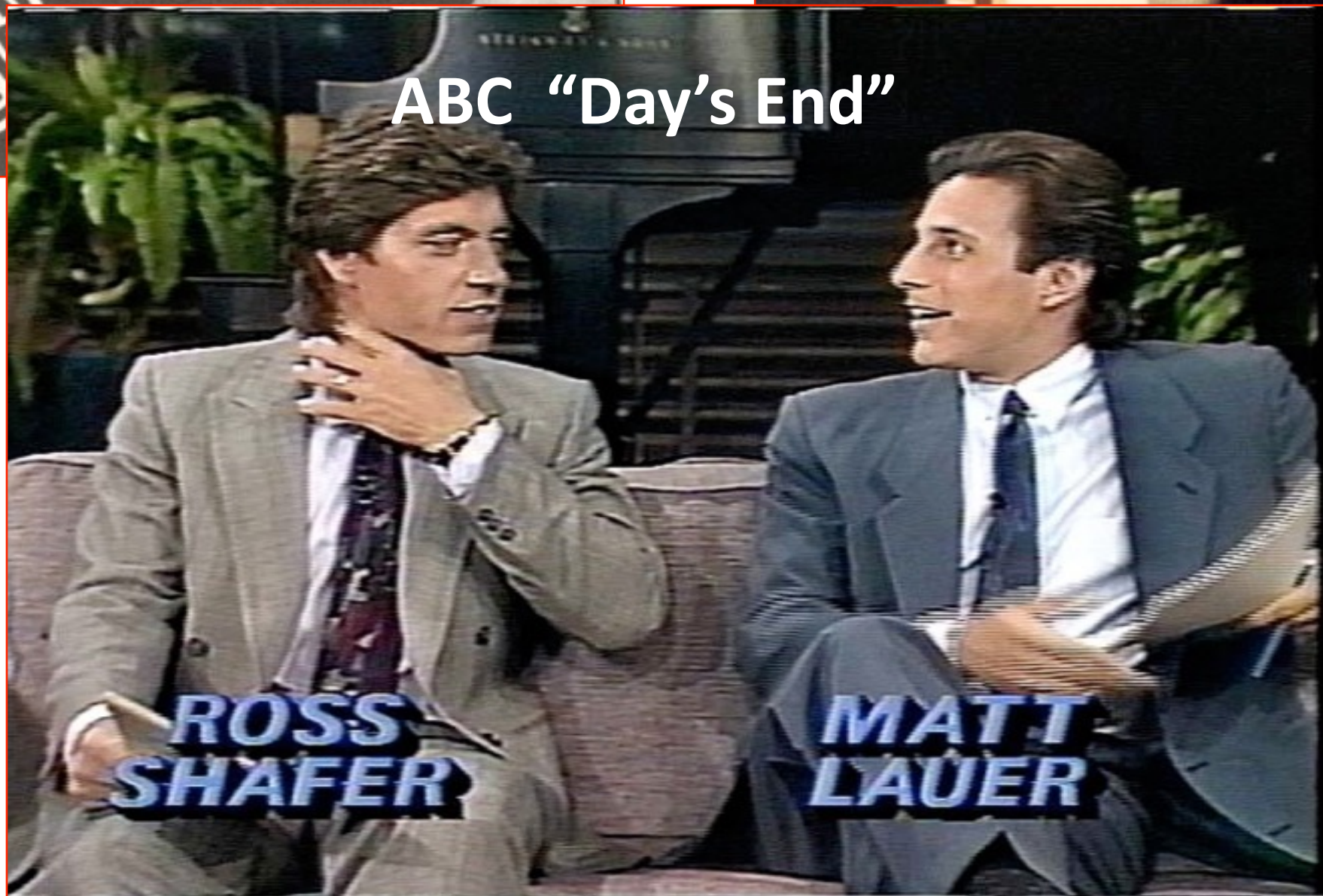
ABC

STARRING
ROSS SHAFER



NBC

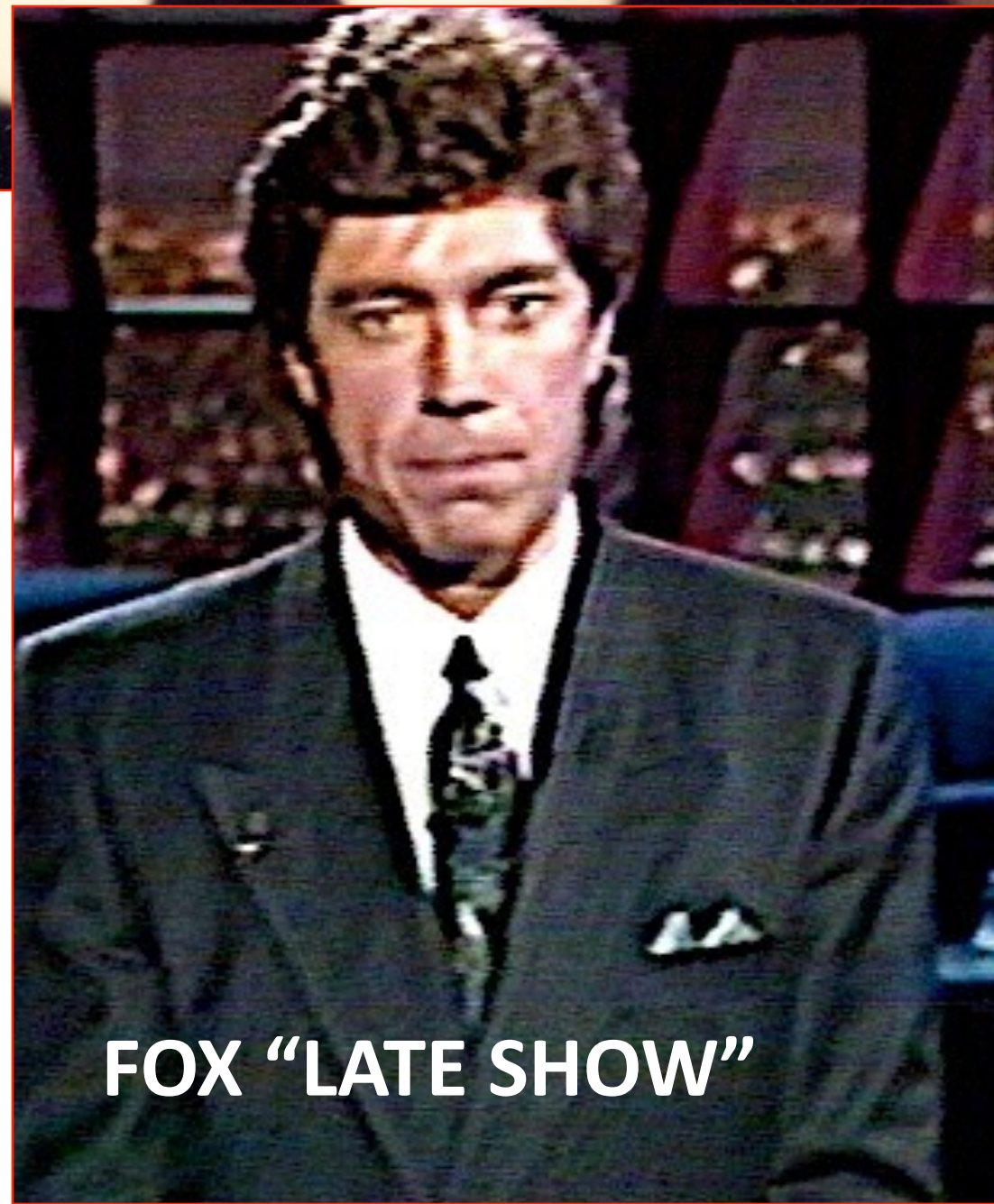
Almost
LIVE!



ABC "Day's End"

ROSS SHAFER

MATT LAUER



FOX "LATE SHOW"



USA

THE ALLURING, AMUSING, AND HIGHLY REVEALING
GAME OF ROMANTIC PURSUIT.

**LOVE ME
LOVE ME
NOT**

YOU'LL LOVE IT AT FIRST SIGHT!

ROSS SHAFER
IS YOUR HOST FOR TV'S
MOST PROVOCATIVE
NEW HALF-HOUR
GAME SHOW STRIP.*

USA



TELEVISION



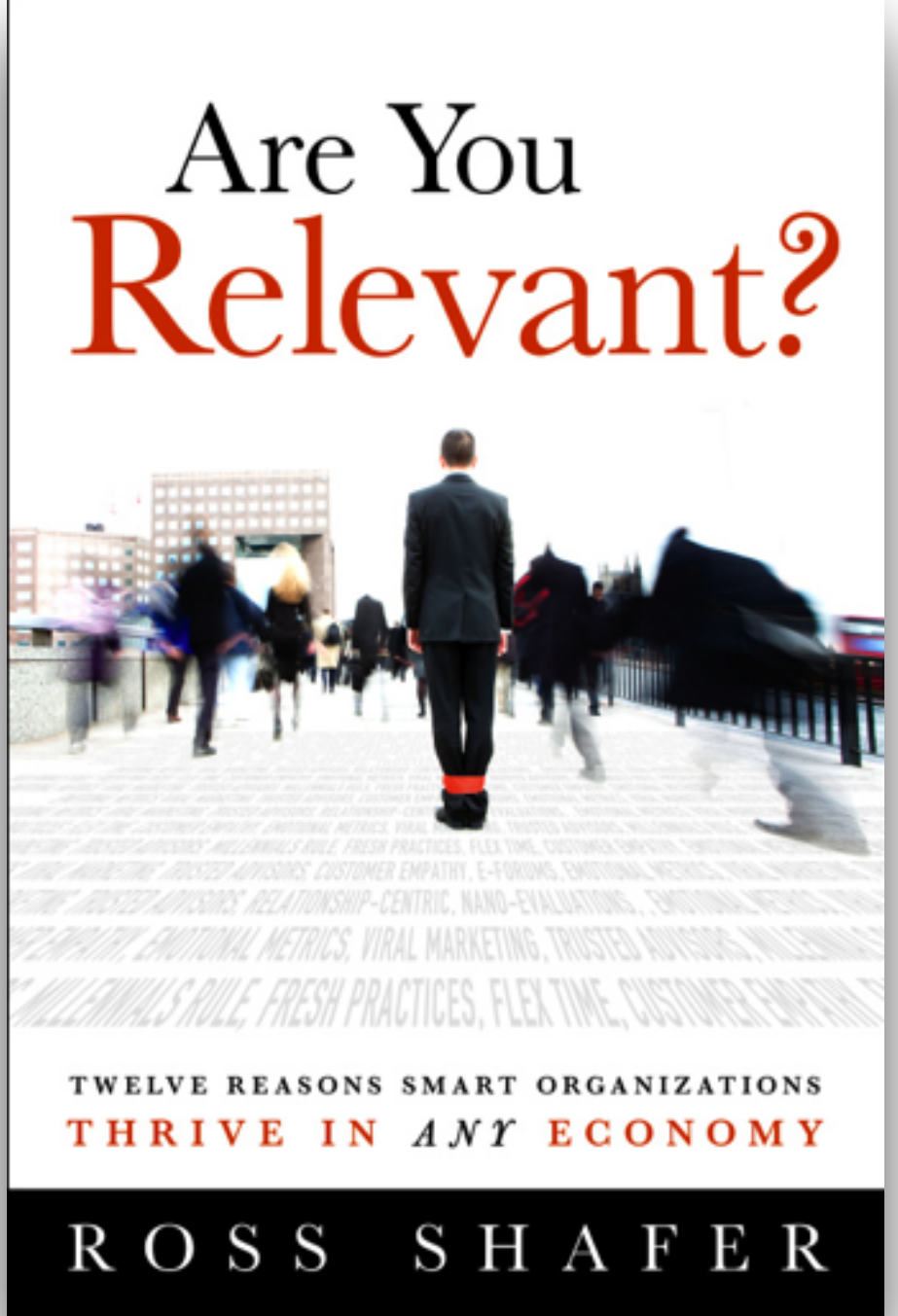
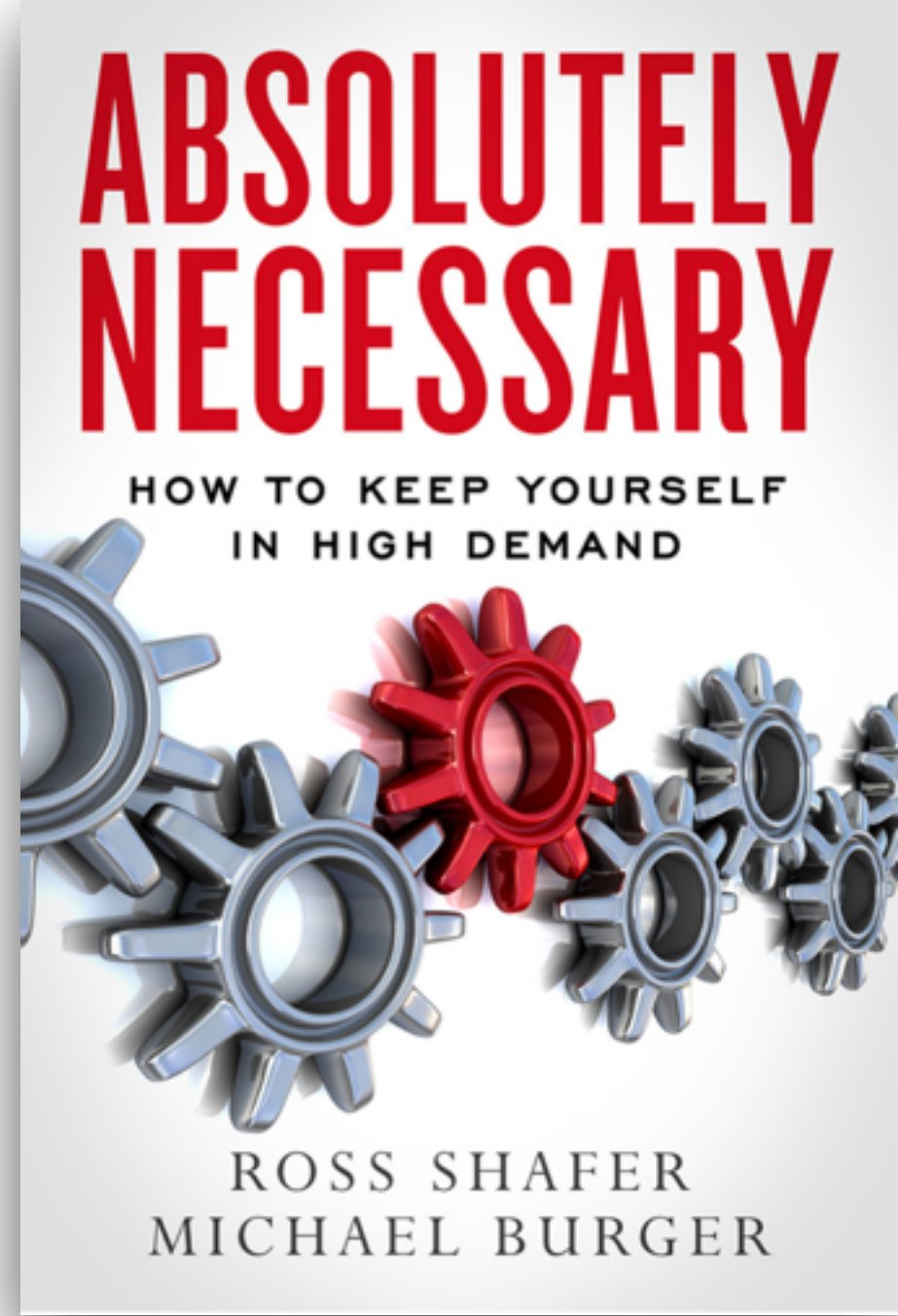
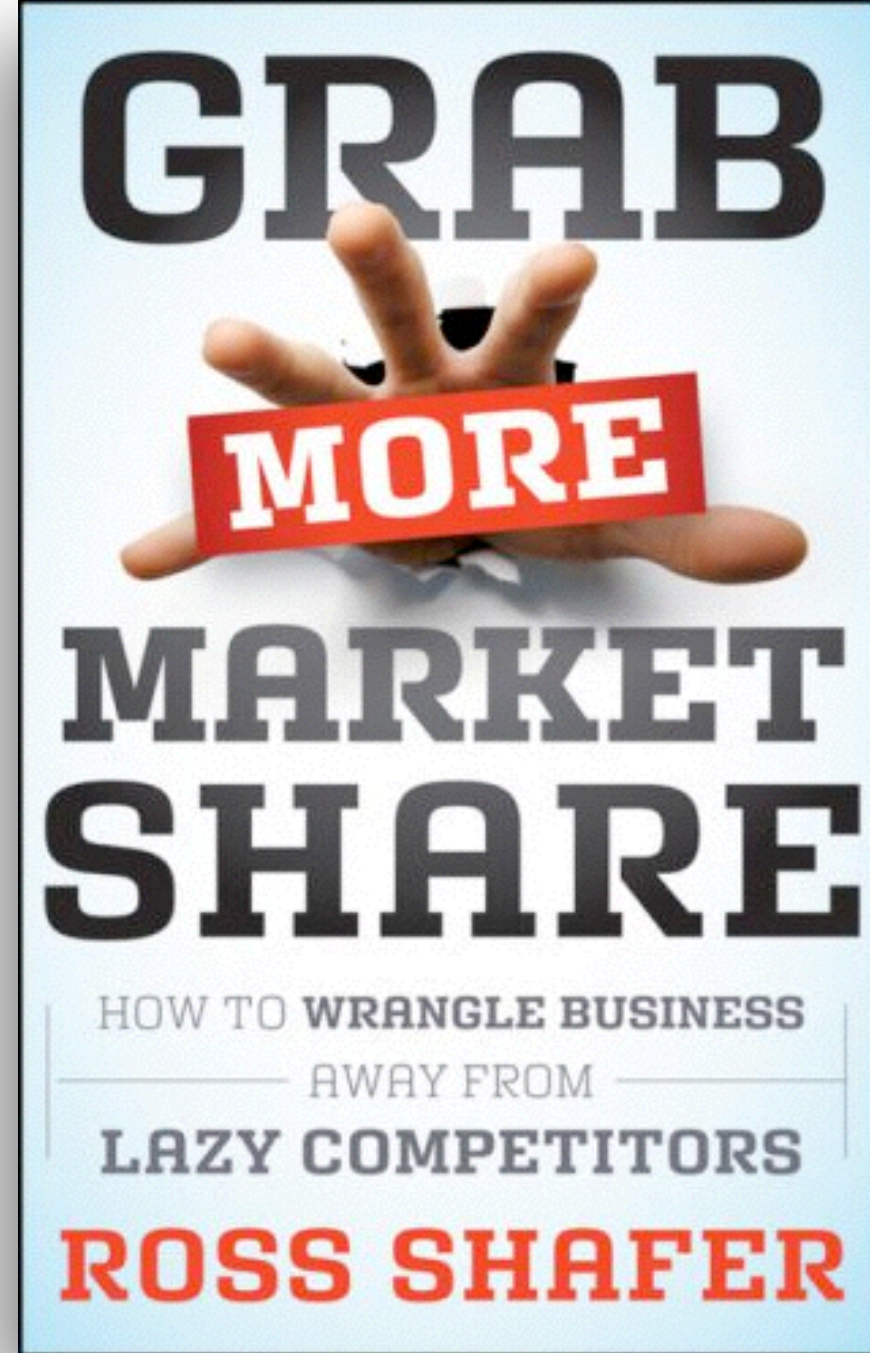
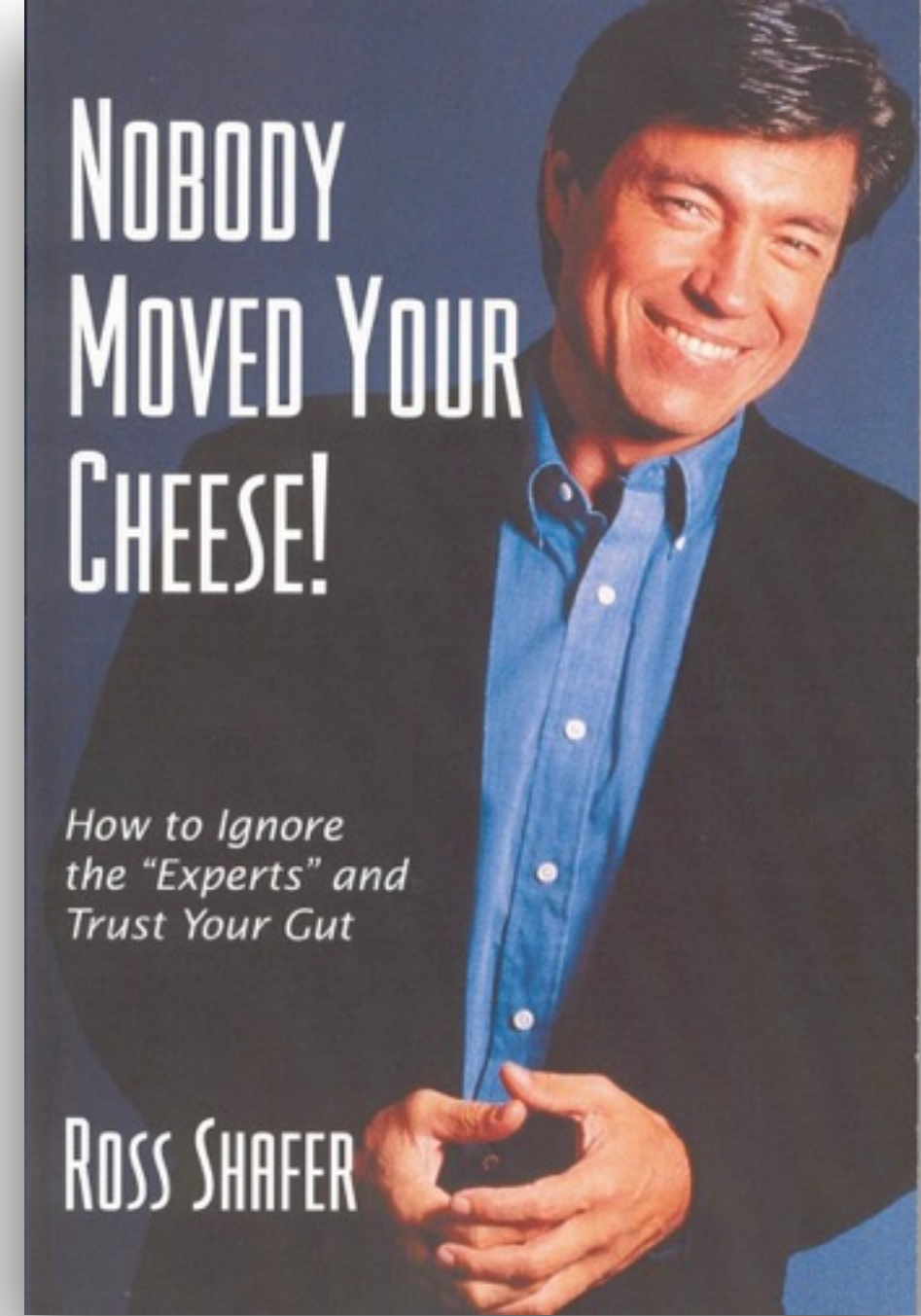
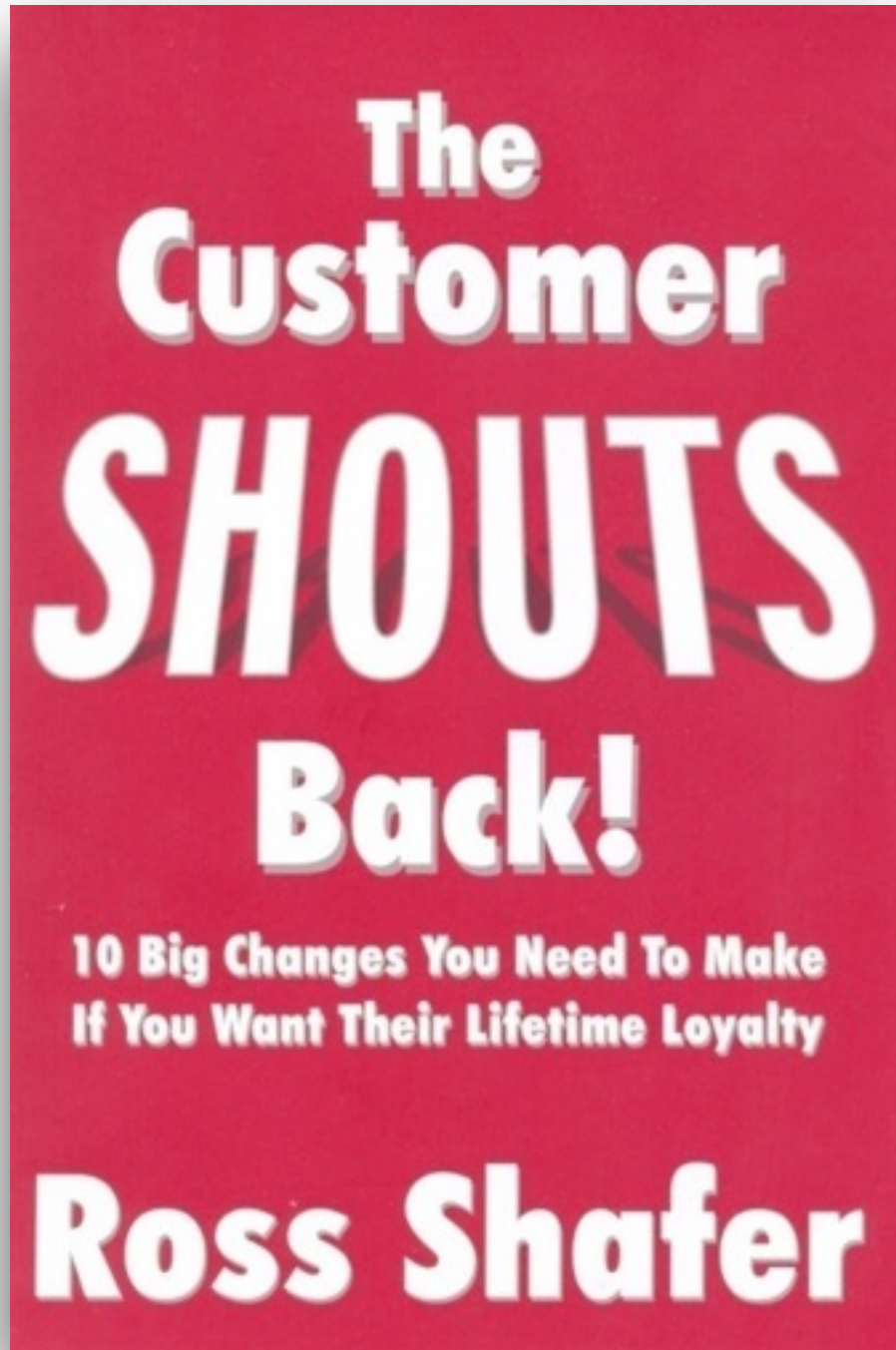
COOK-LIKE- A-STUD

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

Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

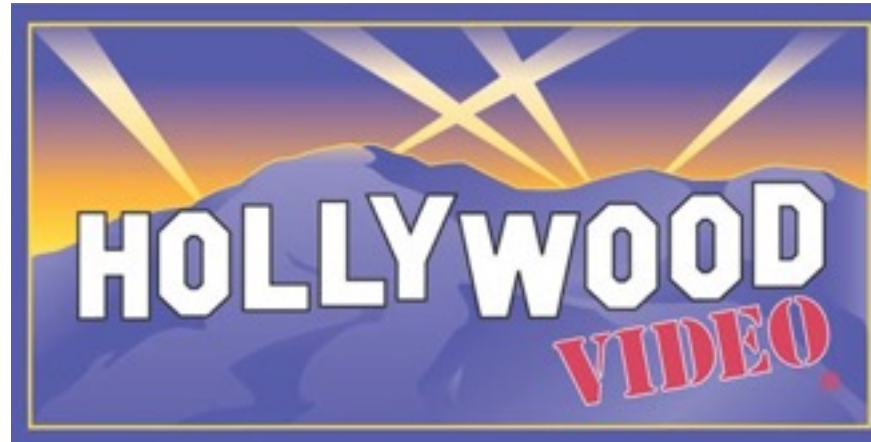
Ross Shafer





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Digest

aloha
AIRLINES®



AIR
AMERICA
RADIO

SINCE 1910
LEVITZ

Howard Johnson

imb
IndymacBank

GOONE

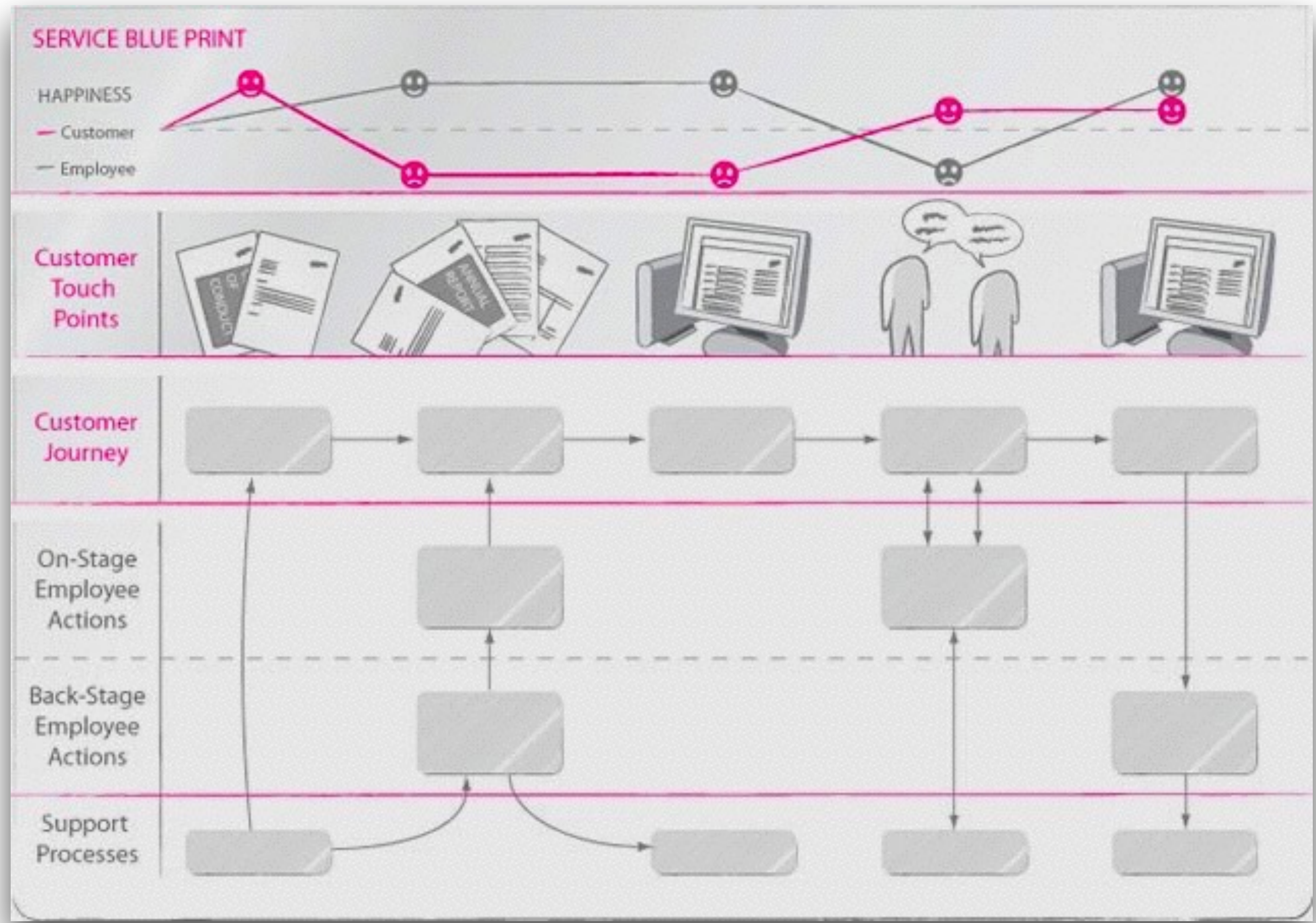


Sometimes we don't see that
WE are the problem.



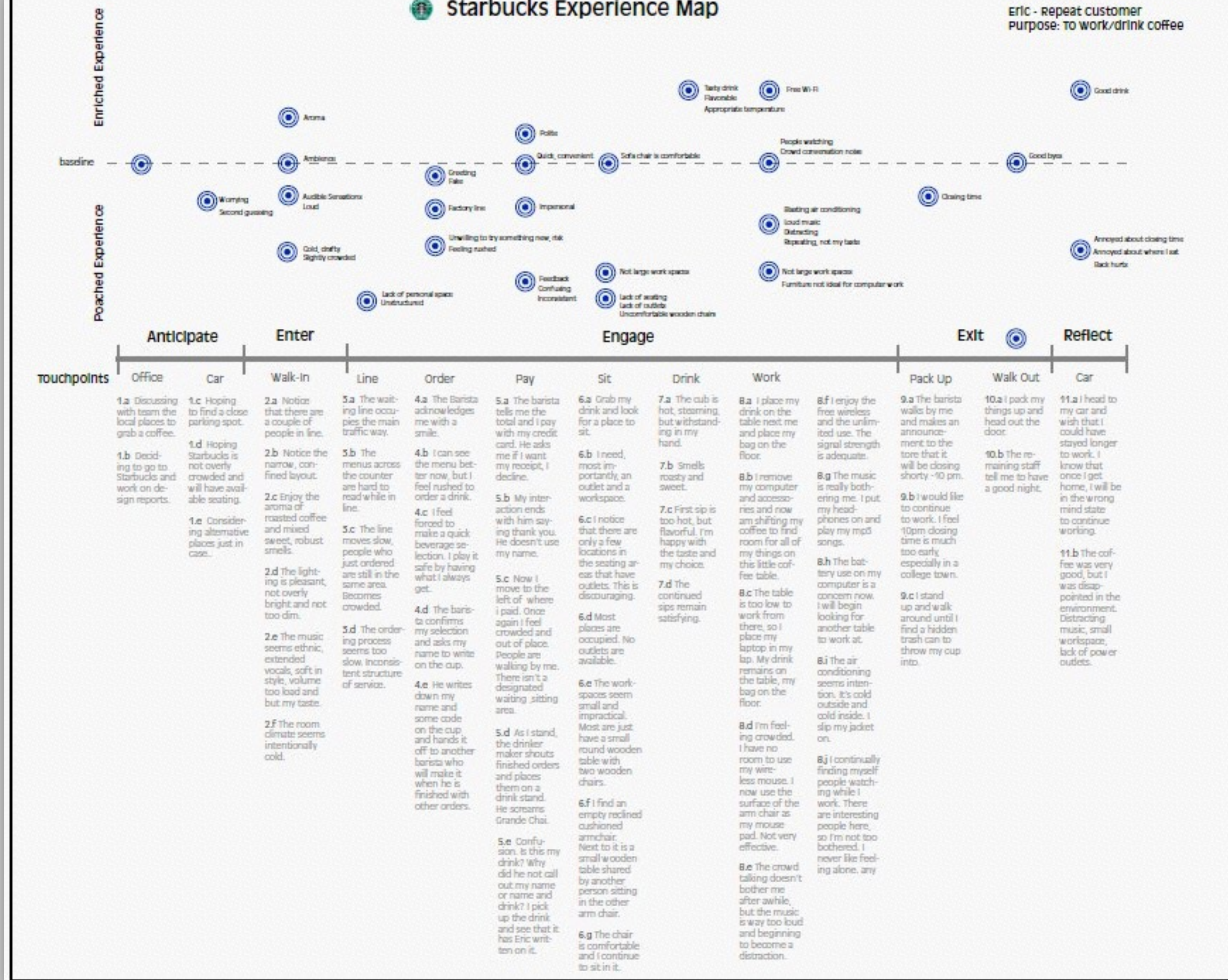
A sunset over a dark silhouette of a hillside with trees on the left. The sky is a gradient of orange and red, transitioning to a dark blue at the top. The text is centered and reads:

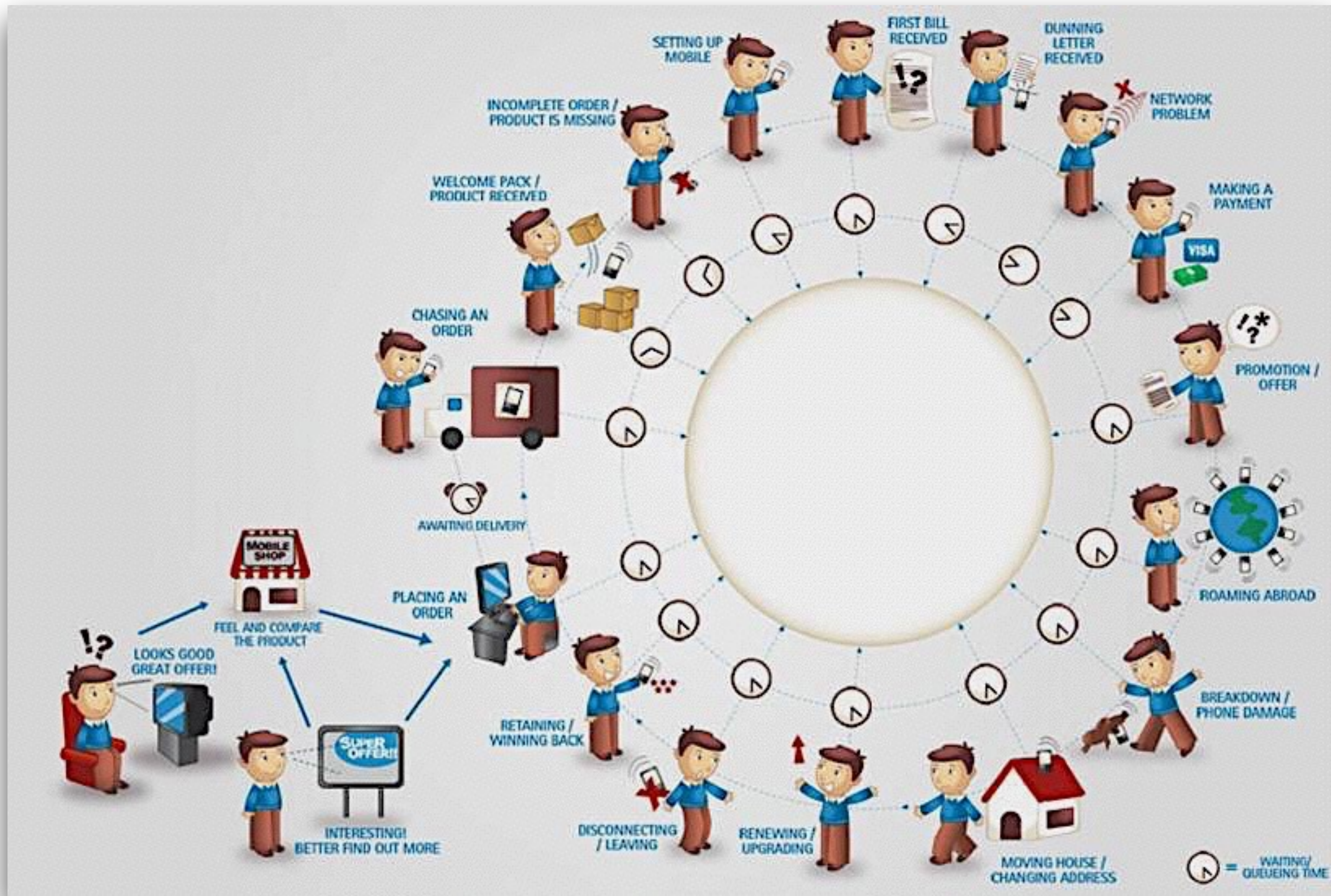
**A CX Culture is
Designed, Engineered
to be Effortless**



Starbucks Experience Map

Date: 3/22/10
 Eric - Repeat customer
 Purpose: To work/drink coffee





~~“Can I help you?”~~



“What can I get started for you today?”





Search for CX Opportunities that Competitor's Miss

Peripheral Vision Prevents Injury



Russell
Wilson
sees (3)
receivers
AND
Whitney
Mercilus

Crash the Wrong Meetings



**World Class
Performance
Isn't Being 'Superhuman'**

The background of the image is a vibrant sunset or sunrise. The sky is filled with horizontal bands of orange, red, and purple, transitioning from a bright orange near the horizon to a deep purple at the top. In the foreground, there is a dark silhouette of a hillside. On the left side, the silhouette shows the outlines of trees. The overall mood is dramatic and inspiring.

TIM TEBOW



Unemployable?



1,127 Free Throws in a Row





How to Get BUY-IN for Your Ideas

The background of the image is a landscape during a sunset or sunrise. The sky is a gradient of colors, starting with a bright orange near the horizon and fading into a deep, dark blue at the top. In the foreground, there is a dark silhouette of a hillside or mountain range, with some trees visible on the left side. The overall mood is serene and contemplative.

**PROVE URGENCY.
PROVE
PROFITABILITY.**

“For 95 years we’ve had a disjointed development system. I’m saddened to say, our future is **hopeless** unless we can create a single diagnostic platform for all Welch Allyn devices. Let’s all develop ‘a standard ecosytem’ like Apple.”

Julie Shimer - CEO

*97% of body is aluminum

*700 pounds lighter
(on a 5,000 # truck)

*25mpg

**912,000 units sold
per year since 1986**
(one sold every 34 seconds)

2015 F-150



Source: Steve Lyons - Ford Division President

UNITED



**“If we just ship one more pet a day,
we’d make another \$1 Bil/yr.”**



**The Person with the
Best Story Wins
More Margin**

GOOGLE CAR

Target Price
\$55,000





Mercedes F 015 - TARGET PRICE \$130,000



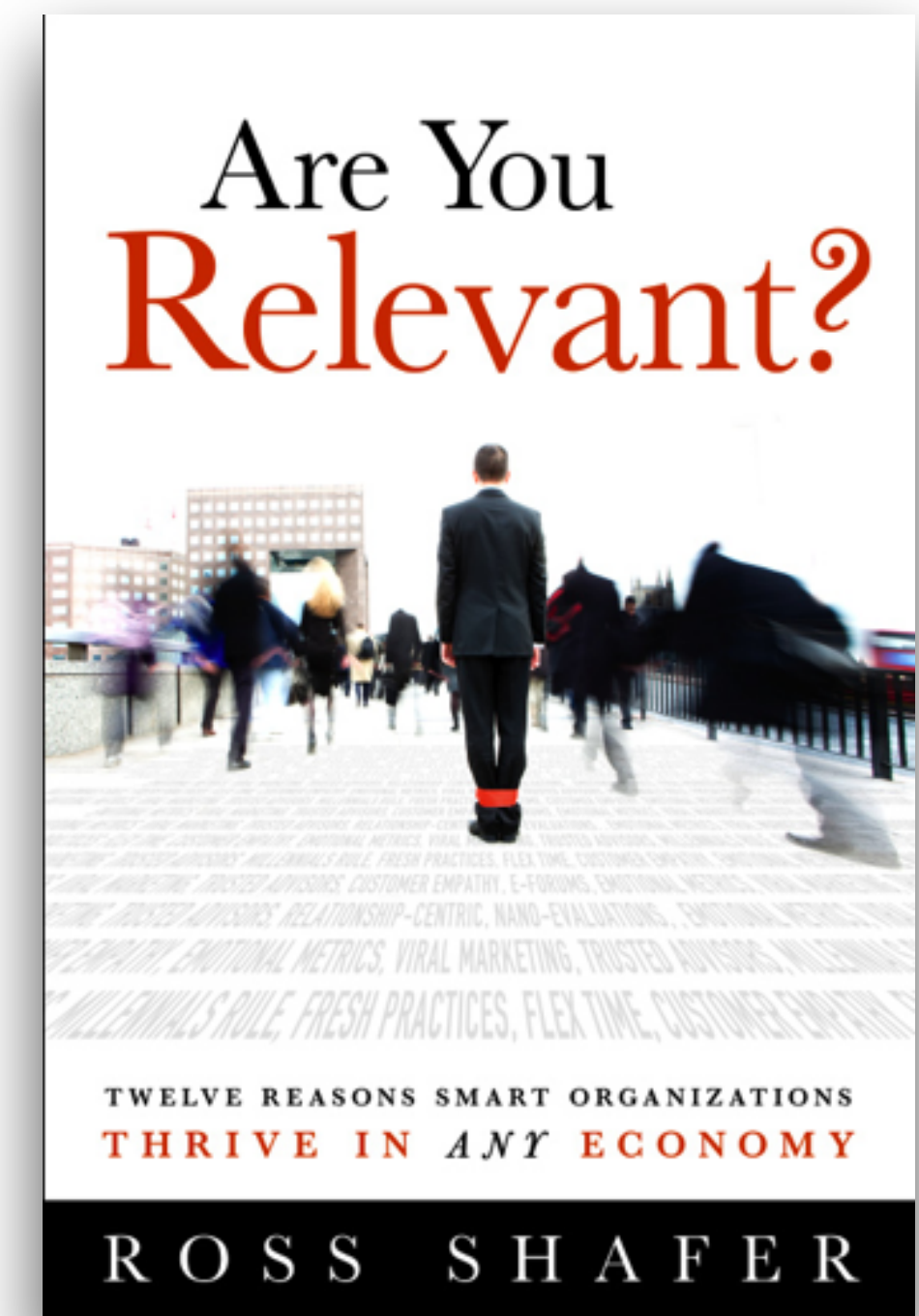
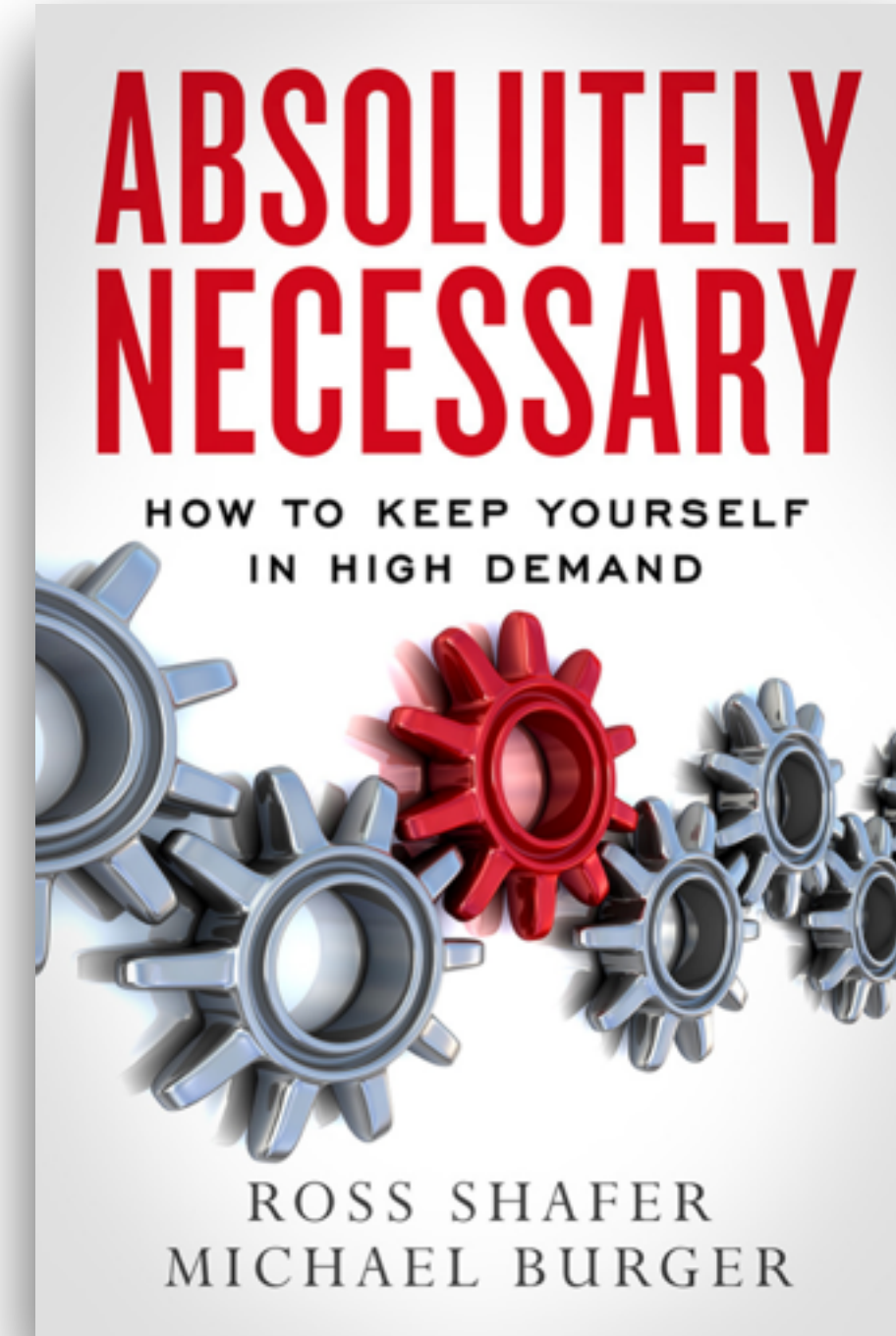
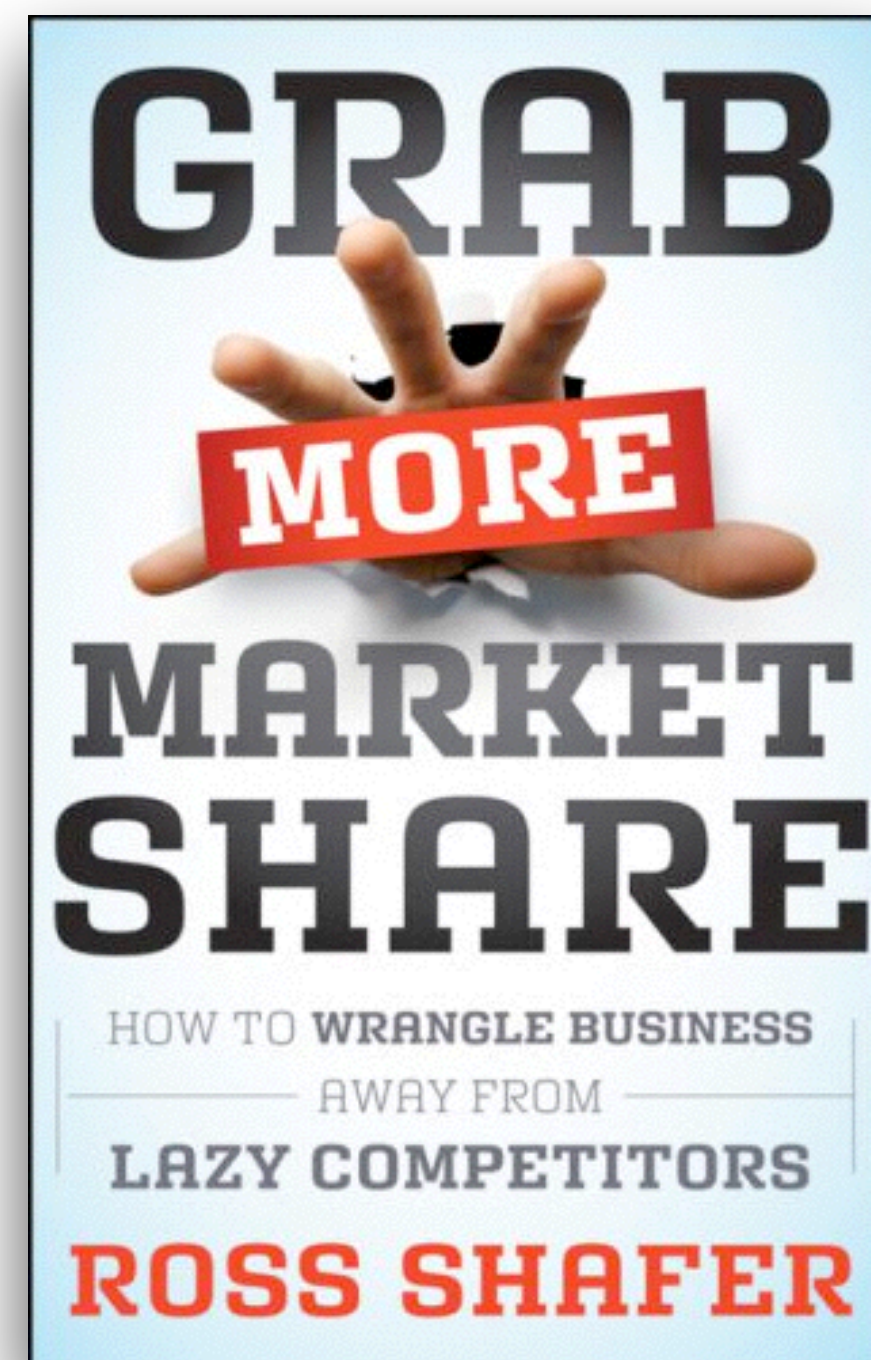
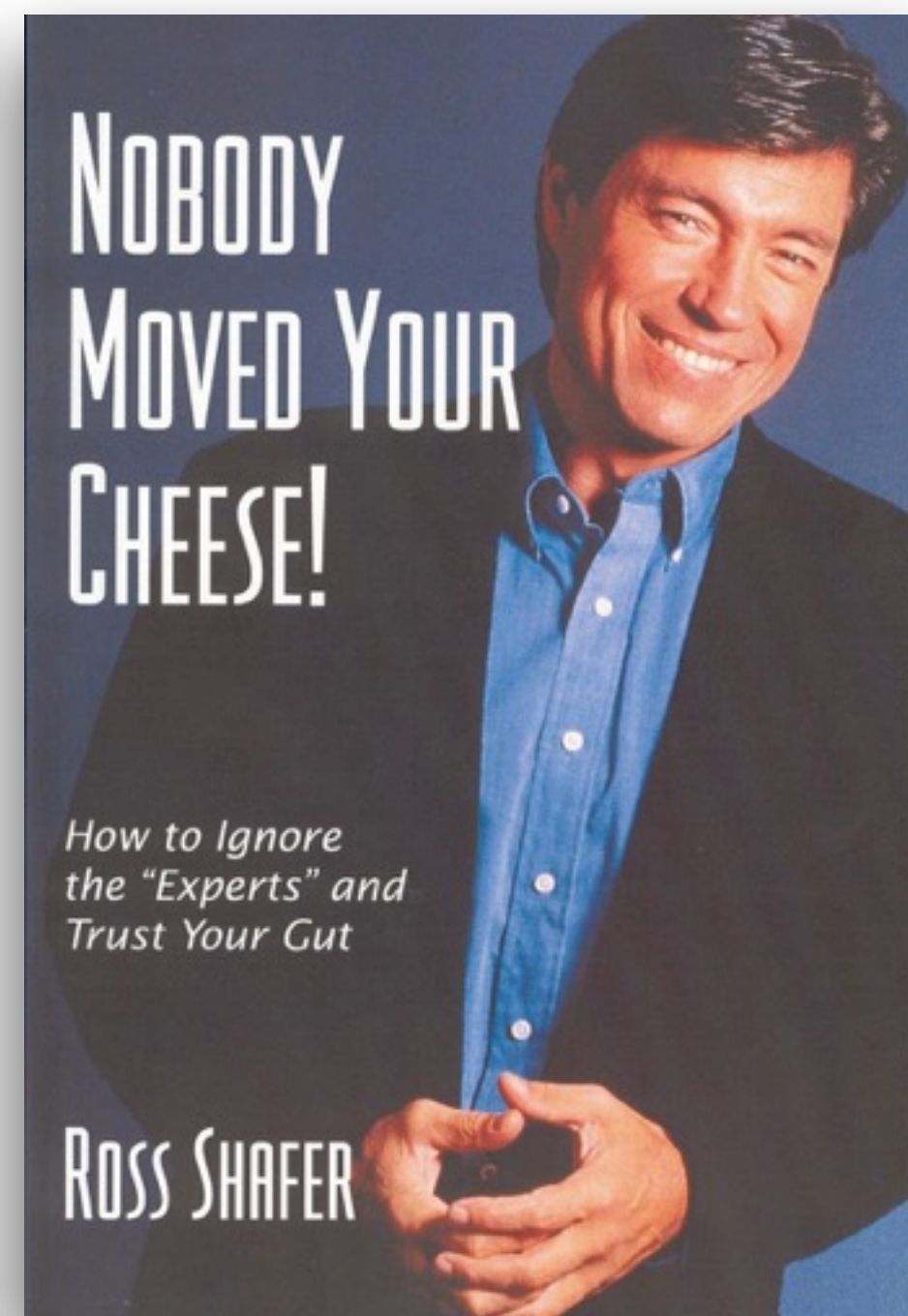
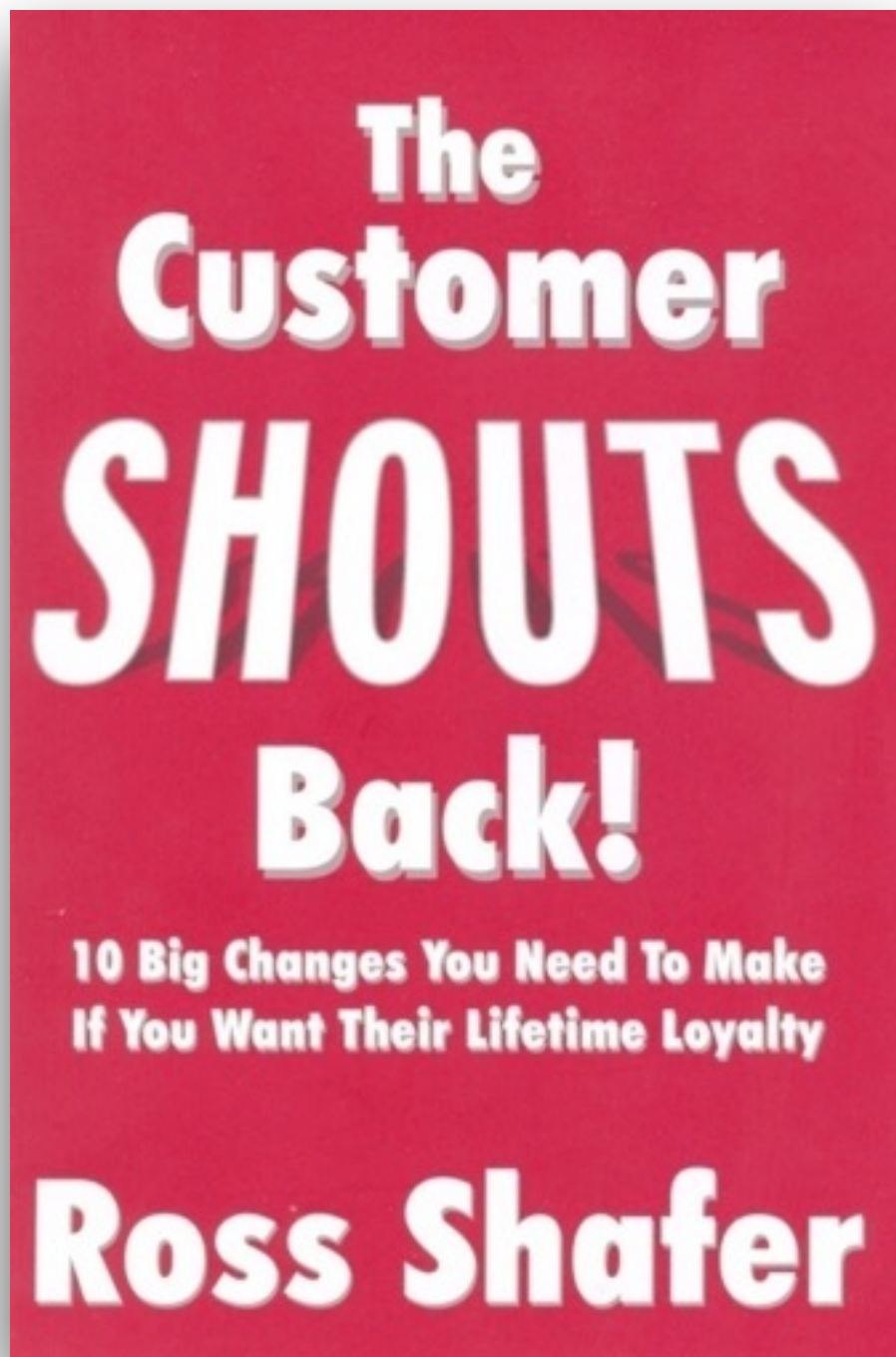
**Every CX Transaction is
Always About THEM**

The background of the image is a landscape during a sunset or sunrise. The sky is a gradient of colors, from a deep orange near the horizon to a dark, almost black blue at the top. In the foreground, there is a dark silhouette of a hillside or mountain range. On the left side, the silhouette shows the outlines of trees. The overall mood is serene and contemplative.



The talk show skill that drives sales.





www.RossShafer.com