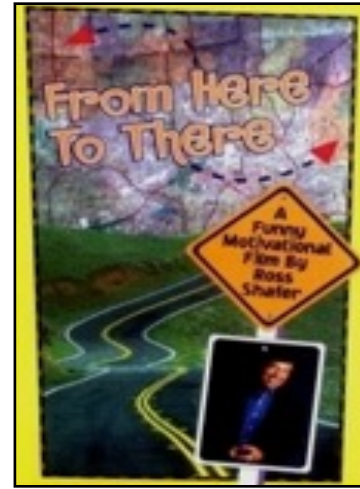
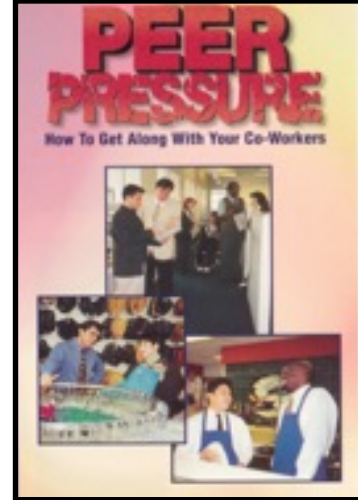
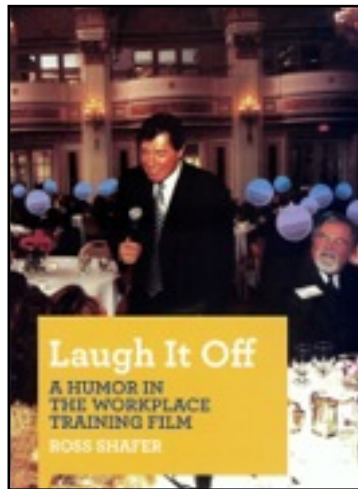
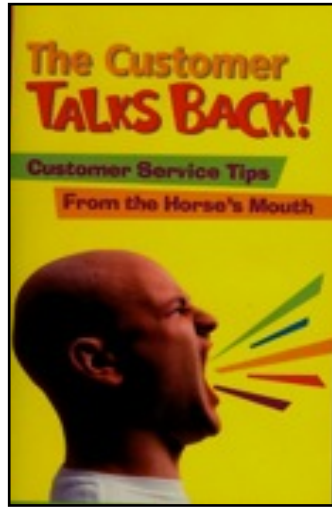
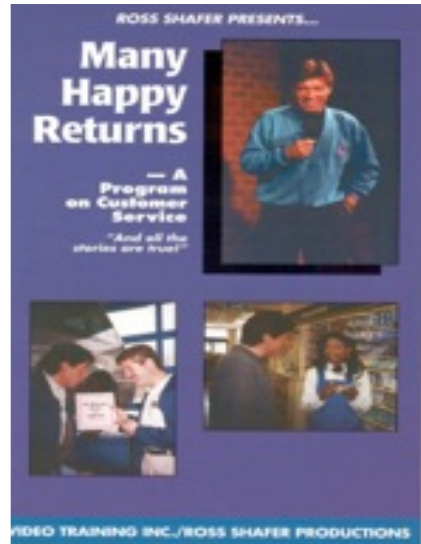
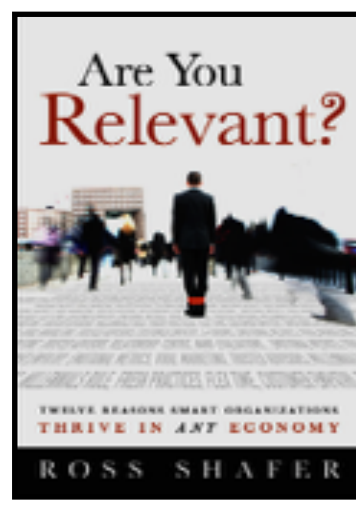
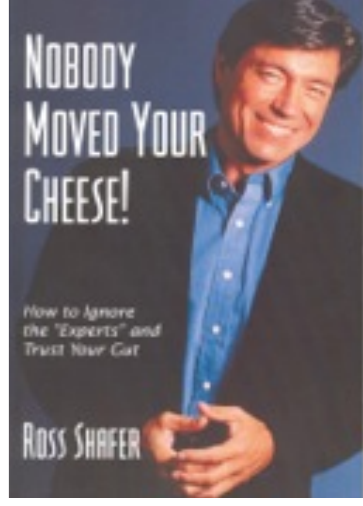
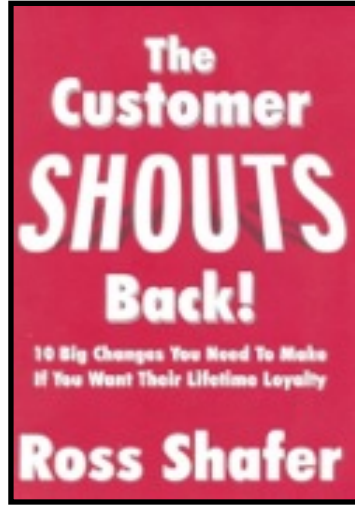
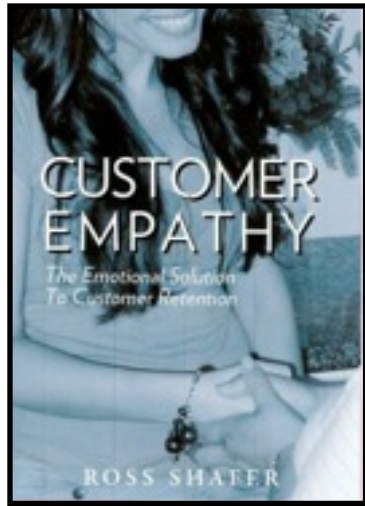


How to Stay Relevant

by Ross Shafer





Are You Relevant?



TWELVE REASONS SMART ORGANIZATIONS
THRIVE IN ANY ECONOMY

ROSS SHAFER

GRAB




MARKET SHARE

HOW TO WRANGLE BUSINESS

AWAY FROM

LAZY COMPETITORS

ROSS SHAFER

The background of the image shows a sunset or sunrise over a dark landscape. The sky is a gradient of orange and red, transitioning into a dark blue at the top. In the foreground, there is a dark silhouette of a hillside with a line of trees on the left side.

**Don't Limit Future
Success by Celebrating
Yesterday's Profits**



GO HOME



A sunset scene with a dark silhouette of a hillside in the foreground. The sky is a gradient of orange and red, transitioning to a dark blue at the top. The text is overlaid on the upper part of the image.

Leverage 'Into the Culture'

amazon.com[®]



twitter 



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



Under-Think Innovation



~~“Can I help you?”~~



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





Laramar Apartment Homes - 55,000 units

**Get Obsessed w/
Your Competitors**

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 that slopes upwards from the bottom left towards the right. On the left side of the hillside, there is a small cluster of trees, also in silhouette.

WESTIN[®]

HOTELS & RESORTS





Park Hyatt Aviara Carlsbad, CA.

Maria Garcia



Become a Peripheral Visionary

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. The foreground is a dark silhouette of a hillside that slopes upwards from the bottom left towards the right. On the left side of the hillside, there is a small cluster of trees, also in silhouette.

Tunnel Vision is Real



“Panic, Stress, and Anxiety are the usual suspects for tunnel and blurred vision. This occurs primarily because of a reduction of blood to the brain.”

Attend a Wrong Meeting.

YOUR HOTEL

FRIDAY 78° HIGH 78° LOW 68°

SATURDAY 77° HIGH 67° LOW

SUNDAY 76° HIGH 66° LOW

9:34

Events for Friday, April 27, 2012

Group/Event	Room	Start/End
GENERAL ELECTRIC		
BREAK OUT SESSION: GROUP A	Olympic 1	1:00 PM - 2:45 PM
BREAK OUT SESSION: GROUP B	Evergreen 3 & 4	3:25 PM - 5:00 PM
BREAK OUT SESSION: GROUP C	Cascade 7 & 8	3:25 PM - 5:00 PM
RAYTHEON		
RAYTHEON SIX SIGMA	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

When Do You Decide to Eat Dinner?



- Facebook
- Twitter
- RSS Feeds
- Press Releases
- Google Alerts
- YouTube



UNITED



**“If we just ship one more pet a day,
that’d be \$1,000,000,000B a year.”**

**Watch for Sharks
in Your 'Blind Spot'**



Who Else Wants YOUR Business?



**Urgency is the New
Service**



**84% of smart phone & tablet owners
made purchases on their mobile devices.**

\$173,000,000b

Source: edigitalresearch & PortalTechReply 2013

...and if you don't give people
what they want...

What's at stake?

...And, 85% will tell their friends via a social network.”

Avaya Research: TMCNet.com - October 2013

Let Your Team Connect!



How do you stay motivated?





Chuck Shafer 1927-2001



Ryan Shafer

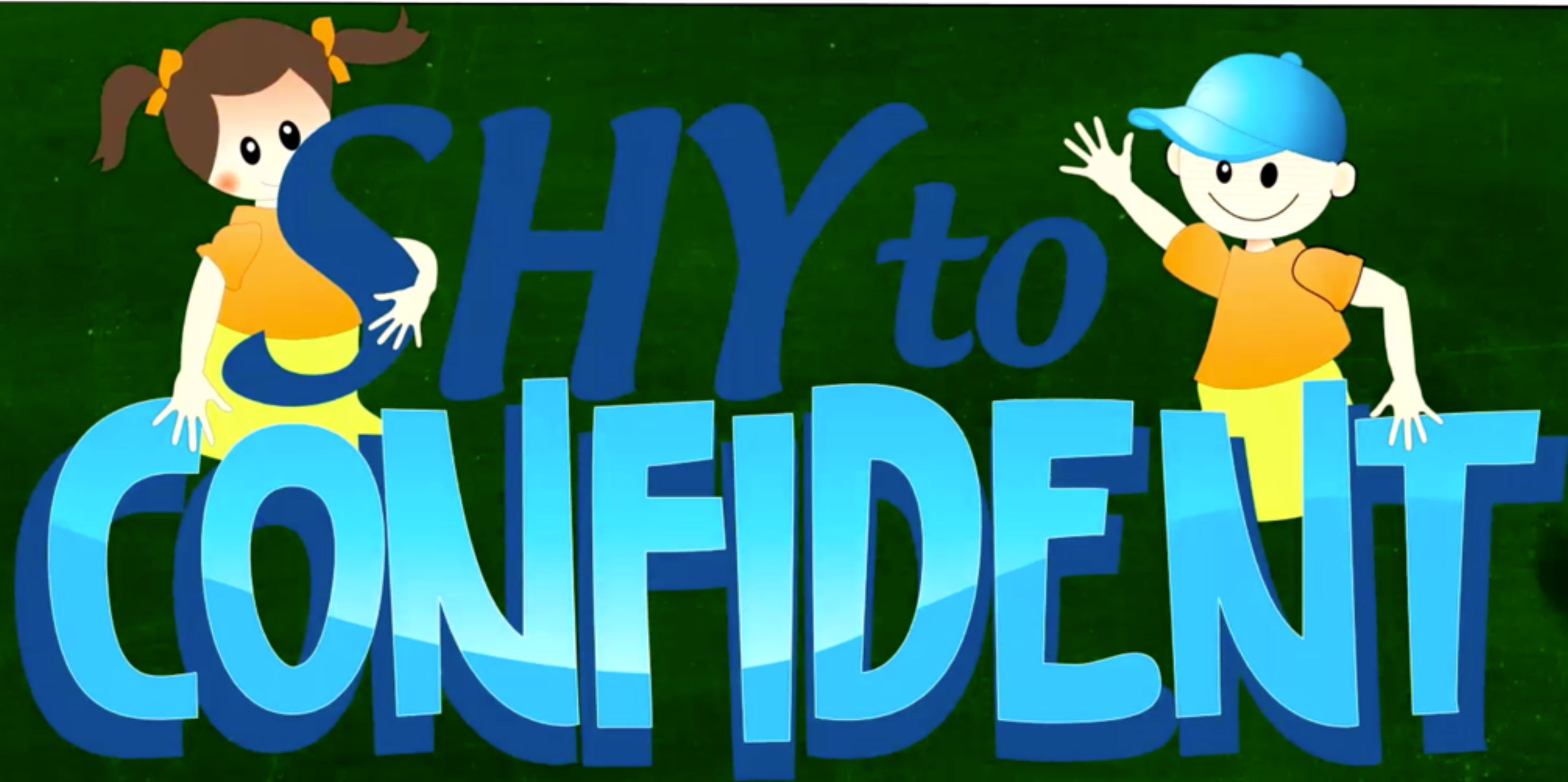


Adam Shafer

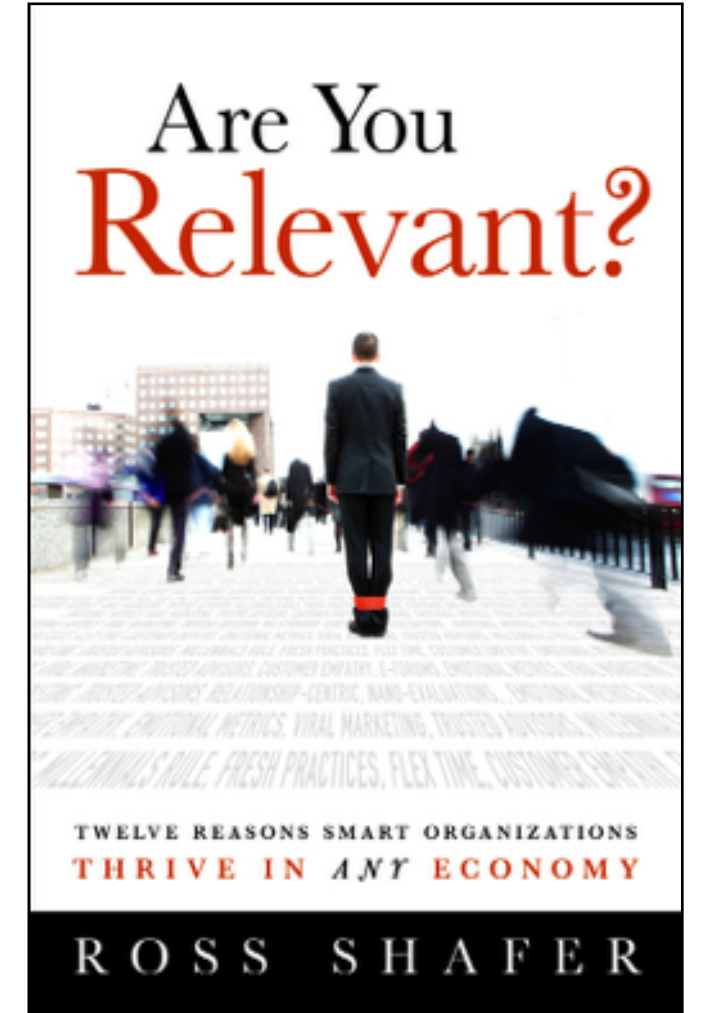
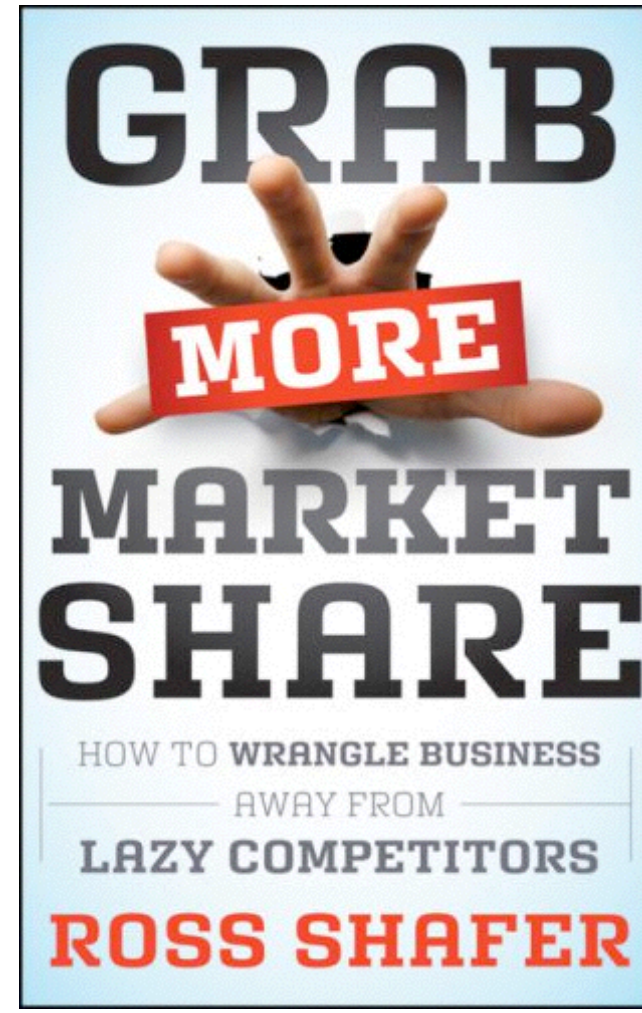
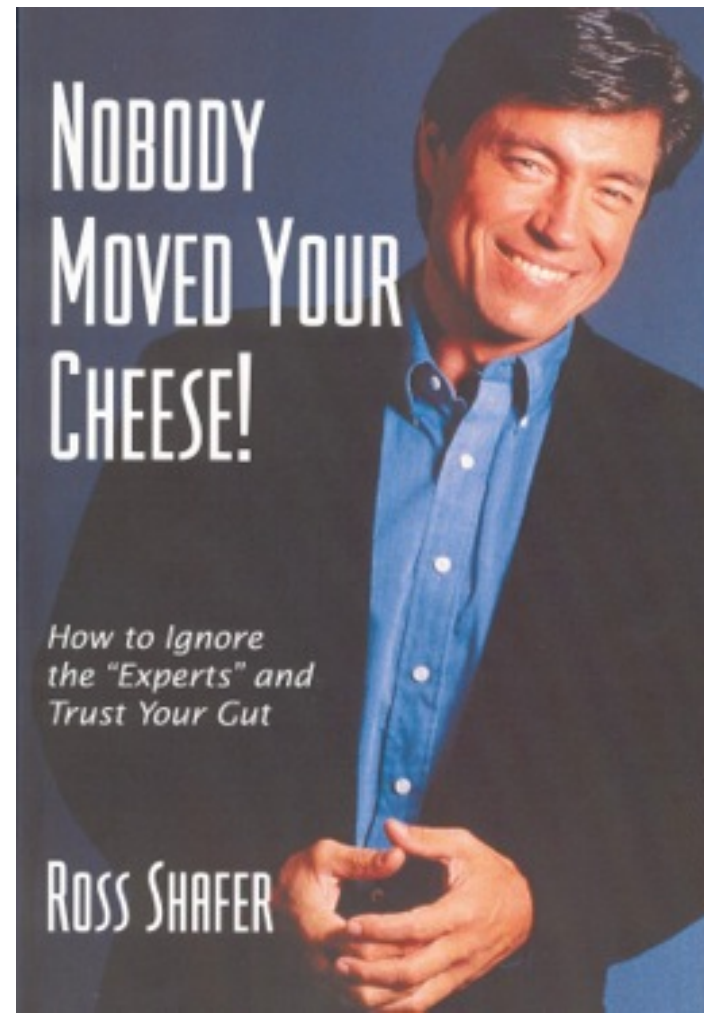
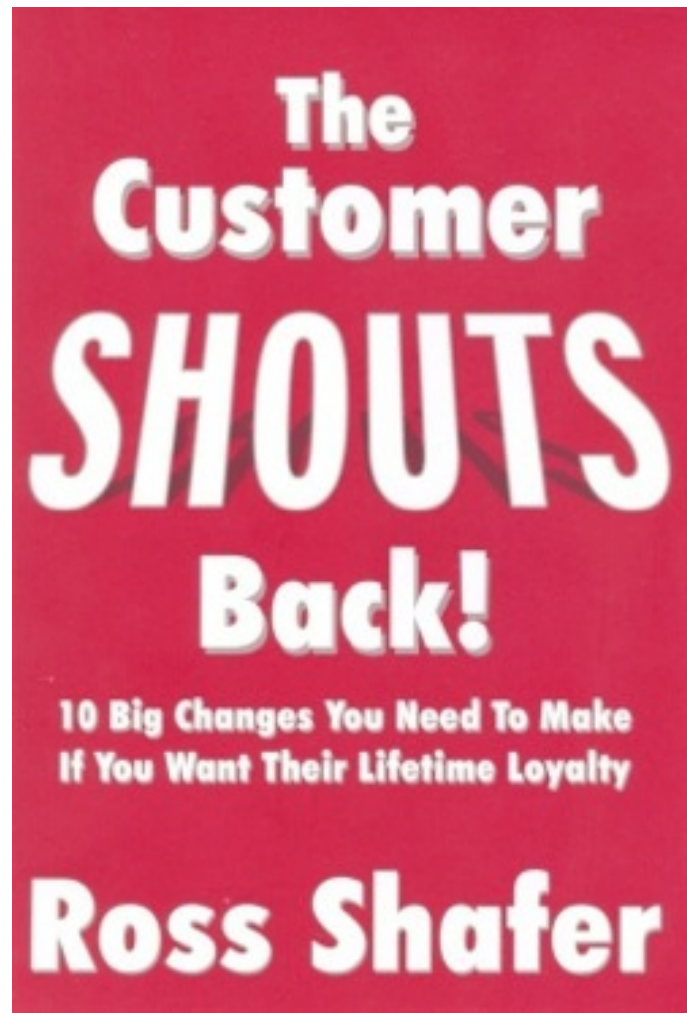


Leah, Ross, Lauren (Lolo), Ryan & Adam Shafer



An illustration featuring a young girl on the left and a young boy on the right, both wearing orange shirts and yellow pants. The girl has brown hair in pigtails with yellow bows. The boy is wearing a blue cap and waving. They are positioned around large, stylized text. The word 'SHY' is in dark blue, 'to' is in a smaller, lighter blue script font, and 'CONFIDENT' is in large, light blue block letters with a dark blue shadow. The background is a dark green field.

SHY to CONFIDENT



www.RossShafer.com

(703) 757-1204