



Ross  
Shafer

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

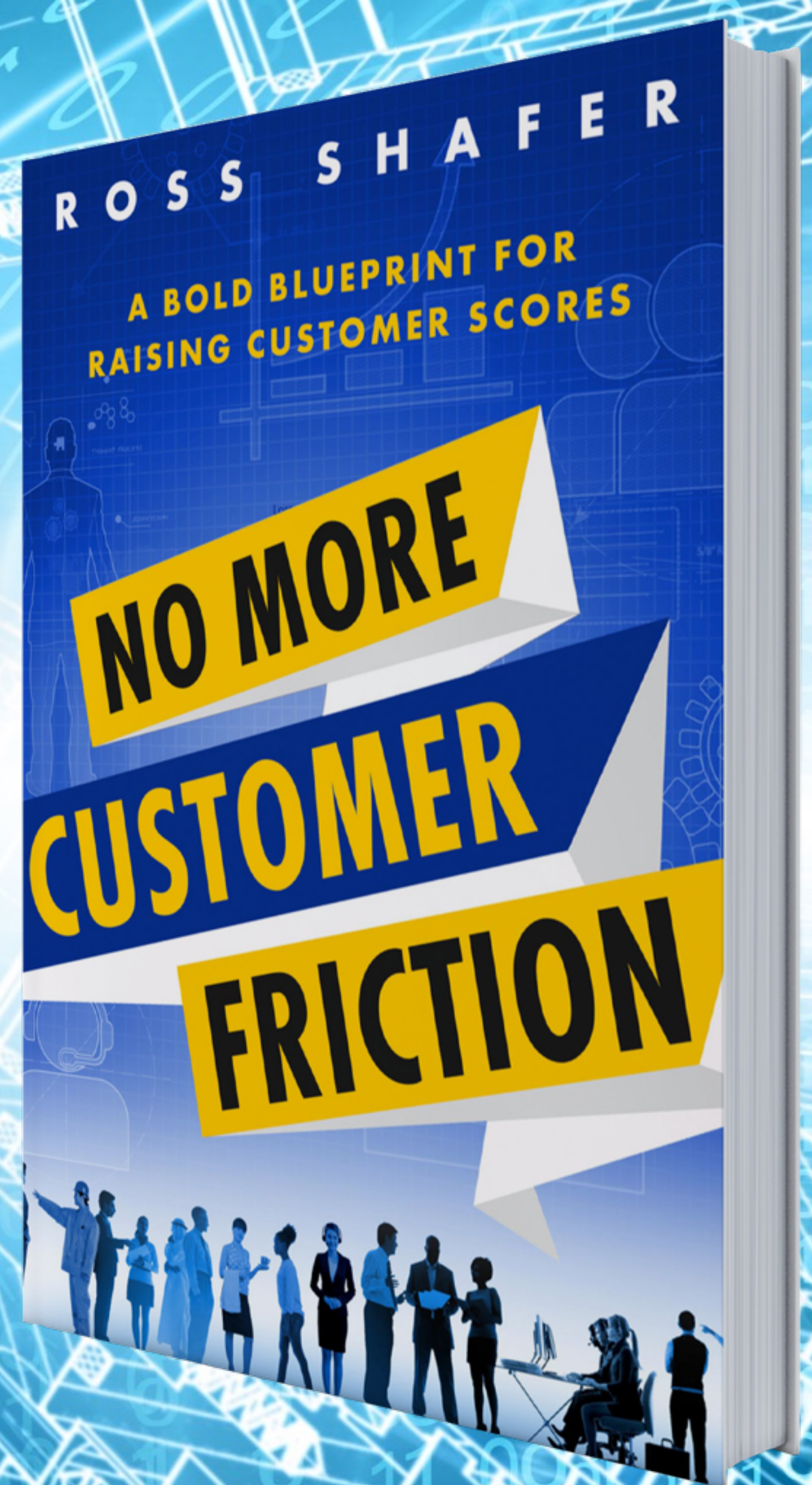
**Contact:**

**Helen Broder**

**910-256-3495**

**Helen@RossShafer.com**

**WILL YOU BE  
RELEVANT  
IN 2020?**



Restaurants/Food Service



Retail Clothing



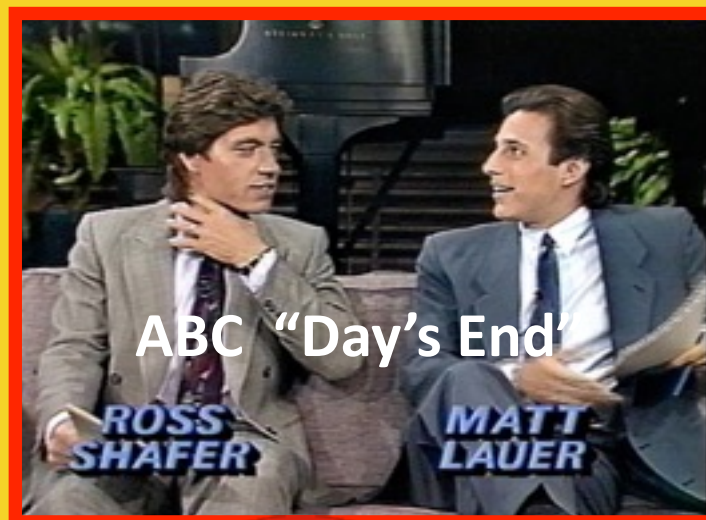
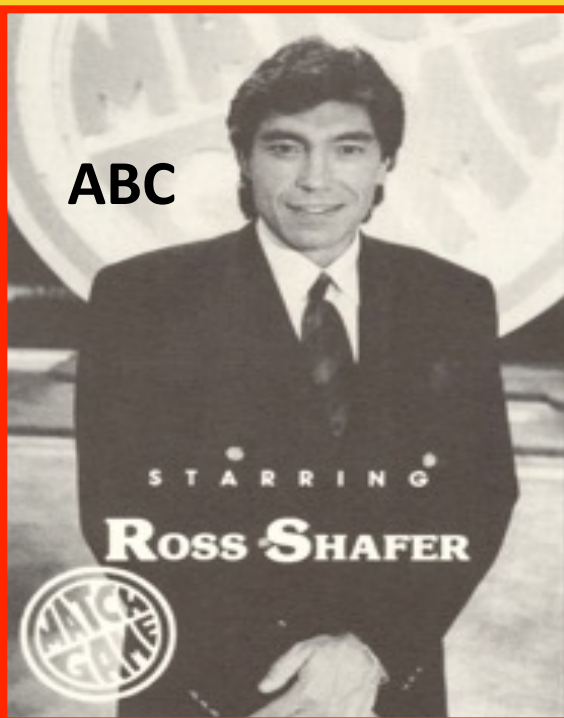
TV & Film Production



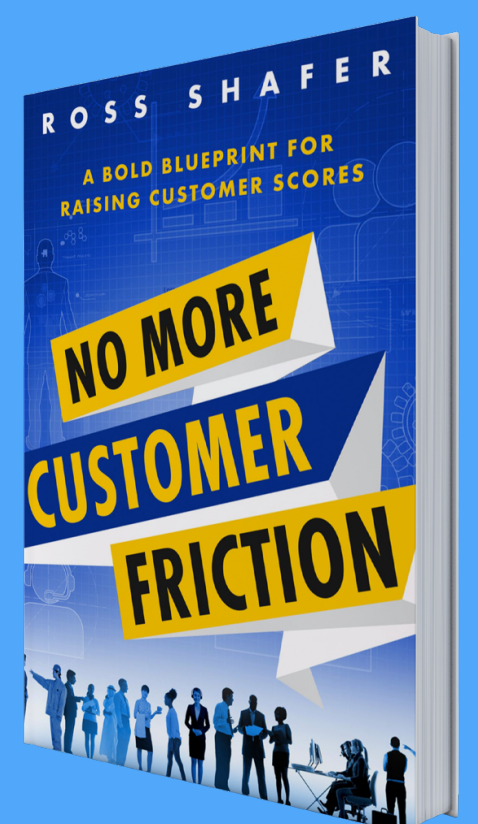
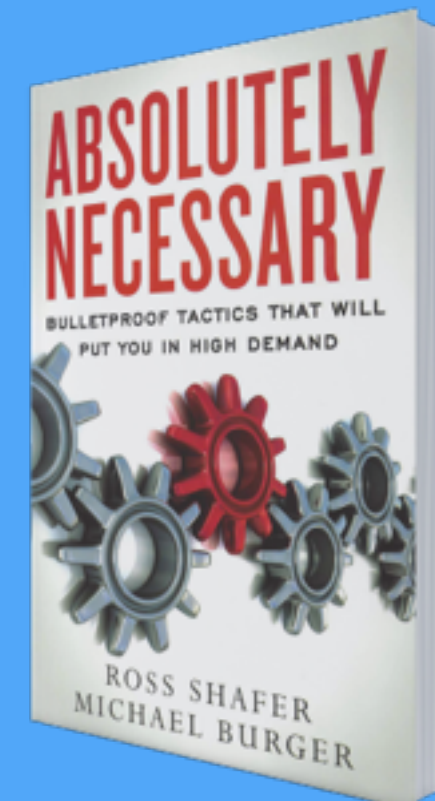
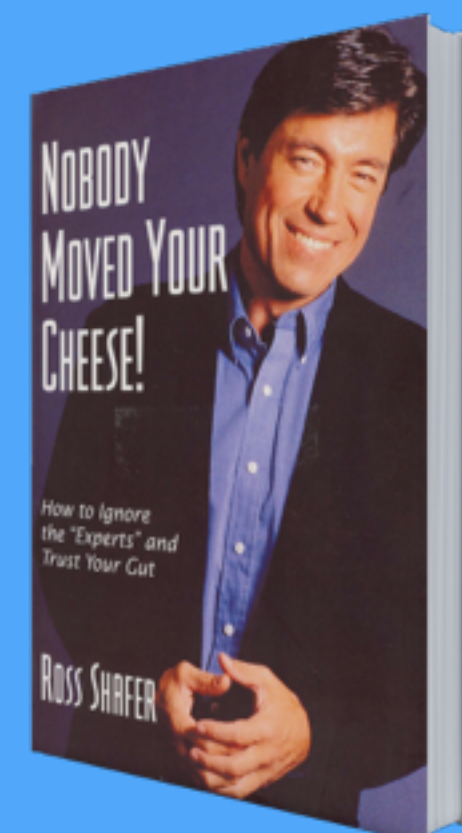
Building Industry



Manufacturing



2





**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

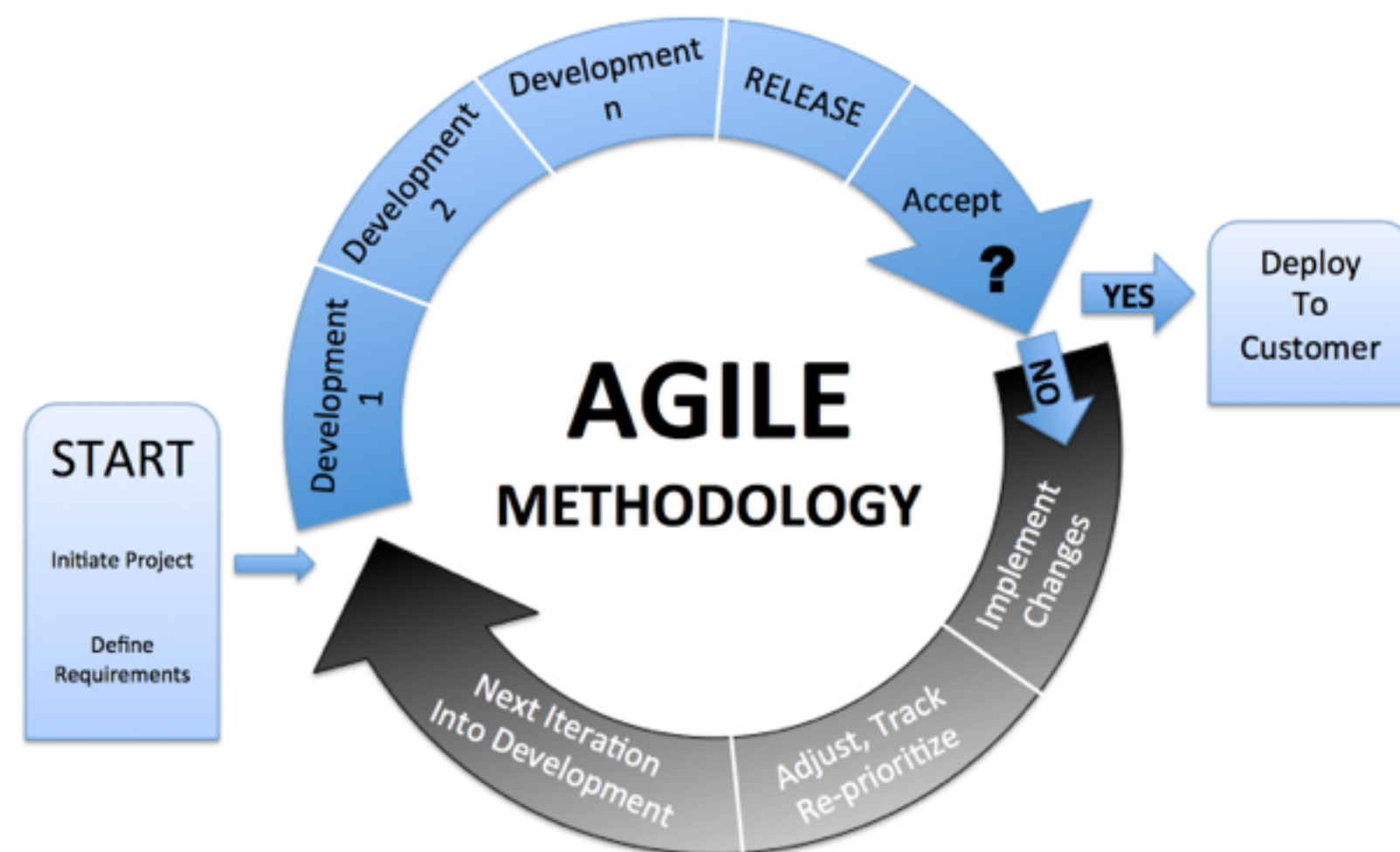
## Ross Shafer







Ryan Shafer





**amazon.com**

The Amazon logo, a curved orange arrow pointing from the letter 'a' to the letter 'z', is positioned below the text 'amazon.com'.


**...we changed the world...**



**High Touch**



**Adding Value**

The image features two black silhouettes against a solid orange background. On the left, a woman's silhouette is shown in profile, facing right. She has her hair pulled back and is pointing her right index finger towards a man's silhouette on the right. The man's silhouette is also in profile, facing left. A white speech bubble with a black outline is positioned between them, containing the text: "Never, ever...get into a stranger's car, young man!"

**“Never, ever...get into a stranger’s car, young man!”**

**THE WORLD IN 1970**



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 data-driven aesthetic.

# **The World Rewards “Friction-Free”**

**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

**Teladoc**<sup>+</sup>



**2,500,000+**  
**patients love**  
**“Virtual” Doctors**



amazon go

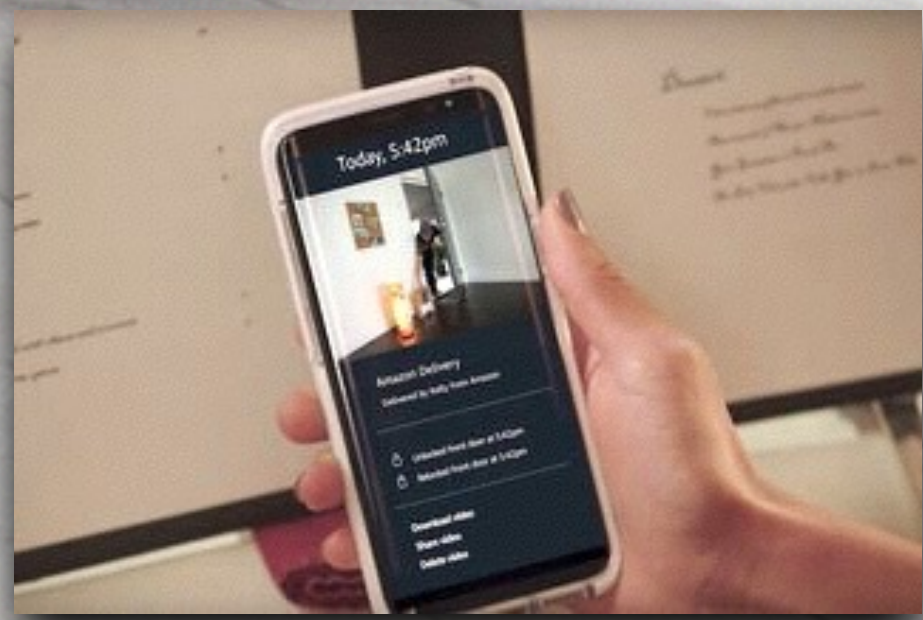


www.dhl.de

NEBENSTADT  
L. PLATZ

BN PG 3071

amazon.com  
**KEY-IN-CAR**





# WOW!

Customer Service

# WOW! Service!

# THE WOW FACTOR®



to **WOW** you!

HOW TO  
**WOW**  
YOUR CUSTOMERS!



let's  
**WOW**  
your customers



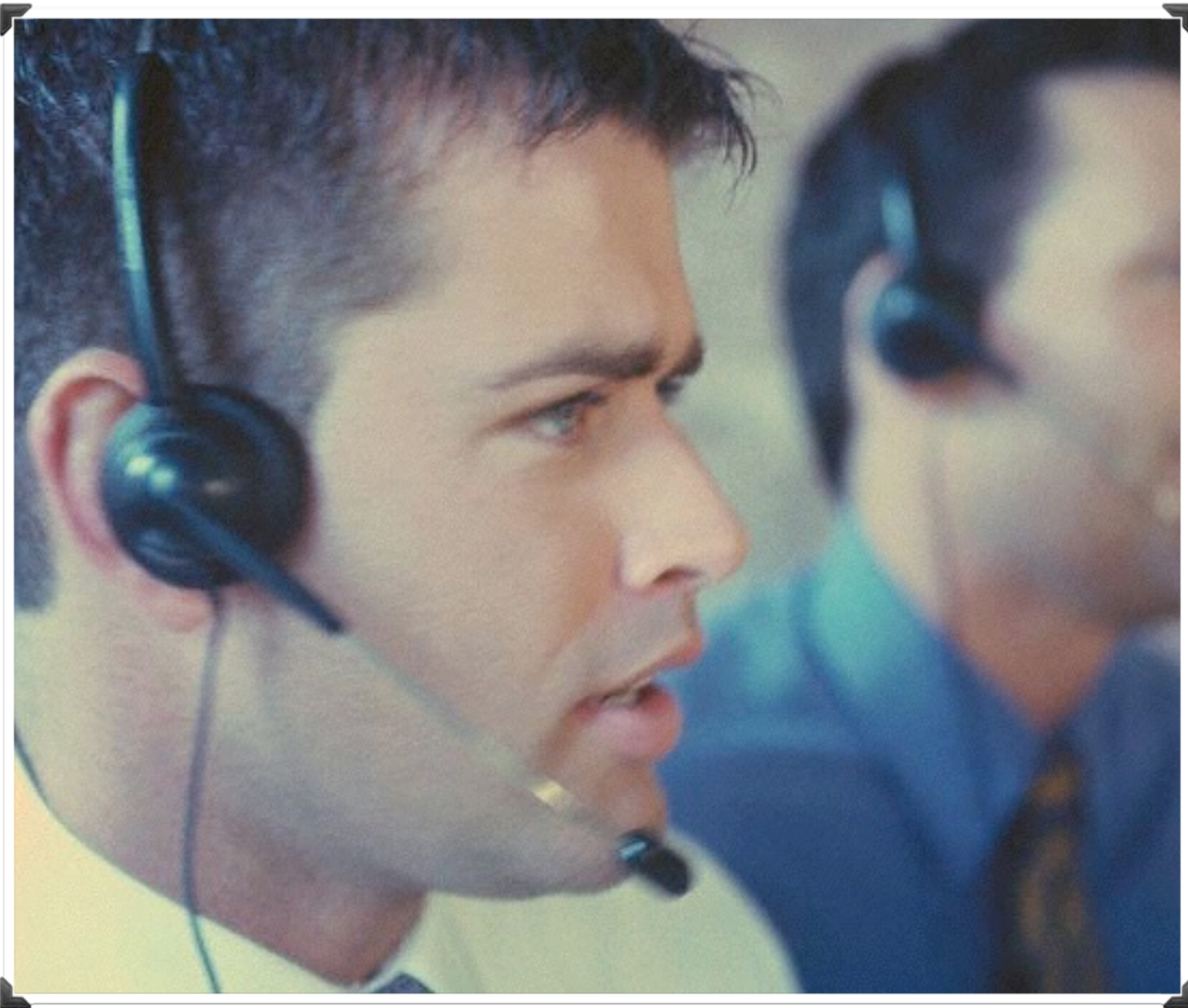
whatever • wherever

# THE WOW! awards®

for outstanding customer service...

**POW!**

A stylized comic book sound effect. 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.



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

# Is Common Sense Vanishing?



# CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. You don’t necessarily have to exceed expectations.

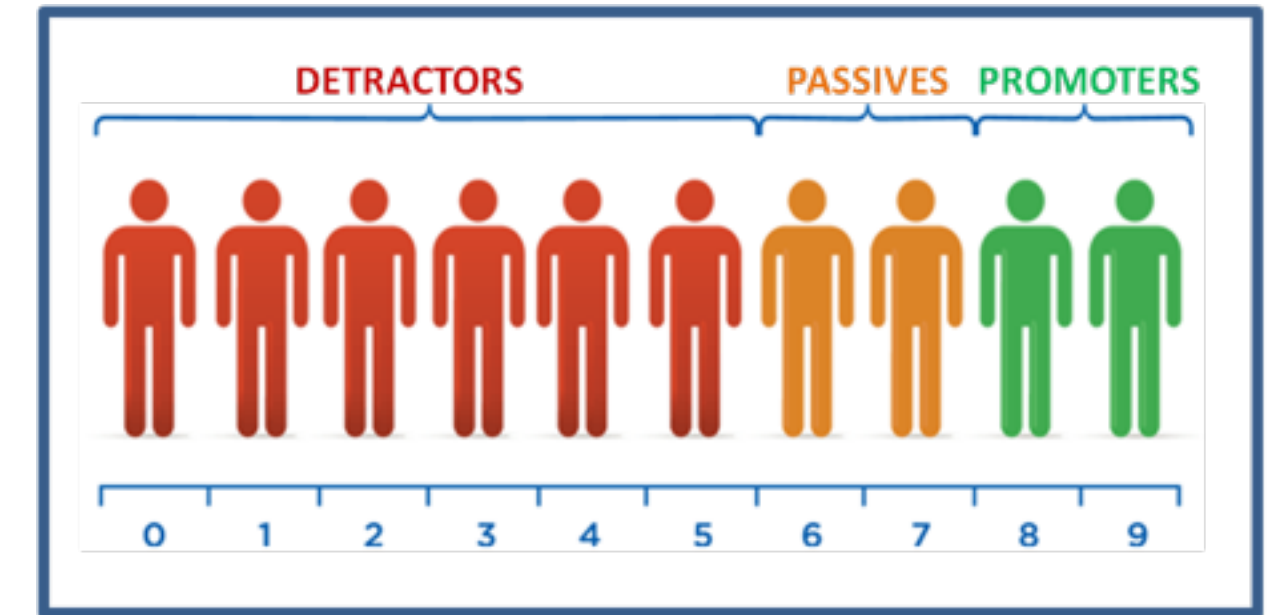
**The bigger risk to loyalty is when you fail or disappoint them.”**

# CES (Customer Effort Scoring)

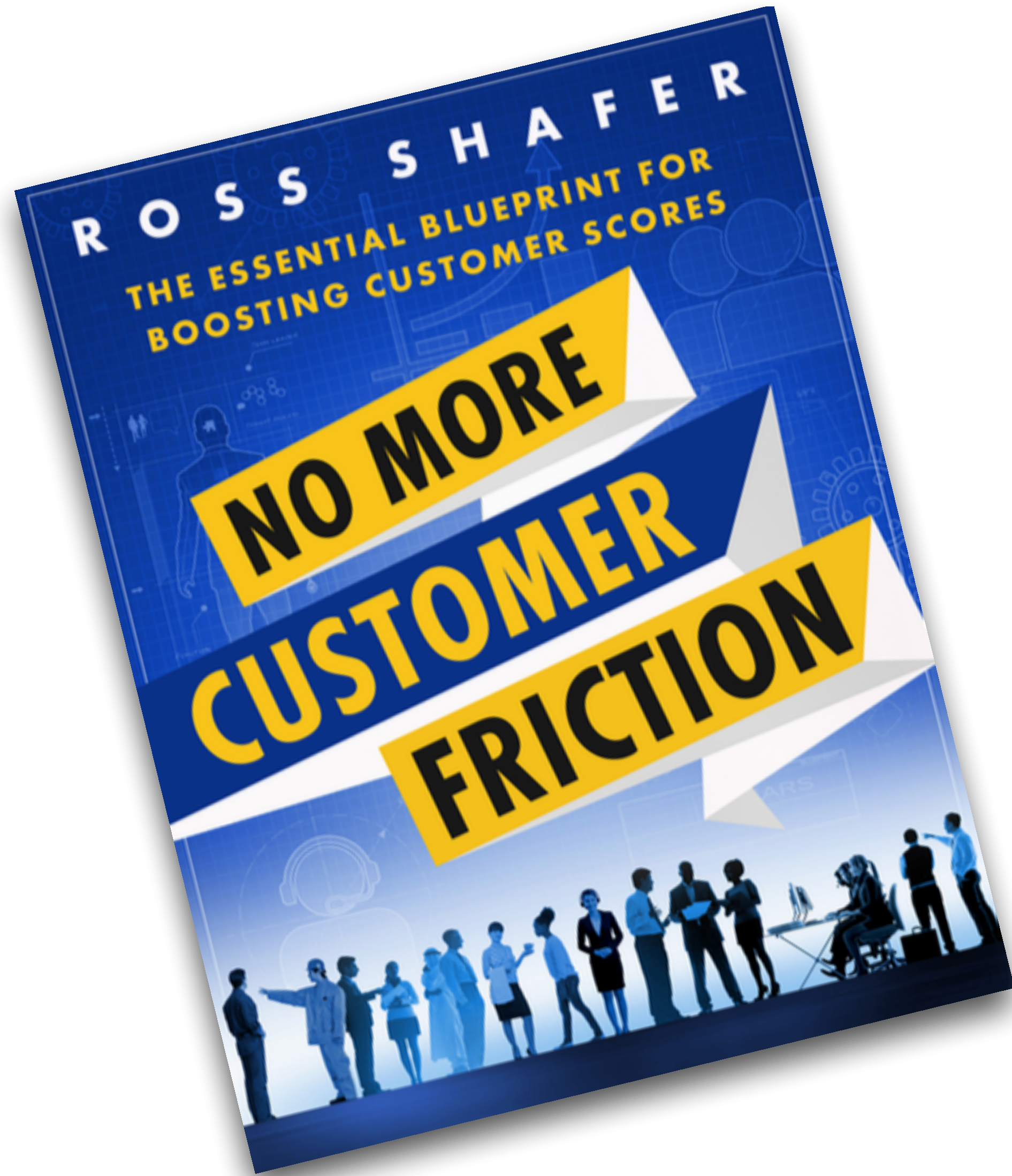


“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”

# 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.**”



**Does it  
Work?**



**comcast**<sup>®</sup>  
**xfinity**<sup>™</sup>



**Scores UP 21 points  
in 90 days**

# Westar Energy®





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.



**Added Value is  
Noticing  
Solutions Your  
Competitors  
Ignore**

# Hotel Events

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

## Events for MAY 31, 2018

**GO TO THE WRONG MEETINGS**



Group/Event	Room	Time
GENERAL ELECTRIC BREAK OUT SESSION		3:25 PM - 5:00 PM
MAYTHEON 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

[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](#)









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.

# **Entrepreneurs Tend to Freak Out**



**You Have Super Powers, Too**

**RESPONDS IMMEDIATELY**

**DEPENDABLE TIME LINES**

**100% INTEGRITY**

**24/7/365 Satisfaction**

**Highly Creative**

**Care About Other People**

**Problem Solver**

**DETAILED**

WHAT  
WEAKENS  
YOUR POWERS?



**KRYPTONITE**

**GOT BEAT ON PRICE?**

Crisis of

**FEWER REFERRALS?**

Confidence

**GOOD PEOPLE QUIT?**

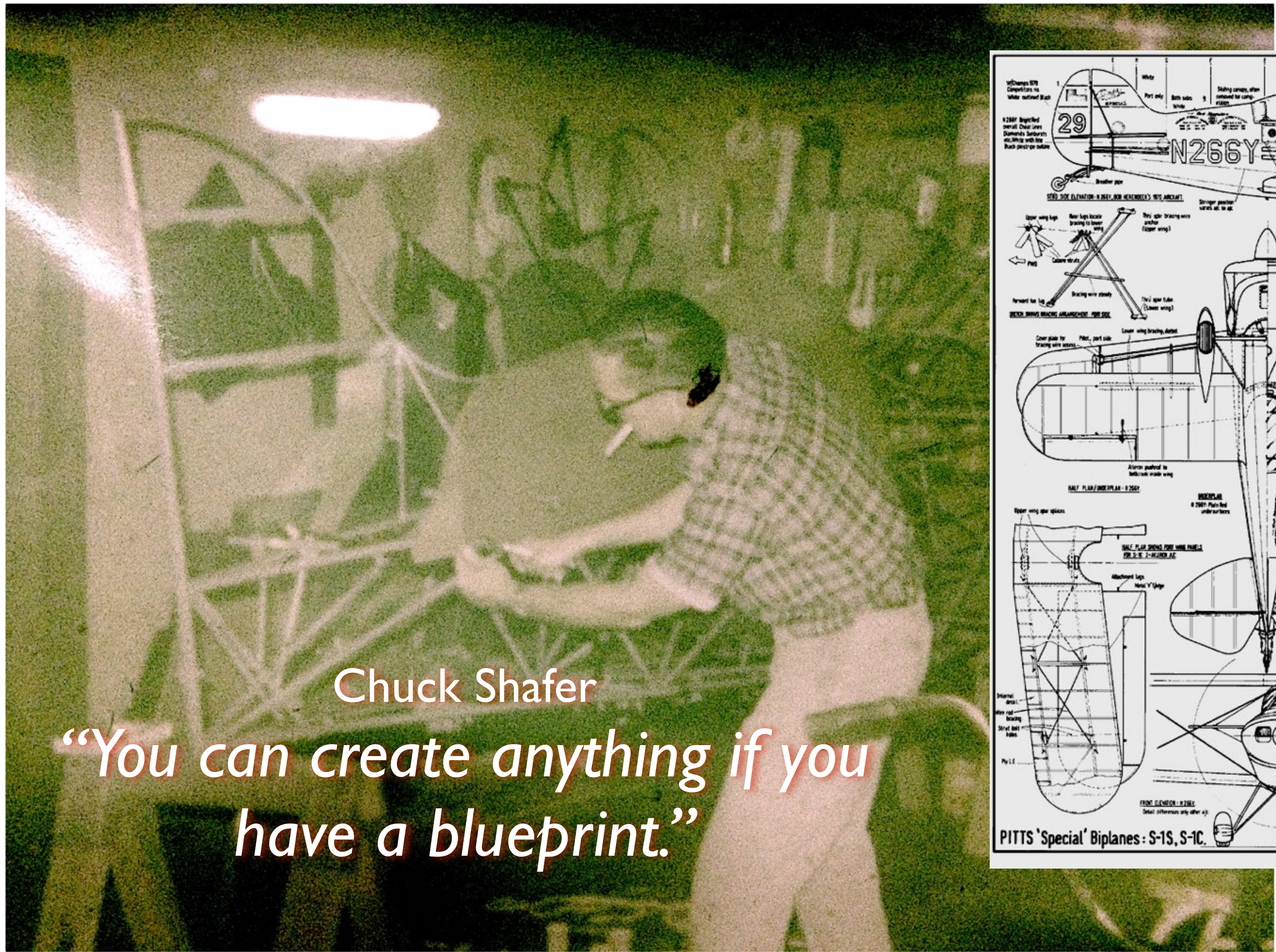
The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**Remind Yourself  
How You Got  
Here**



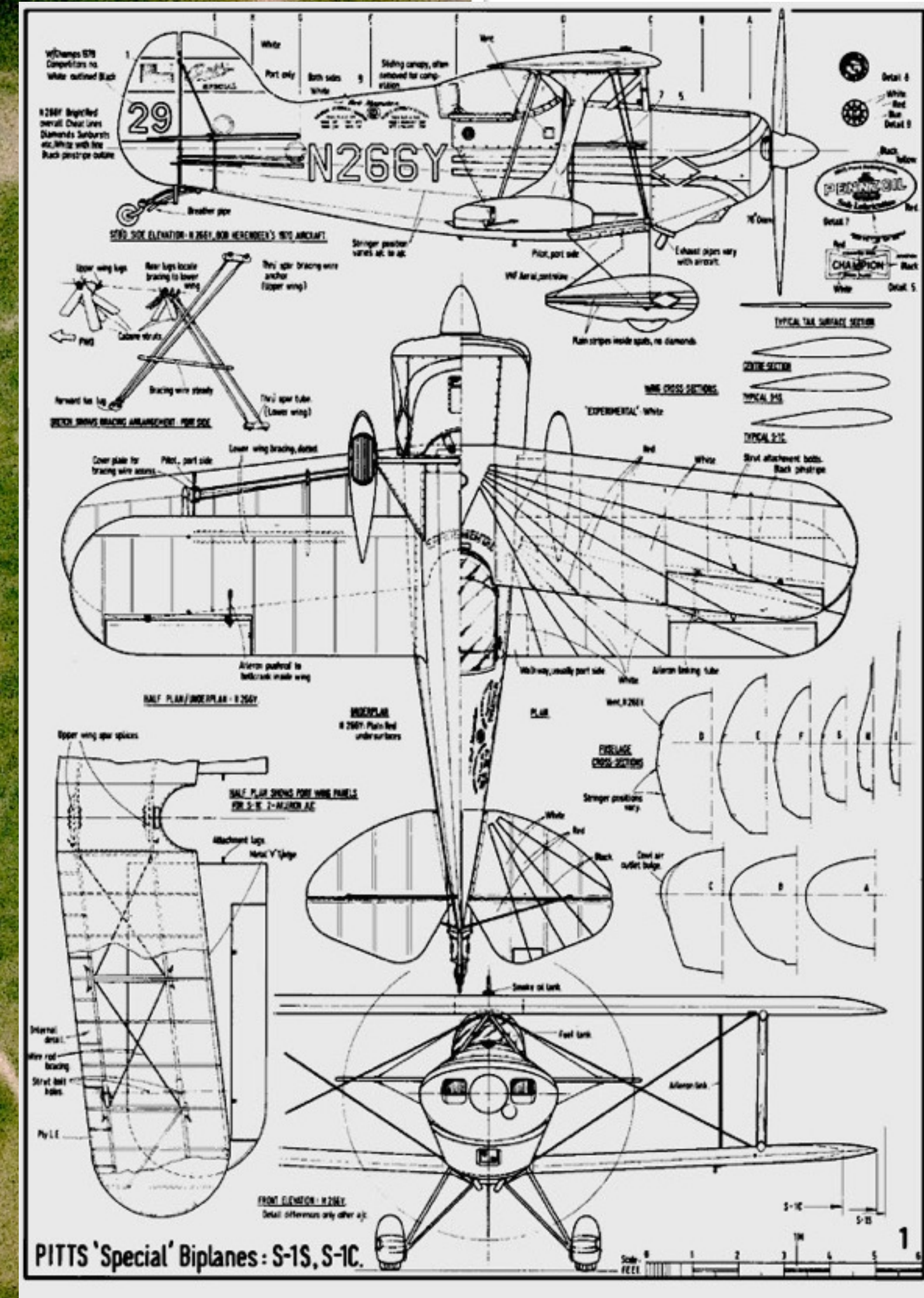
Chuck Shafer 1927-2001





Chuck Shafer

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





Maiden flight - May 1971



**“Success is not about who you know...  
it’s about who knows YOU.”**

**CHUCK SHAFER**

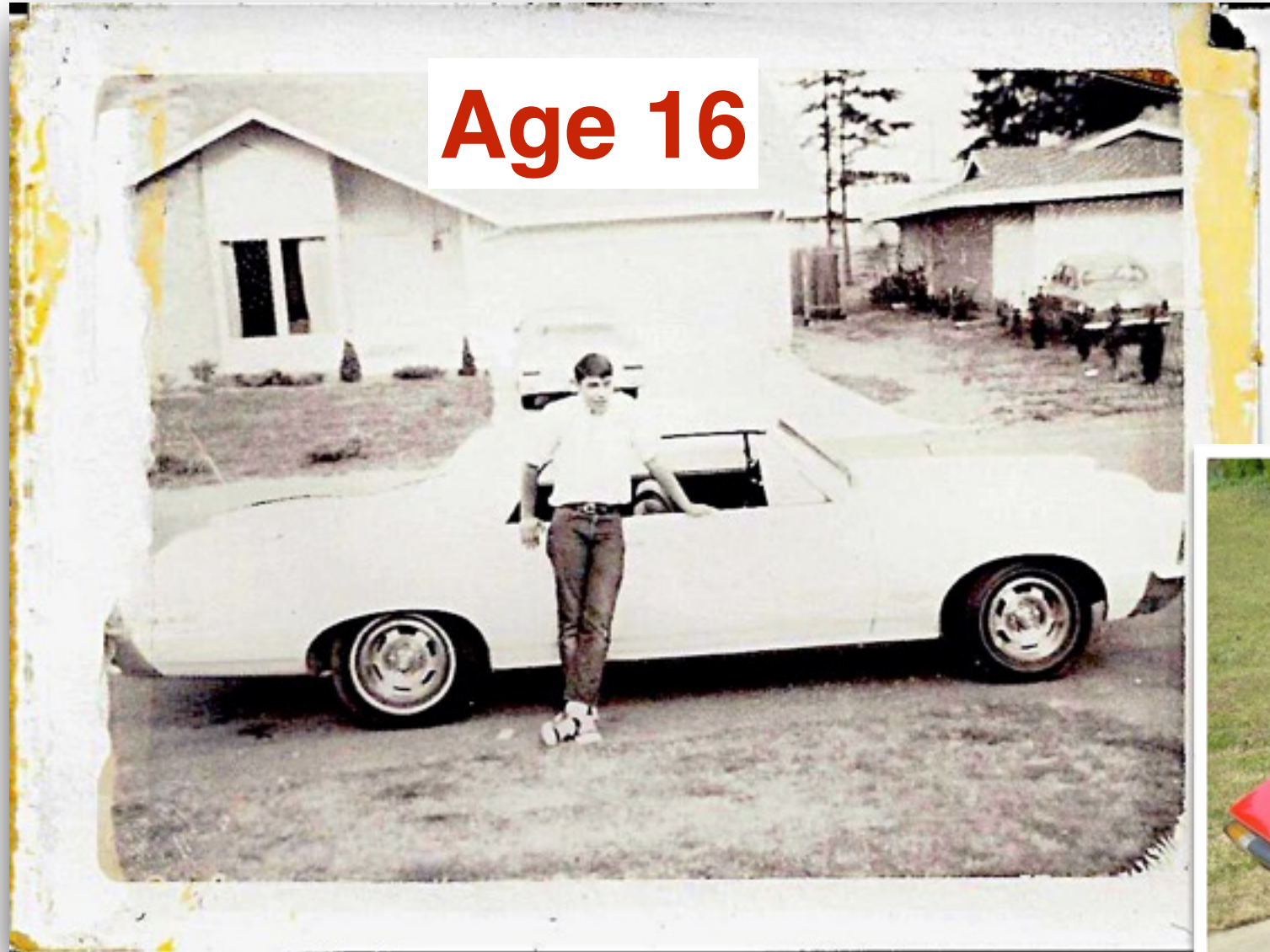


Age 13



Age 18

Age 16







# UNITED STATES BANKRUPTCY COURT Western District of Washington

Honorable Brian D. Lynch, Chief Judge | Mark L. Hatcher, Clerk of Court



**Restaurants/Food Service**



**Retail Clothing**

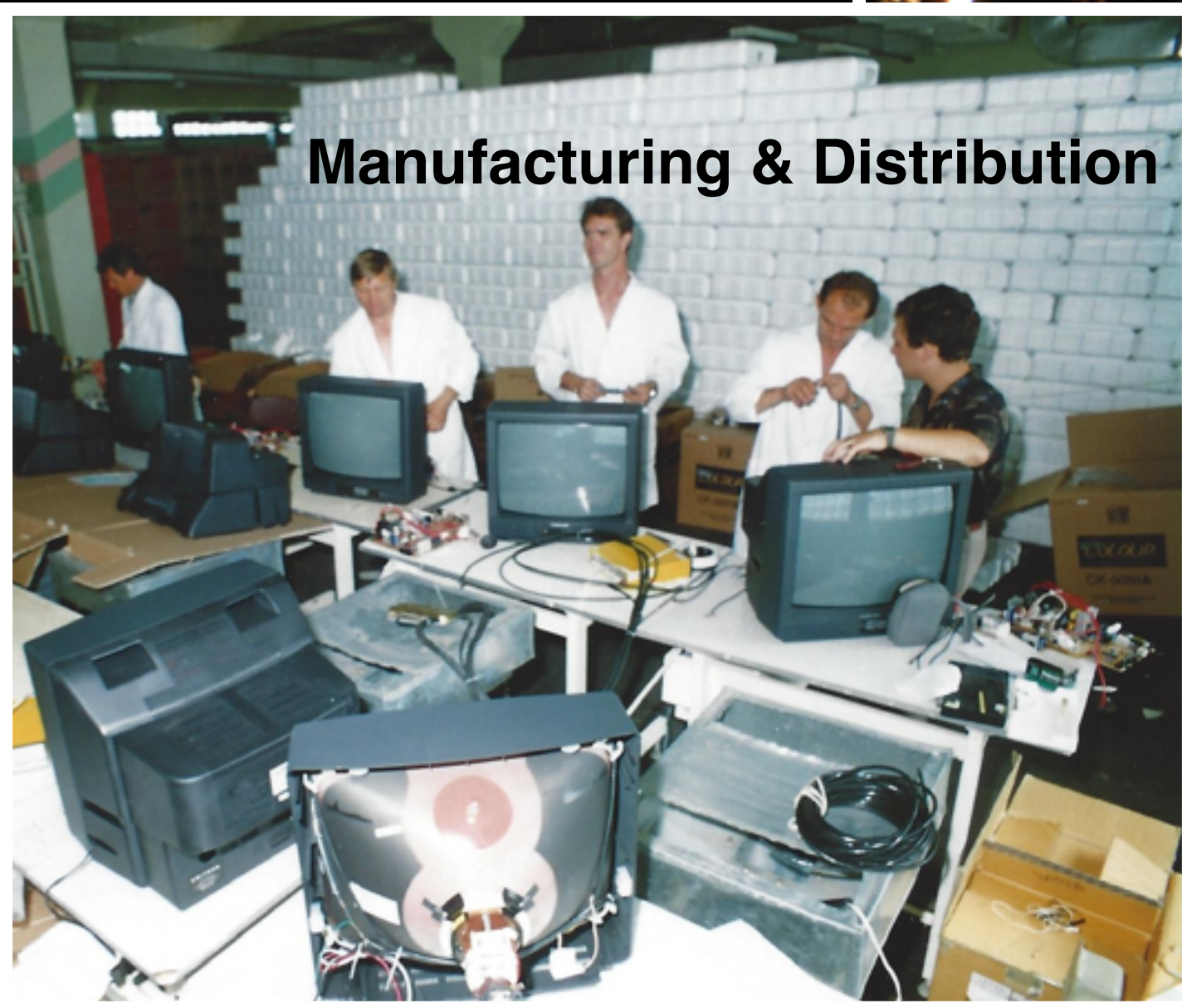
**Photography & Product Marketing**



**Building Industry**



**Manufacturing & Distribution**



**TV & Film Production**







*Explaining things the easy way!*

## **How to Start a Pet Shop (retail) Business**

### **Advancing Beginners**

**The Beginners Guide Volume 1**



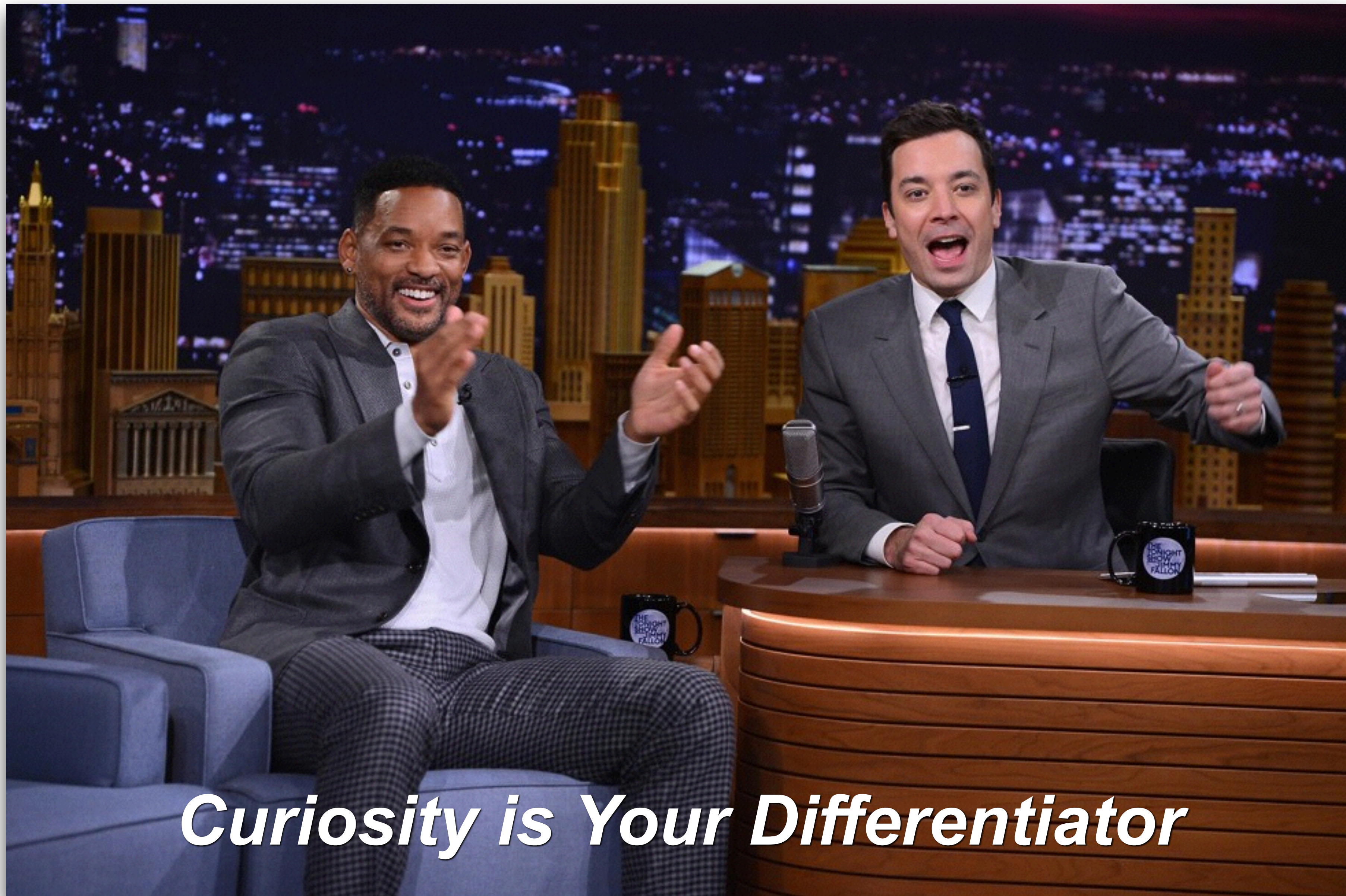
**Sam & Enrico**

2018 & Enrico

The background is a complex technical drawing or blueprint in shades of blue and white. It features various geometric shapes, lines, and circles, resembling a mechanical or architectural plan. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or data-related aesthetic.

**The Cure for  
“Kryptonite?”**

**(Extreme Curiosity)**



*Curiosity is Your Differentiator*









# 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




Update Status  Add Photos/Video

What's on your mind?


FAVORITES



-  News Feed
-  Messages 99+
-  Photos
-  Browse


PAGES


-  Pages Feed 20+
-  Like Pages 20+
-  Create Ad



GROUPS



-  University of Puget Soun...

 **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

**#1 Customer Skill  
that Will Keep Your Team  
FUTURE-PROOF**



# GOOD COMMUNICATION SKILLS:

Being able to persuade your peers (and your customers) that your ideas are valuable for.....THEM



**#1 Cultural Element  
Your Employees  
Want from You**

**FUN**



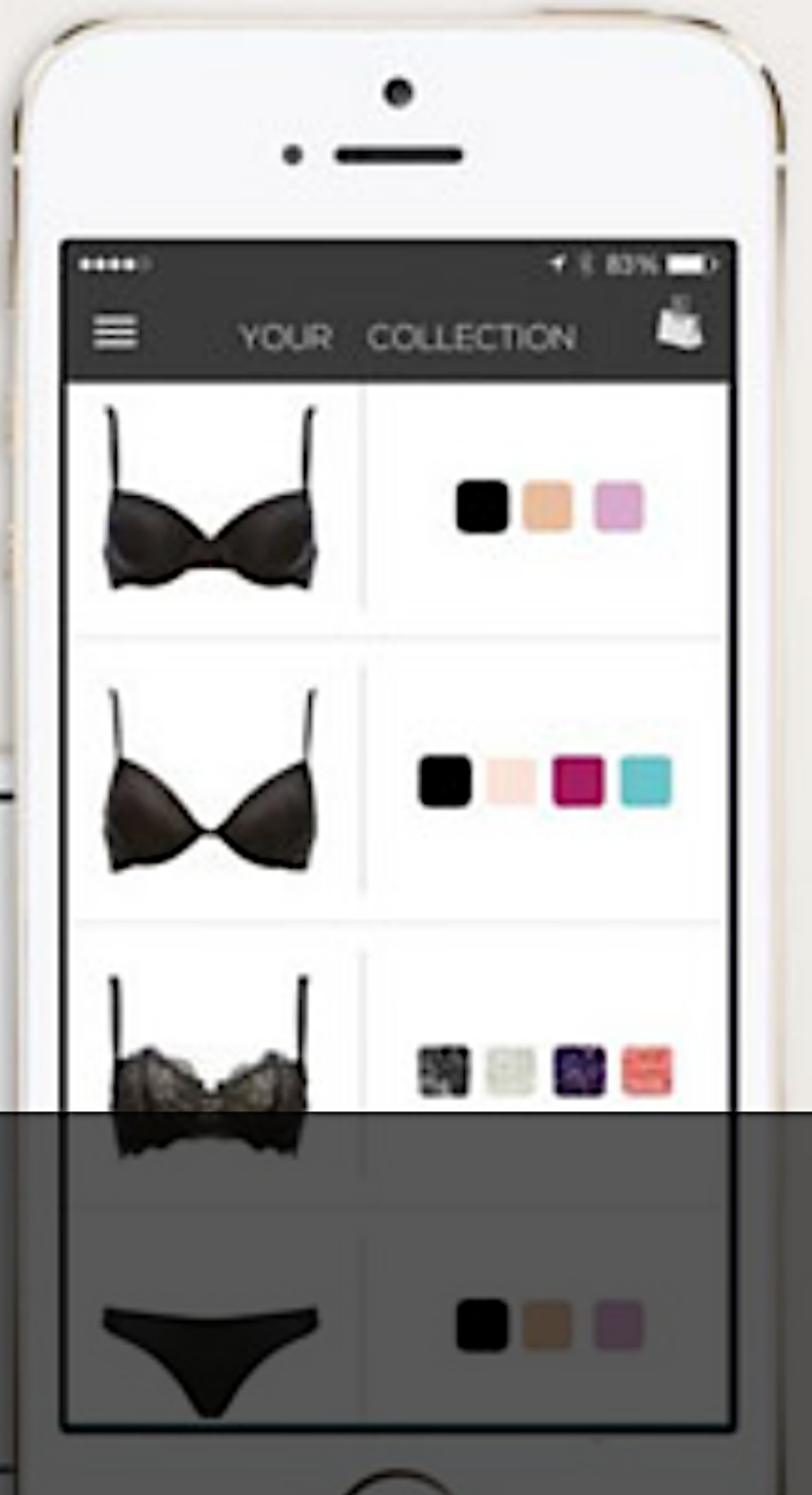
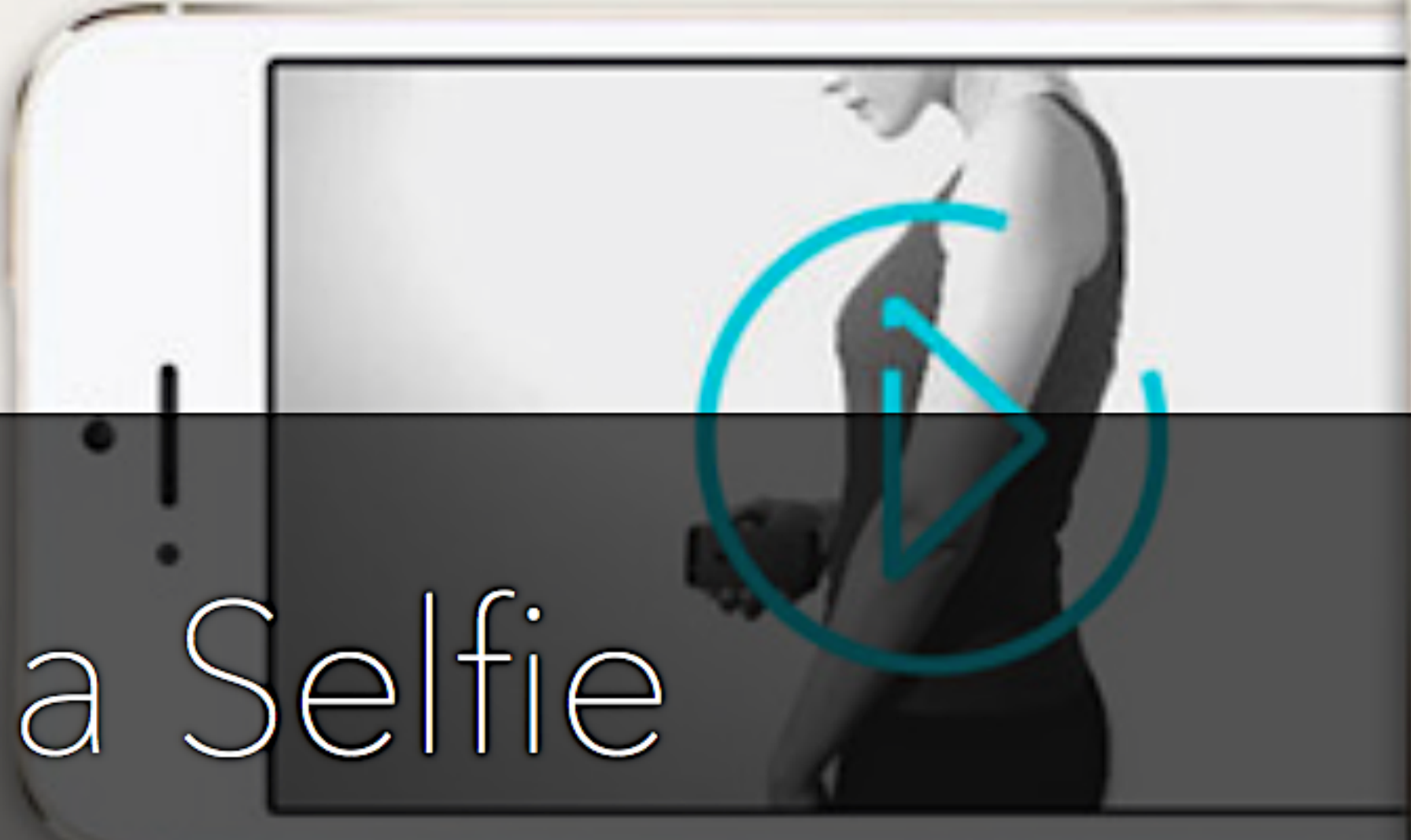
“We don’t sell motorcycles. Instead, we sell...”





 **THIRDLOVE**

Our Half-Cup Sizes Come with a 100% Guaranteed Fit



Bra Shopping via Selfie

**She'll tell you  
size doesn't matter.  
She's lying.**



Super Star<sup>®</sup> with cheese



**It's gonna get messy.**



**EAT  
LIKE  
YOU  
MEAN  
IT<sup>®</sup>**

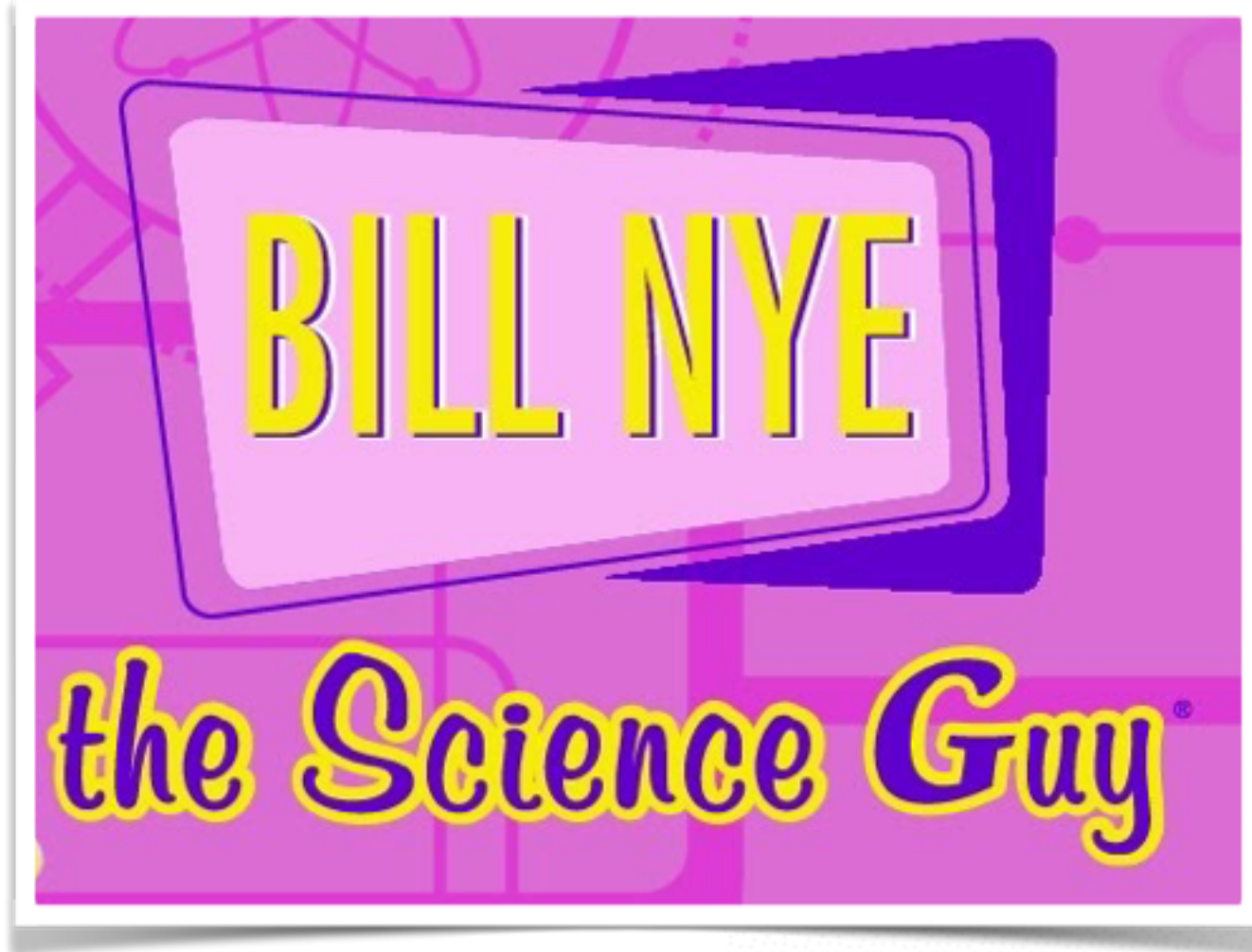


THOSE STUFF. FUN STUFF.  
FIND US AT FACEBOOK.COM/CARLSJR



The background is a vibrant blue gradient. It is overlaid with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Interspersed among these drawings are vertical columns of binary code (0s and 1s) and some faint, illegible text, suggesting a digital or engineering theme.

**You'll Grow if You  
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

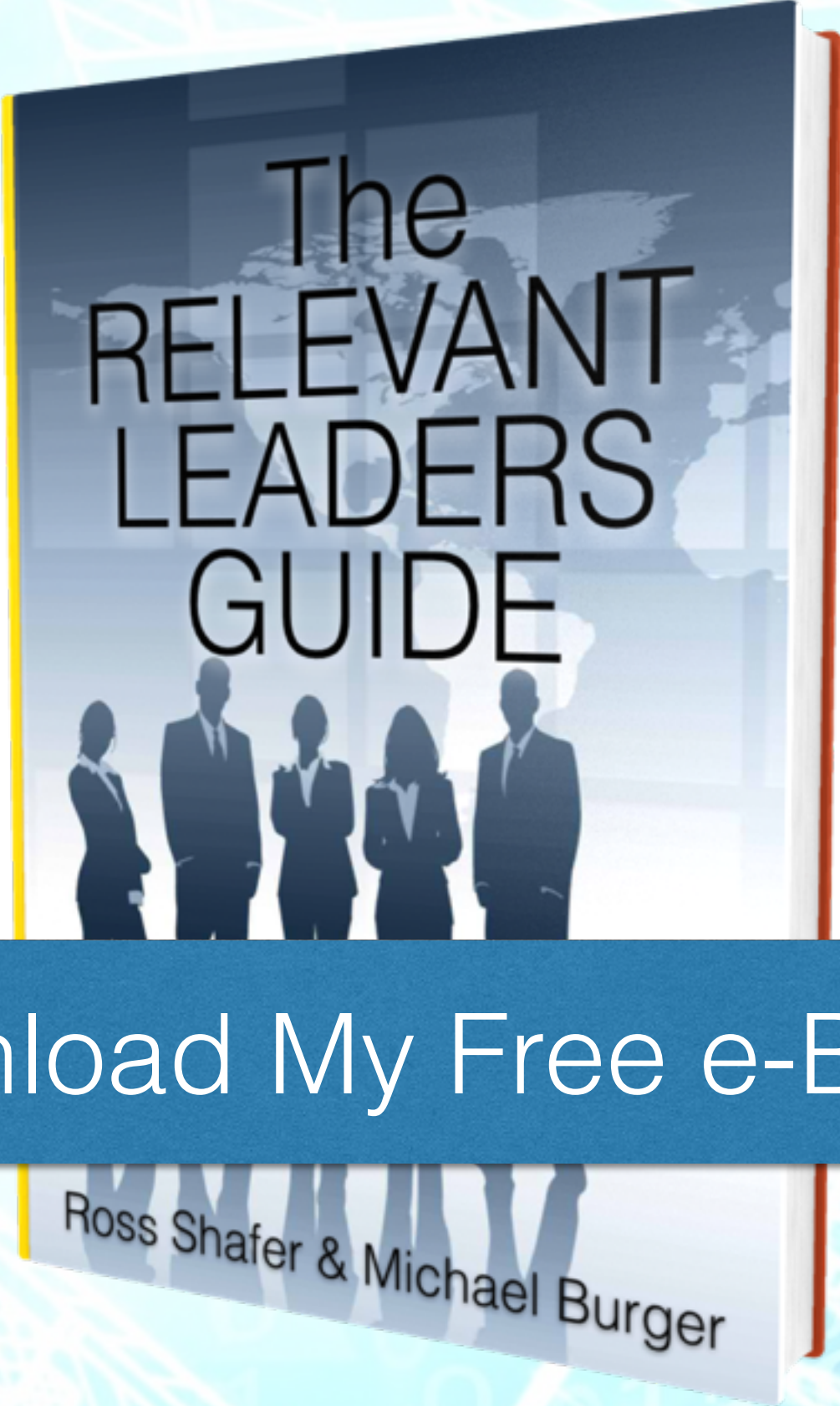
**Relevant Leaders Club** Download All

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  
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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  
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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



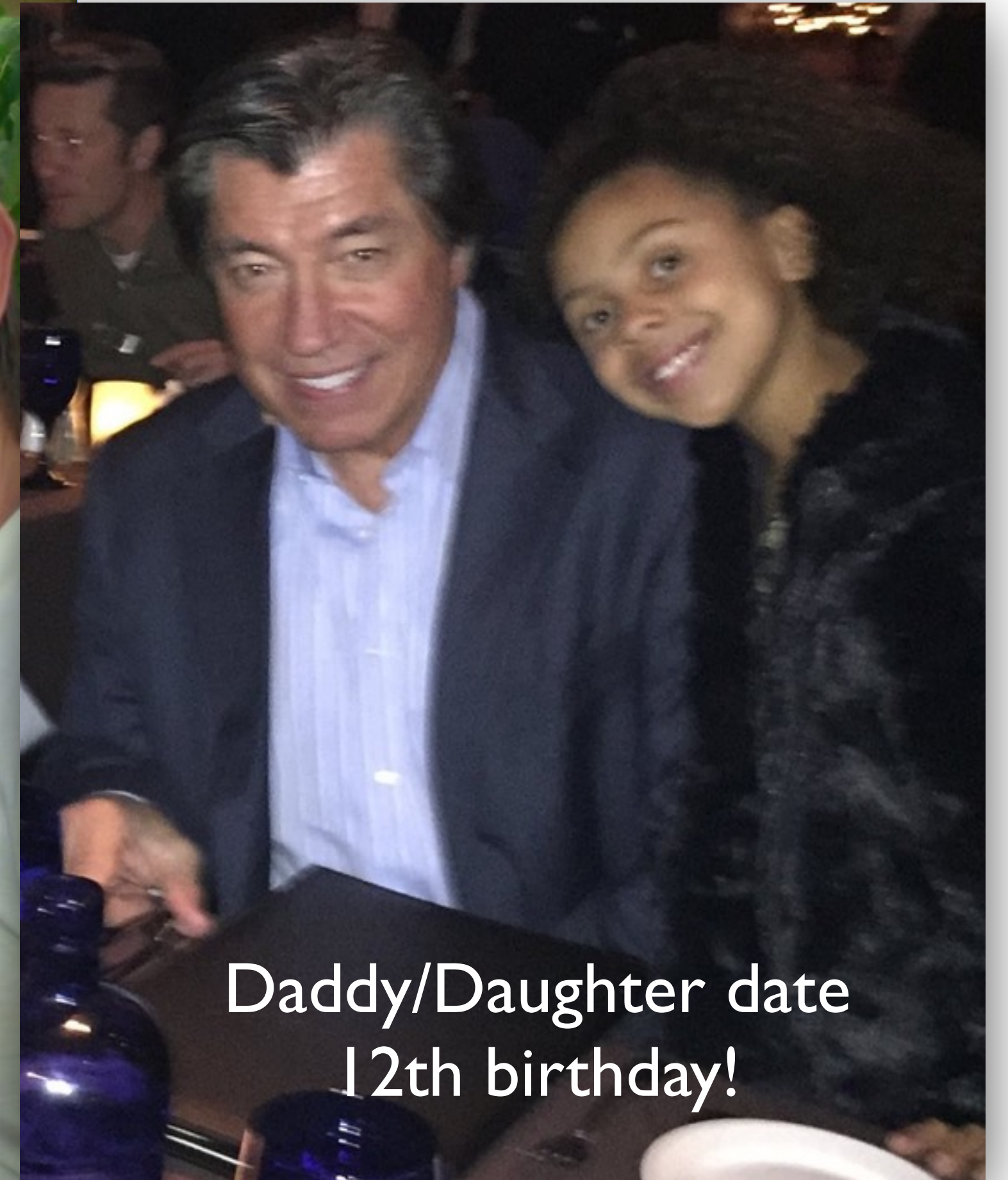
[www.RossShafer.com](http://www.RossShafer.com)



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 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.

# Promote Ongoing Encouragement







Ross  
Shafer

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