

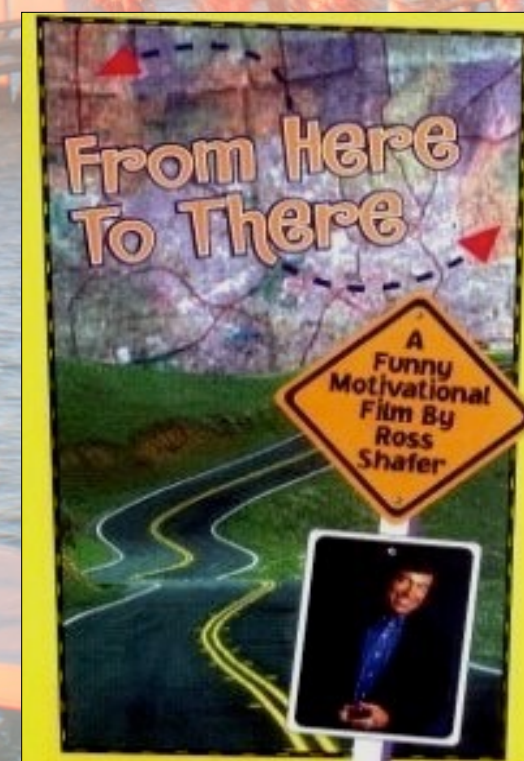
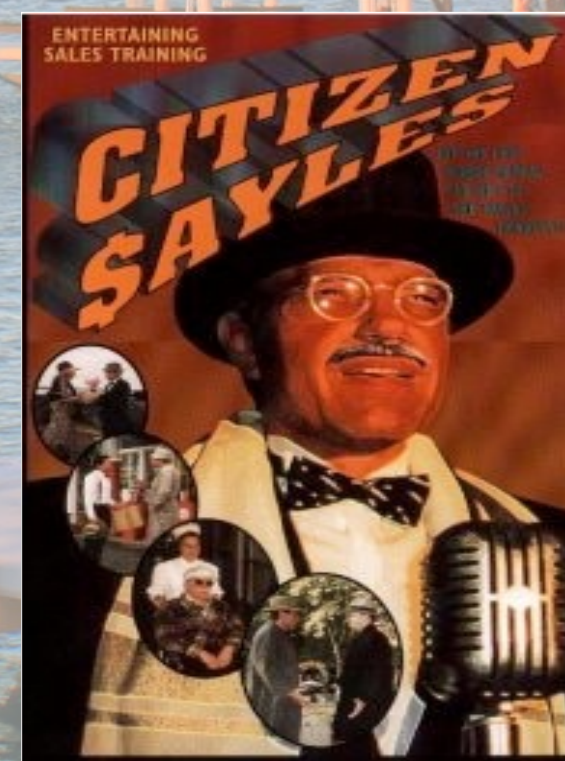
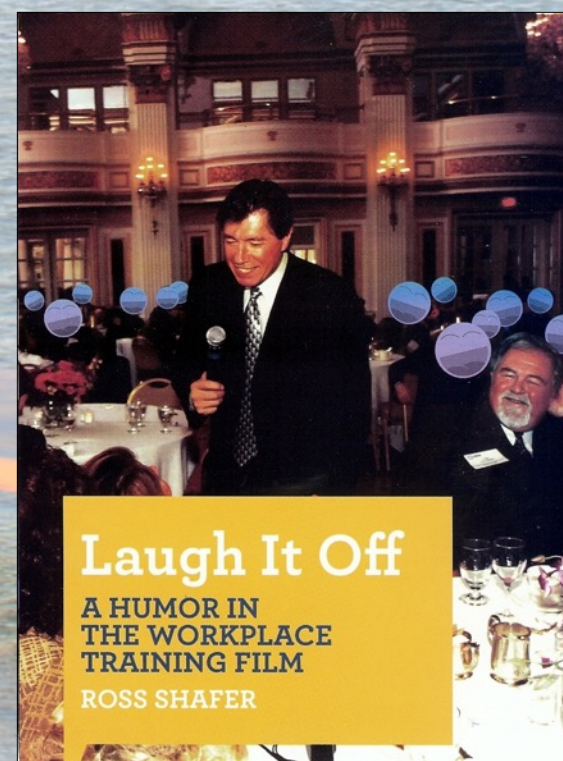
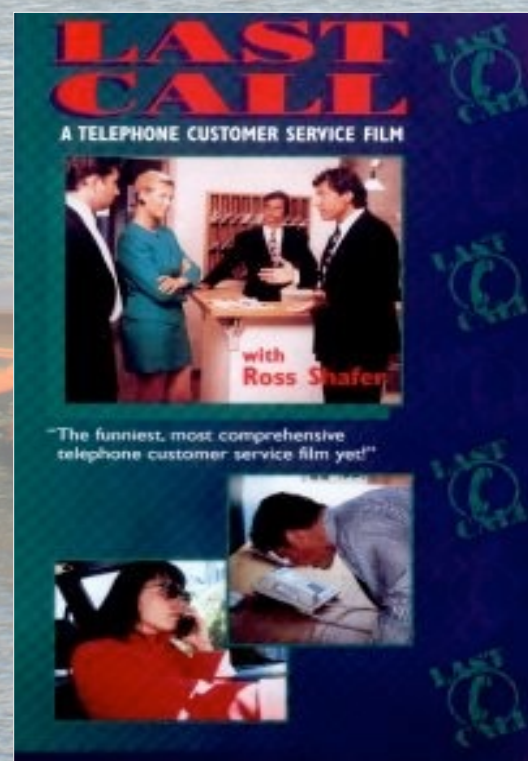
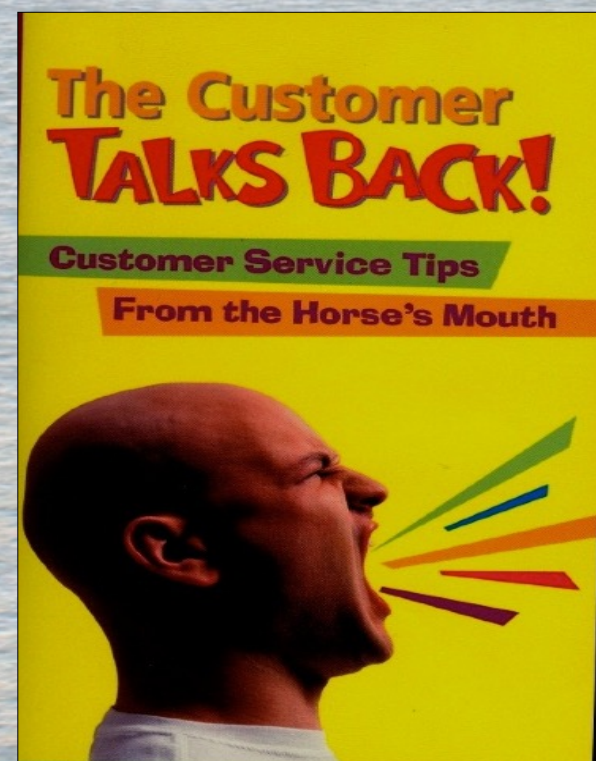
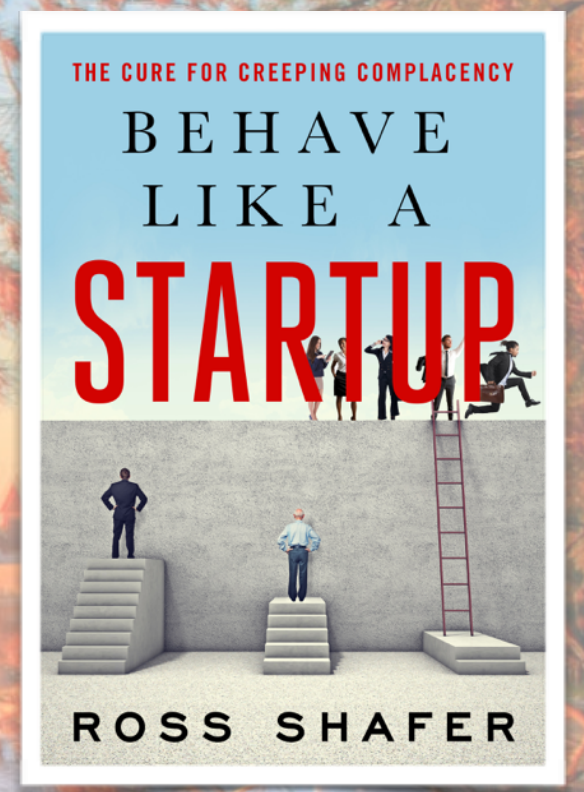
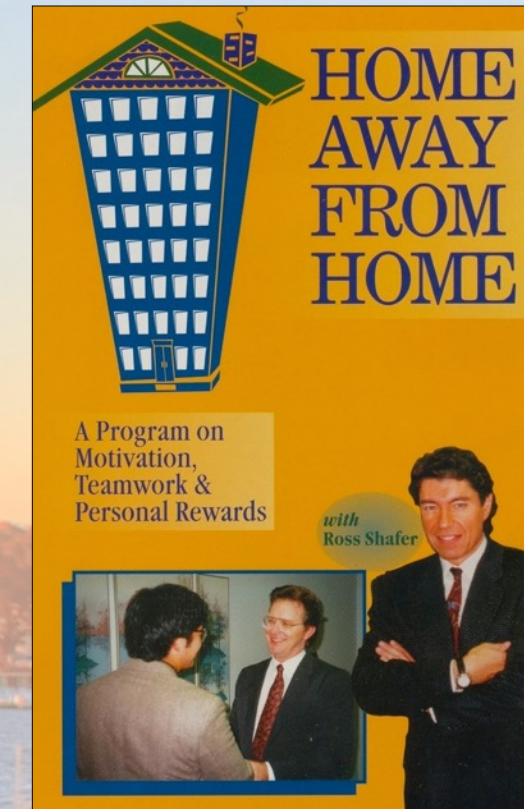
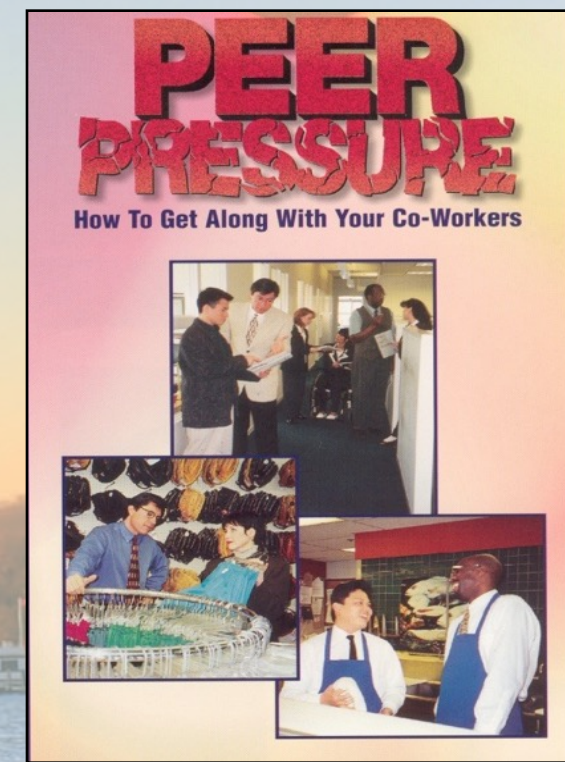
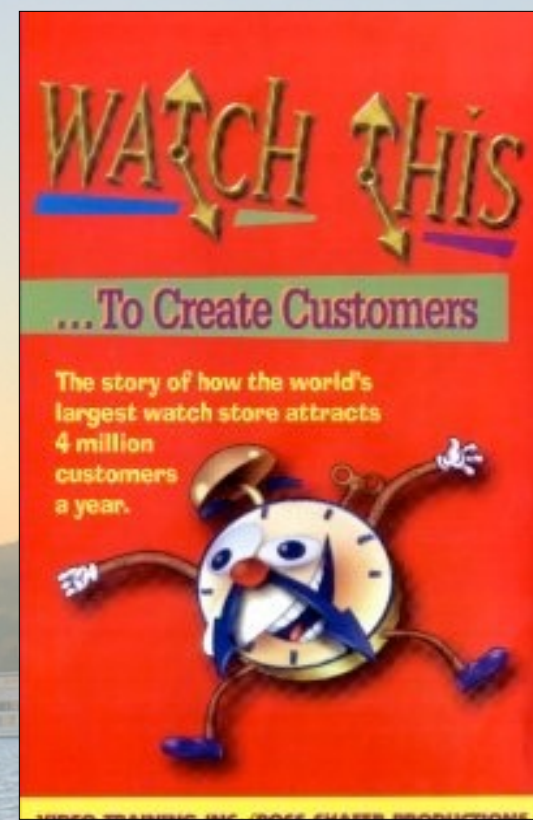
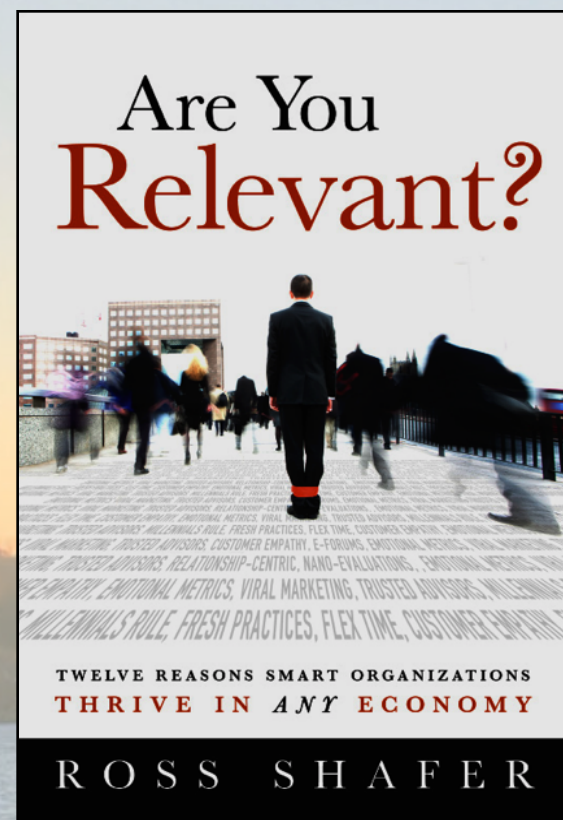
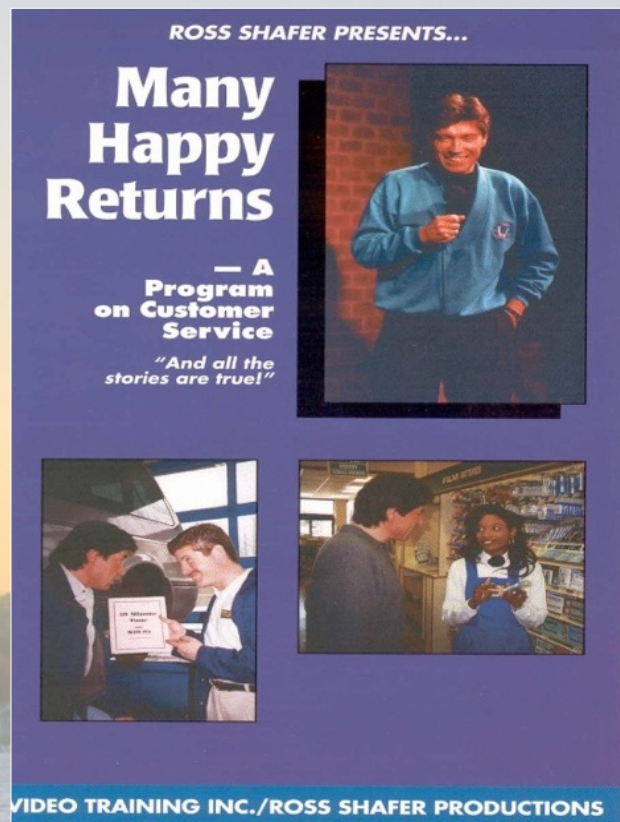
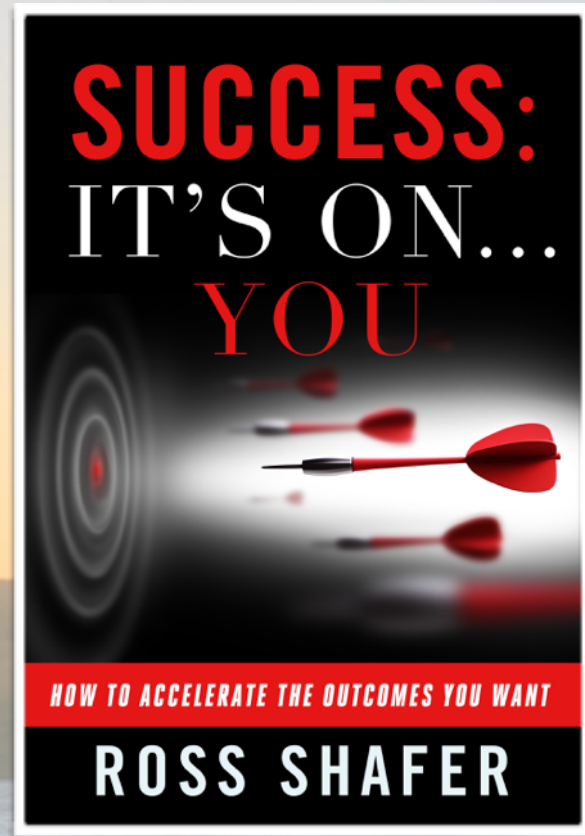
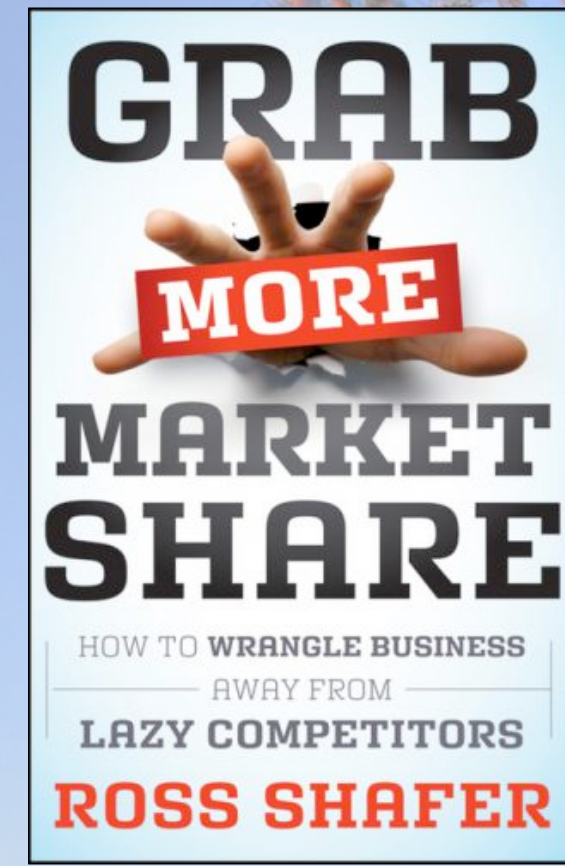
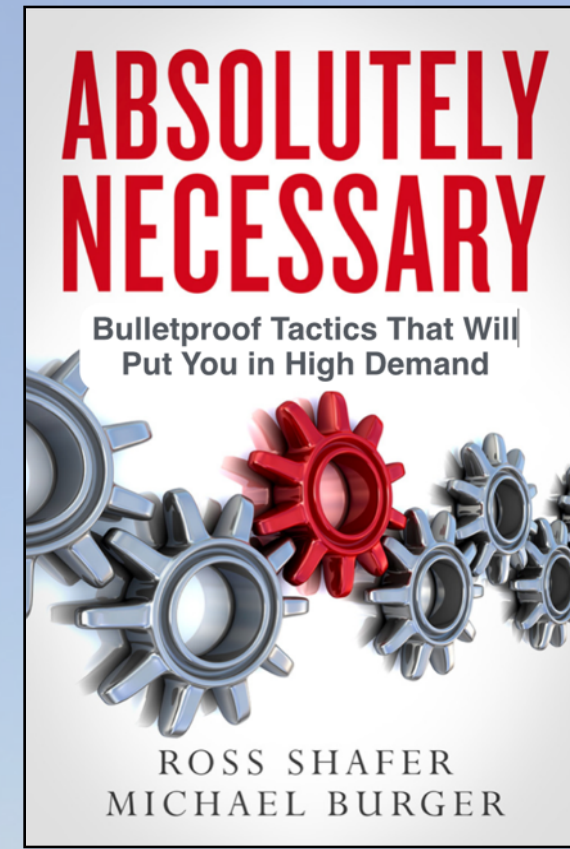
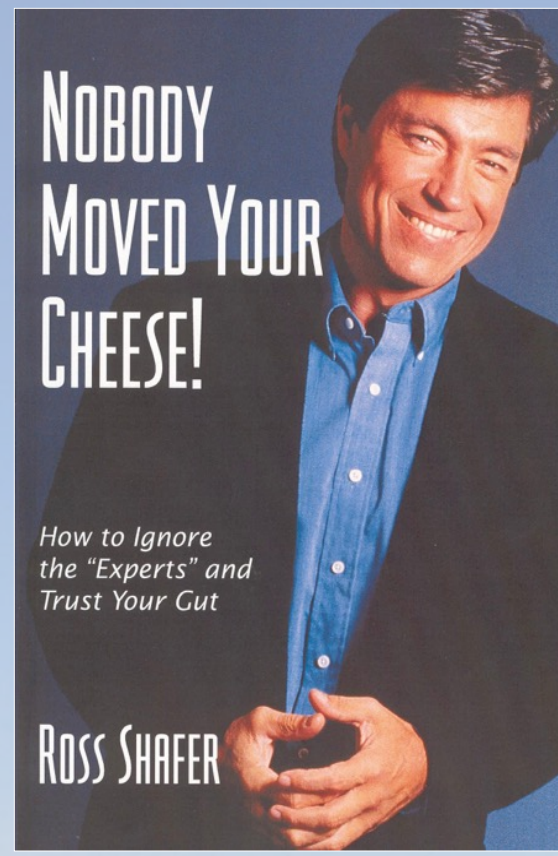
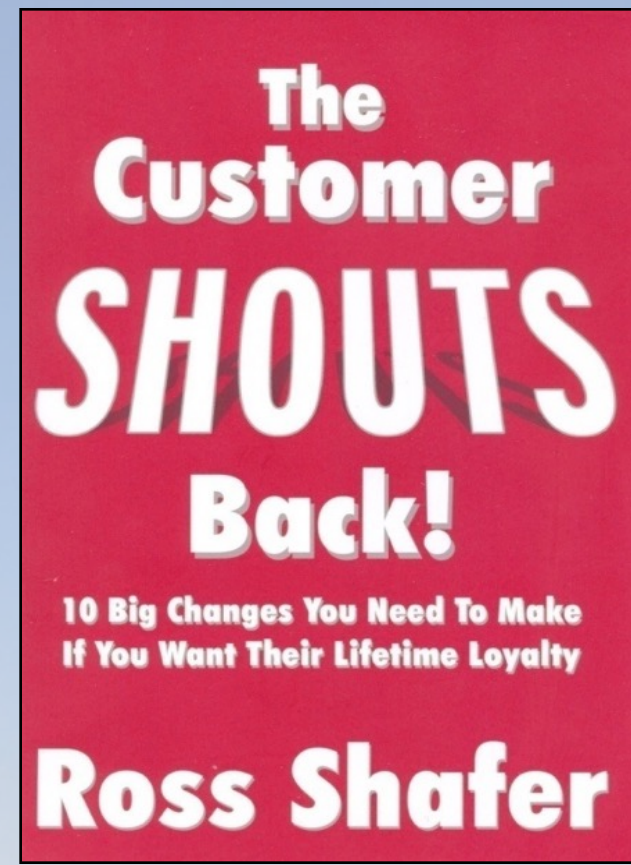
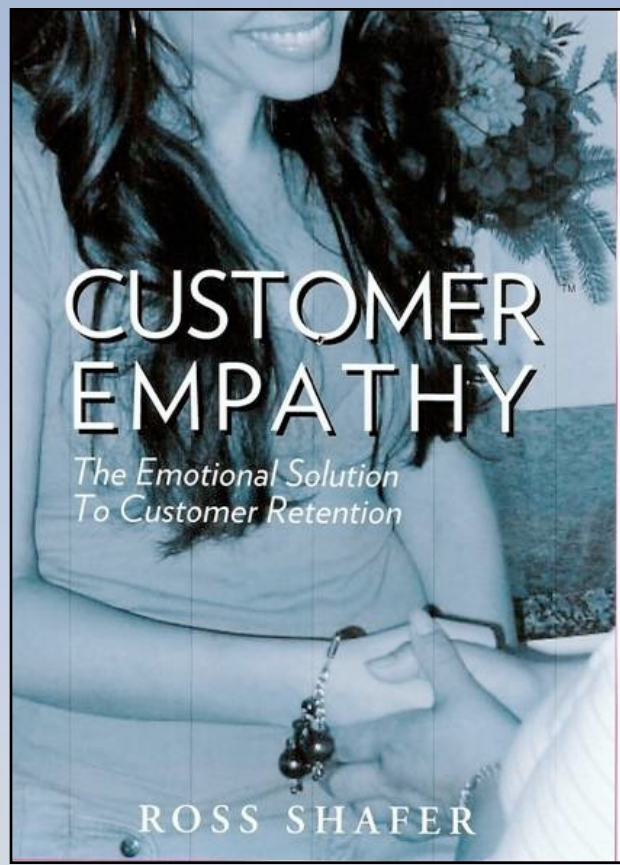
If You Want Ross to create a  
Custom Program for YOUR  
team...

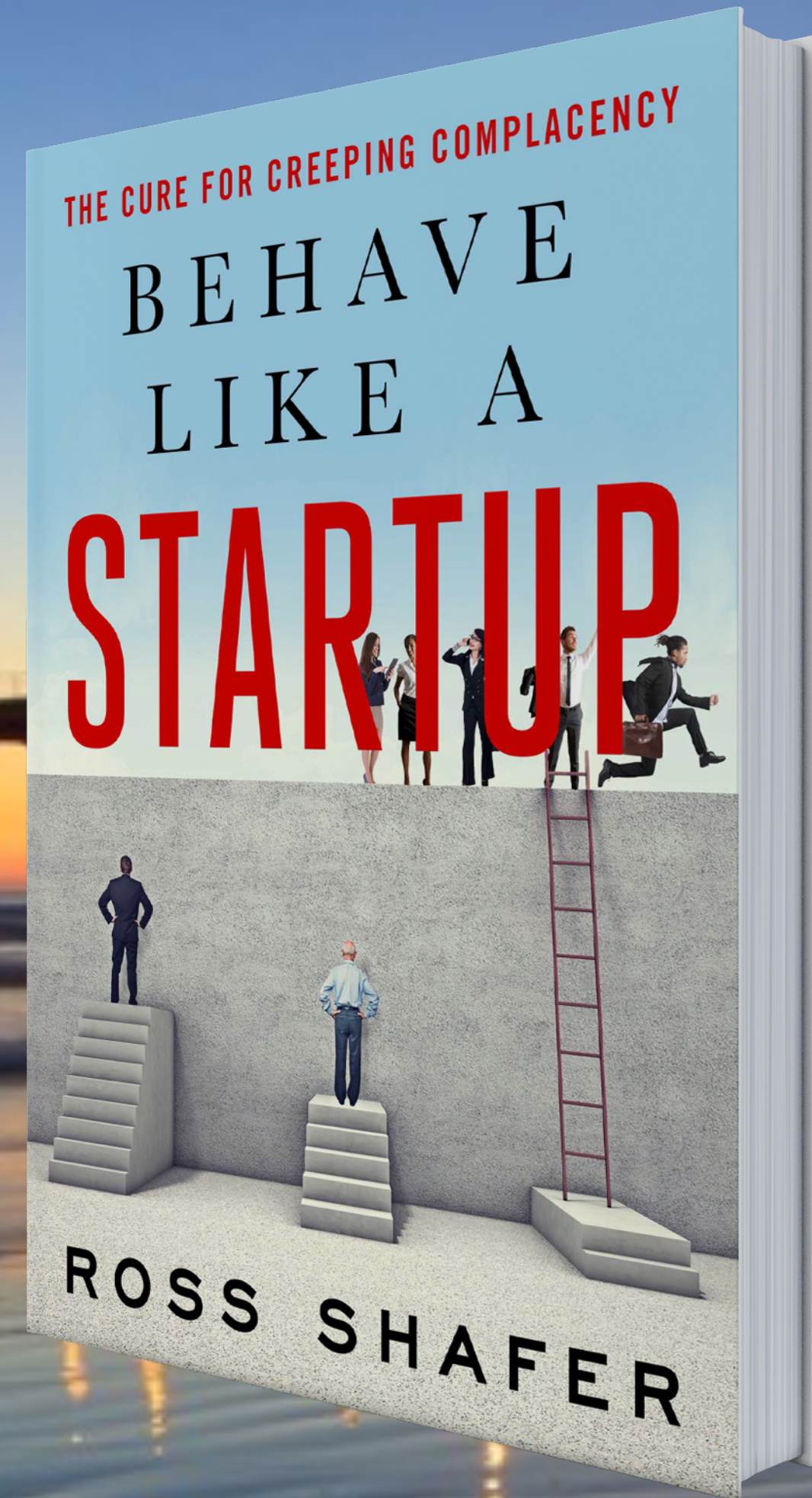
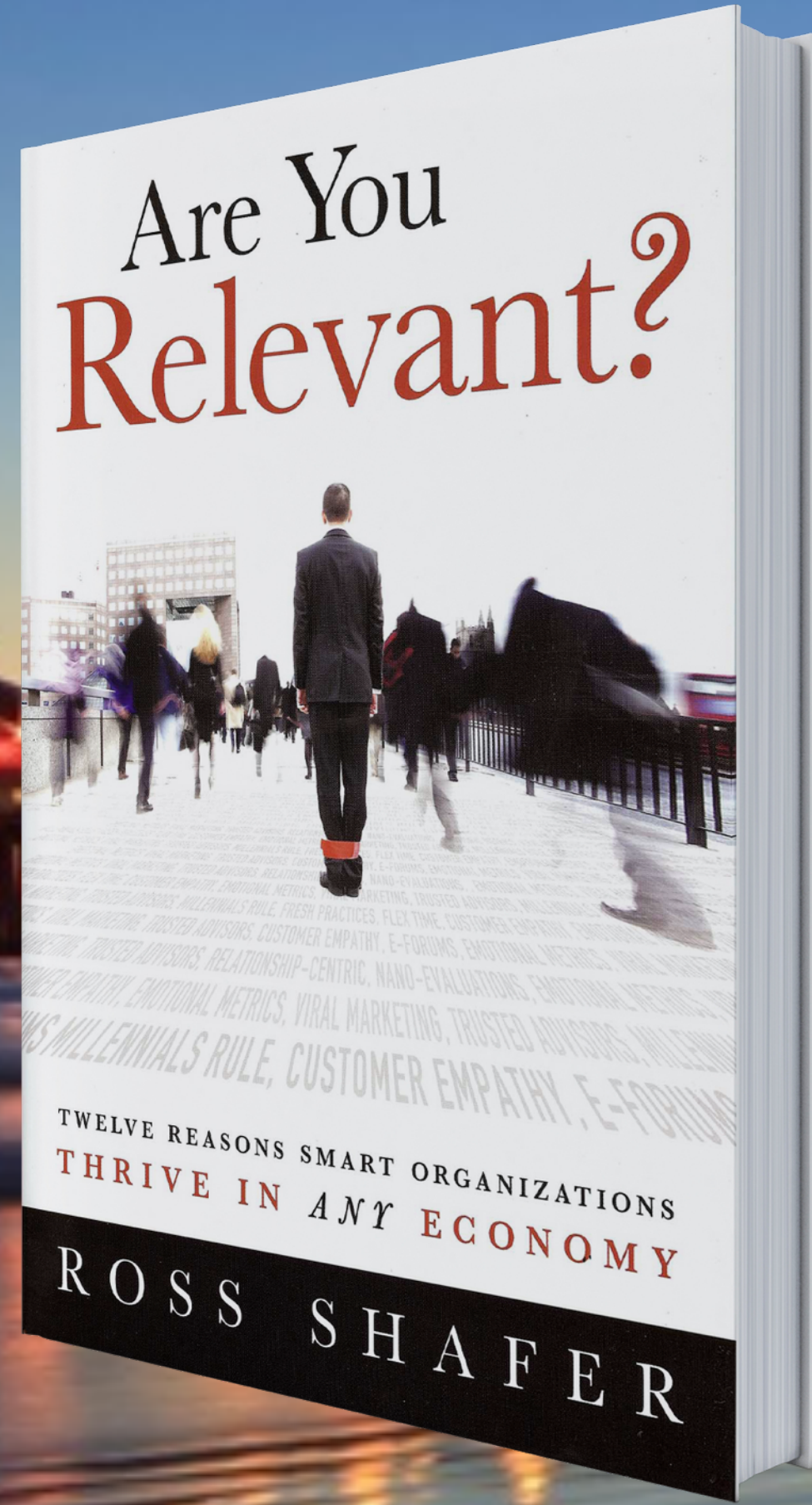
Contact: Greg Romain  
[Kivana1@Yahoo.com](mailto:Kivana1@Yahoo.com)  
(586) 612-3716

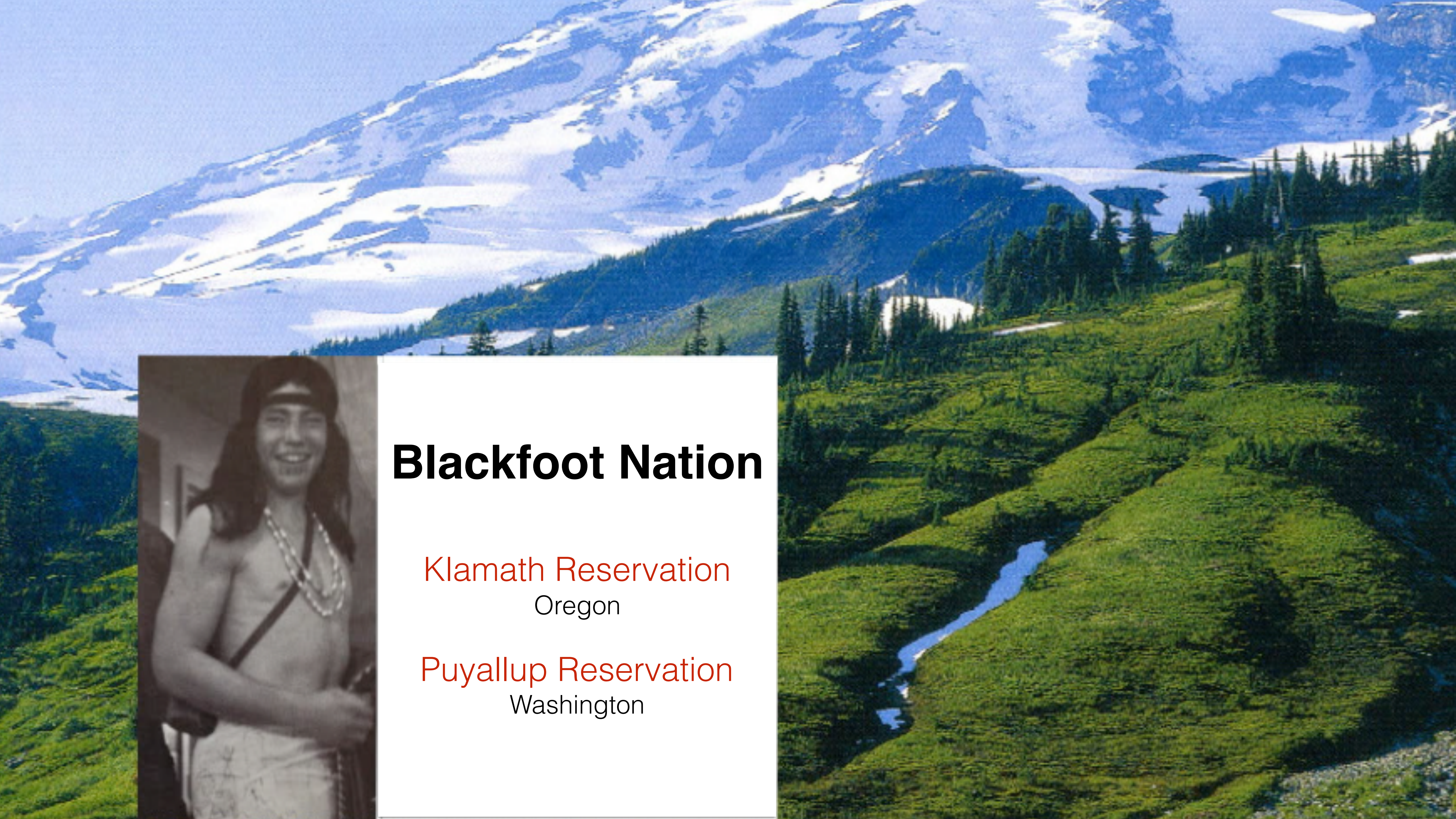
**ROSSSHAFFER**

# What Will Relevant “Service” be in 2020









# Blackfoot Nation

Klamath Reservation

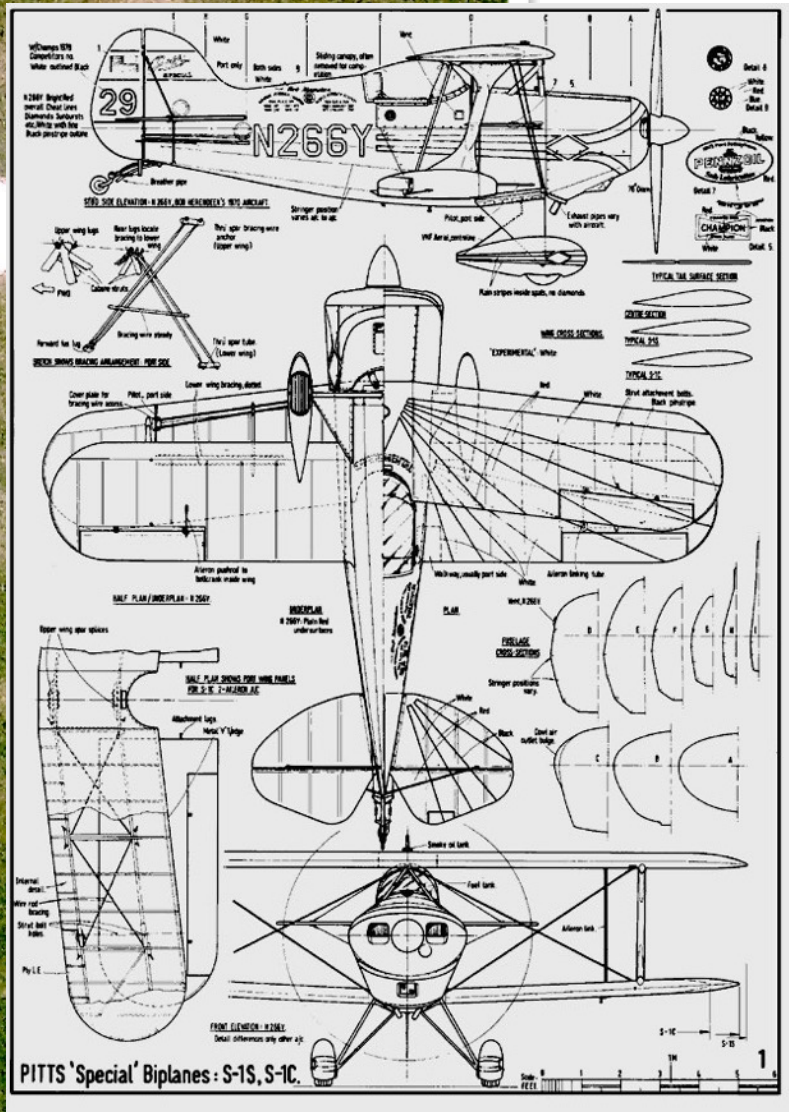
Oregon

Puyallup Reservation

Washington



Chuck Shafer 1927-2001



Chuck Shafer - Pitts Special Bi-Plane  
*“You can create anything when you  
have a blueprint.”*





Maiden flight - May 1971



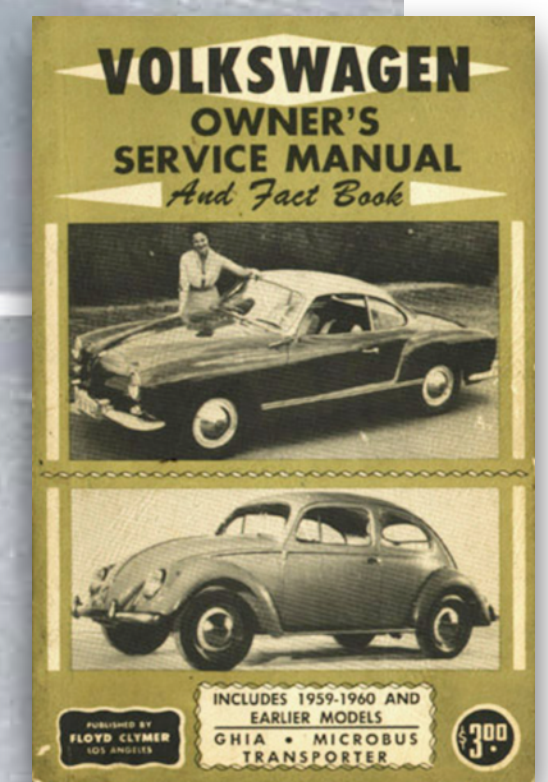


**1961 Karmann Ghia**

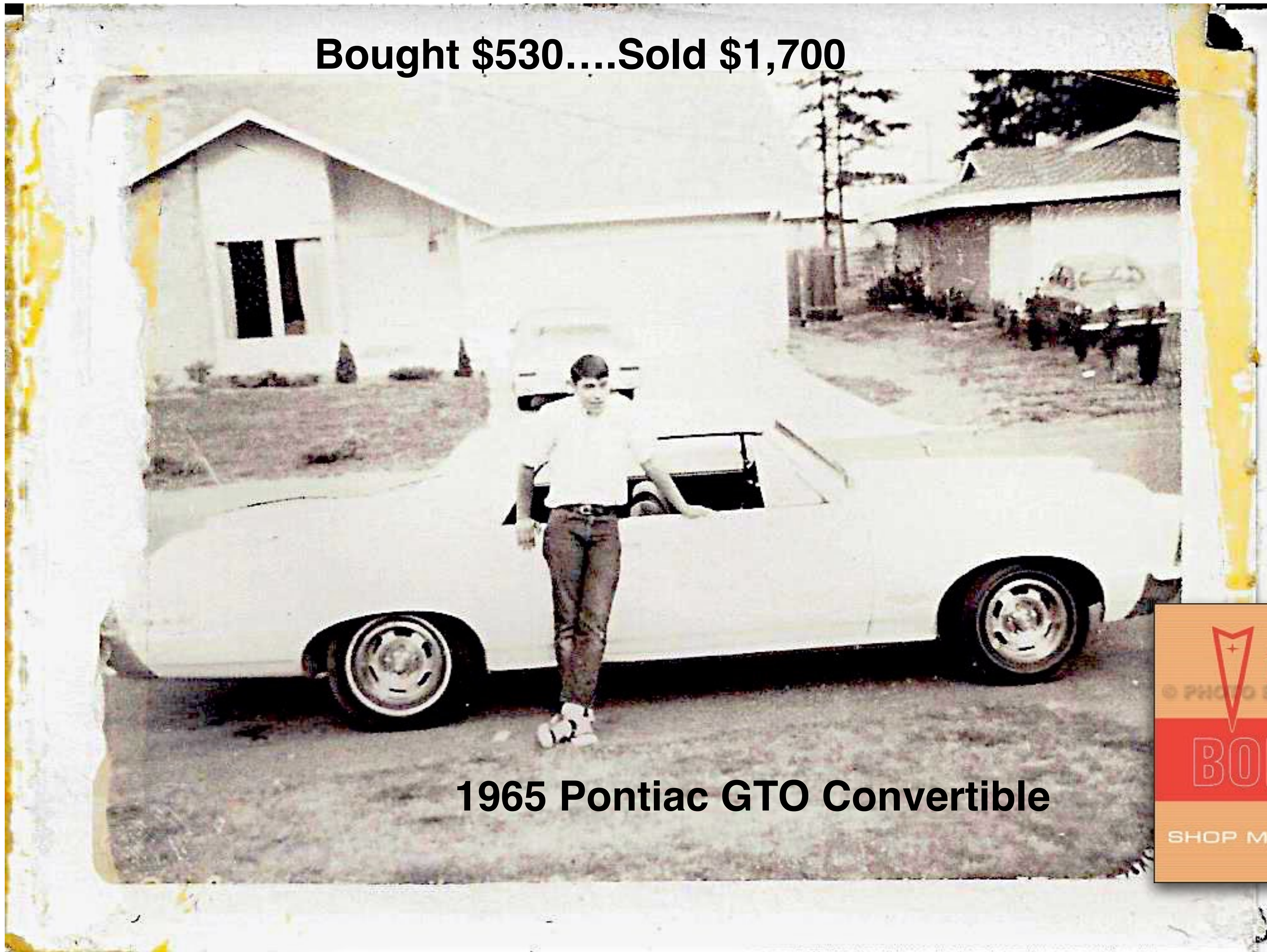
**Bought \$25.....Sold \$450**




Fixed rusted rocker panels with Bondo and Folger's "coffee cans"



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



**1965 Pontiac GTO Convertible**

 **1965**  
TEMPEST  
GTO

**BODY**

SHOP MANUAL

## 1984 Ferrari 308 GTS Bought \$9,800





**Sold it for \$38,500**



purchased for \$4,800



sold 18 mos. later for \$17,500



**SOLD \$360,750**



**BOUGHT \$178,000**





# UNITED STATES BANKRUPTCY COURT Western District of Washington

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





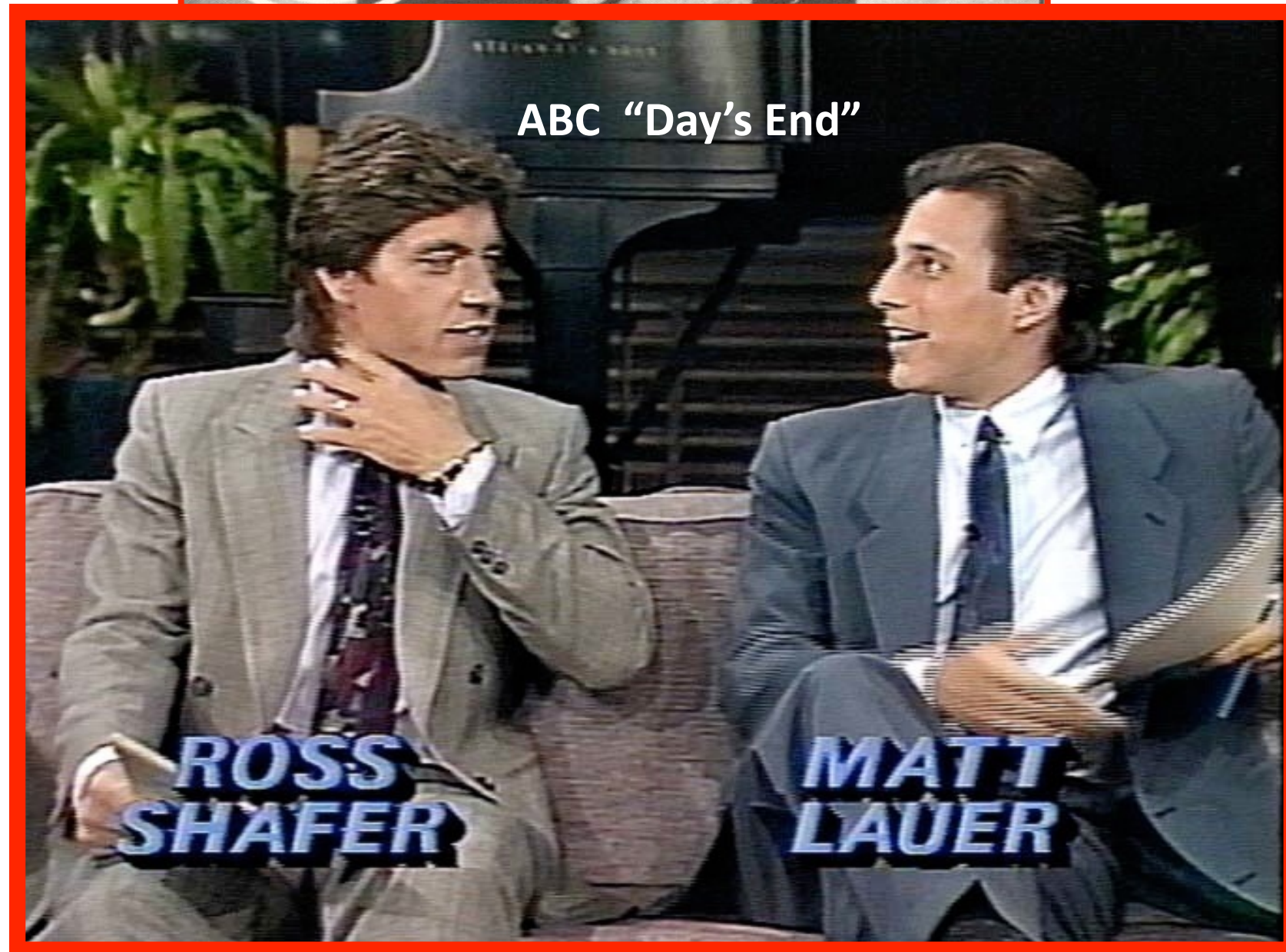
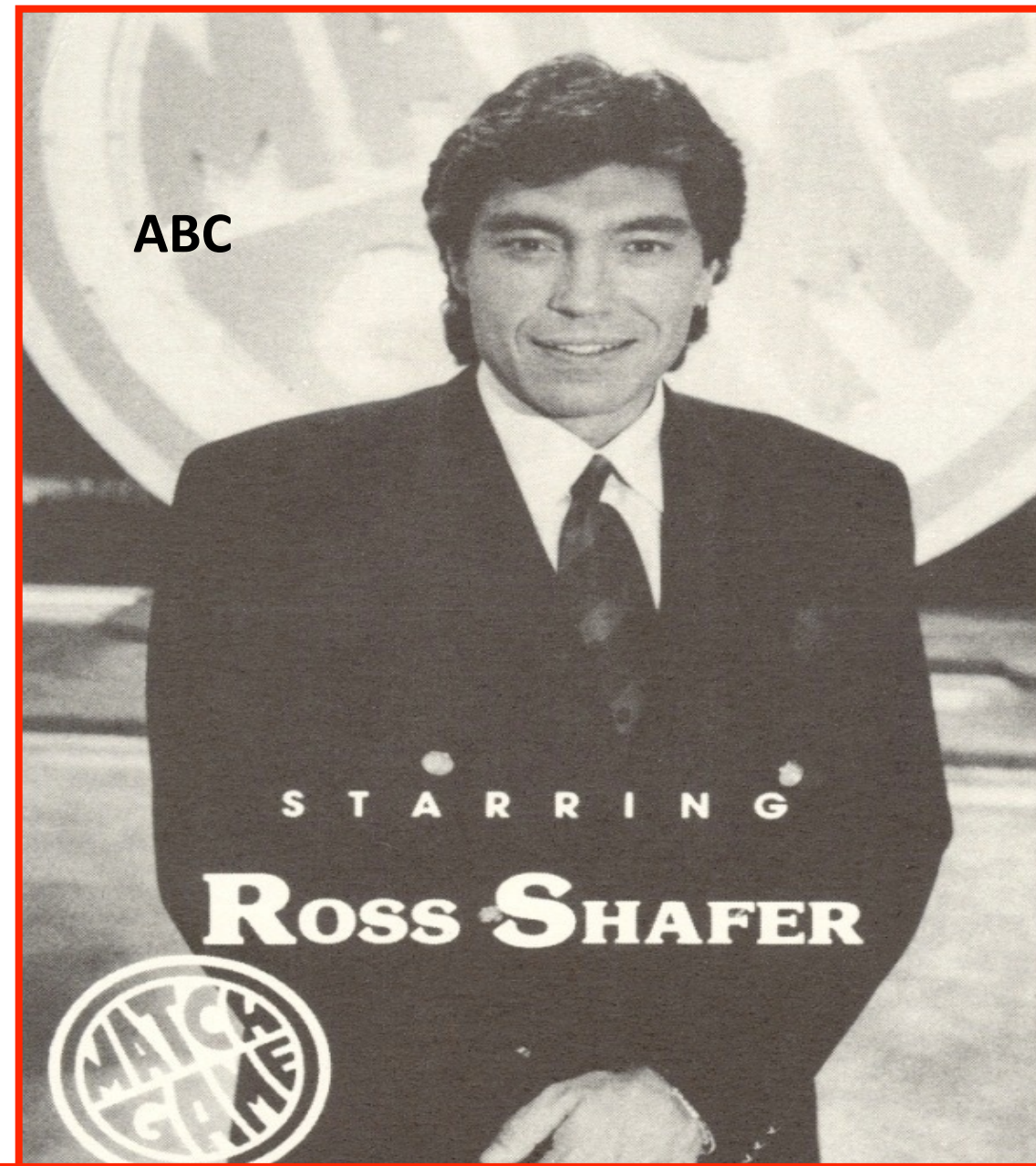
*Explaining things the easy way!*

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

**Advancing Beginners**

**The Beginners Guide Volume 1**







# Follow the Tracks of the Herd

# Adapt to Customer Trends



# 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

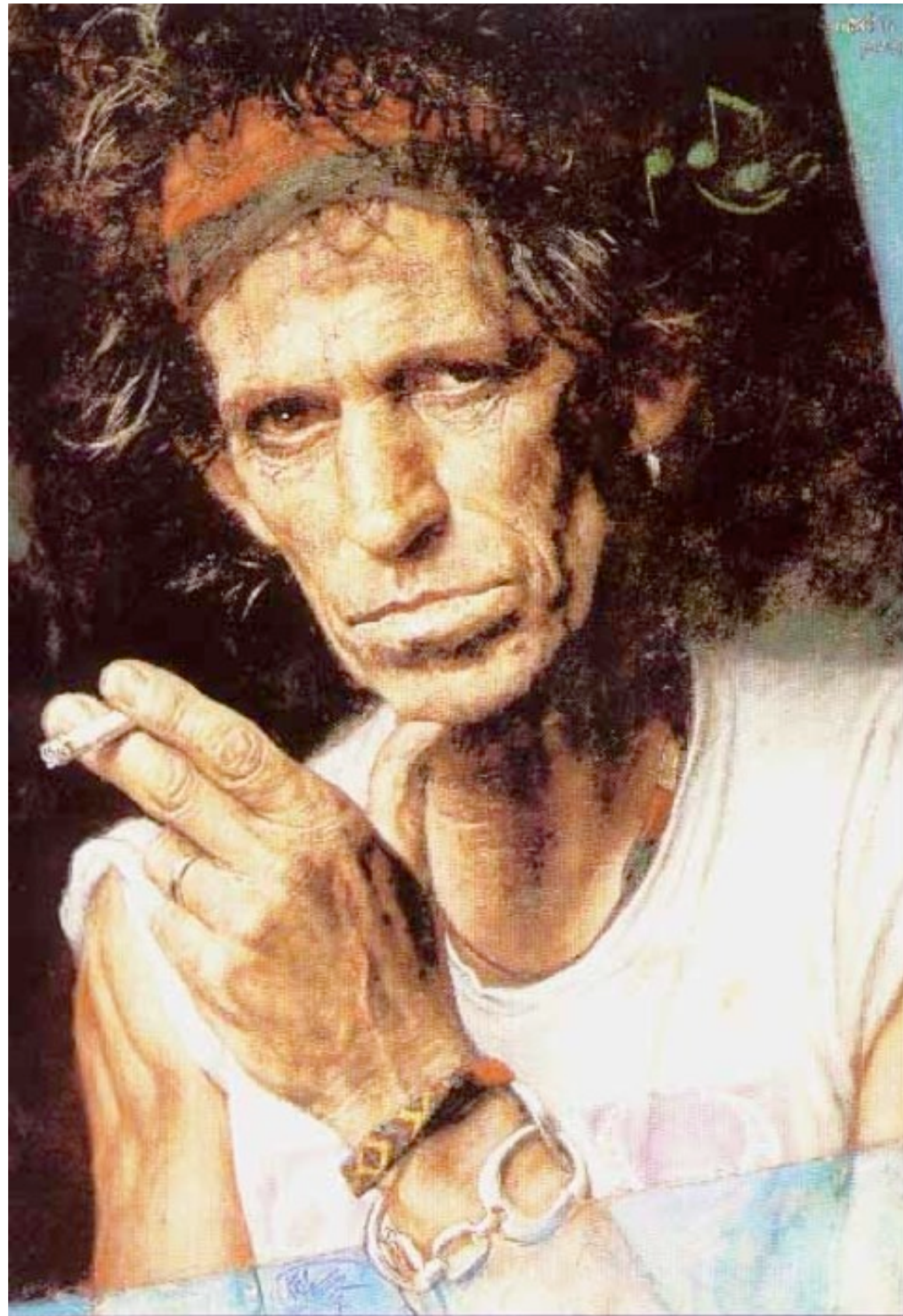
## Ross Shafer





For insight into what causes  
most organizations to fail,  
we always consult the  
wisdom of a man whose had  
50 years of uninterrupted  
success...





Keith Richards - Rolling Stones

# CHANGE TACTIC: Launch Ideas Quickly



# Ryan updates the App every 10 days



Ryan  
Shafer

# “Lifespan” of S & P 500 Companies

**In 1968** - Companies lasted an average of 70 years

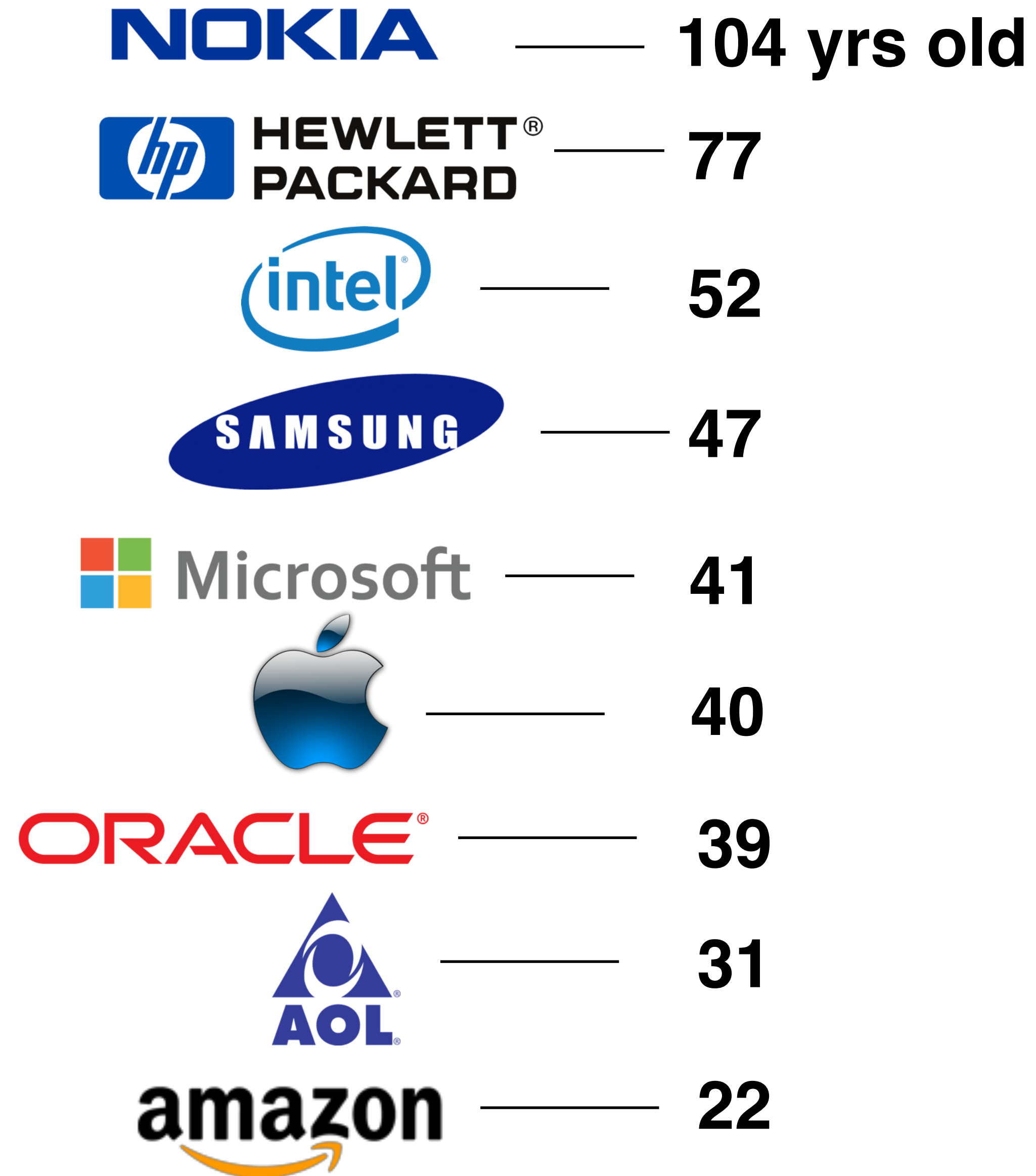
**By 1980** - Companies lived only 25 years

**2016** - Less than 15 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/>



# Be Vigilant: Tweak Everything



# Hotel Events

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

## Events for January 9, 2017

**GO TO THE WRONG MEETINGS**

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

[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 Apartment Homes - 55,000 units**

**WOW-ing the Customer  
is NOT Enough**



# 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.”**

**“You’re asking me to go against our policy”**

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



erases



sources: The Customer Shouts Back - Ross Shafer Consultants, Inc. 'wow survey' 2016

ELIMINATE THE



MOMENTS





*Makes you laugh.*  
KISSES YOUR FOREHEAD  
says he's sorry.  
makes an effort.  
HOLDS YOUR HAND.  
**WORKS HARD**  
attempts to understand you.

“I thought of a new place  
for my ring!”

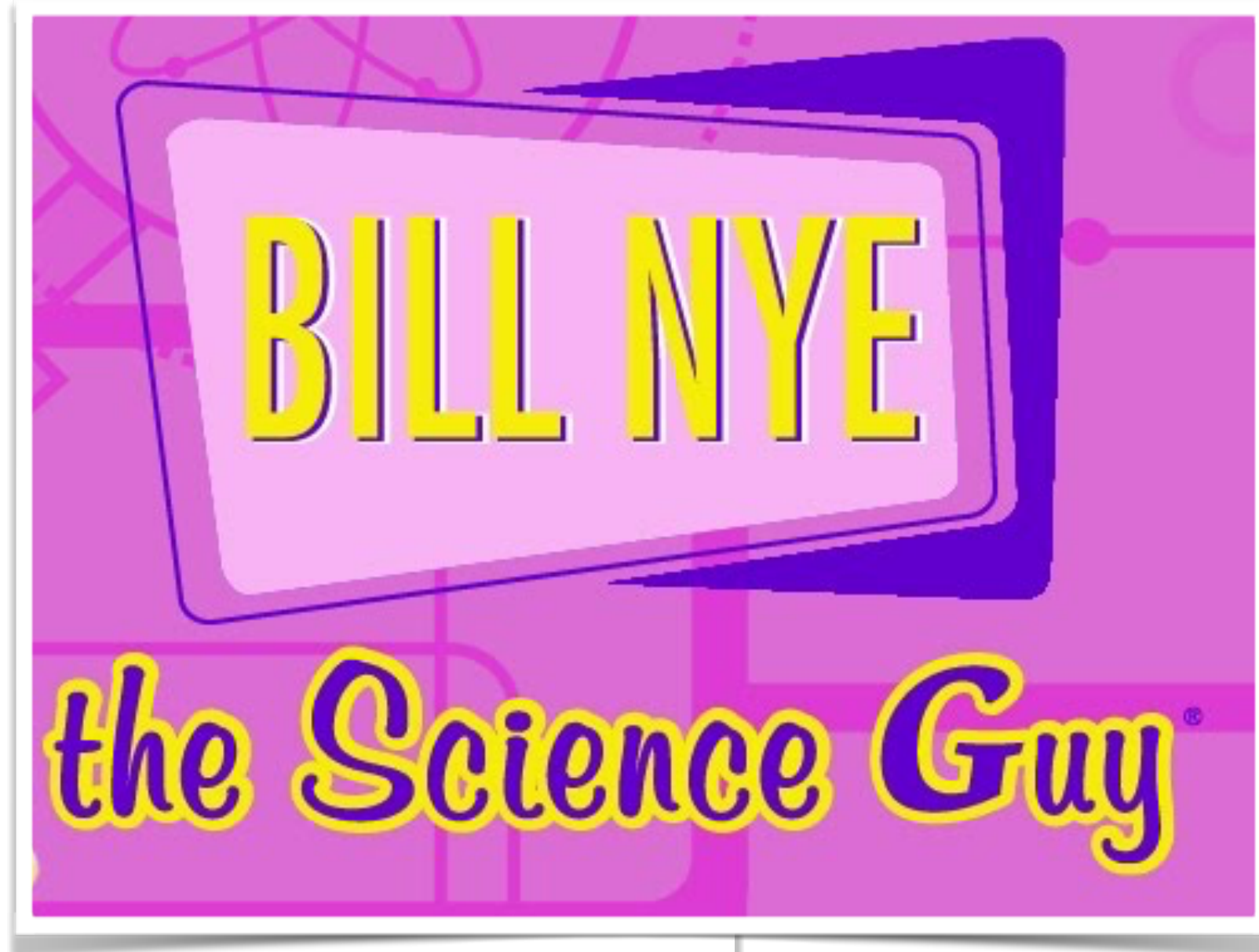


**Today, Customers Want  
“Specialists”**



# World's Greatest Shooter



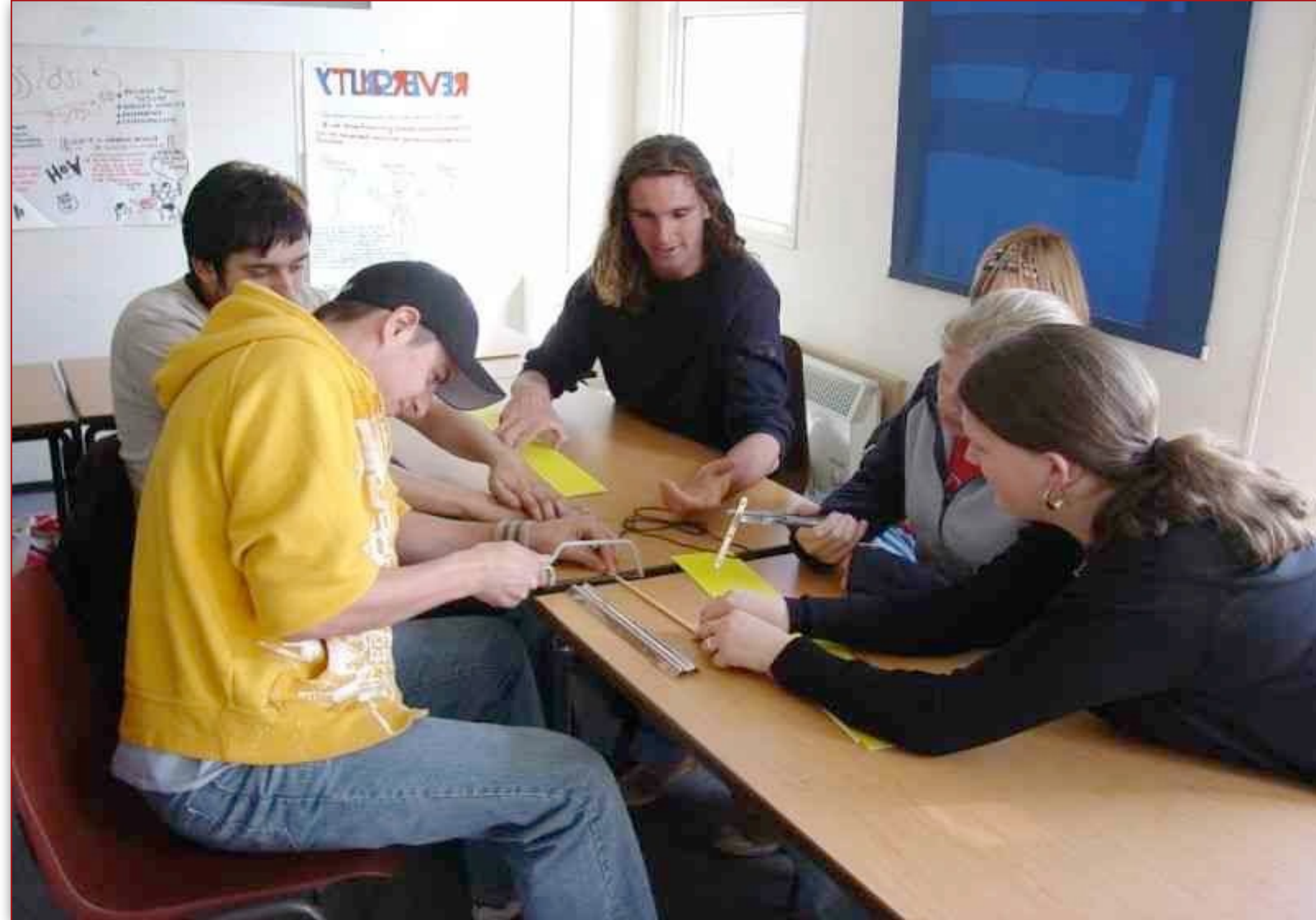


# Being “Other-Centered” Will Crush Competitors





**Curiosity (in others) is seen as “love.”**



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





# Ongoing Encouragement



# Resilience is Your Best Friend





Chuck Shafer 1927-2001



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



Daddy/Daughter date  
10th birthday!

# POST MEETING: FREE RESOURCES

**ROSS SHAFER'S**  
**RELEVANT LEADERS CLUB**  
Innovate. Motivate. Educate. Sustain.

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

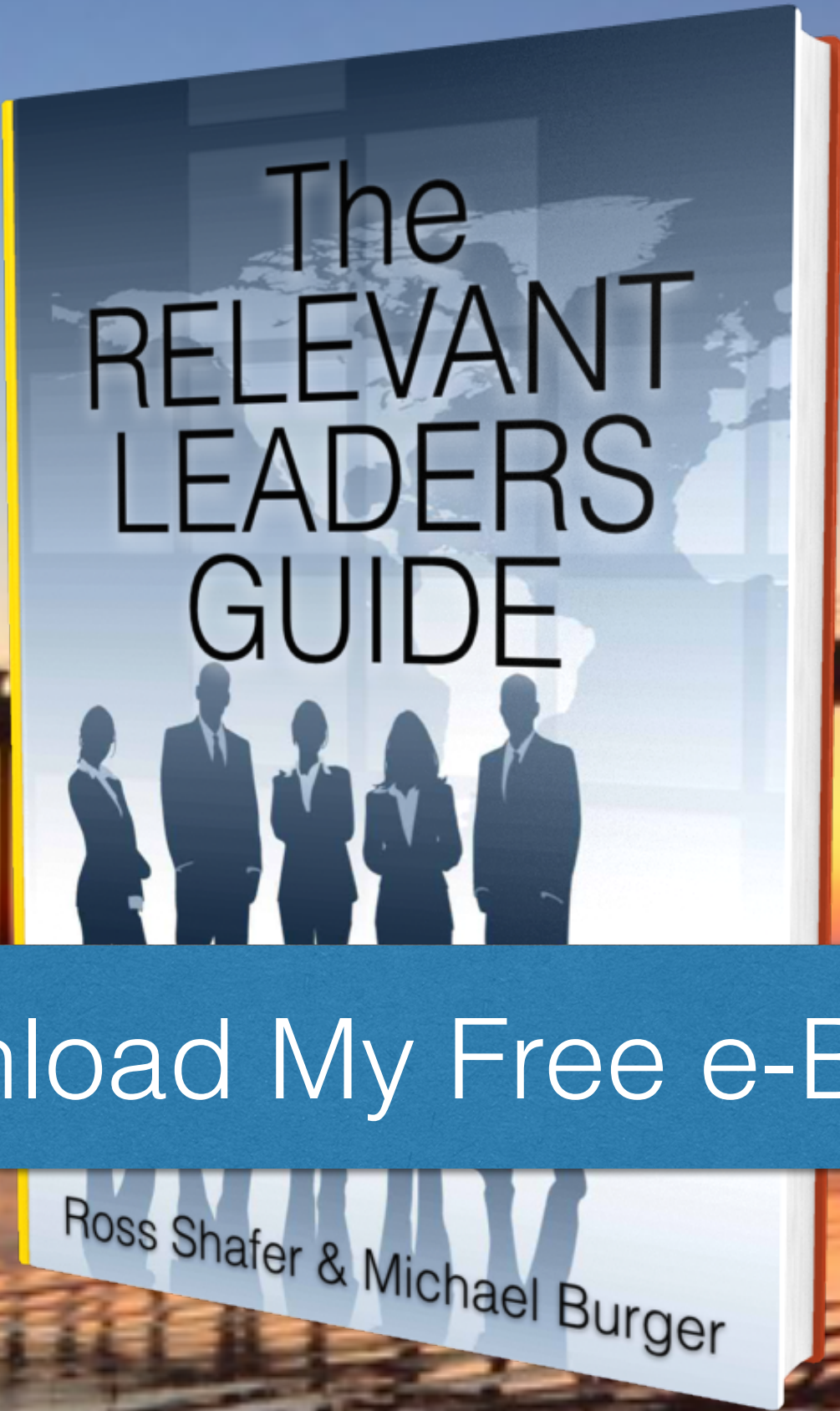
**Relevant Leaders Club** Download All

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...

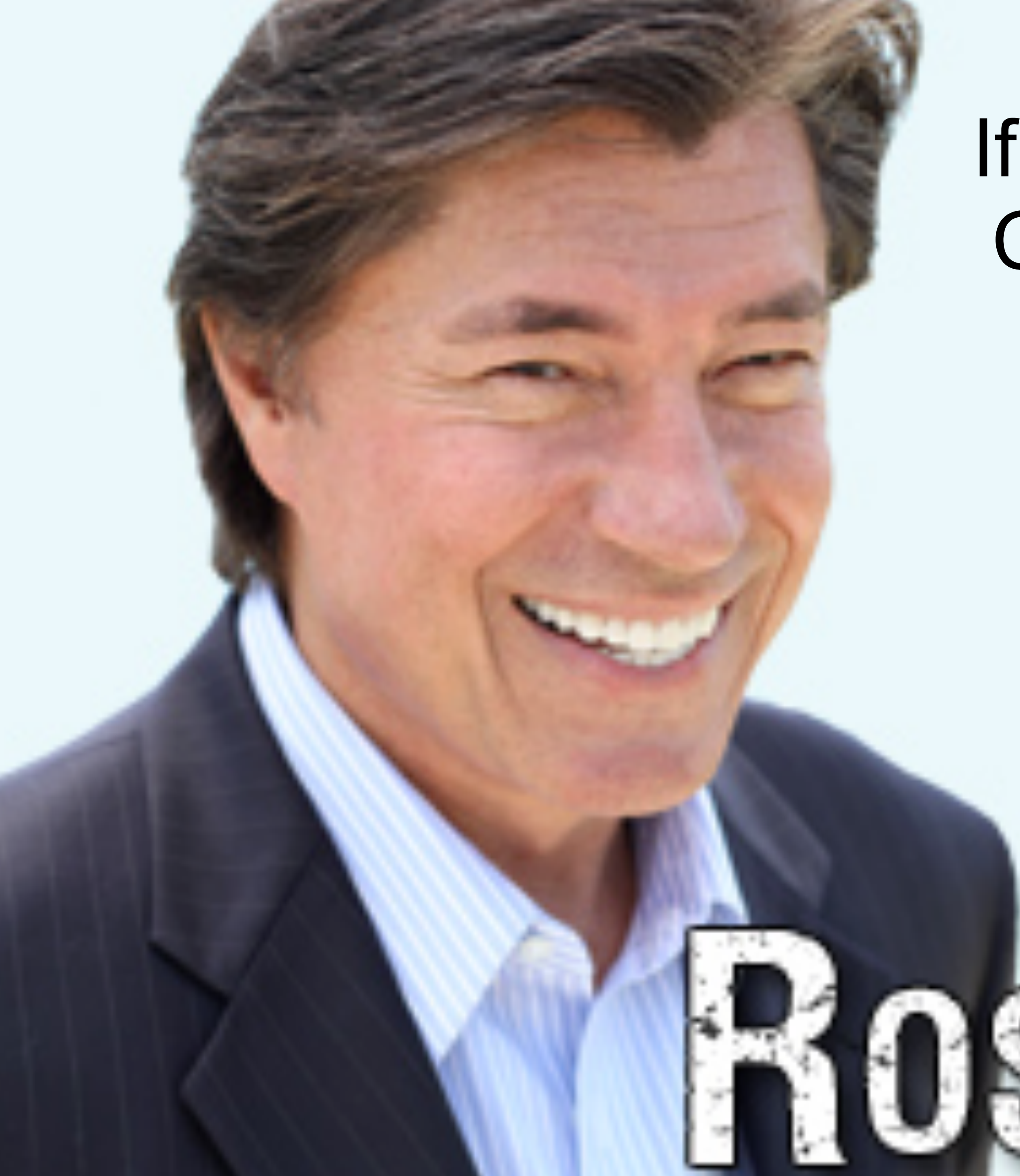
- How to Sustain a Business for Over 15 Years?** | Leadership Speaker | Ross Shafer  
by Ross Shafer  
4 days ago • 24 views  
Why will your company only last 15 years? Leadership speaker and innovation author Ross Shafer describes...
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer  
by Ross Shafer  
1 week ago • 31 views  
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...
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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)



If You Want Ross to create a  
Custom Program for YOUR  
team...

Contact: Greg Romain  
[Kivana1@Yahoo.com](mailto:Kivana1@Yahoo.com)  
(586) 612-3716

**ROSSSHAFFER**