



Johns Manville

A Berkshire Hathaway Company

CHANGE: the Future of Relevance

JM's Core Values



We are **PEOPLE** champions

Our employees and customers are at the core of everything we do. We strive to see the world through their eyes.



Our **PASSION** is in going the extra mile

We pursue fresh ideas and embrace new approaches to elevate how we work and deliver value.



We **PERFORM** at a superior level

We are committed to delivering profitable growth and a sustainable competitive advantage.



We **PROTECT** today to ensure tomorrow

Protecting our customers, employees, families and the world around us is our responsibility.



CURRENT:
Knowing
Skinny
Jeans are
Popular



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 several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

What I'm NOT...



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!

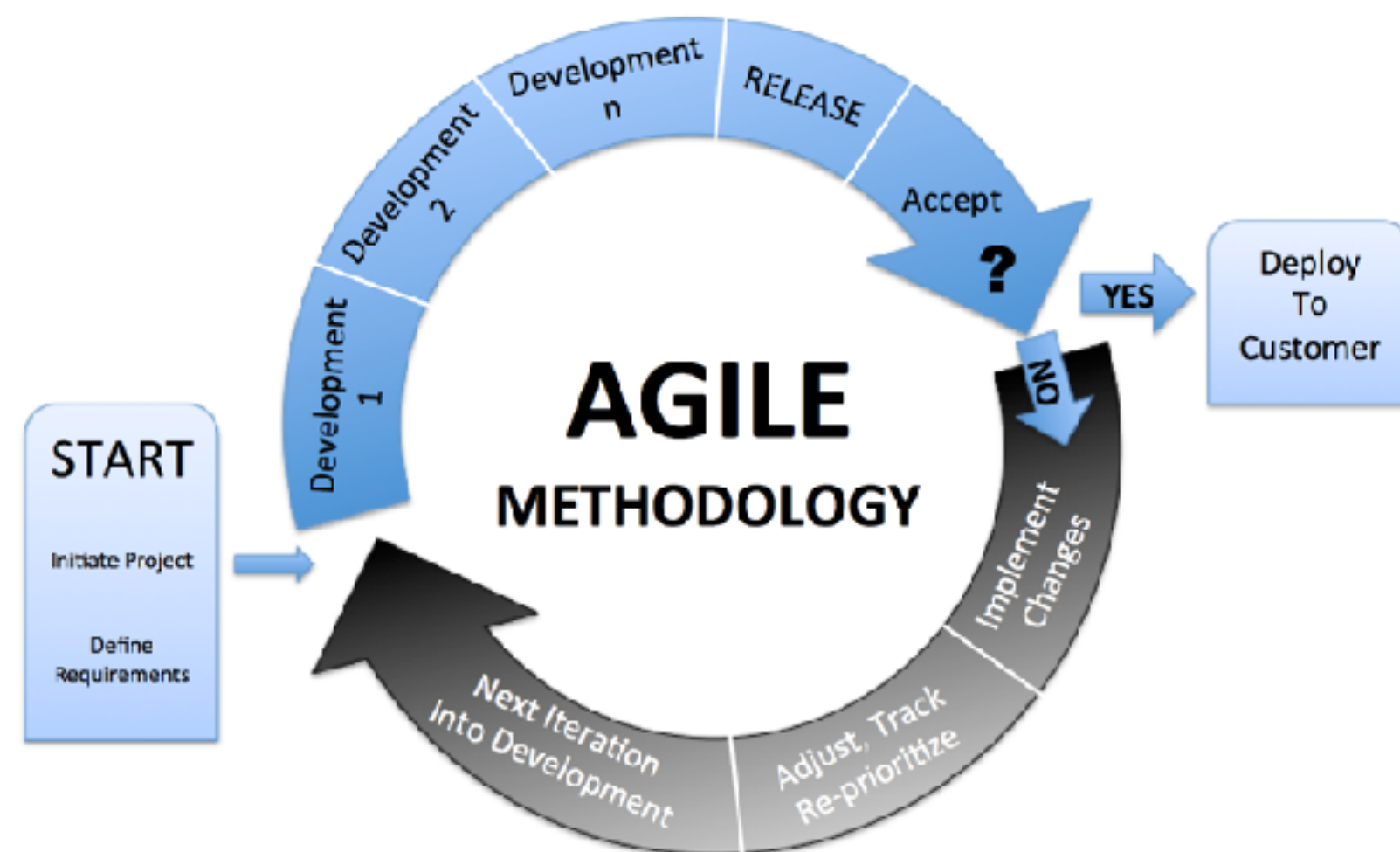
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





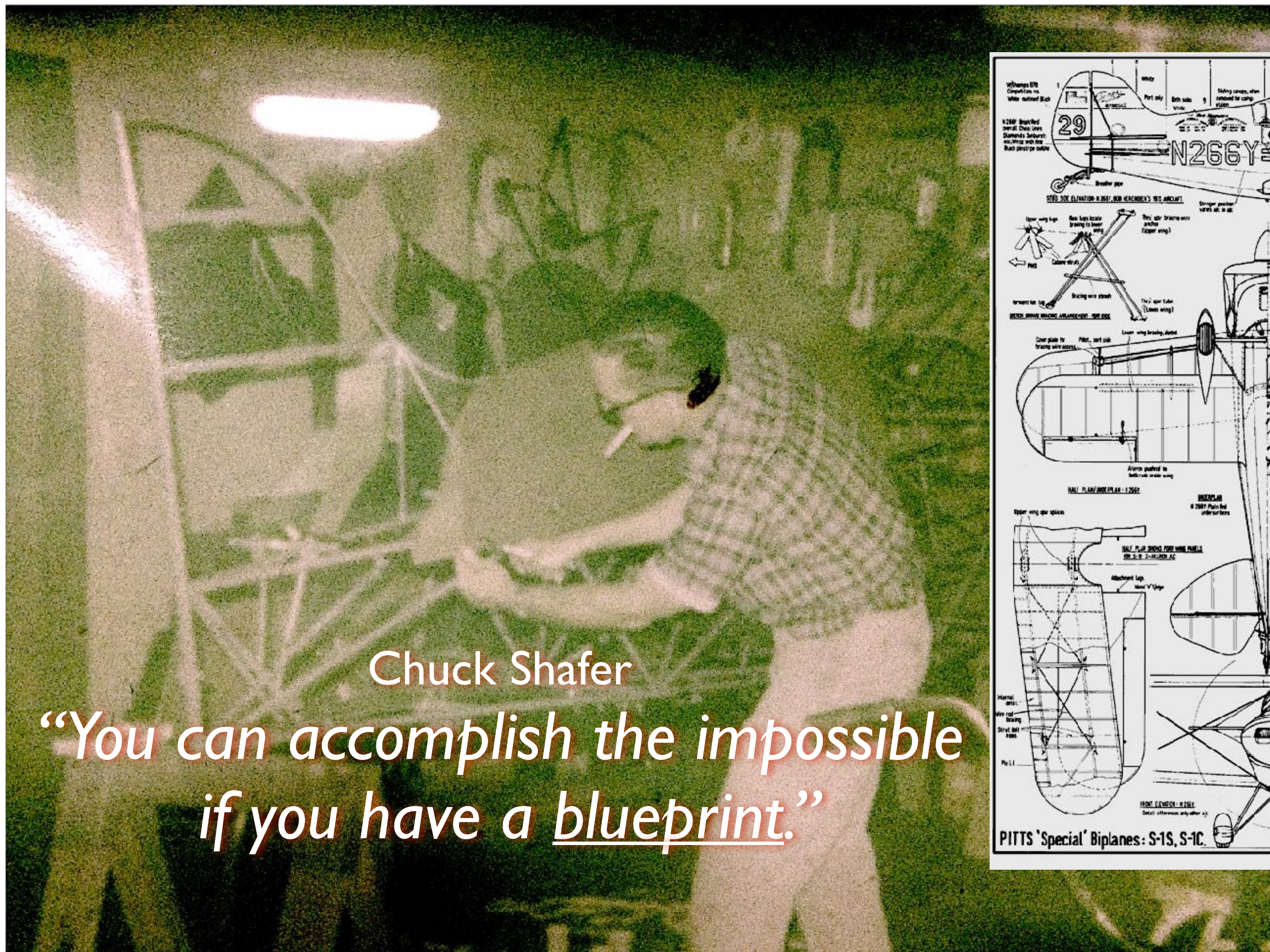
Ryan Shafer



The background of the slide is a complex technical drawing or blueprint, rendered in white lines on a blue gradient. The drawing includes various geometric shapes, circles, and lines, suggesting a mechanical or engineering context. Overlaid on this are faint, semi-transparent binary digits (0s and 1s) scattered across the page, adding a digital or data-driven aesthetic.

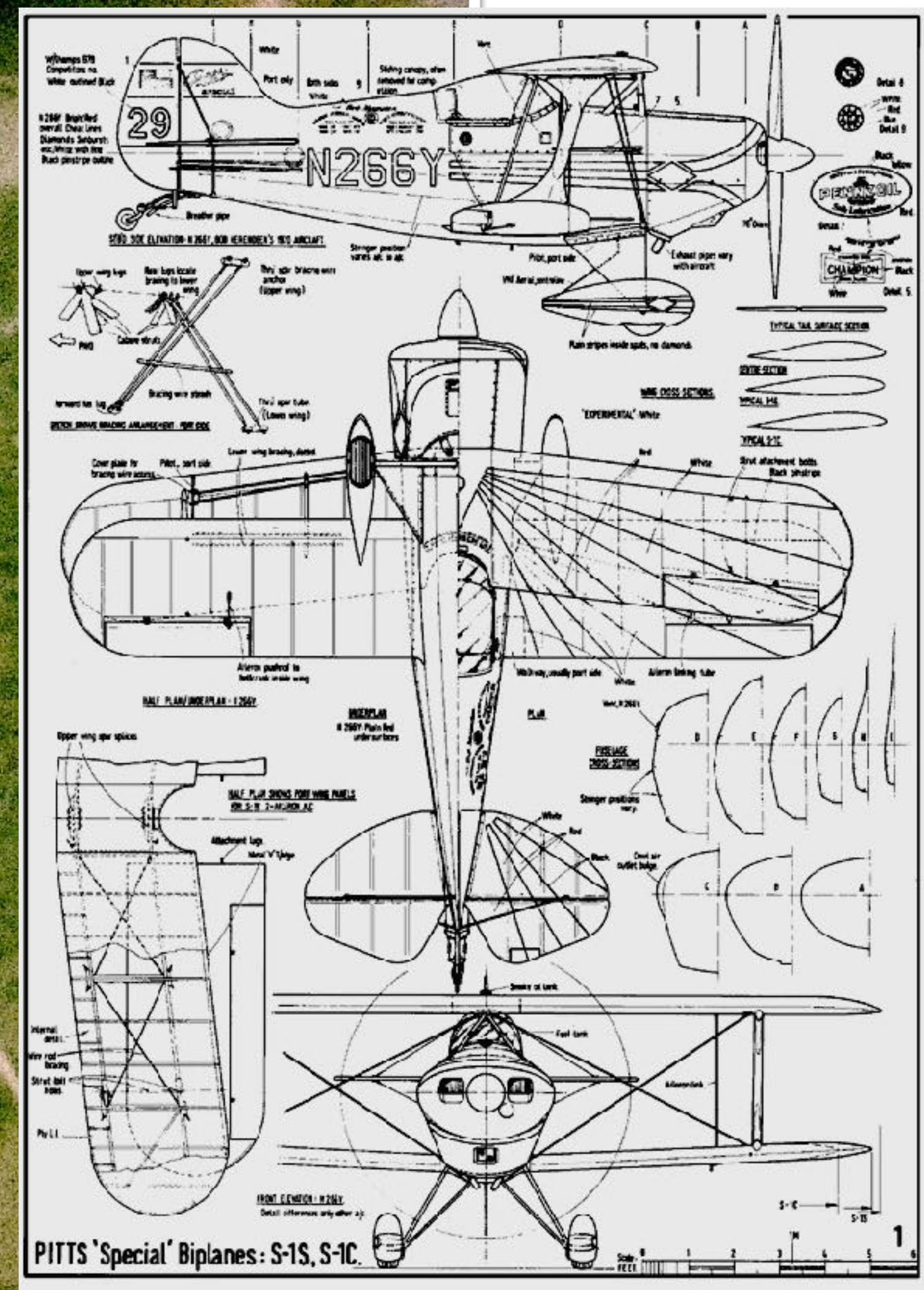
Perform at a Superior Level

**Committed to Delivering Profitable Growth
Sustaining a Competitive Advantage**



Chuck Shafer

“You can accomplish the impossible if you have a blueprint.”



Maiden flight - May 1971



“Fear is the enemy of success”

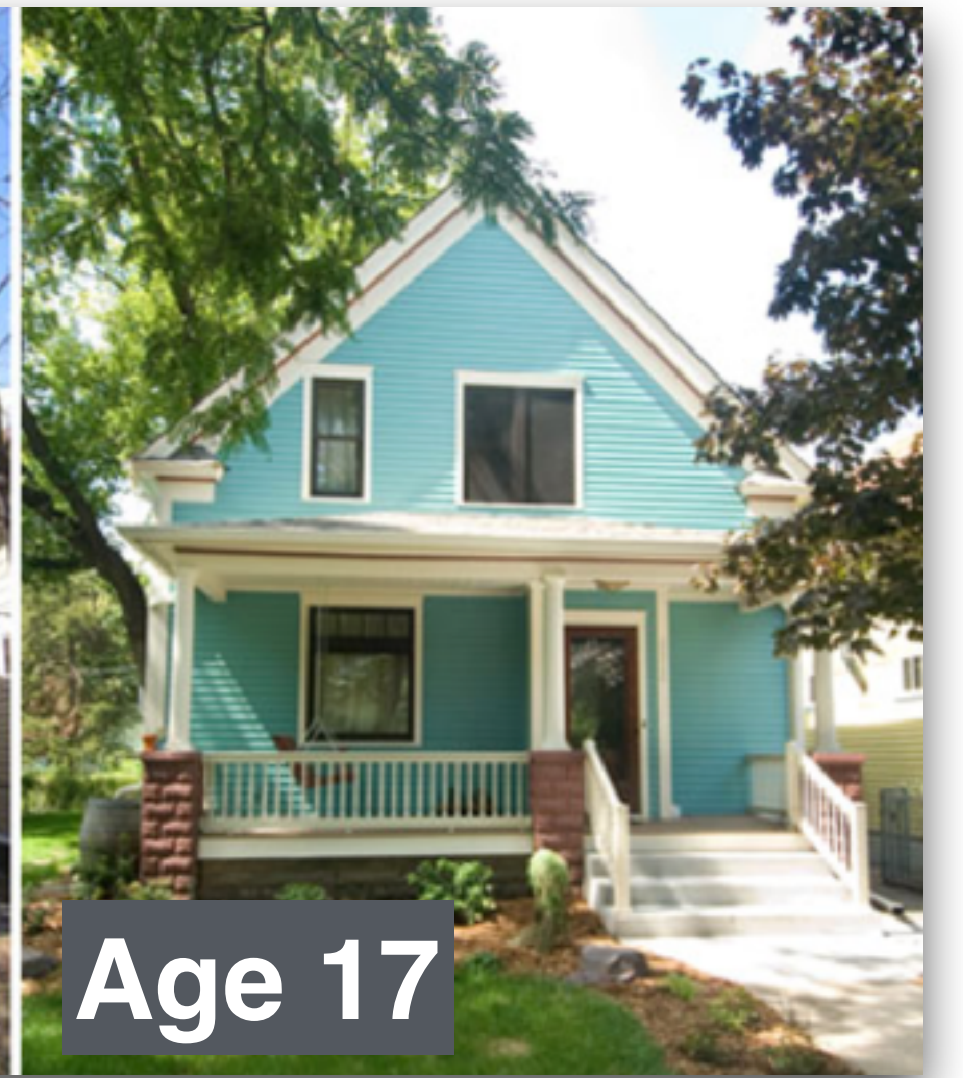
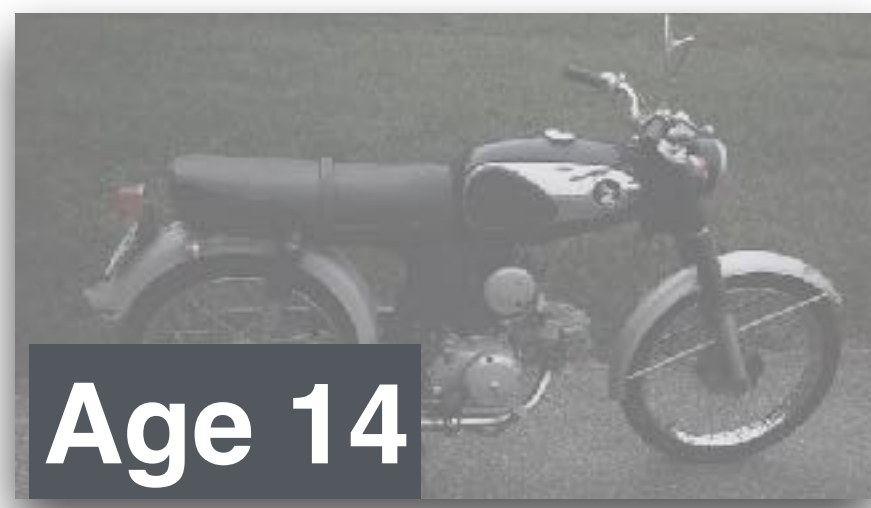
CHUCK SHAFER



Age 13



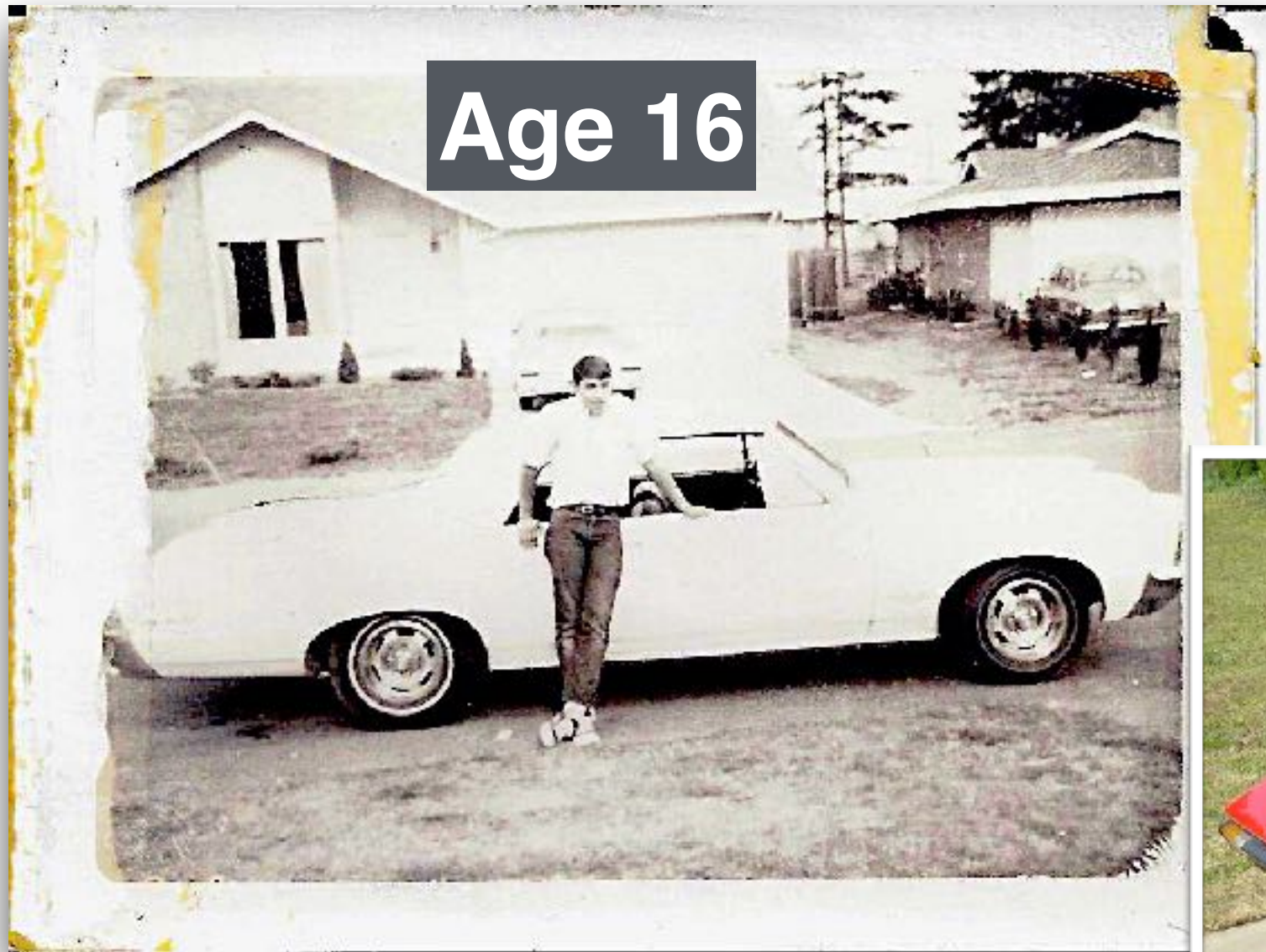
Age 14



Age 17

FLIPPING HOUSES

Age 16



Age 29



FLIPPING VEHICLES



Age 19



Restaurants/Food Service



Retail Clothing

Photography & Product Marketing



Building Industry



SHAFFER® PROJECTION TV



Turn your Den or Rec Room into

At last the Northwest's largest maker of Giant TV Screen systems is offering direct to you, for your home, the same Projection TV usually seen commercially. Come, see and compare during this sale!

SOUNDS O.K.

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119 Hi Ho Shopping Center
Puyallup, Wash. 98371

STUDIO in Puyallup

SHAFFER PROJECTION TELEVISION

FLIPPING COMPANIES



TV & Film Production

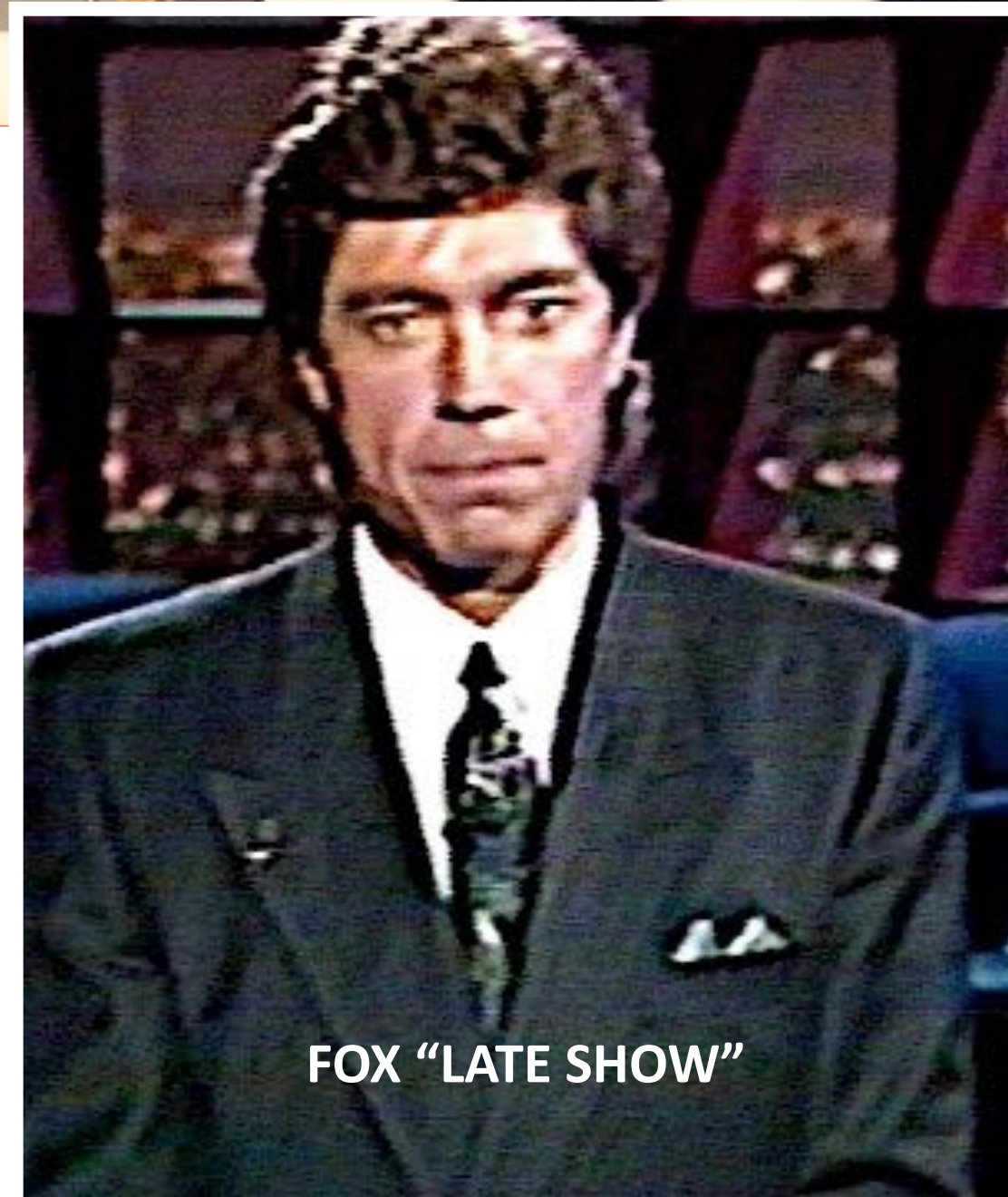
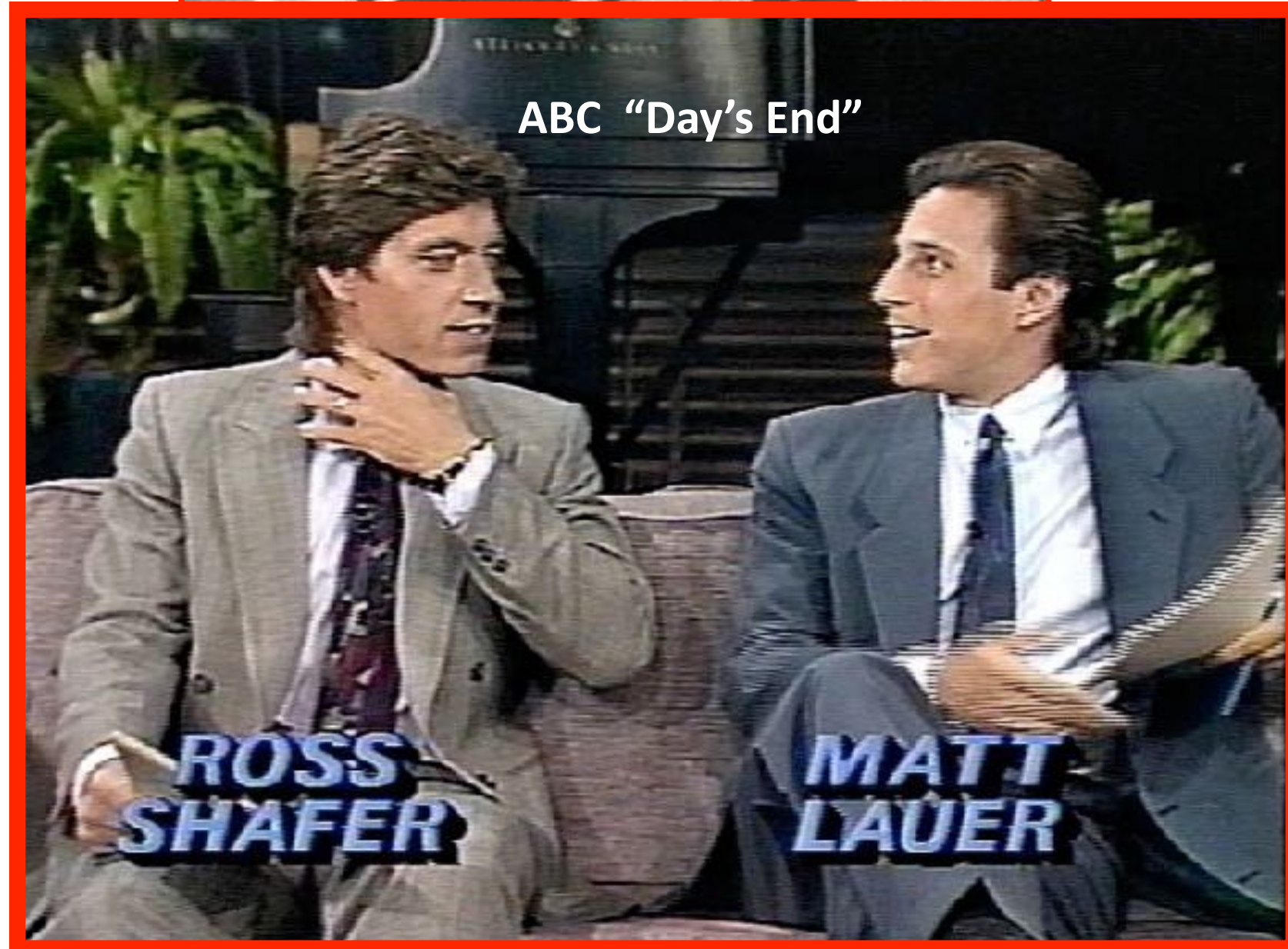
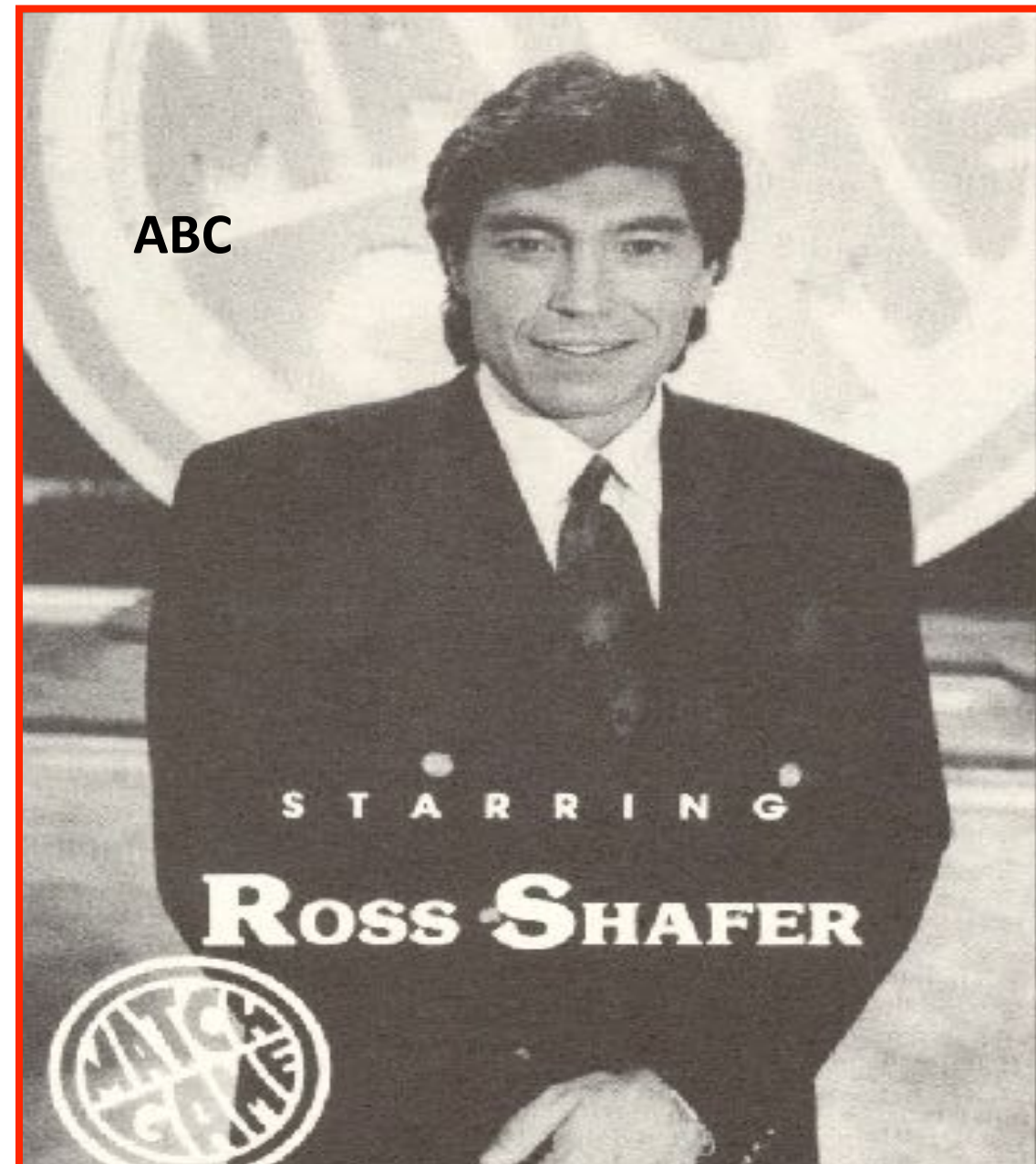




**“The
Blueprint”**



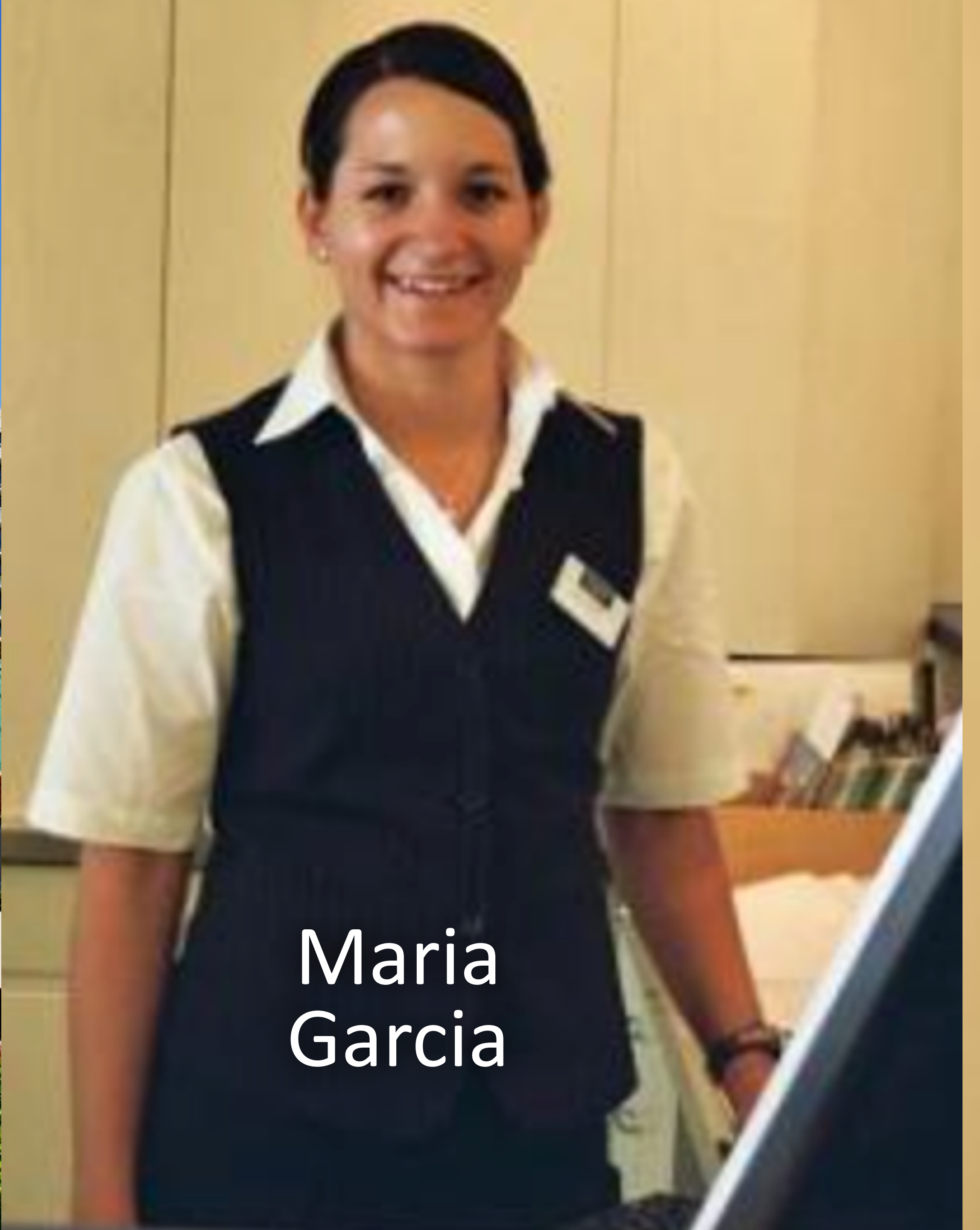
**THE
STAND UP
COMEDY
YEARS
OF ROSS SHAFER**



The background features a complex, layered design. It includes technical blueprints with various lines, circles, and text like 'A', 'B', and 'K1'. Overlaid on these are streams of binary code (0s and 1s) in a light blue color. The overall color palette is shades of blue, from light to dark.

PASSION to go the Extra Mile

**Pursue Fresh Ideas
Embrace New Approaches
Elevate How We Work & Deliver Value**



Maria
Garcia

Hotel Events

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

January 30, 2019



Group/Event	Room
GENERAL ELECTRIC BREAK OUT SESSION A	
Morrow Technologies Client Appreciation Lunch	Maxis Ballroom Grand Ballroom 1 & 2

CRASH THE WRONG MEETINGS

Association of Human Nature Convention



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LARAMAR

55,000 UNITS



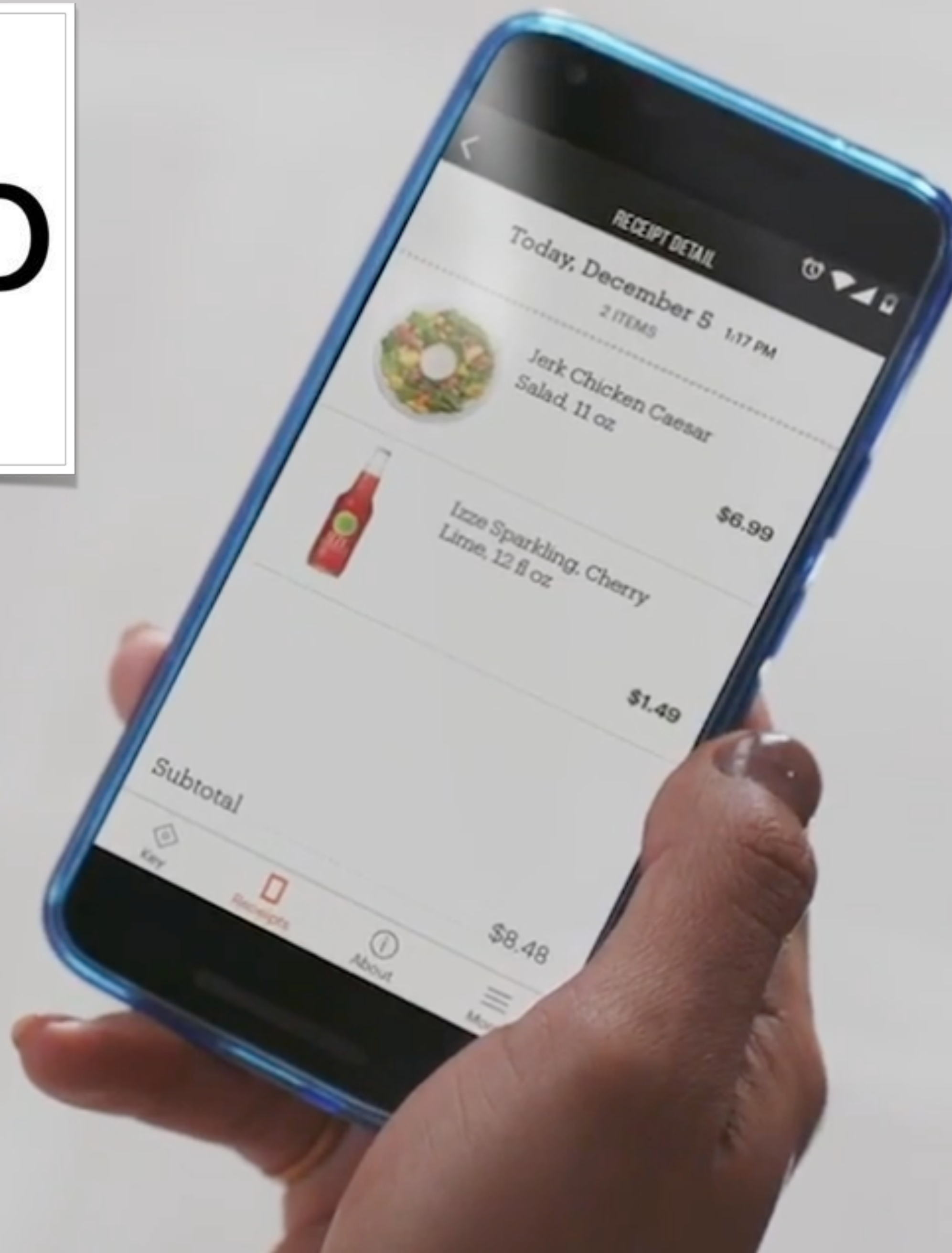
The background is a complex, light blue-toned collage. It features various technical drawings, including cross-sections of mechanical parts, gears, and architectural plans. Interspersed among these are vertical columns of binary code (0s and 1s) and faint, glowing lines that suggest a digital or data-driven environment. The overall aesthetic is futuristic and technical.

**We Should
Care about
“Consumerism”**



amazon go

3,000 cashier-less stores







**“Your margin is
my opportunity.”**

Jeff Bezos

amazon.com



MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



2,500,000+
patients love
“Virtual” Doctor
Visits



WIN AS

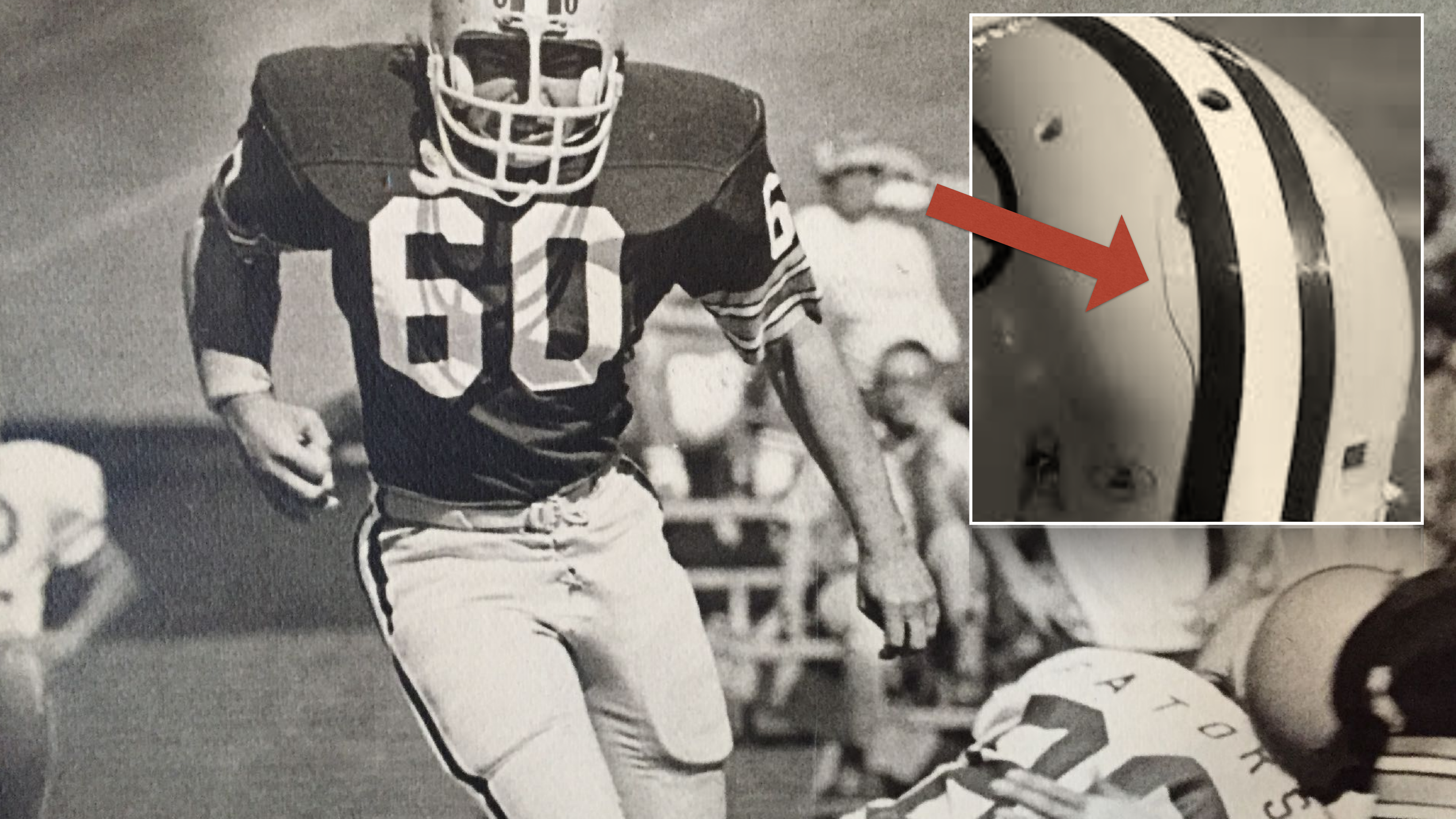


MAN

The
Power
of Performance.



EXECUTE AS A TEAM



We Are PEOPLE Champions

**Seeing the World Through the Eyes of
Your Customers & Your Teams**

You Don't Have to



Customers

Eliminate the



Moments



**“Thanks for calling.
My name is Jason.
How can I
provide you with
outstanding
customer care?”**



erases



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



TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

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.**”

Does

WOW vs POW

Work?

10 yrs ago, on the verge of bankruptcy, customers said,
“the toys take long to build.”







**Scores UP 21 points
in 90 days**

Westar Energy®





**How will we Build
Lasting Sales
Relationships
Beyond 2019?**

1950-1980's

1990's

2004

2014

Relationships

Consultative Approach

Solution Selling

“Challenger” Method

You trust me to do right by you because you like me. I am largely transactional

My value to you is that I am your resident expert. I offer you the benefit of my experience.

I offer you end-to-end solutions to make life easier for you. Many times I'll do your work for you.

I know your business so well that I can teach you how to run it. I tailor your sales processes. And, I take control of conversation. You will likely become dependent upon me



CARING & be CURIOUS





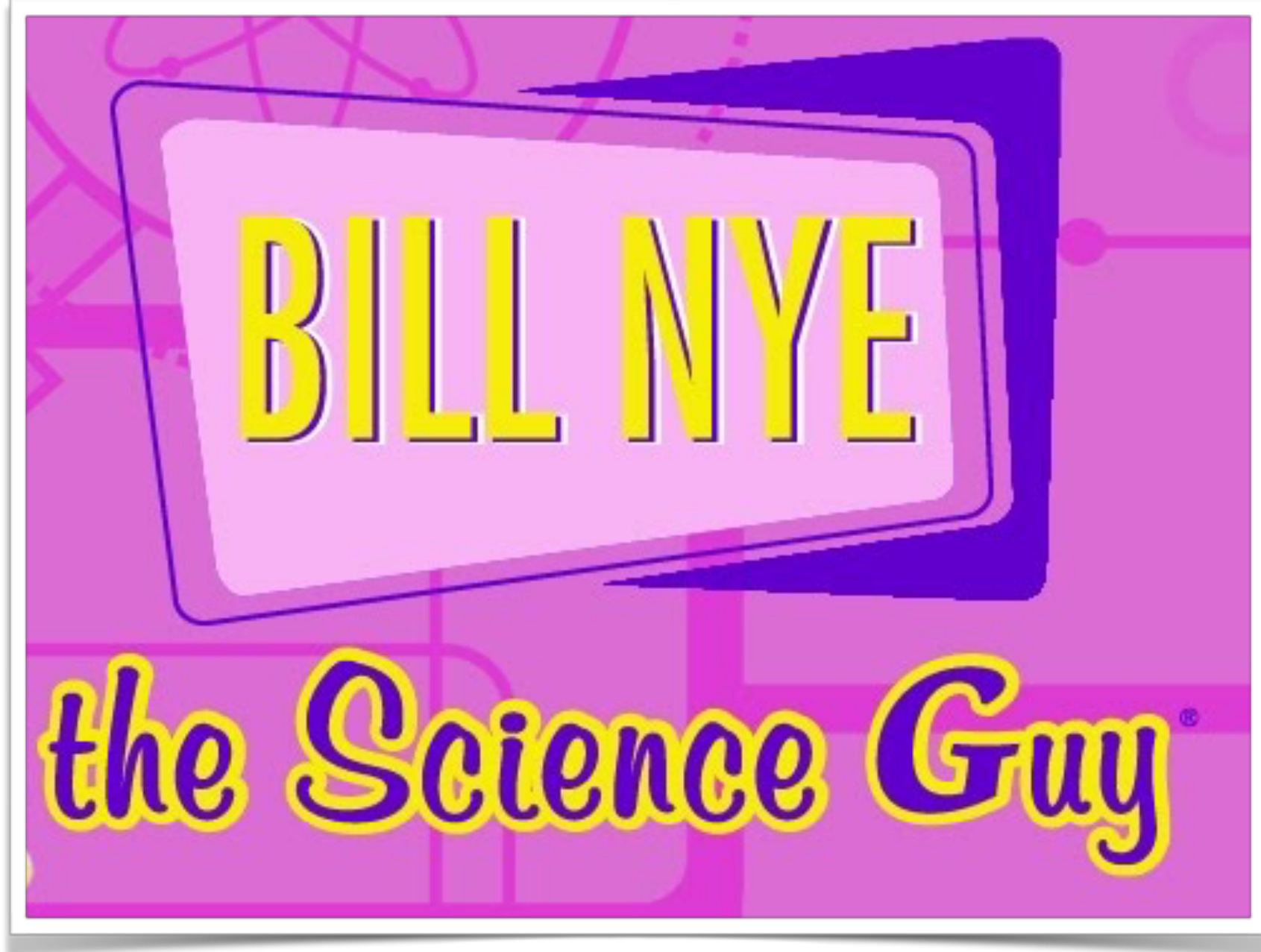
**“71% of
Sr. Managers
are discouraged
by the
communication
skills of
college-age
students.”**





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.

**Elevate Your
Superstars
Quickly**





AFTER TODAY'S MEETING: FREE RESOURCES

ROSS SHAFER
Funniest Expert on *CHANGE*

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

Relevant Leaders Club
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...

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How Can Small Office Financial Advisors Beat The Big Guys?
1 month ago • 62 views
This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

Change Mgmt. Video Blog

www.RossShafer.com

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-centric atmosphere.

**Protect Today to
Ensure Tomorrow**



Chuck Shafer 1927-2001

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.

**Provide Ongoing
Encouragement**