

The background features a complex pattern of white technical drawings, including cross-sections and mechanical parts, overlaid on a light blue gradient. Faint binary code (0s and 1s) is scattered throughout the scene, particularly in the lower right quadrant.

CHANGE GEOLOGY
is Your
COMPETITIVE
ADVANTAGE
in 2022!

By Ross Shafer



15-yr old

Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



Follow the Tracks of the Herd



Shifting Trends
CHANGED
My Action
Toward Business



Ross Shafer
Age 22



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





CHANGE the Way
You Harvest New
Ideas

Hotel Events

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



Group/Event	Room
GENERAL ELECTRIC	
BREAK OUT SESSION	
A	

CRASH THE WRONG MEETINGS

Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM





amazon.com.

Dogit Silent Dog Whistle by Dogit


\$3.74 Add-on Item

Add it to a qualifying order within **17 hours** to get it by **Tuesday, Oct 15**

More Buying Choices

\$3.74 new (6 offers)

\$4.99 used (1 offer)

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CHANGE

Your Problem Solving Tactics

The “Empty Bag” Issue



What Can YOU
CHANGE to
Differentiate?



GRAND HYATT







Sheraton


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plendor.

Submerge yourself in comfort. The Sweet Sleeper Bed™ with its plush top mattress, hypoallergenic down pillows, and crisp cotton sheets, is only available at Sheraton. As always, visit sheraton.com for Best Rates, Guaranteed.

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Revive Collection

BECAUSE A GOOD MORNING
ISN'T ALWAYS ENOUGH

The Revive Collection is leading the way as we create a bright spot and invite you to enjoy it. For work; for play; for whatever is most important to you.

You will find the Revive Collection at all Marriott Hotels and Resorts. And now, you can also enjoy it at home.



CHANGE
How Your
Customers
Experience YOU

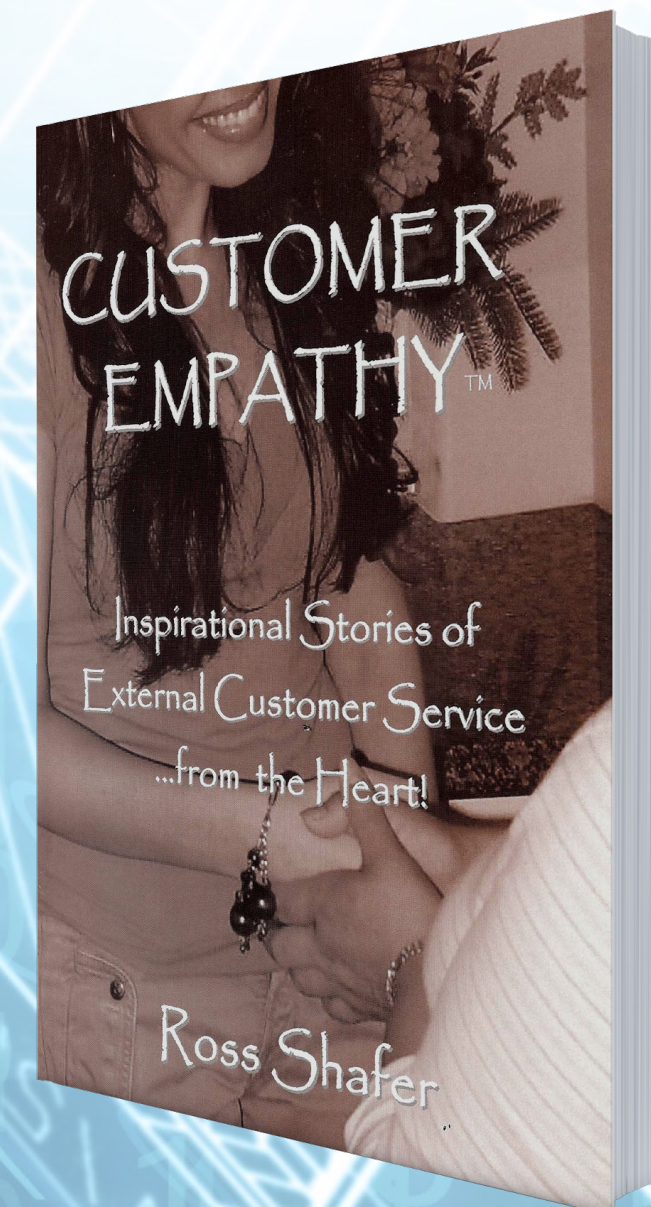
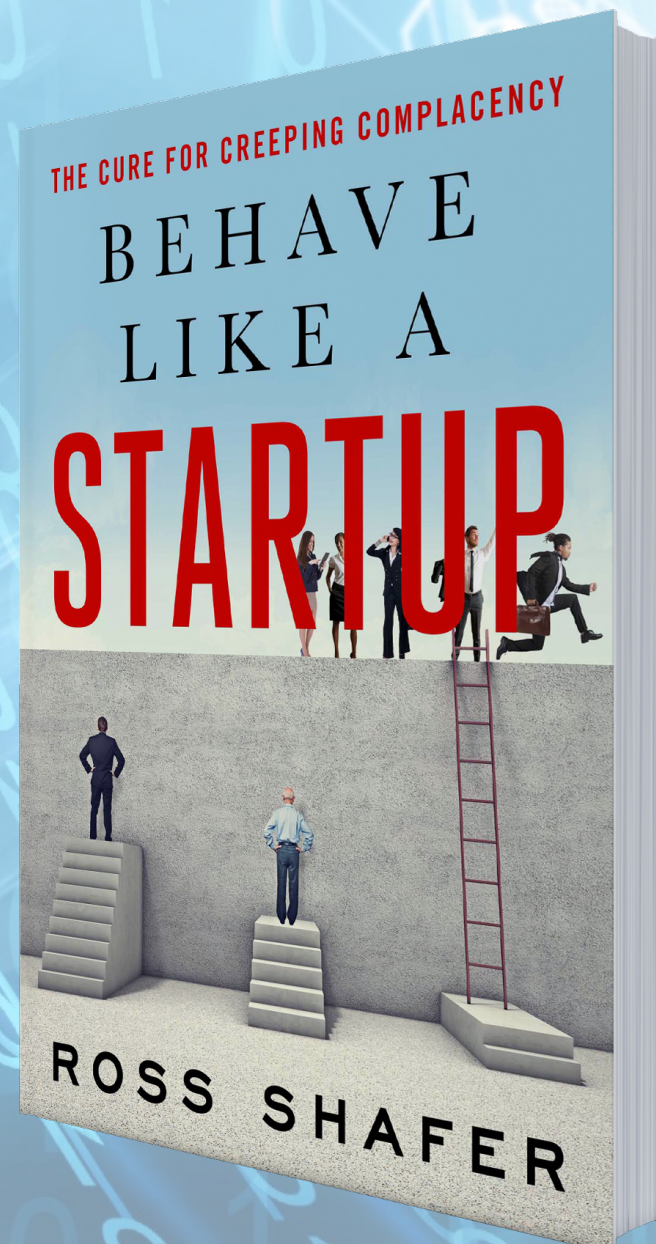
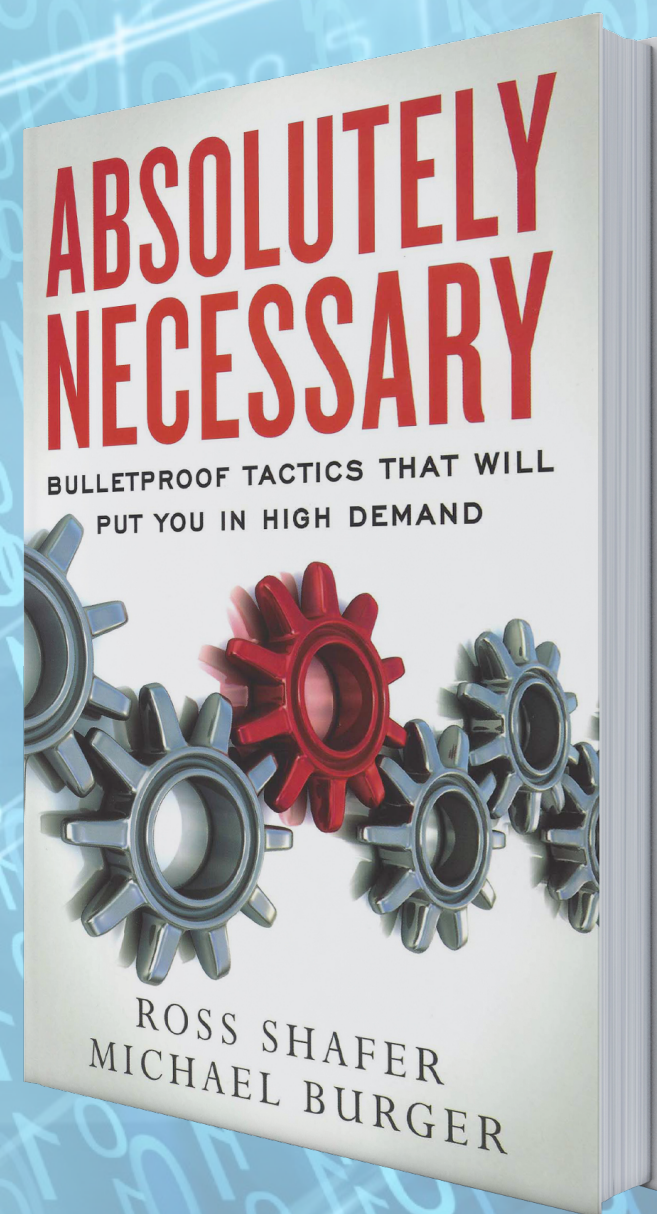
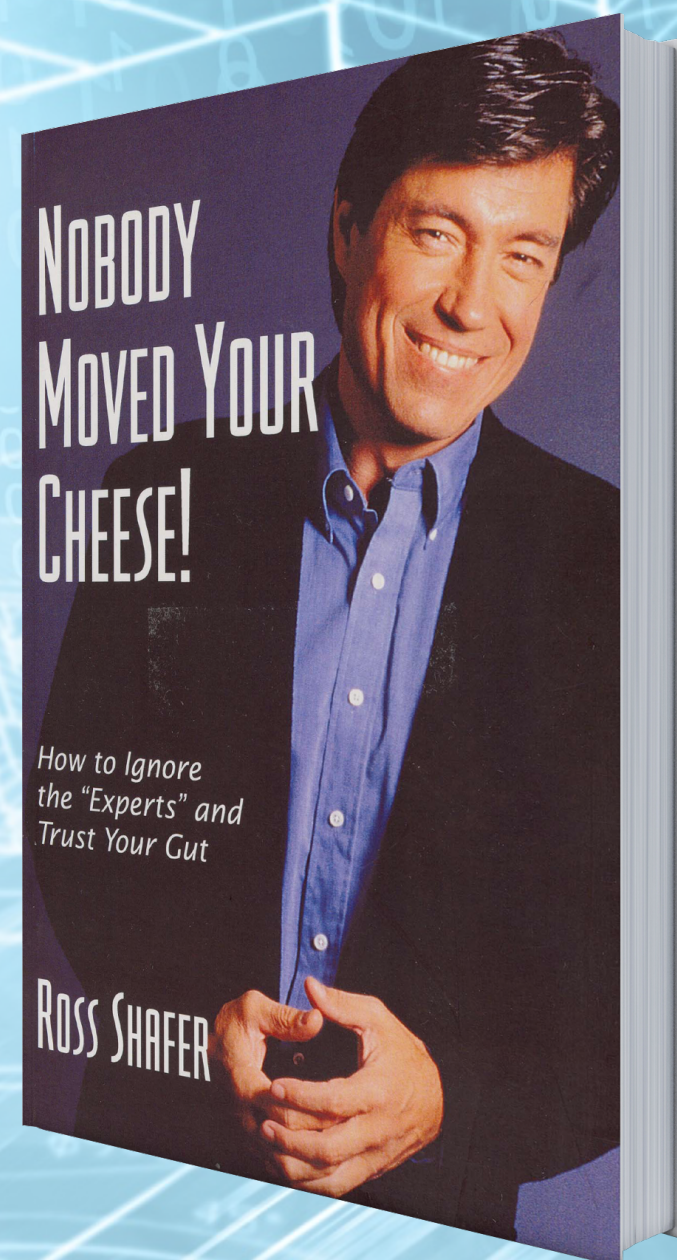
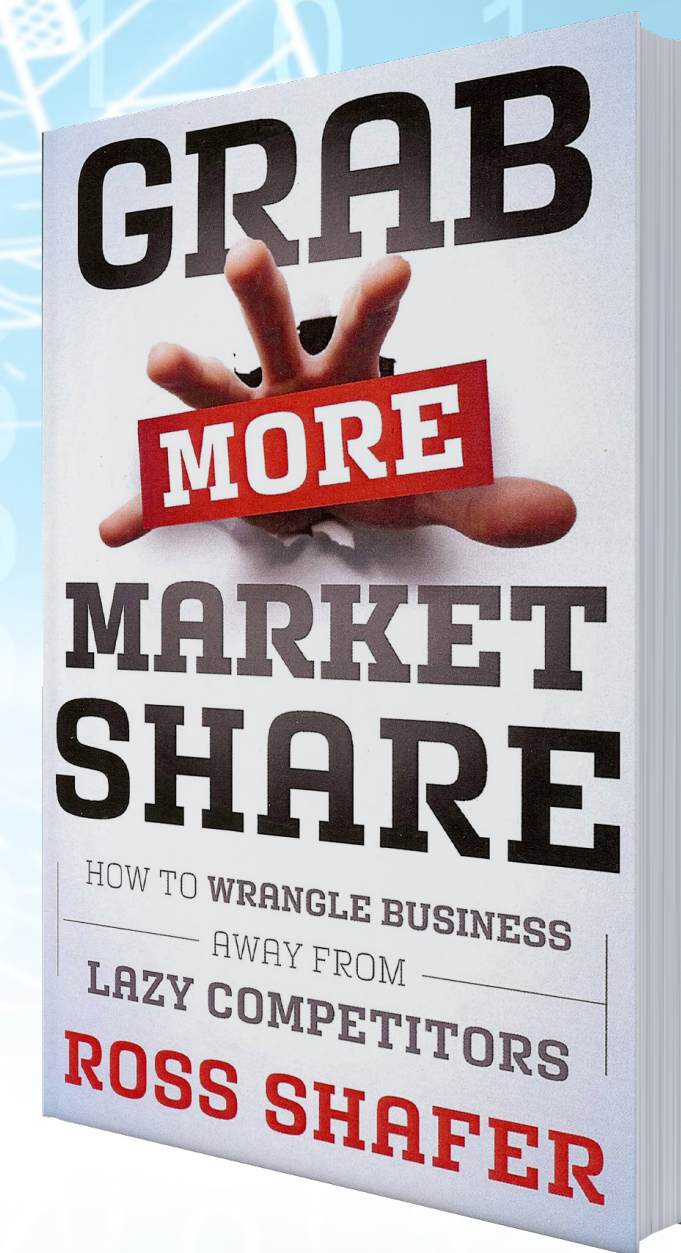
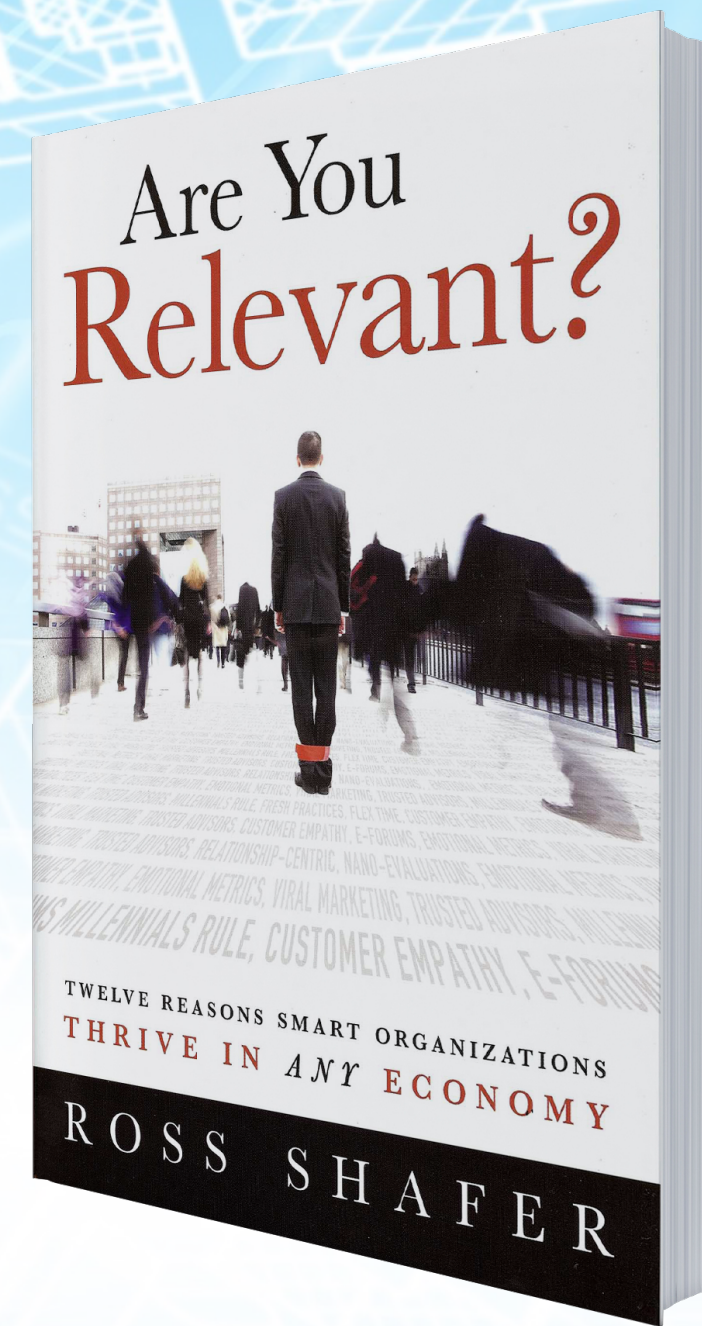
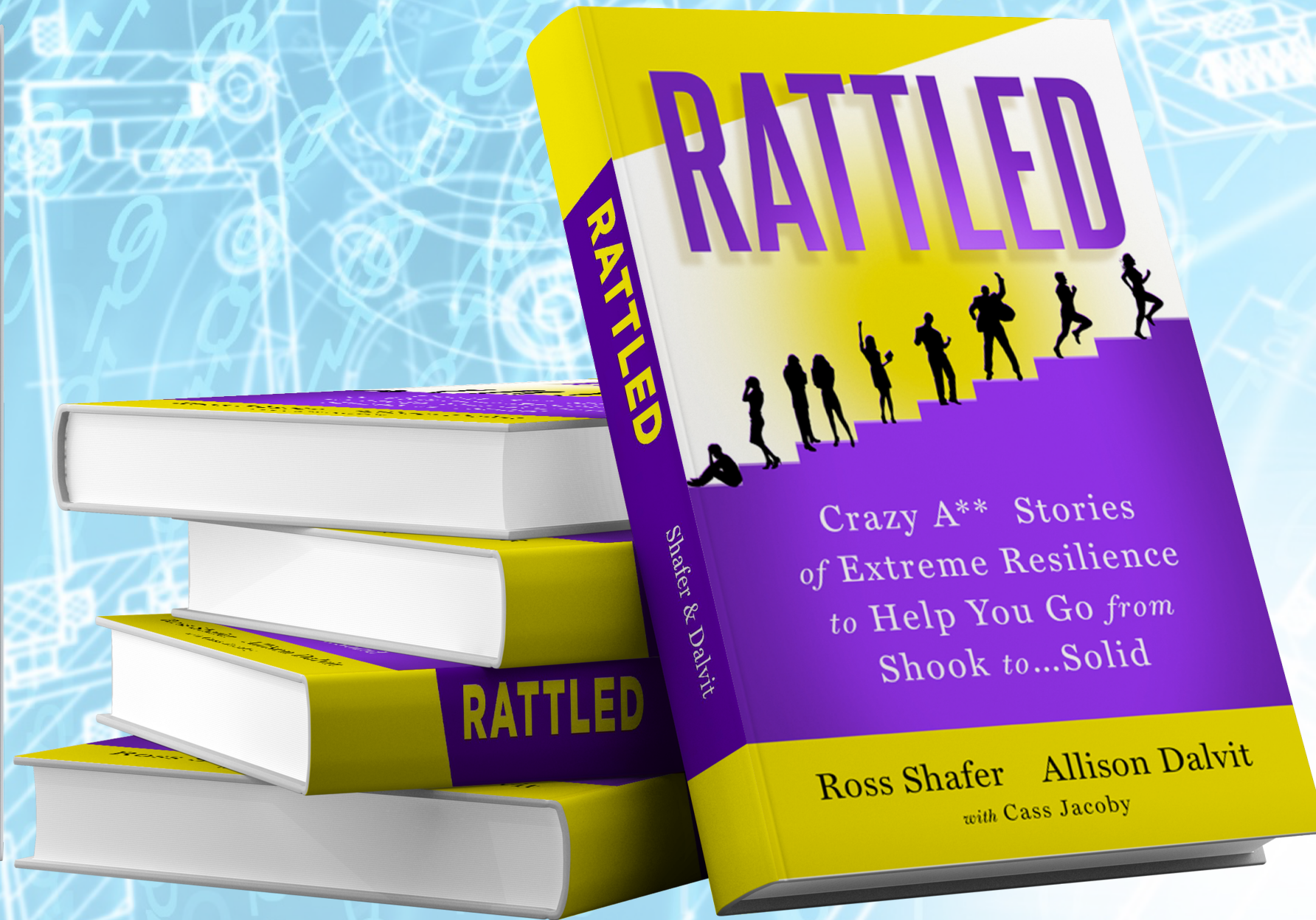
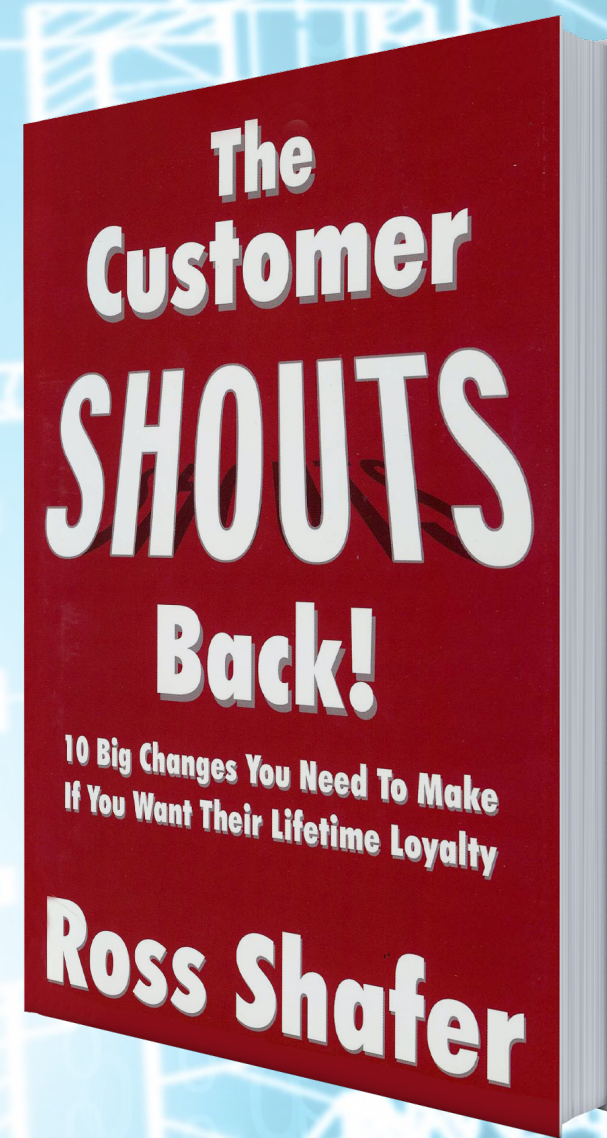
**Don't Be
Obsessed
by the...**



Eliminate the



Moments



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.**”

Pau Wau (aka Pow Wow)





**Raised Scores 21 points
in 90 days**

Westar Energy®



(5)  **Moments**

Won't Fix (1)



The background features a light blue gradient with faint, overlapping technical drawings and binary code (0s and 1s) scattered throughout. The drawings include various geometric shapes, lines, and arrows, suggesting a technical or engineering theme. The binary code is interspersed among the drawings, adding a digital or data-related element to the overall aesthetic.

CHANGE

**The Way You
Create/Sustain
Relationships**

***“Likability is the Greatest
Relationship Skill
in the History of...
EVERYTHING.”***

ROSS SHAFER





3.8% Unemployment

**(Yet, 85% of people
HATE their jobs)**

**Inc.
Forbes**

<https://www.inc.com/kevin-j-ryan/7-percent-workers-dream-career-survey-unhappy-workers.html>

<https://www.forbes.com/sites/gadlevanon/2021/05/04/job-satisfaction-stays-high-despite-pandemic-economic-crisis/amp/>

**“73% of
managers
are discouraged
by the
communication
skills of
college-age
students.”**



CHANGE Your Recruiting Strategy



HOME BIZ



FAST FOOD



BOOKKEEPERS



POLICE



SANITATION



PROJECT MGRS.



UBER- LYFT



FLAGGERS



CABLE INSTALLERS



RETAIL

The background features a complex pattern of white technical drawings, including architectural floor plans and mechanical diagrams, overlaid on a light blue gradient. Scattered throughout the background are strings of binary code (0s and 1s) in a slightly darker blue color, creating a digital and technical atmosphere.

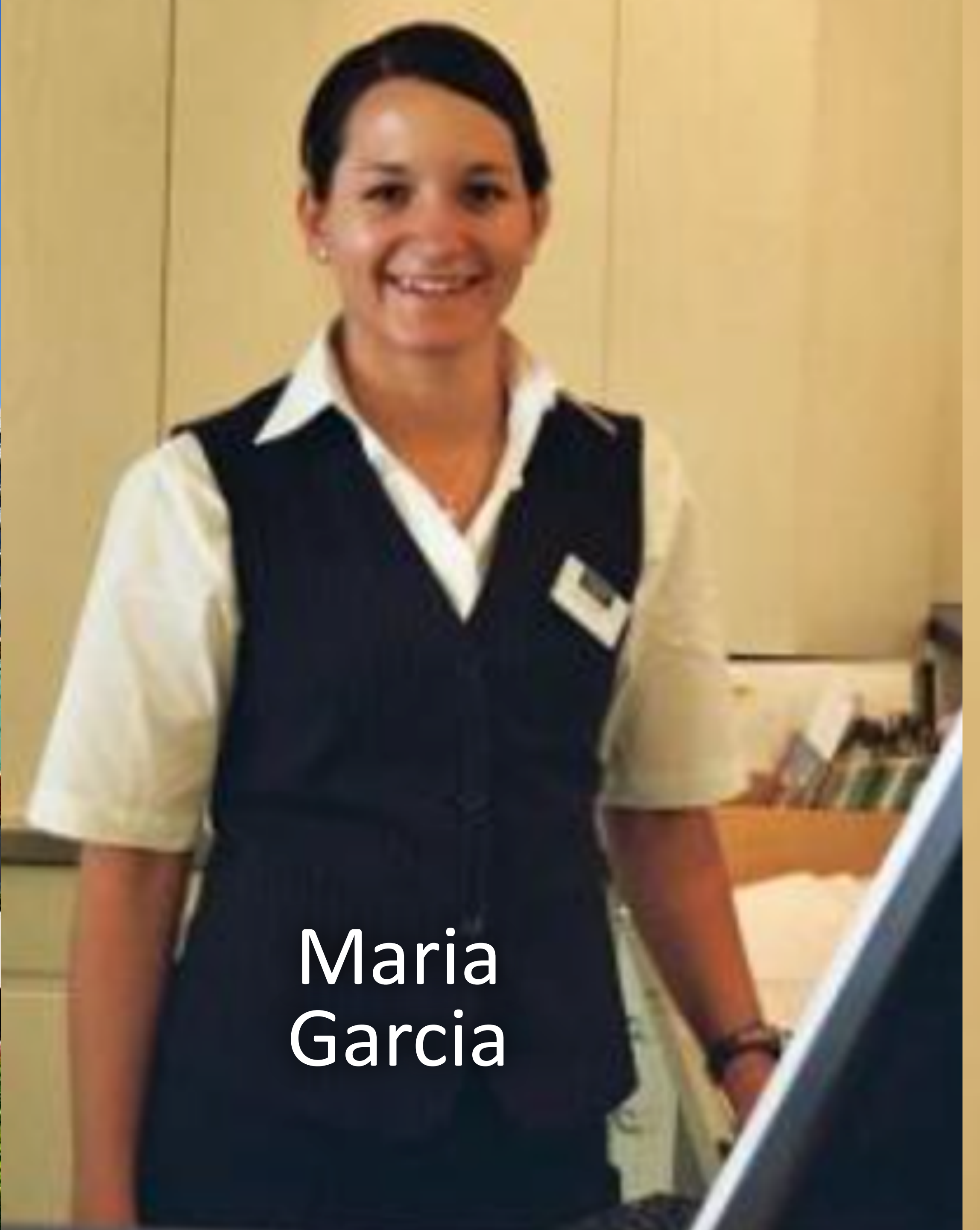
CHANGE the Way
You Motivate
Younger Team
Members

“QUICK WINS” are Motivating

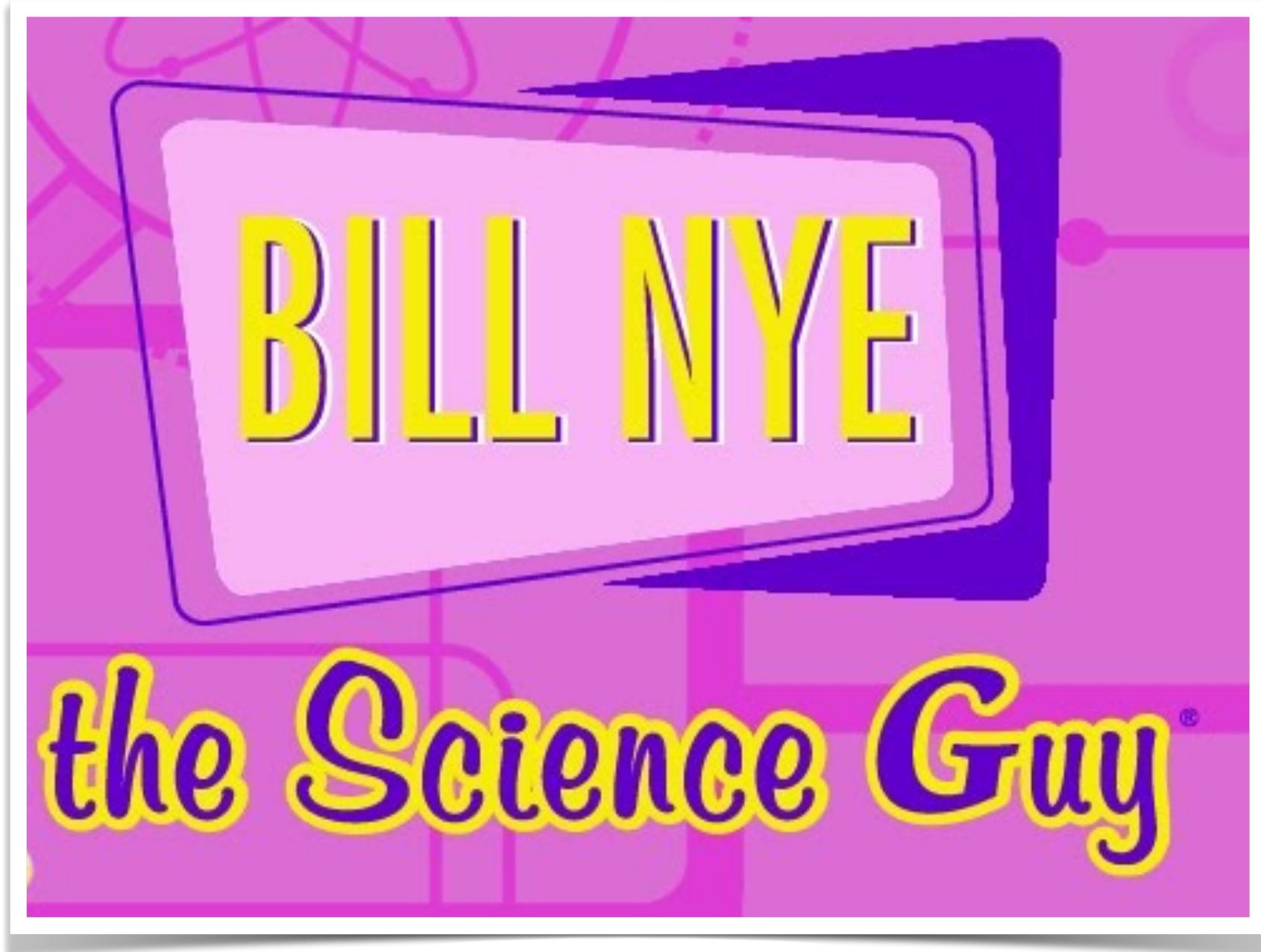


The background is a light blue technical drawing or blueprint, featuring various mechanical parts, lines, and circles. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or technological atmosphere.

CHANGE the way
You Promote Your
Superstars




Maria
Garcia





FREE RESOURCES



ROSS SHAFER
Funniest Expert on *CHANGE*

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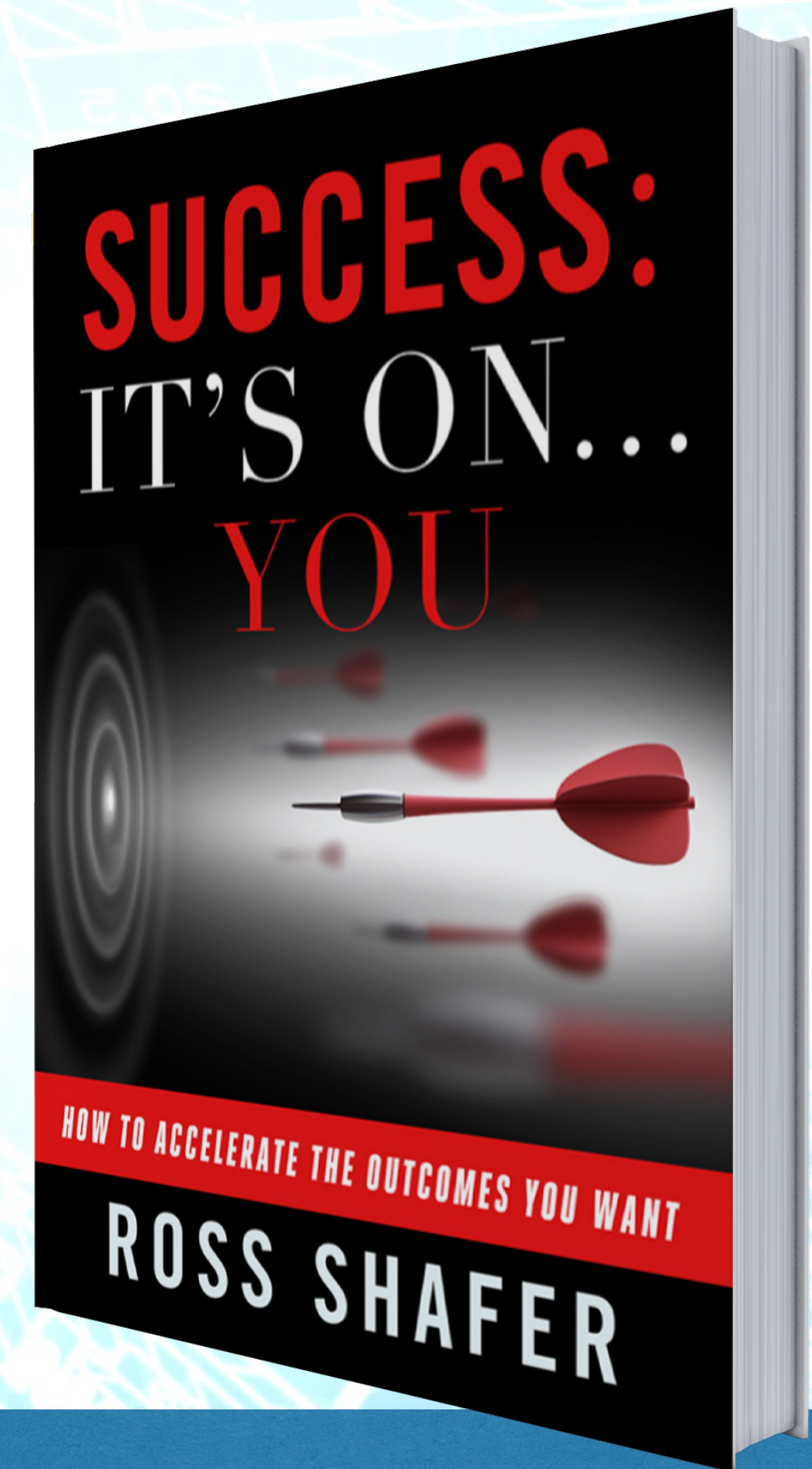
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You




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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 numerous binary digits (0s and 1s) in a light blue color, scattered across the image. The overall aesthetic is that of a digital or engineering environment.

**ENCOURAGE
OTHERS TO
CHANGE**

A man with dark hair and a beard, wearing a green t-shirt and a dark green zip-up jacket, is speaking at a podium. He has his right hand raised in a gesture and his left hand on his chest. The background is a blue wall with faint, repeating square patterns. To the right, a black microphone is visible on the podium. The overall scene appears to be a formal presentation or lecture.

**Be Open to
People Who Motivate**

David vs. Goliath

A woman with short blonde hair, wearing a black long-sleeved top and black leggings, is running on a paved path. She is smiling and looking towards the camera. The background is slightly blurred, showing a metal railing, green bushes, and a building with a light-colored facade. The overall scene is bright and outdoors.

**Motivation is
In Your Town.**

**This is
Phoebe.**

Contact Ross?

Gina DaVilla

Ph: 512-596-5570

gina@theKeynoteShop.com