



Ross  
Shafer

**WANT TO CONTACT ROSS?**

**Brian Lord 615-261-4000**

**ext. 1005**

**[brian@premierespeakers.com](mailto:brian@premierespeakers.com)**

**To Sustain &  
Grow...  
You Must Stay  
Relevant**



**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

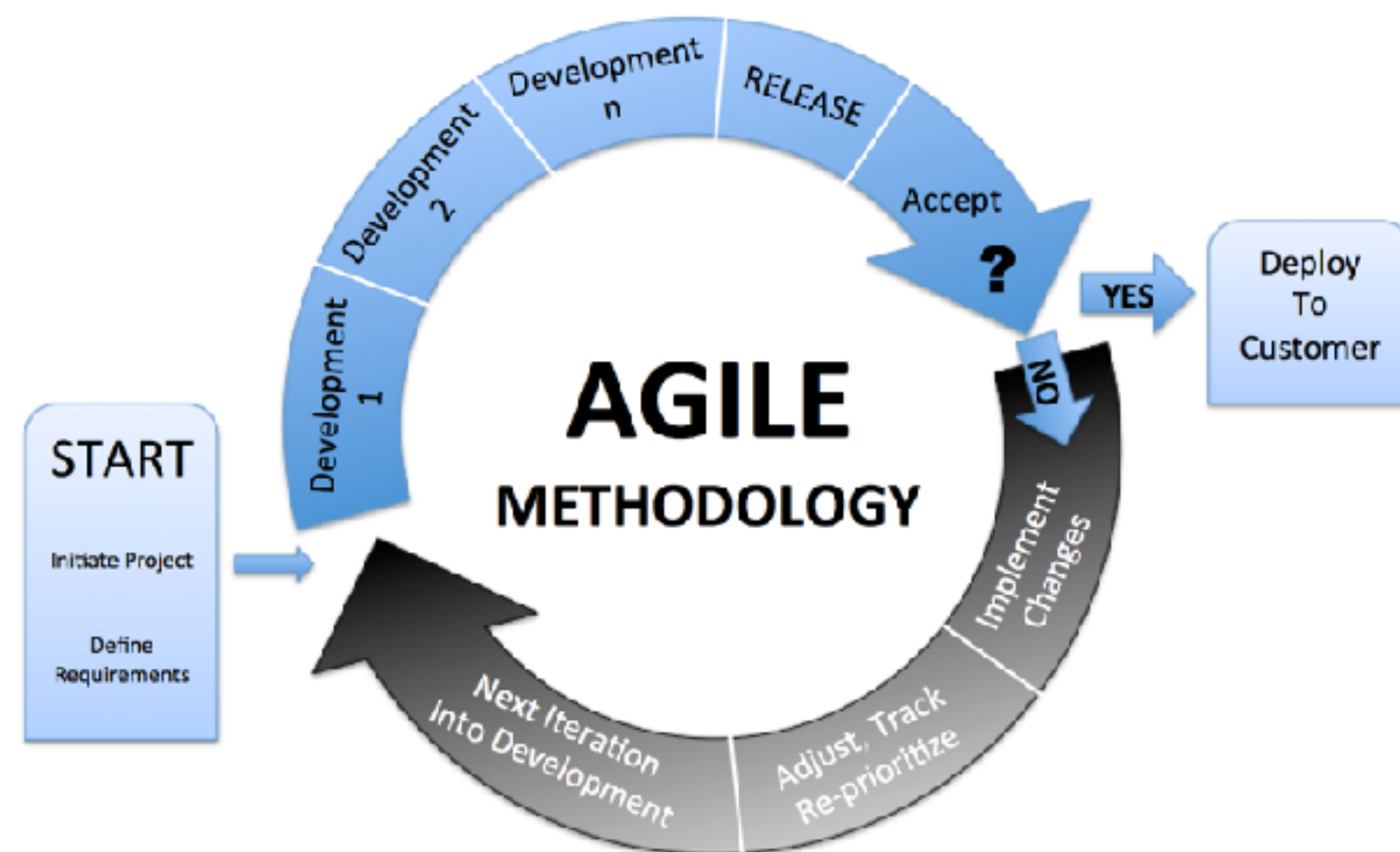
## Ross Shafer







Ryan Shafer



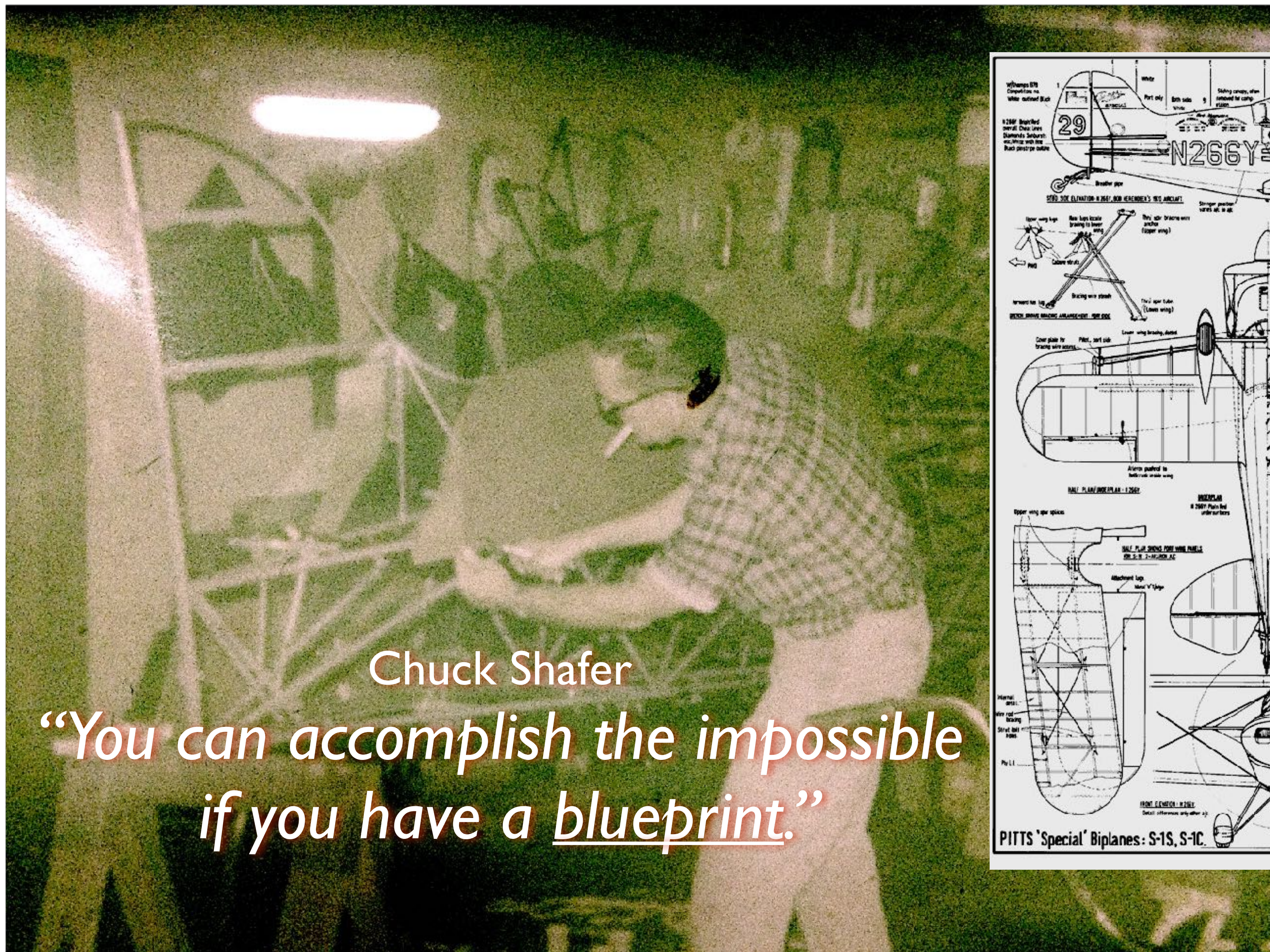
**Success is NOT  
Who You Know**

**It's About  
Who Knows YOU**



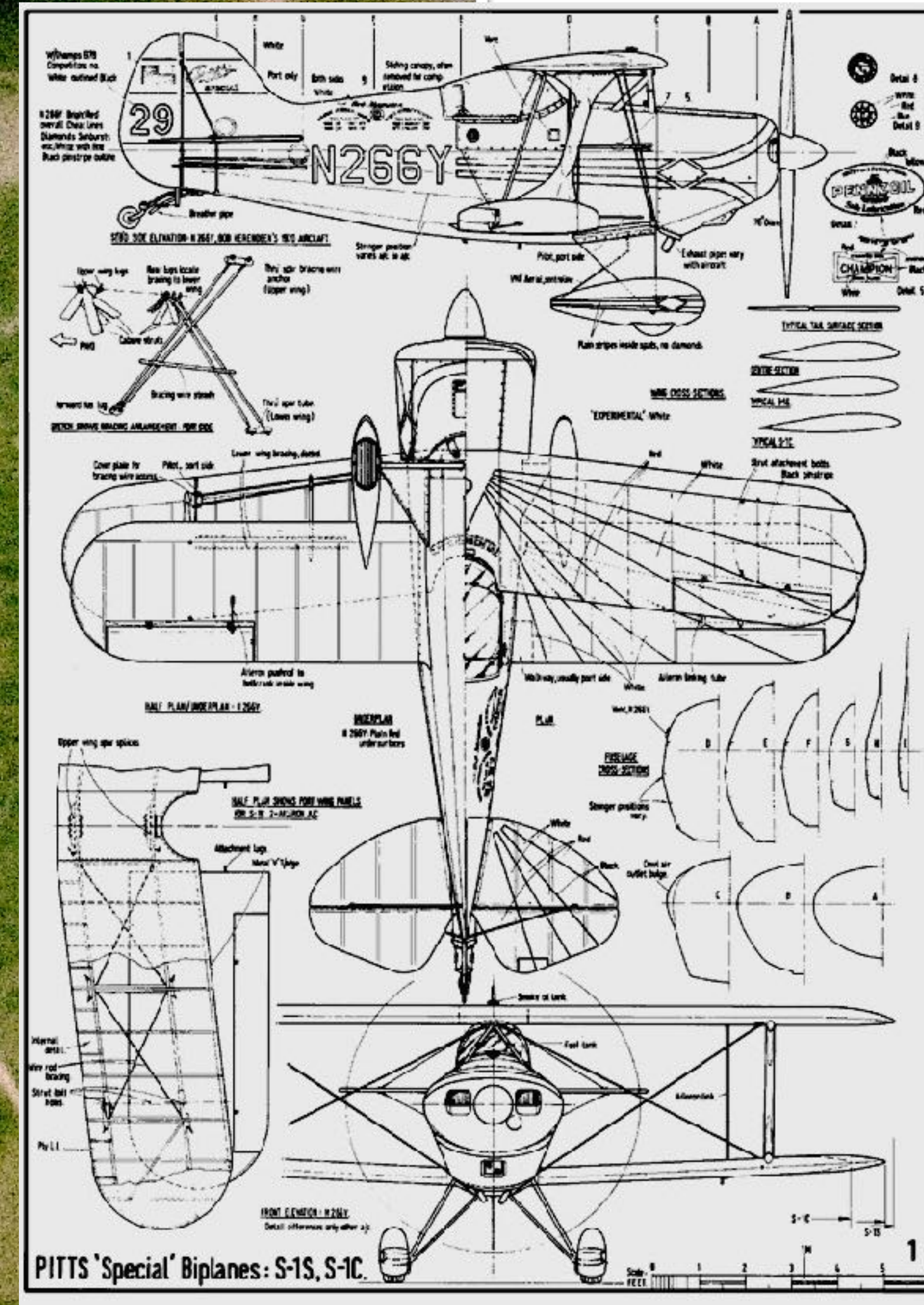


Chuck Shafer 1927-2001



Chuck Shafer

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



Maiden flight - May 1971



**“Fear is the enemy of success”**

**CHUCK SHAFER**



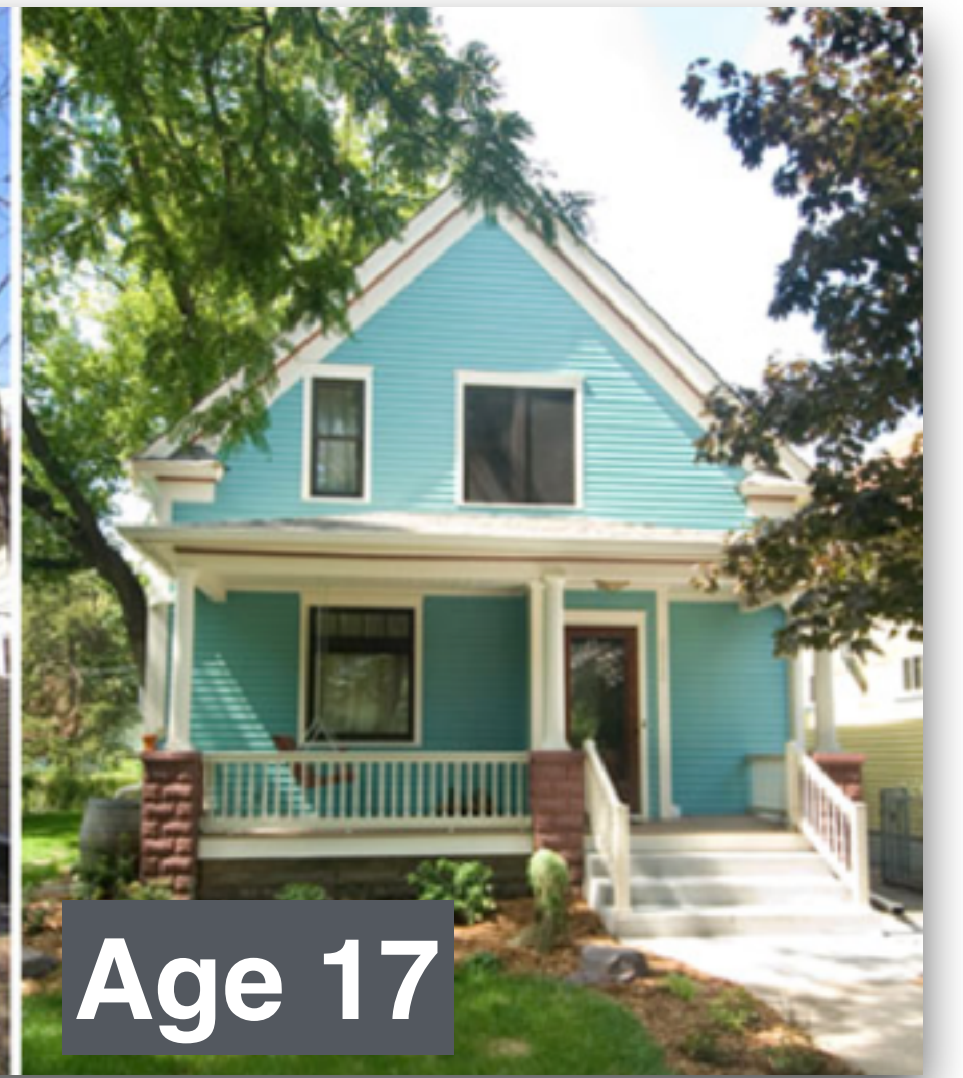
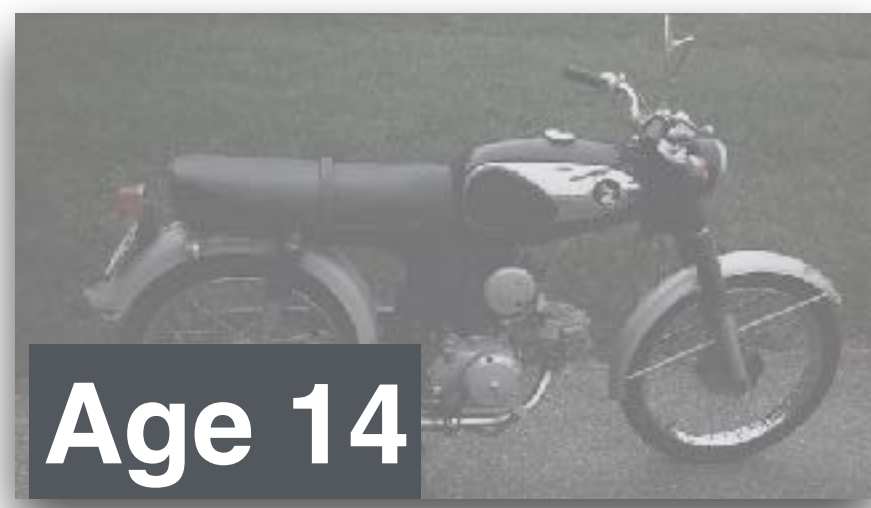
The background is a complex technical drawing or blueprint, rendered in a light blue color. It features various geometric shapes, lines, and circles, typical of an engineering or architectural plan. Overlaid on this drawing is a pattern of binary code (0s and 1s) in a slightly darker blue, creating a digital or data-driven aesthetic. The overall composition is layered and detailed.

**“Not Enough Money” is a  
Lame Excuse.**

Age 13



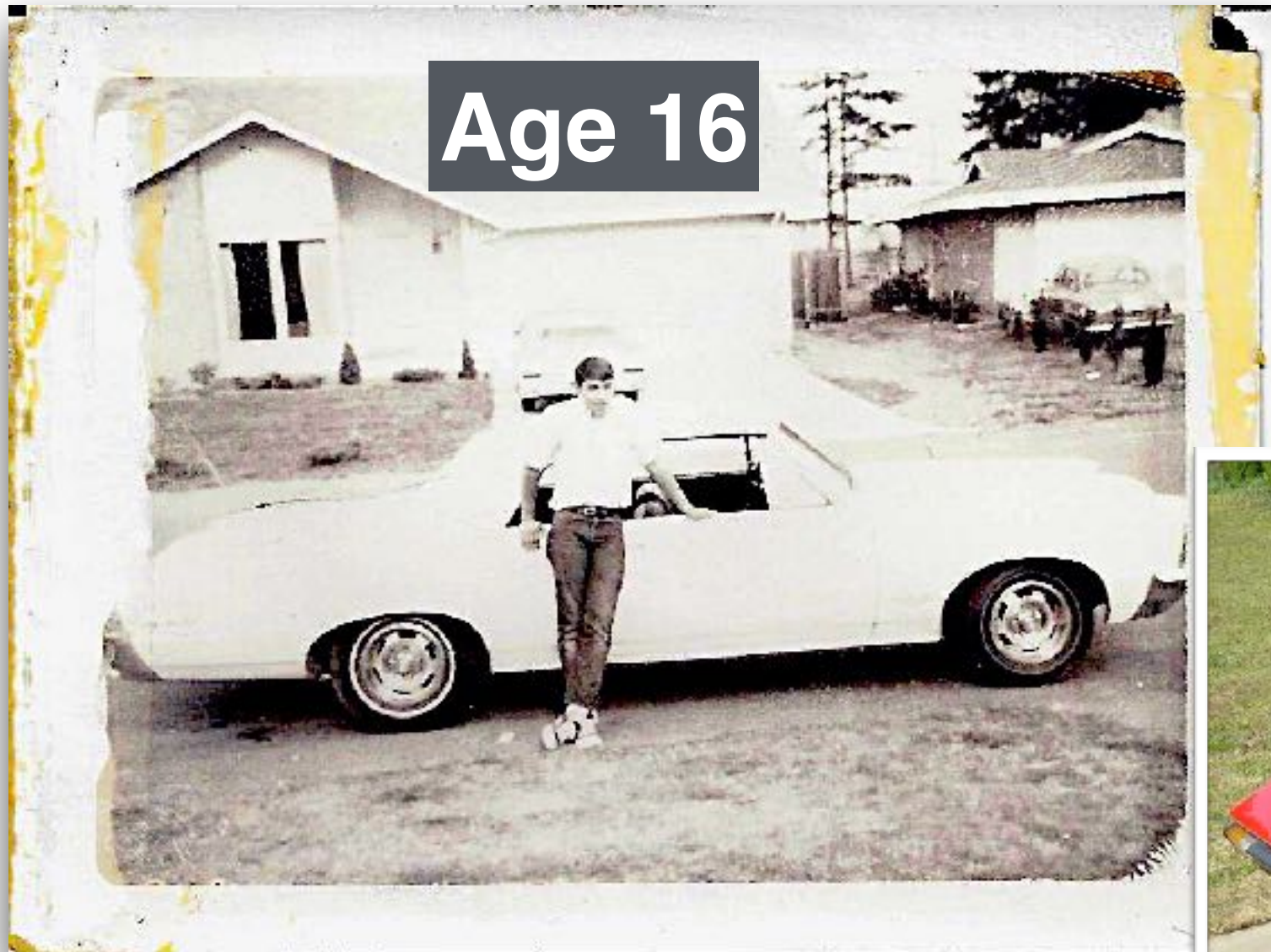
Age 14



Age 17

FLIPPING HOUSES

Age 16



Age 29



FLIPPING VEHICLES



Age 19



Restaurants/Food Service



Retail Clothing



Photography & Product Marketing



Building Industry

**SHAFER® PROJECTION TV**

Turn your Den or Rec Room Into

Available

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!

**AS LOW AS \$997**

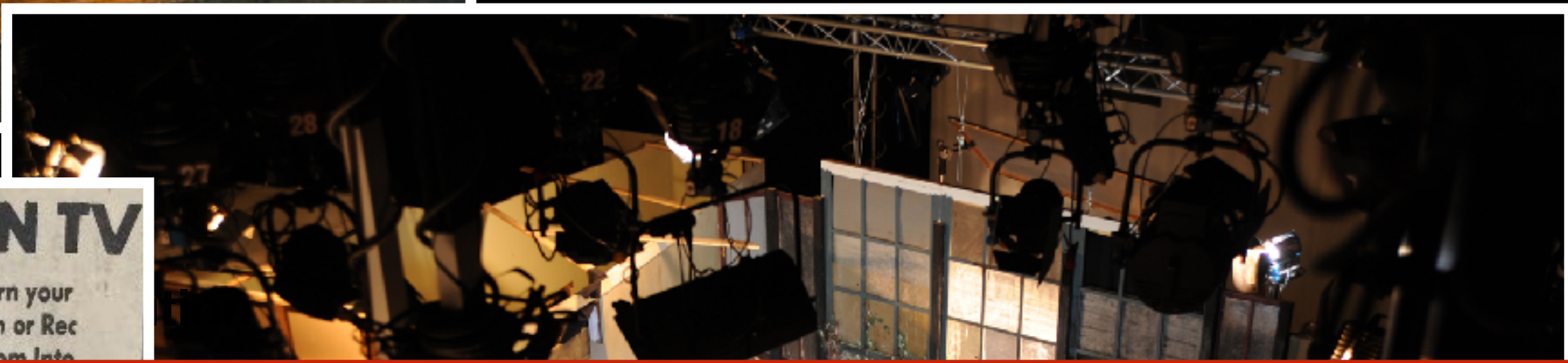
**SOUNDS O.K.**

For Home Demonstration Information CALL COLLECT (206) 848-8300

119 Hi Ho Shopping Center Puyallup, Wash. 98371

STUDIO in Puyallup

SHAHER PROJECTION TELEVISION



TV & Film Production



# FLIPPING COMPANIES

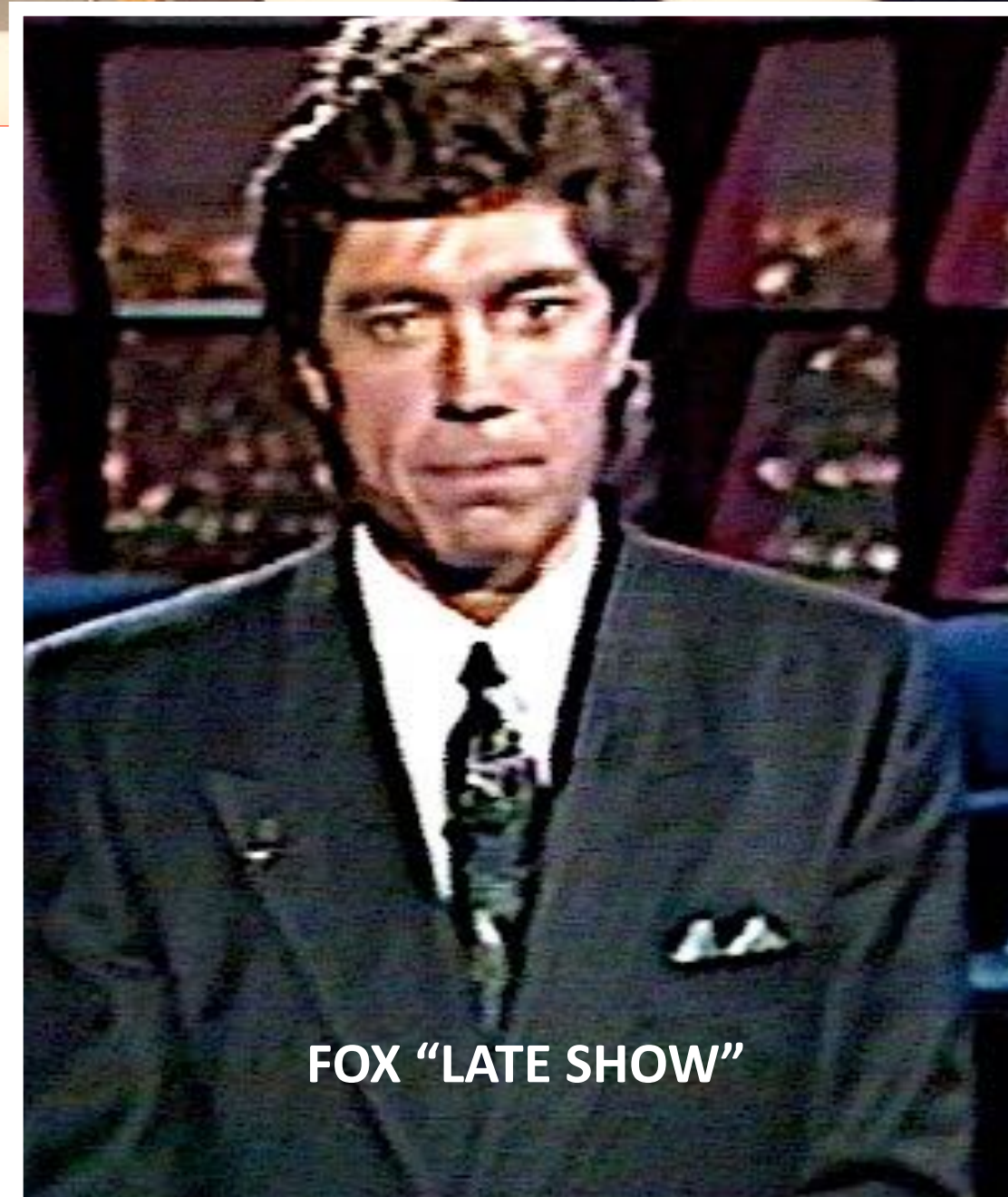
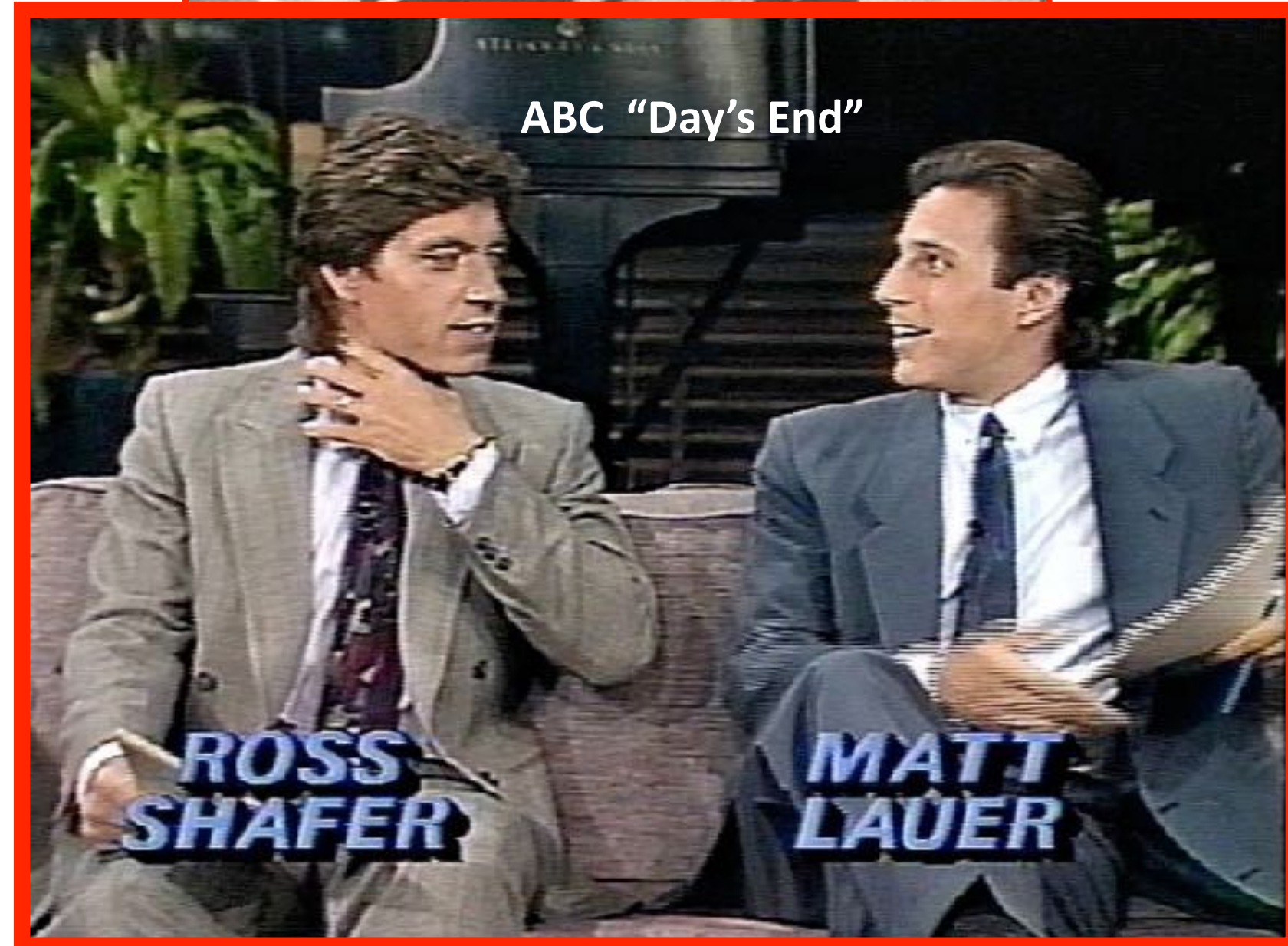
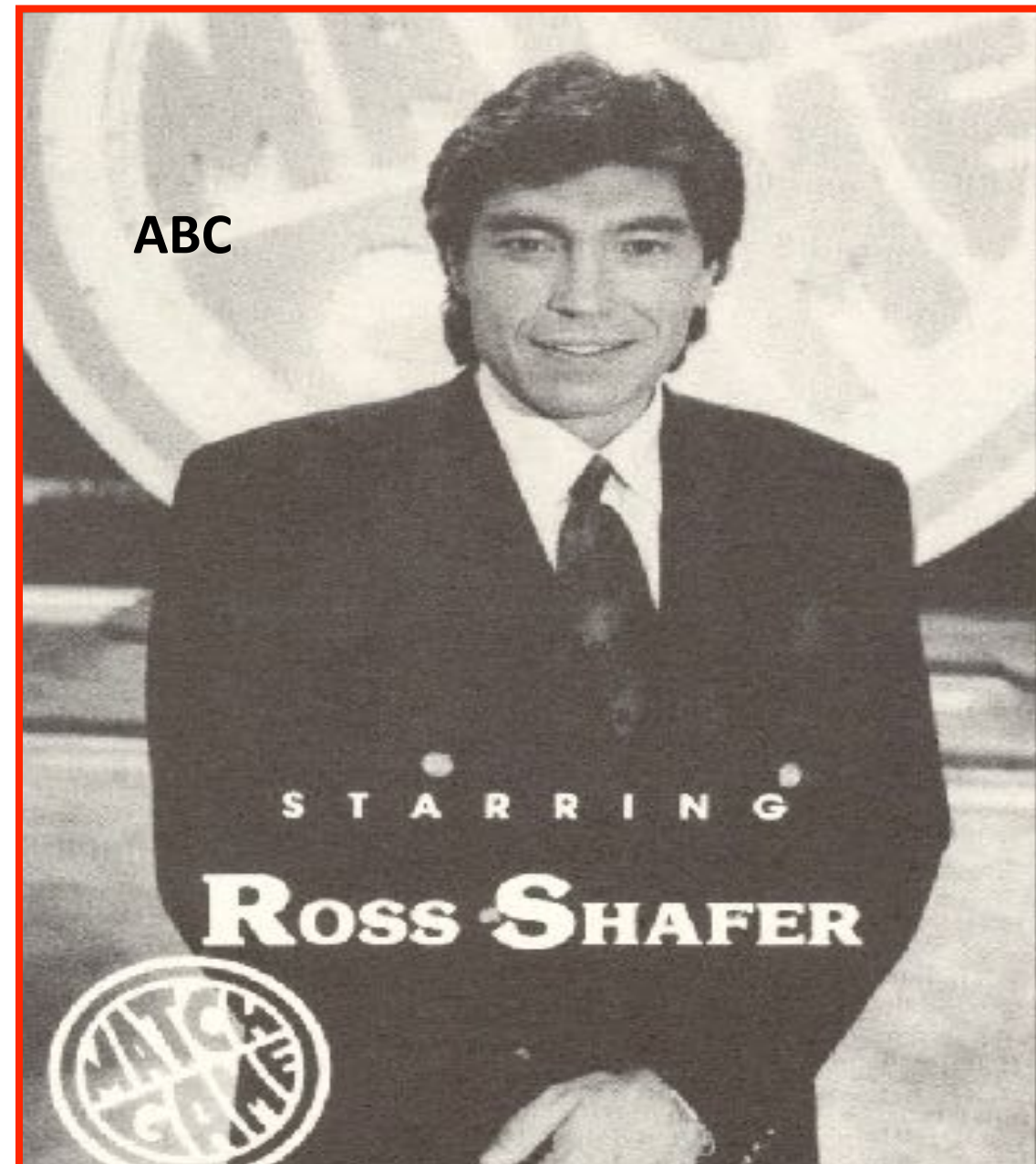


# The Shafer “Blueprint”



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





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

**Innovate  
Before it's  
Necessary**

# Hotel Events

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



Group/Event	Room	Time
GENERAL ELECTRIC		
BREAK OUT SESSION A		
Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

**CRASH THE WRONG MEETING**

# Association of Human Nature Convention



[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

[ABOUT US](#)

[Restaurant Home](#)

[Make A Reservation](#)

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[Hours of Operation](#)

[Menus](#)

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[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

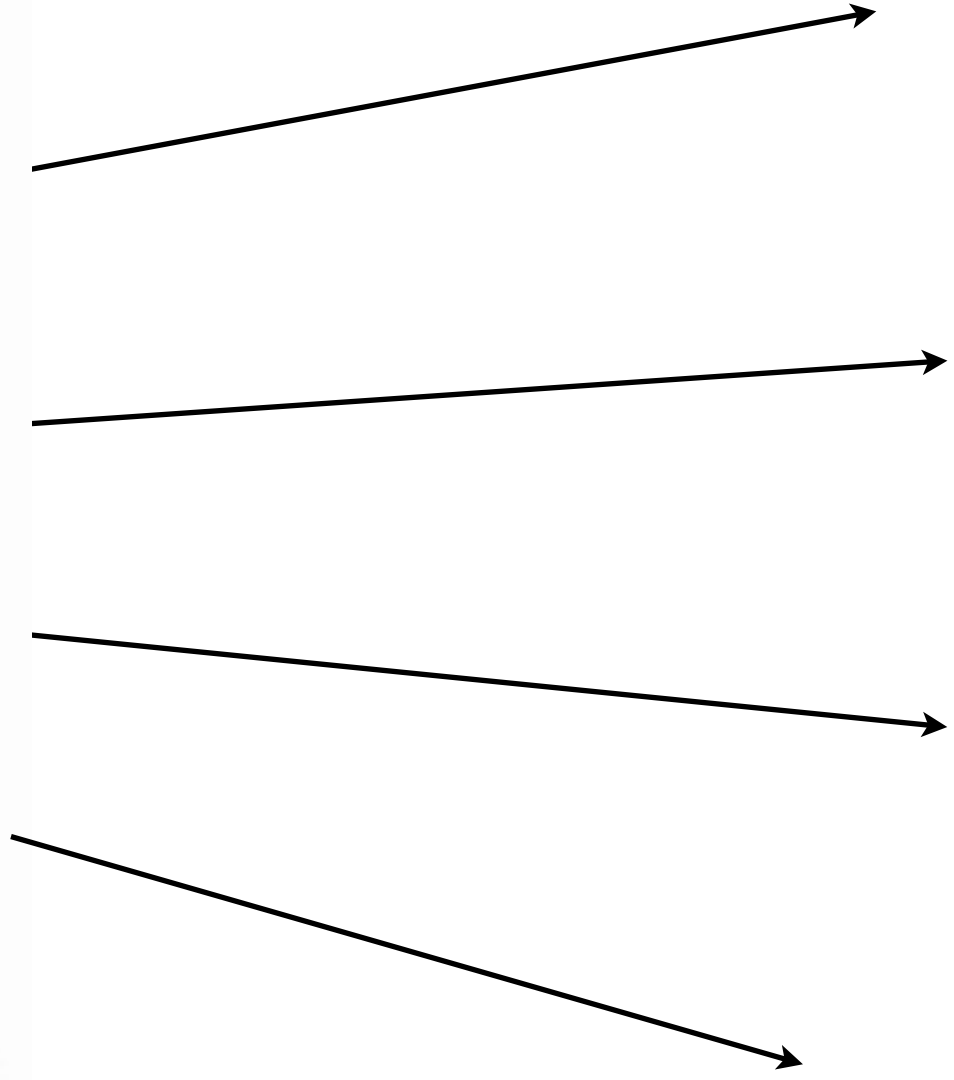
[View All Locations](#)





# The “Empty Bag” Issue










LARAMAR

55,000 UNITS



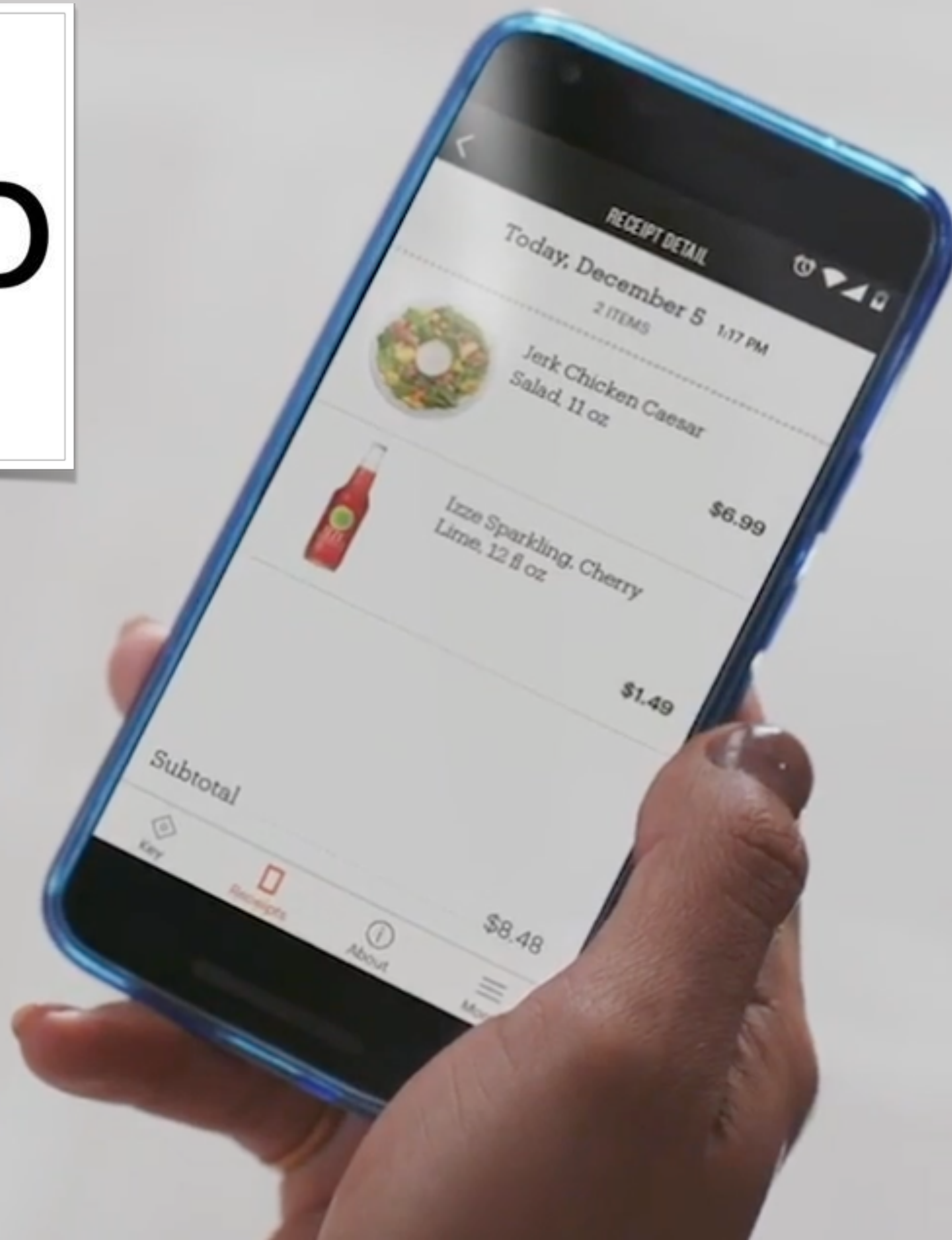
The background is a complex technical drawing or blueprint, rendered in a light blue color. It features various geometric shapes, lines, and circles, typical of engineering or architectural plans. Overlaid on this drawing is a pattern of binary code (0s and 1s) in a slightly darker blue, creating a digital or data-driven aesthetic. The overall composition is layered and detailed.

**What do  
Customers Expect  
from You?**



# amazon go

3,000 cashier-less stores





**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

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



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

**You Don't Have to**



**Customers**

**R O S S H A F E R**

**THE ESSENTIAL BLUEPRINT FOR  
BOOSTING CUSTOMER SCORES**

**NO MORE**

**CUSTOMER**

**FRICTION**





# 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.**”

**Eliminate the**



**Moments**



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



# TOYOTA

## OF PUYALLUP



*customer first.*



Freshly baked Otis-Spunkmeyer cookies.

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

**Make People  
Remember How  
They Felt About  
You**

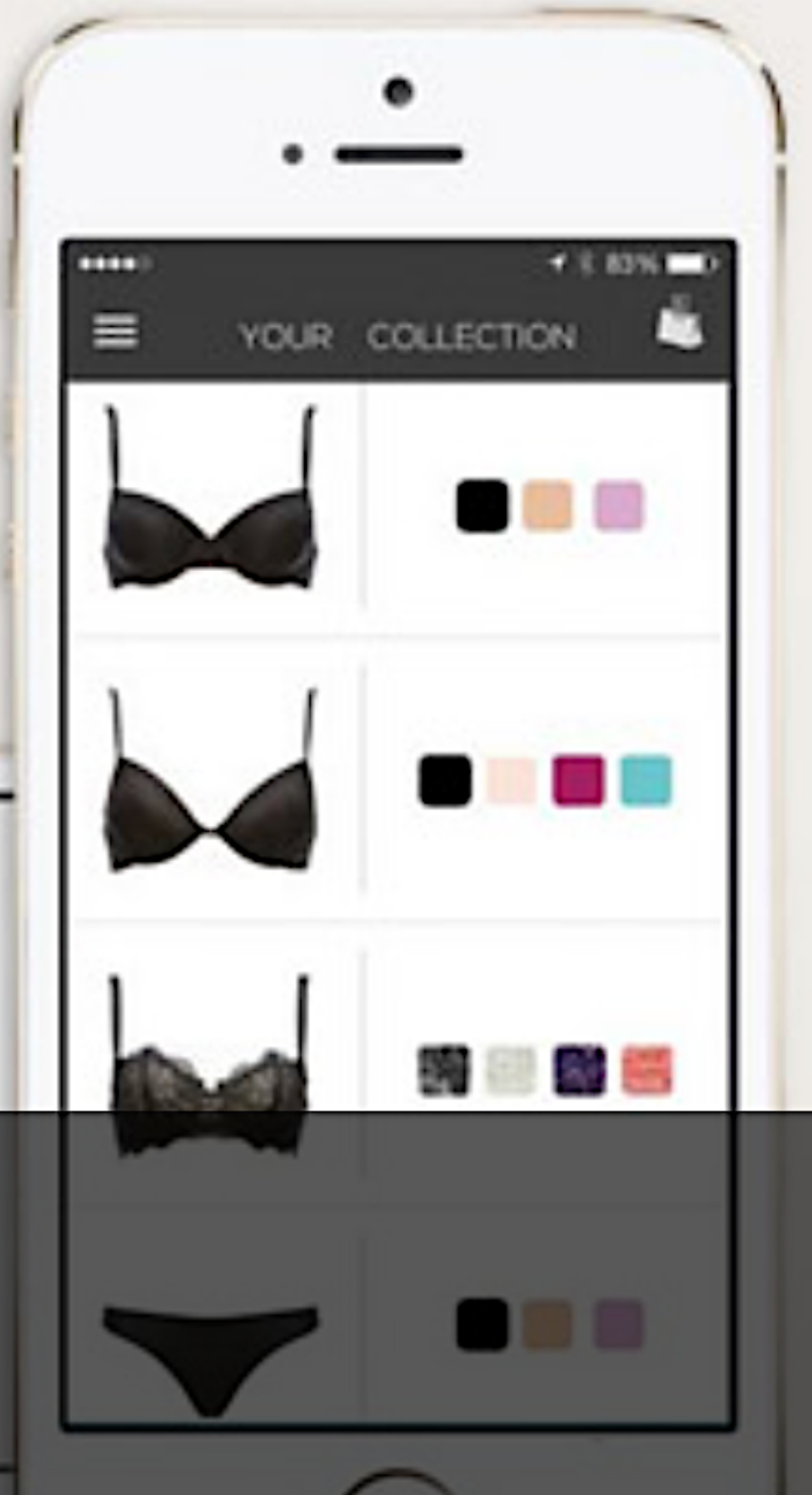
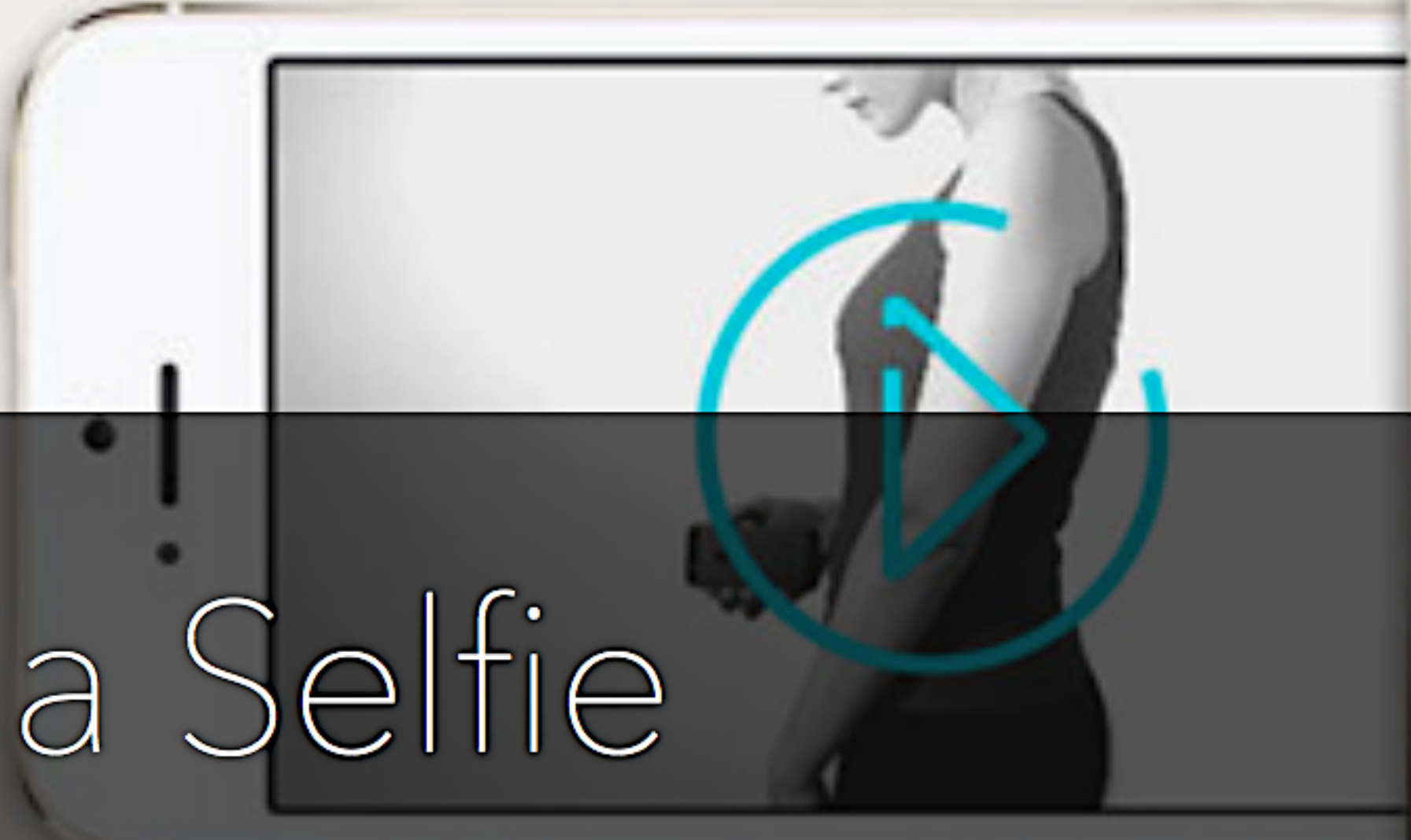
**‘We don’t sell motorcycles. What we sell...**





 **THIRDLOVE**

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



Bra Shopping via Selfie





**My mother was almost 90 years old and only had one regret in her life. She hadn't kept her upright piano. She had sold it when when she moved into Skylark assisted living in Ashland, Oregon. I was determined to find it and have it delivered to her for her 90th birthday.**

**I tracked it down, bought it for (3) times what Mom sold it for, and called Jake Whitehall at Whitehall Moving & Storage to drive it 1,348 miles to Mom's place. He probably wrapped it in twenty blankets because it arrived in perfect condition. So, Mom got to play her piano for 35 friends on her 90th. And, I must say it sounded unusually good...because Jake had it tuned the 12 hours before he delivered it to Mom. How's that for service?!**

**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>**



FREE STUFF. FUN STUFF.  
FIND US AT FACEBOOK.COM/CARLS

# How to Motivate Younger Teams?

It's NOT Millennials



# “LEVELING UP”

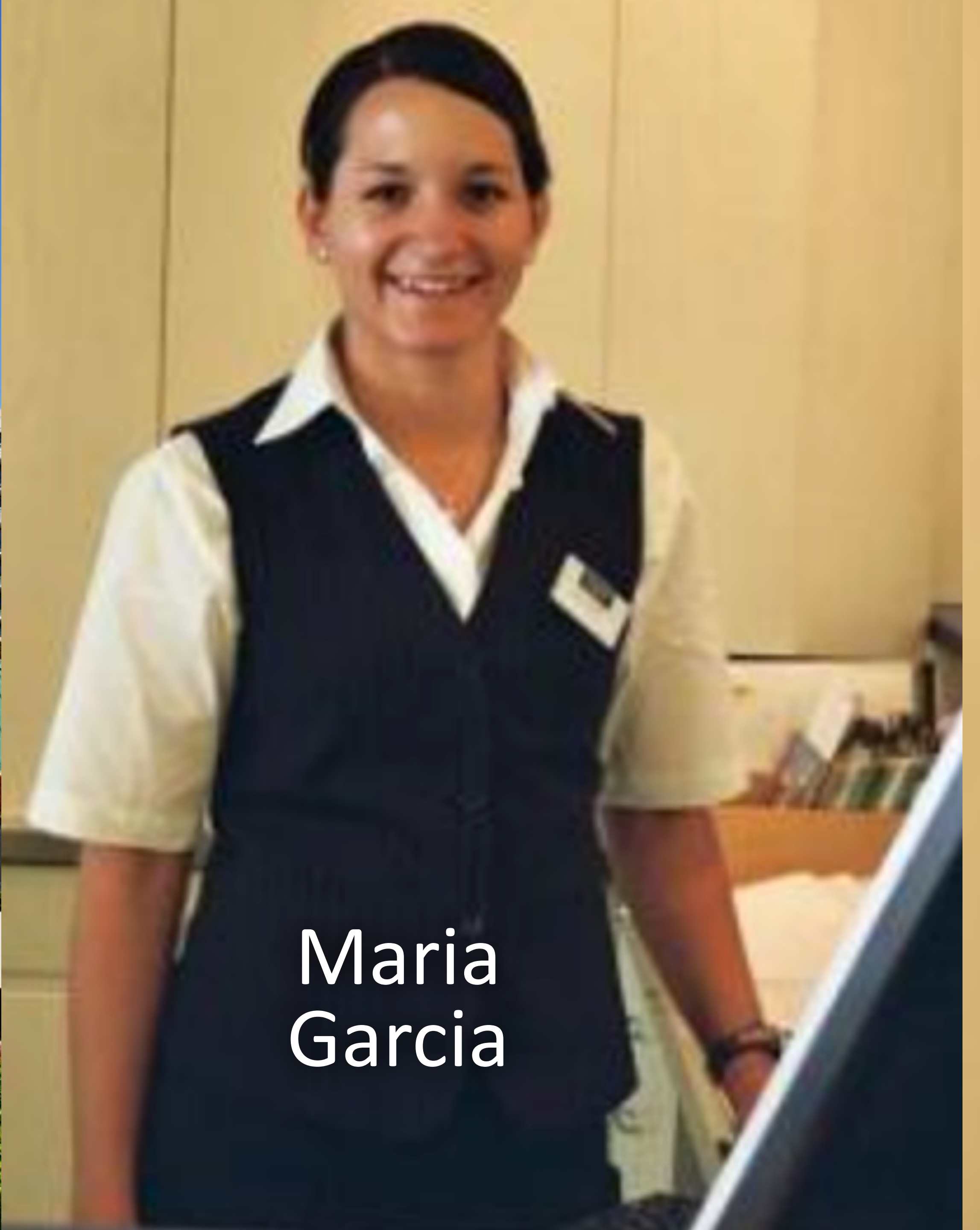
(Quick Wins)



300,000 attended GamesCom to watch other people play video games

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 engineering aesthetic.

# **Society Craves Other-Focused Companies**



Maria  
Garcia



***Be CARING. Be CURIOUS.***



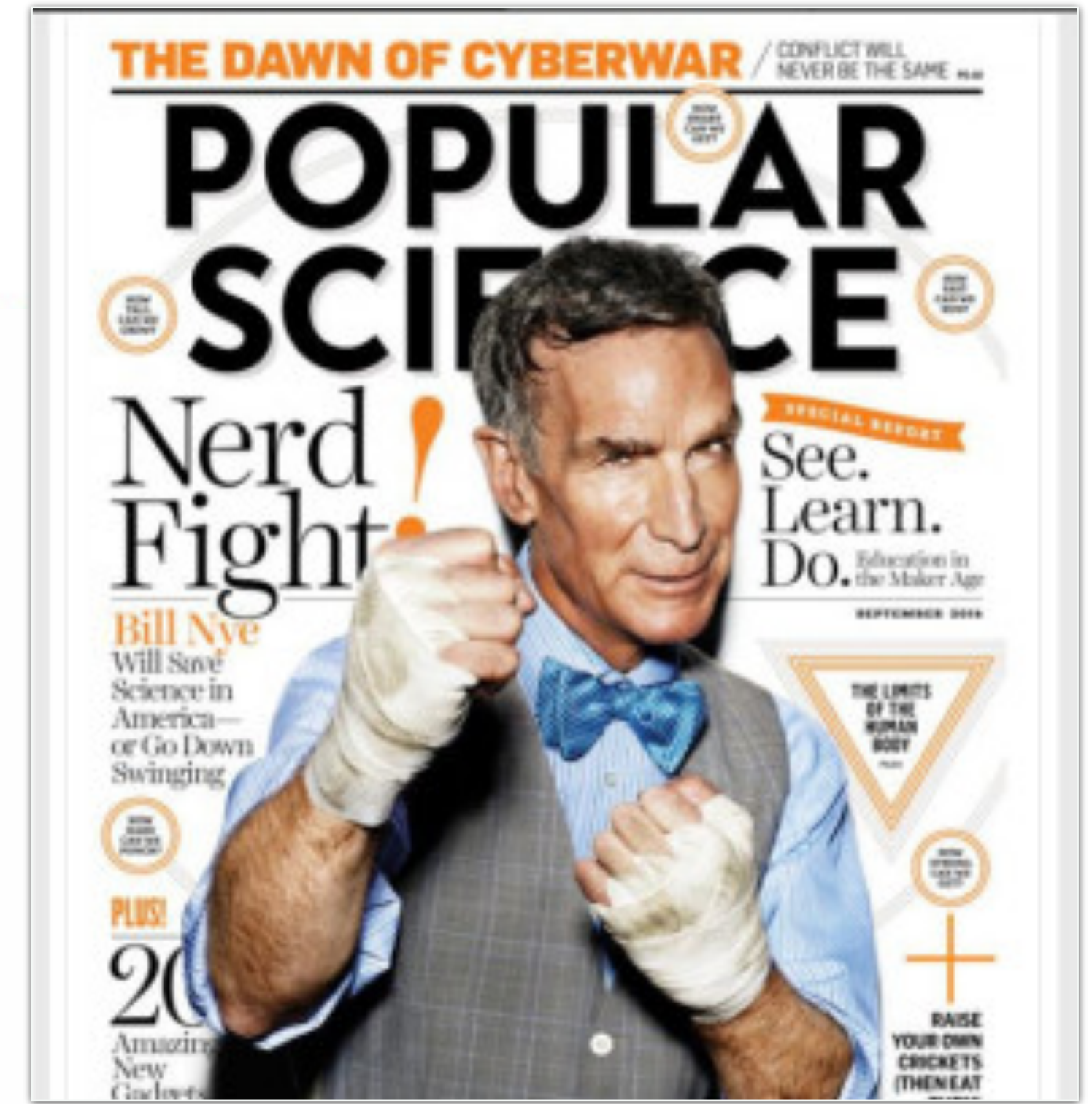
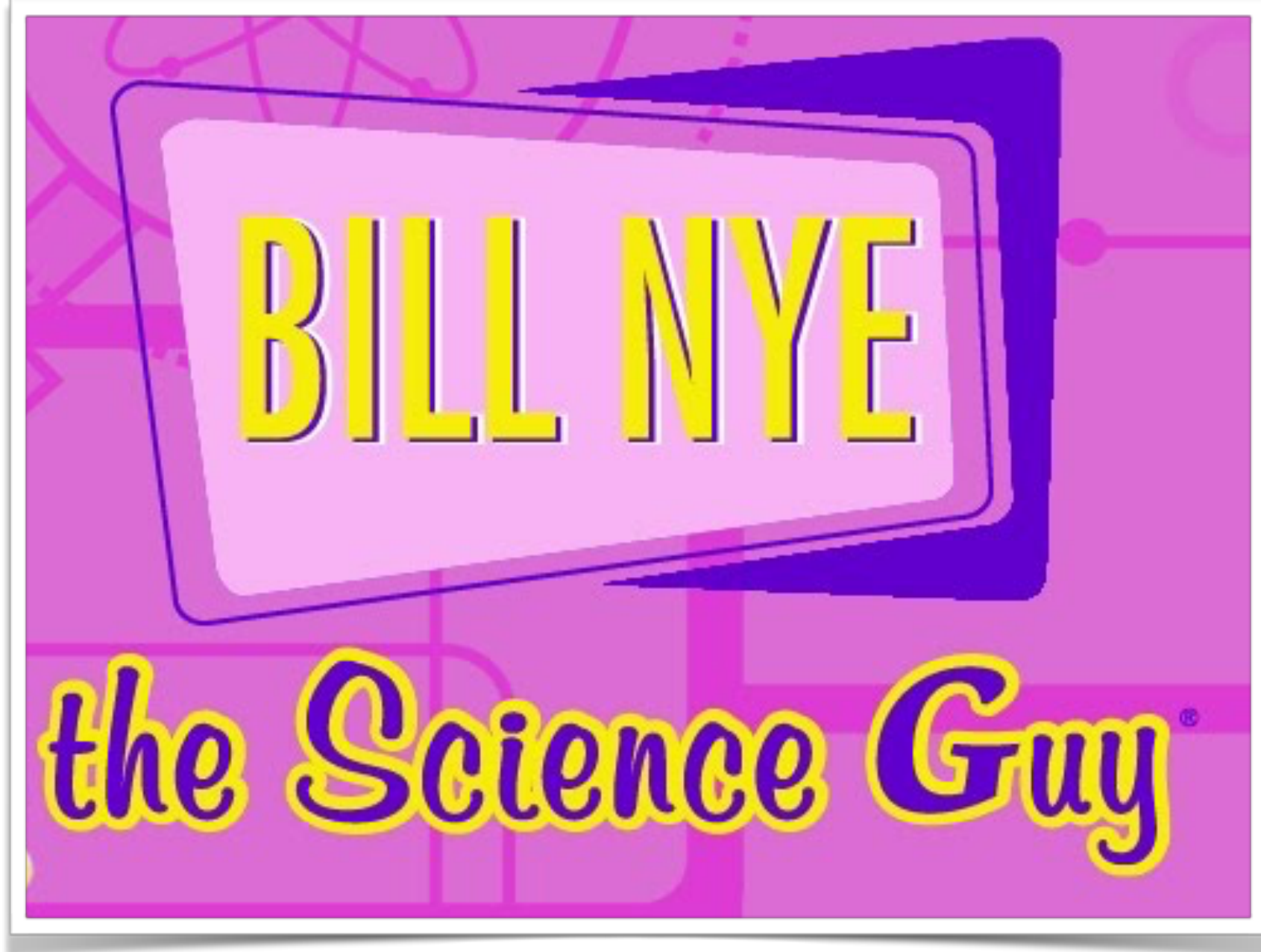


**“71% of  
Sr. Managers  
are discouraged  
by the  
communication  
skills of  
college-age  
students.”**



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 patterns of binary code (0s and 1s) in a lighter blue color, creating a digital and engineering aesthetic.

# **Accelerate Your Superstars**





# Visit Ross's YouTube Channel

**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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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

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The background is a vibrant blue with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings is a stream of white binary code (0s and 1s) that appears to be moving or flowing across the scene, creating a sense of digital activity and data processing.

**YOUR Integrity  
Insures YOUR  
Legacy**



Chuck Shafer 1927-2001



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.

**Frequent,  
Ongoing  
Encouragement**





Ross  
Shafer

**WANT TO CONTACT ROSS?**

**Brian Lord 615-261-4000**

**ext. 1005**

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