

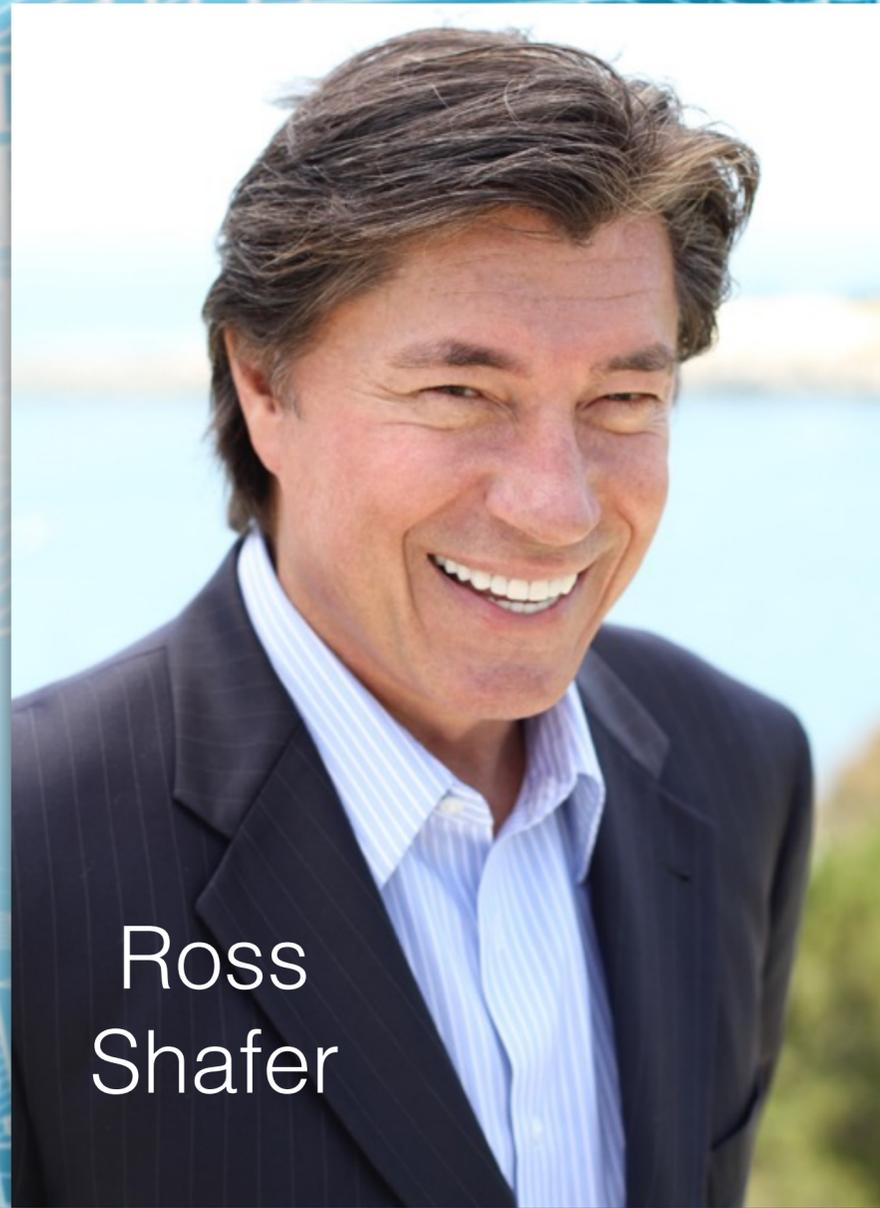
**Want to
CONTACT ROSS?**

Helen Broder

Helen@SpeakerManagementLLC.com

1-910-256-3495

ROSS SHAFER



Ross
Shafer

STAYING RELEVANT

How to Remain Future-Proof

Restaurants/Food Service



Retail Clothing



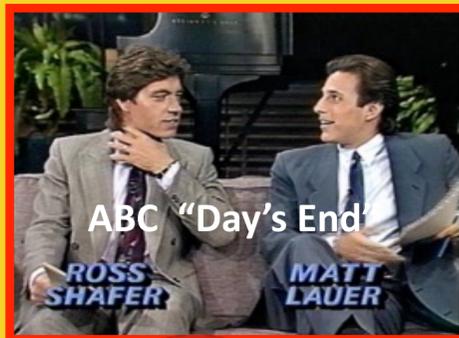
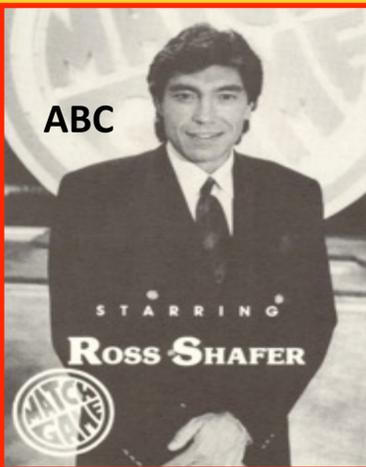
TV & Film Production



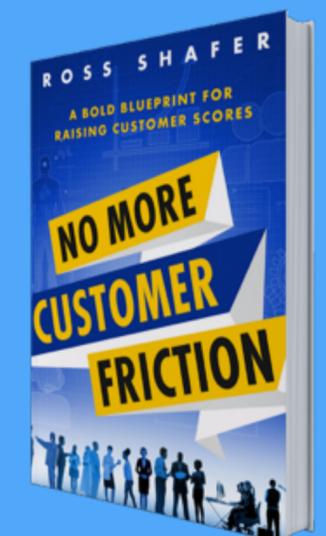
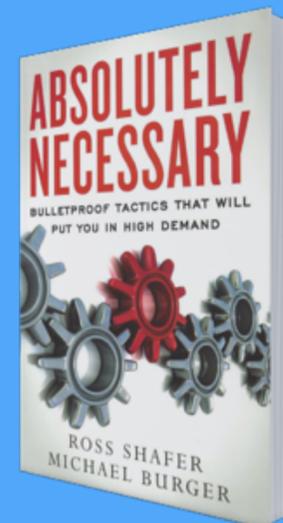
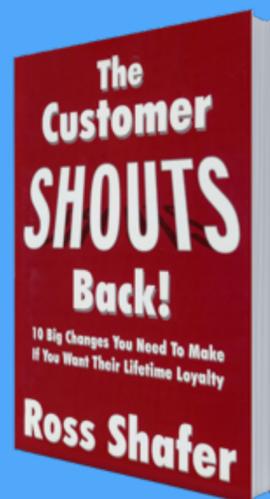
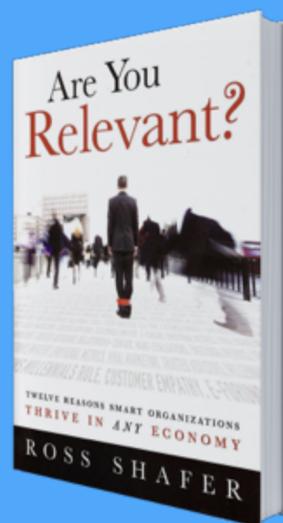
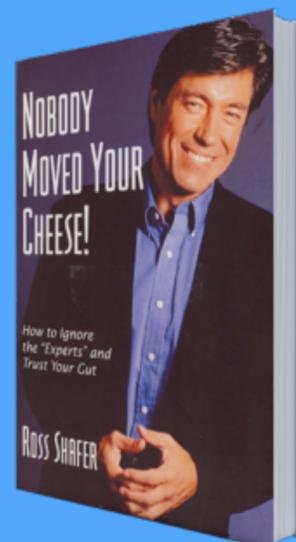
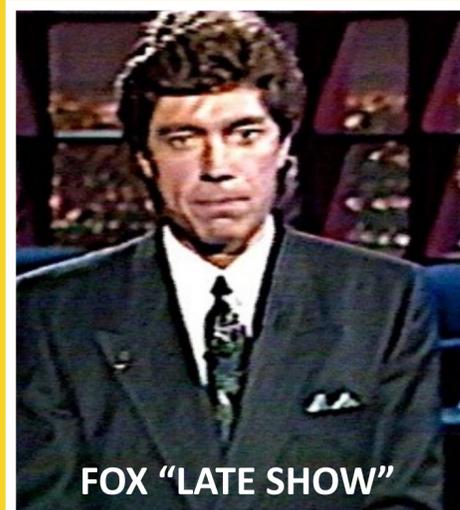
Building Industry



Manufacturing



2



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. The text 'What I'm Not...' is centered in a bold, dark blue font.

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

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 data-centric atmosphere.

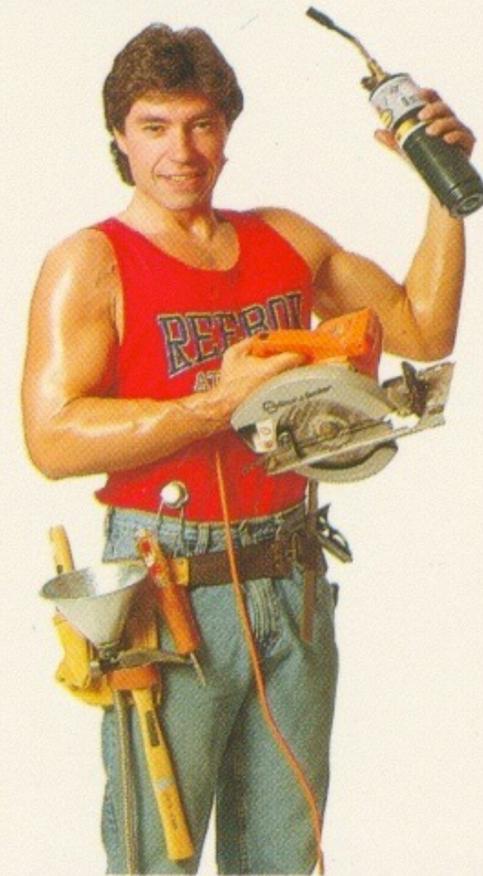
**Good Data
Don't Lie**

COOK-LIKE- A-STUD

* 38 lip smackin' meals men can prepare
in the garage ... using their own tools!

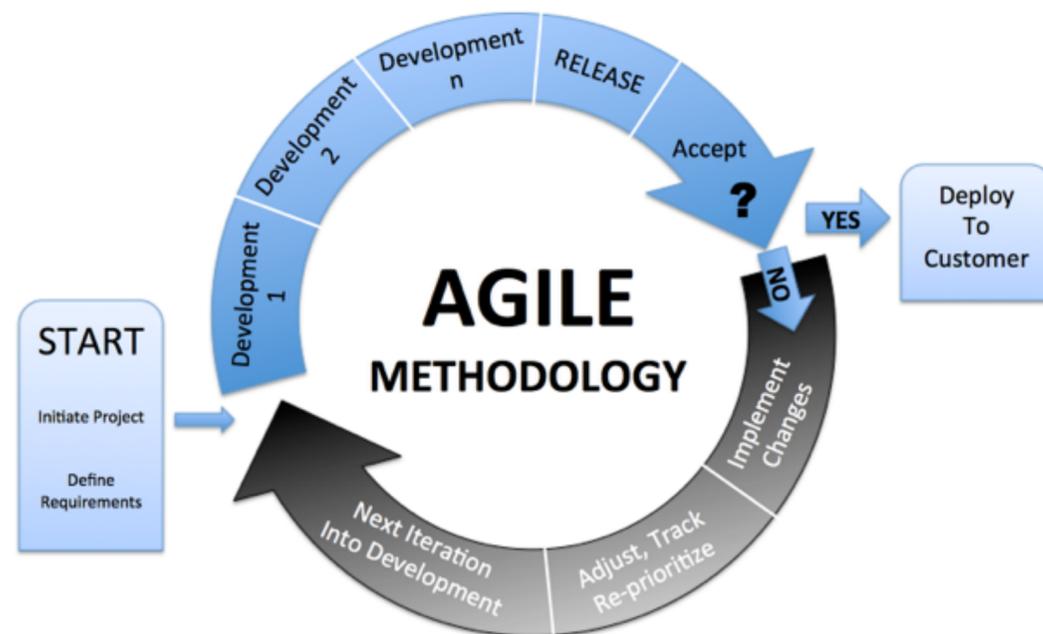
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





Ryan Shafer



The background 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 strings of binary code (0s and 1s) in a light blue color, some of which are slightly blurred or faded, creating a sense of depth and digital connectivity.

**You're in the
World's Most
Relentlessness
Profession**

A.I.

MACHINE LEARNING

Cryptocurrency

Cloud Cyber Security

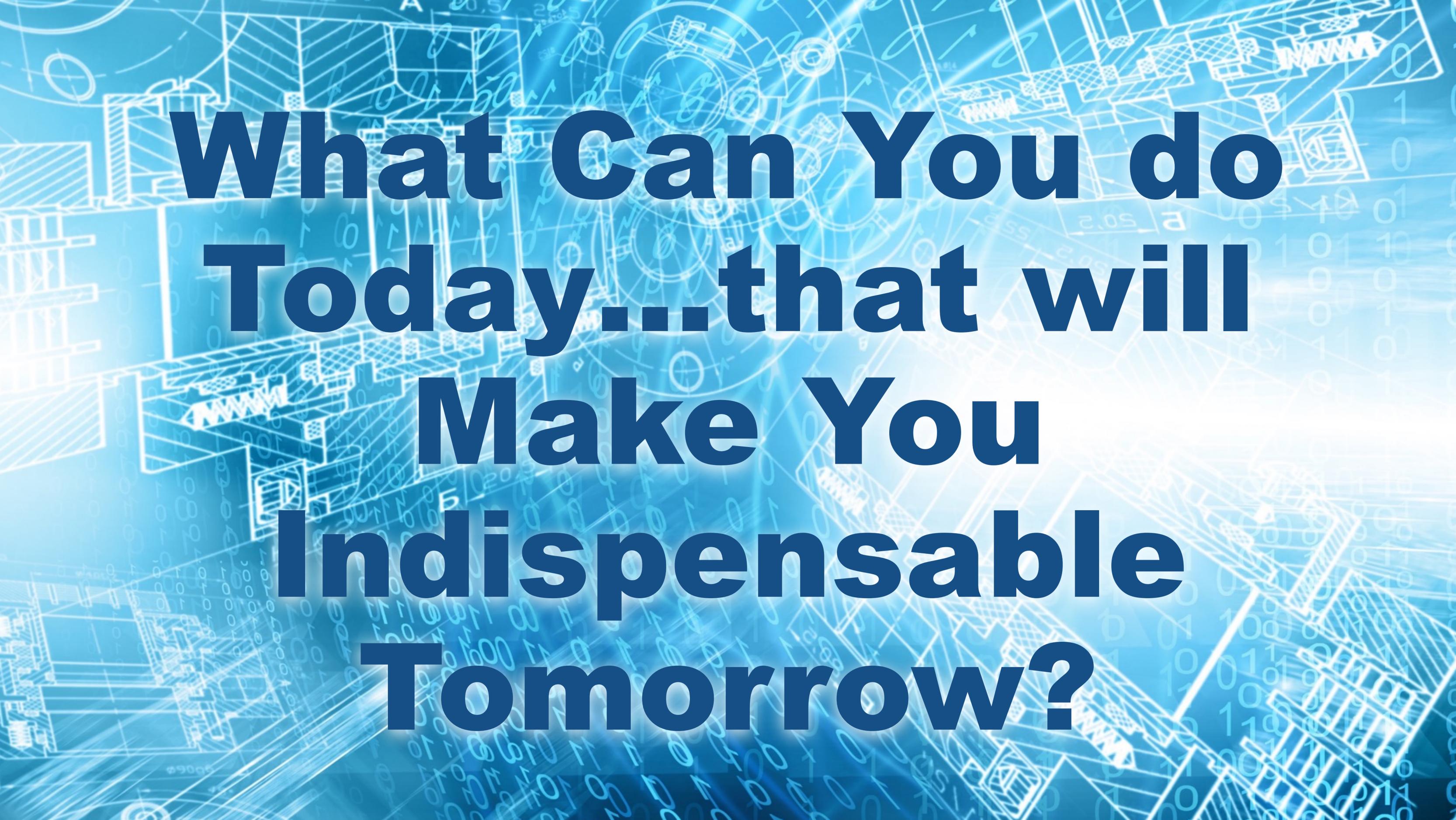
Retention Keywords

Digital Marketing

Predictive Analytics

Social Listening

Trending Data

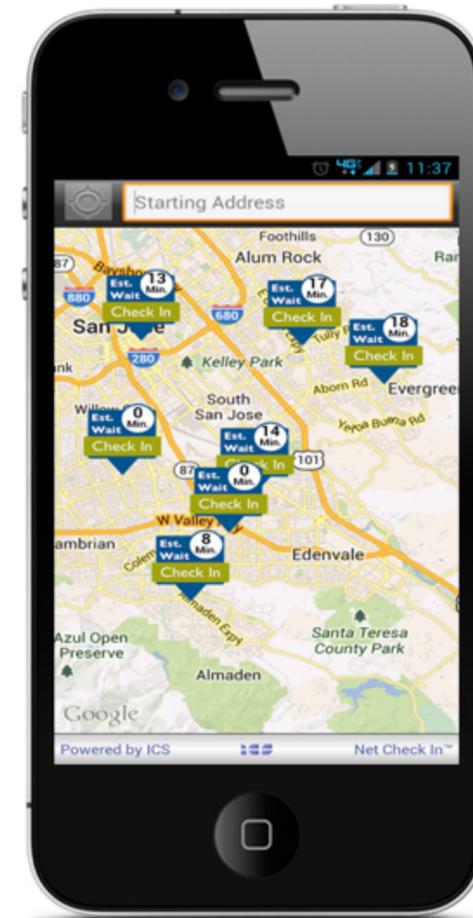
The background is a vibrant blue gradient. It is filled with a complex pattern of white and light blue technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings are strings of binary code (0s and 1s) in a light blue color, some appearing to float or be part of the drawing's structure. The overall aesthetic is that of a digital or engineering workspace.

**What Can You do
Today...that will
Make You
Indispensable
Tomorrow?**

Hard Rock

HOTEL & CASINO







GREY SPACE

A close-up photograph of a man with short brown hair, looking thoughtfully to the right. He has his hand resting on his chin, suggesting deep concentration or contemplation. The background is a soft, out-of-focus light grey.

*** Age**

*** SQL**

A close-up photograph of a man with short brown hair, looking thoughtfully to the right. He has his hand near his chin, suggesting deep thought or contemplation. The background is a soft, out-of-focus light color.

*** Age**

*** SQL**

*** Collab**

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.

**Notice Solutions
that Others
Ignore**

Hotel Events

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

Events for April 20, 2018

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

Association of Human Nature Convention



[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](#)





The “Empty Bag” Issue





LARAMAR

55,000 UNITS



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

**Remain Fearless
& Hungry**



Maiden flight - May 1971

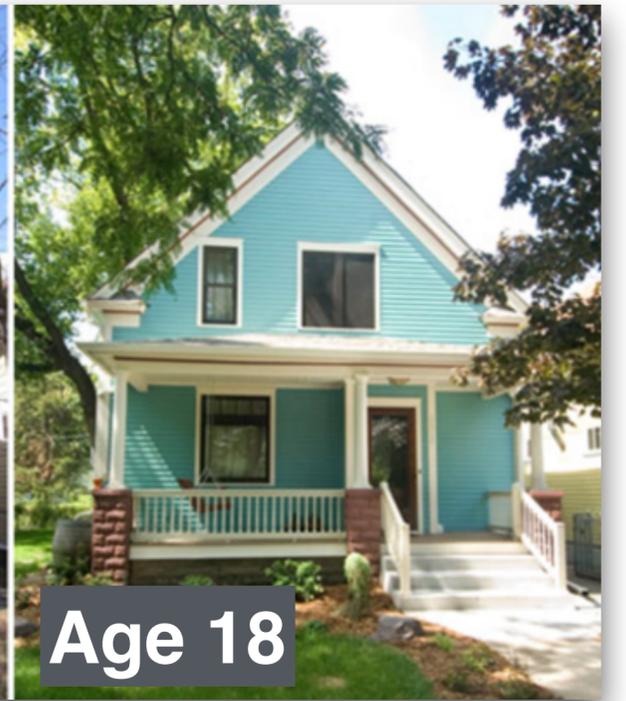


**“Success is not about who you know...
it’s about who knows YOU.”**

CHUCK SHAFER

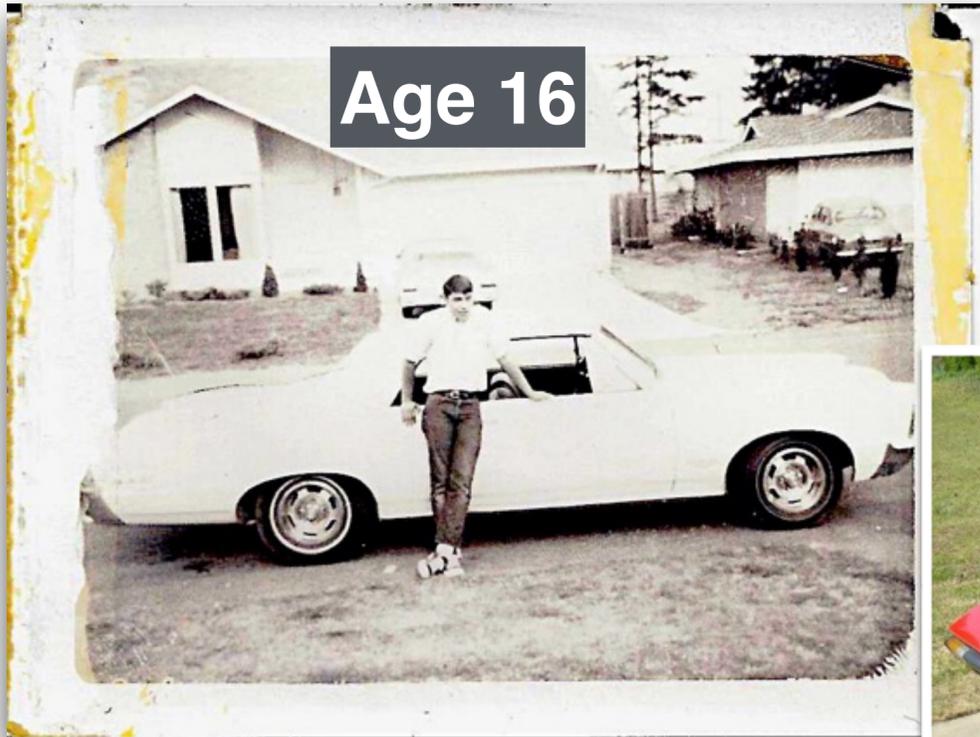


Age 13



Age 18

Age 16







UNITED STATES BANKRUPTCY COURT Western District of Washington

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





Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1



Sam & Enrico

Restaurants/Food Service



Retail Clothing

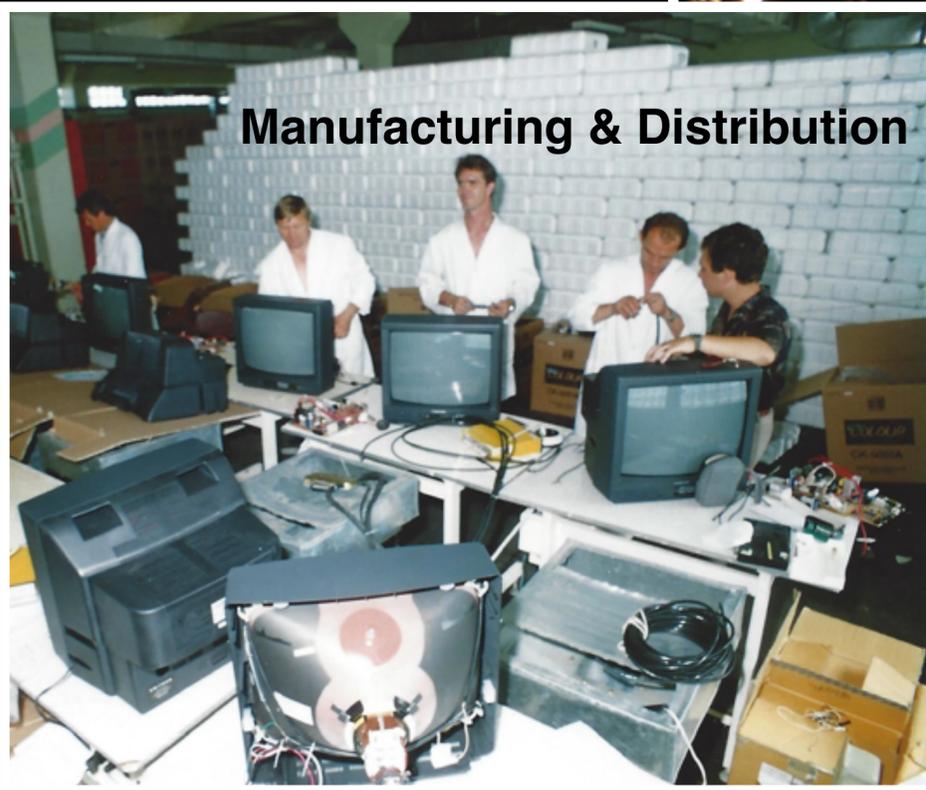
Photography & Product Marketing



Building Industry



Manufacturing & Distribution



TV & Film Production



FUNERAL EXPRESS



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 futuristic and digital.

**IT Should Strive
for
“Friction-Free”**



MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



1,500,000+
patients love
“Virtual” Doctors

The image shows a blurred background of a grocery store aisle. In the center, the Amazon Go logo is overlaid in white. The logo consists of the word "amazon" in a lowercase, sans-serif font, followed by a white arrow that curves from the bottom of the 'a' to the bottom of the 'z'. To the right of the arrow is the word "go" in the same lowercase, sans-serif font. In the background, a person wearing an orange uniform is visible, standing in the aisle. The shelves are filled with various products, and the overall scene is out of focus.

amazon go

R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION



WOW!

Customer Service

WOW! Service!

THE WOW FACTOR®



to **WOW** you!

HOW TO
WOW
YOUR CUSTOMERS!



let's
WOW
your customers



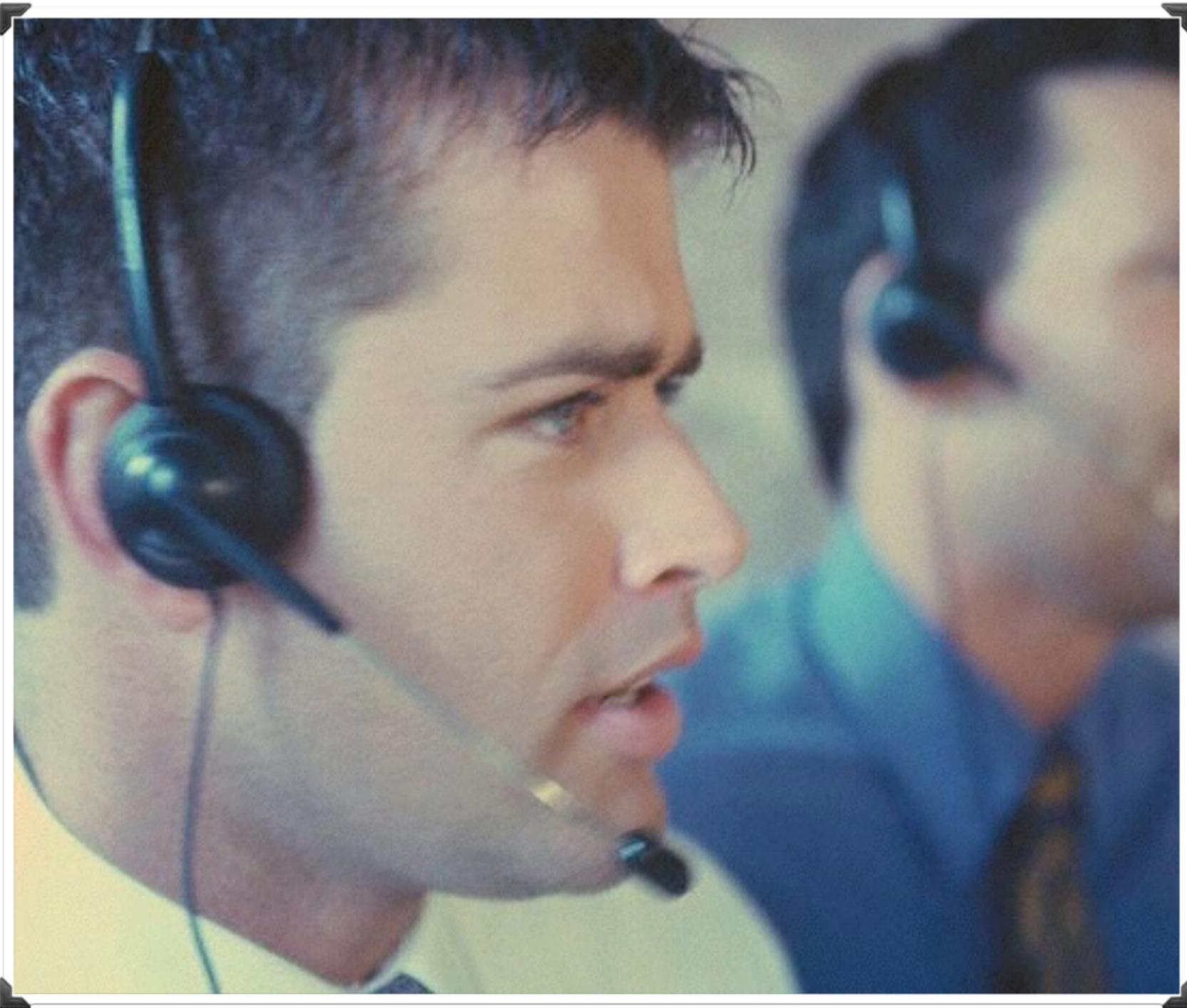
whatever • wherever

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?”**

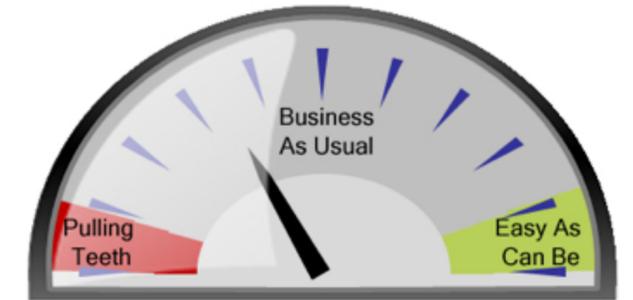
CSAT (Customer SATisfaction)



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

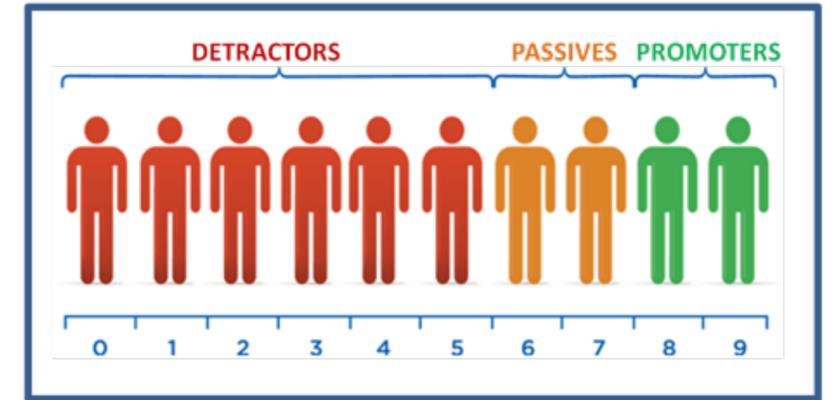
The bigger risk to loyalty is when you fail or disappoint them.”

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)



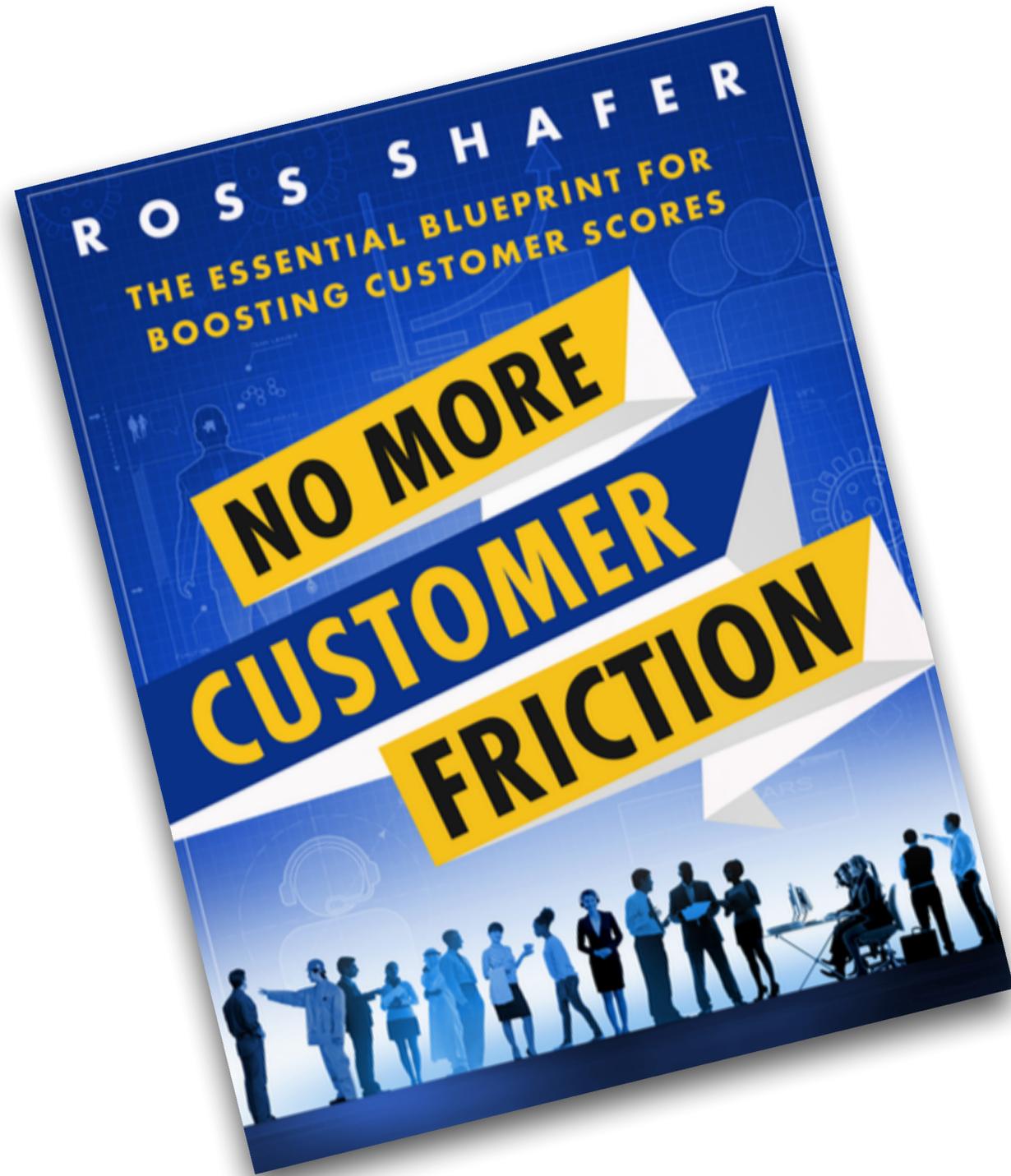
“While we want customer scores of (9) and (10) ...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”



erases



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



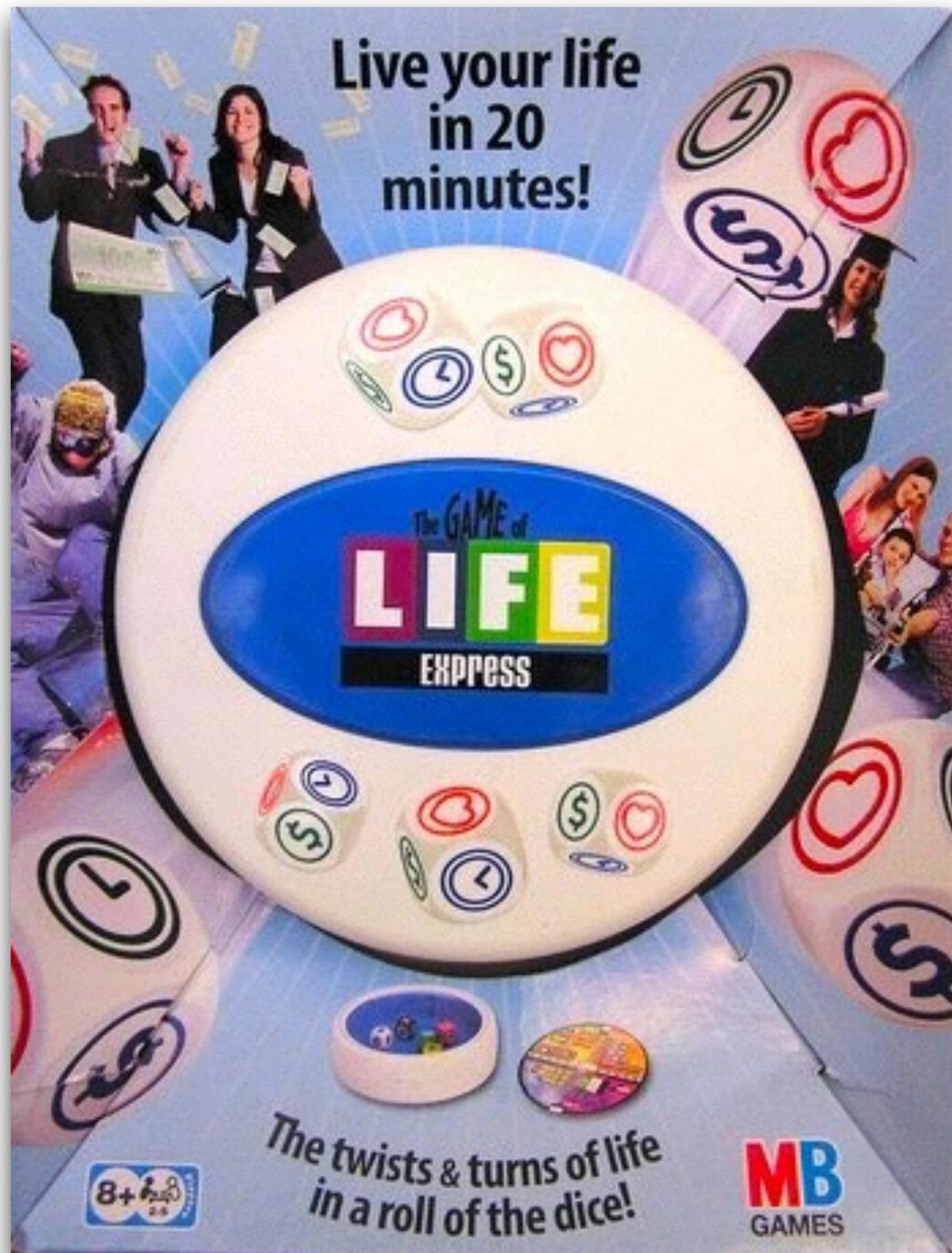
**Does This
System
Work?**

comcast[®]
xfinity[™]



**10 yrs ago, on the verge of bankruptcy,
customers complained
“the toys take long to assemble.”**

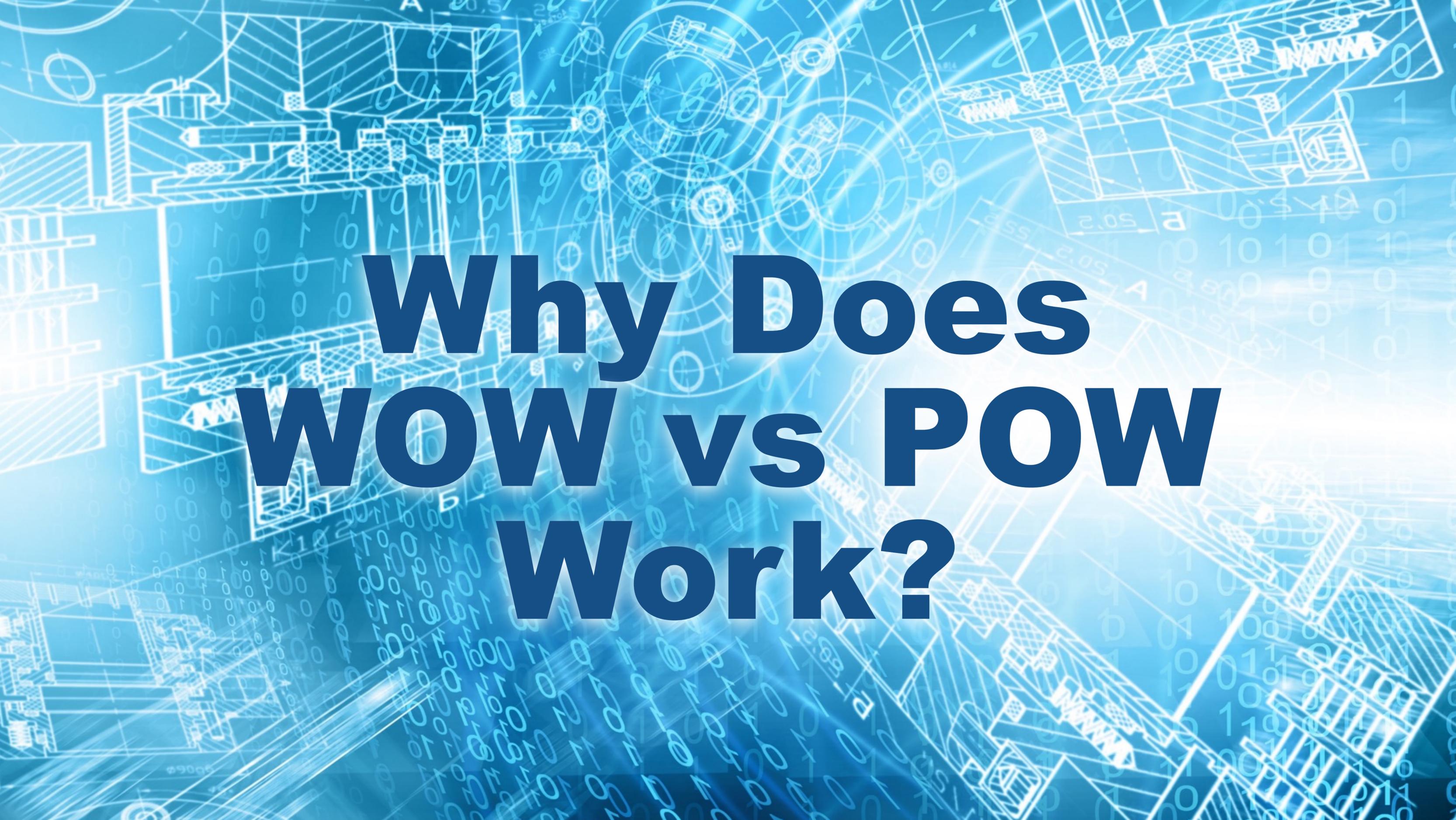




Play the “Express” versions in 20 minutes!





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 or engineering aesthetic.

Why Does WOW vs POW Work?



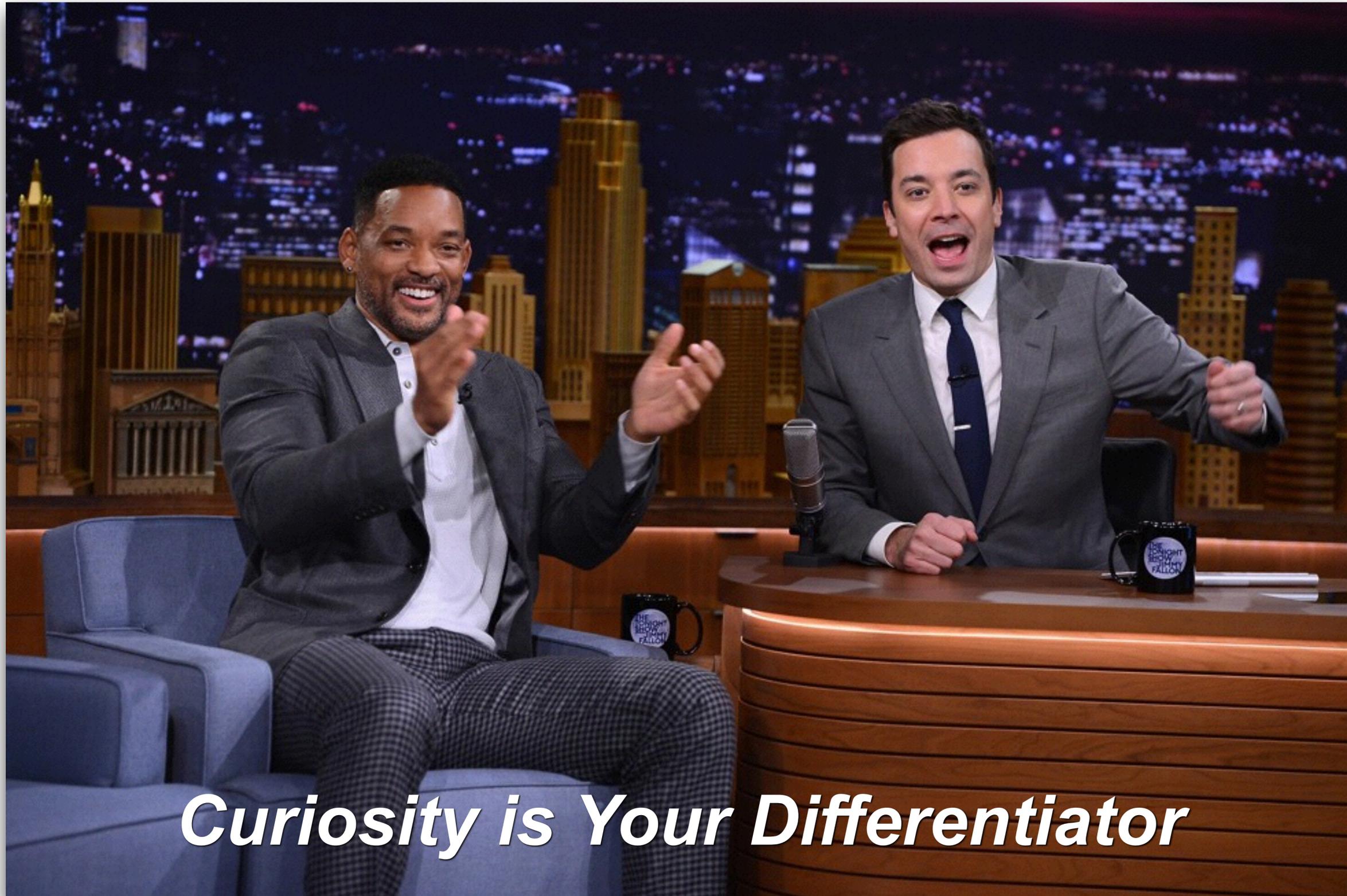
Makes you laugh.
KISSES YOUR FOREHEAD
says he's sorry.
makes an effort.
HOLDS YOUR HAND.
WORKS HARD
attempts to understand you.

“EXCUSE ME...?!”



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 or engineering aesthetic.

**Curiosity is
Your Competitive
‘Differentiator’**



Curiosity is Your Differentiator





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

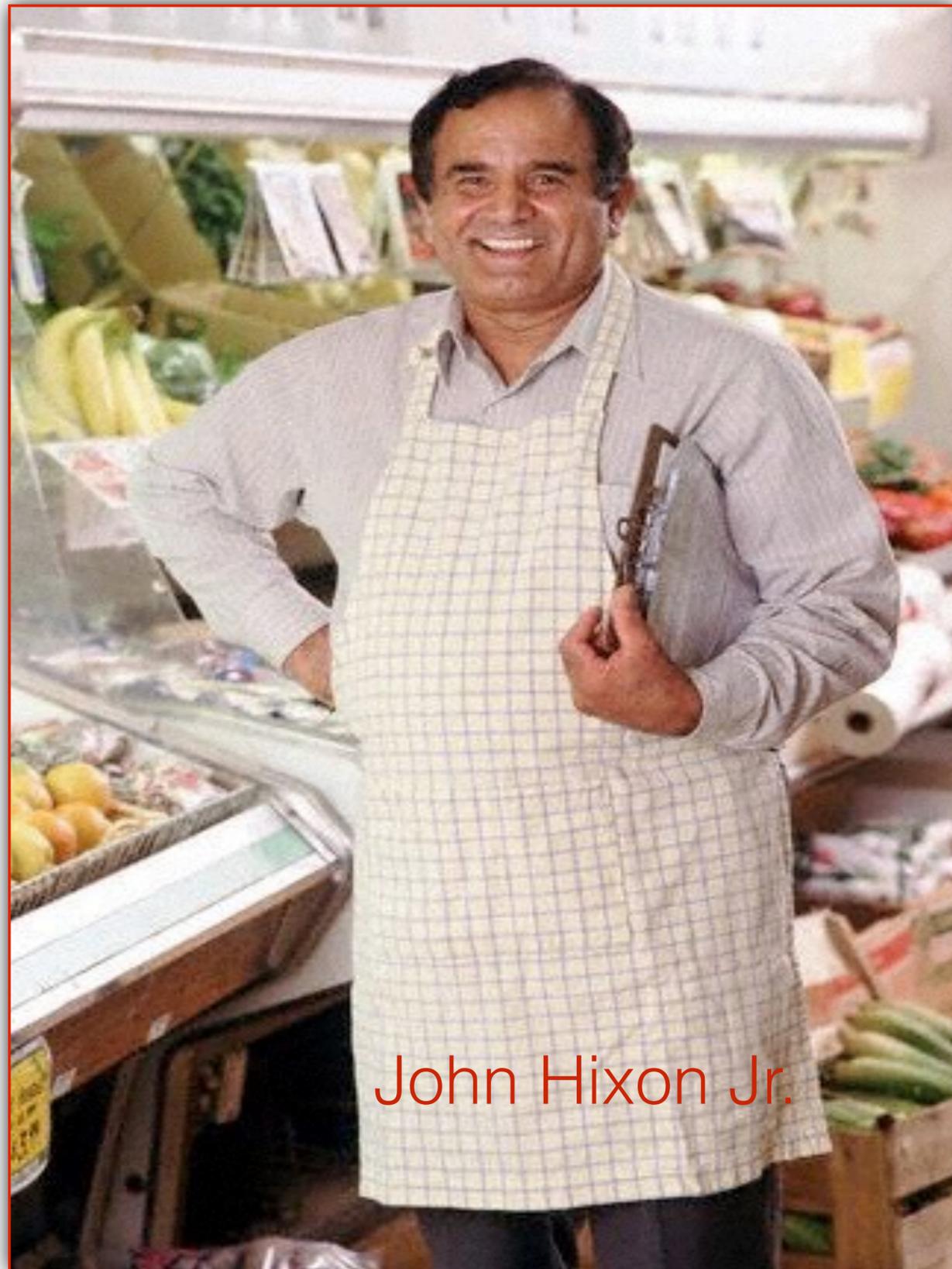
**Don't Lose Your
Humanity**

Maria Garcia



Hixon's Market

Sweetwater, TX.



John Hixon Jr.

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 or engineering aesthetic.

Know How to Attract Young Team Members

Millennials Will be 40yrs old in 2 years!



DON'T

MENTOR THEM

“LEVELING UP” Motivates Achievement



300,000 attended GamesCom

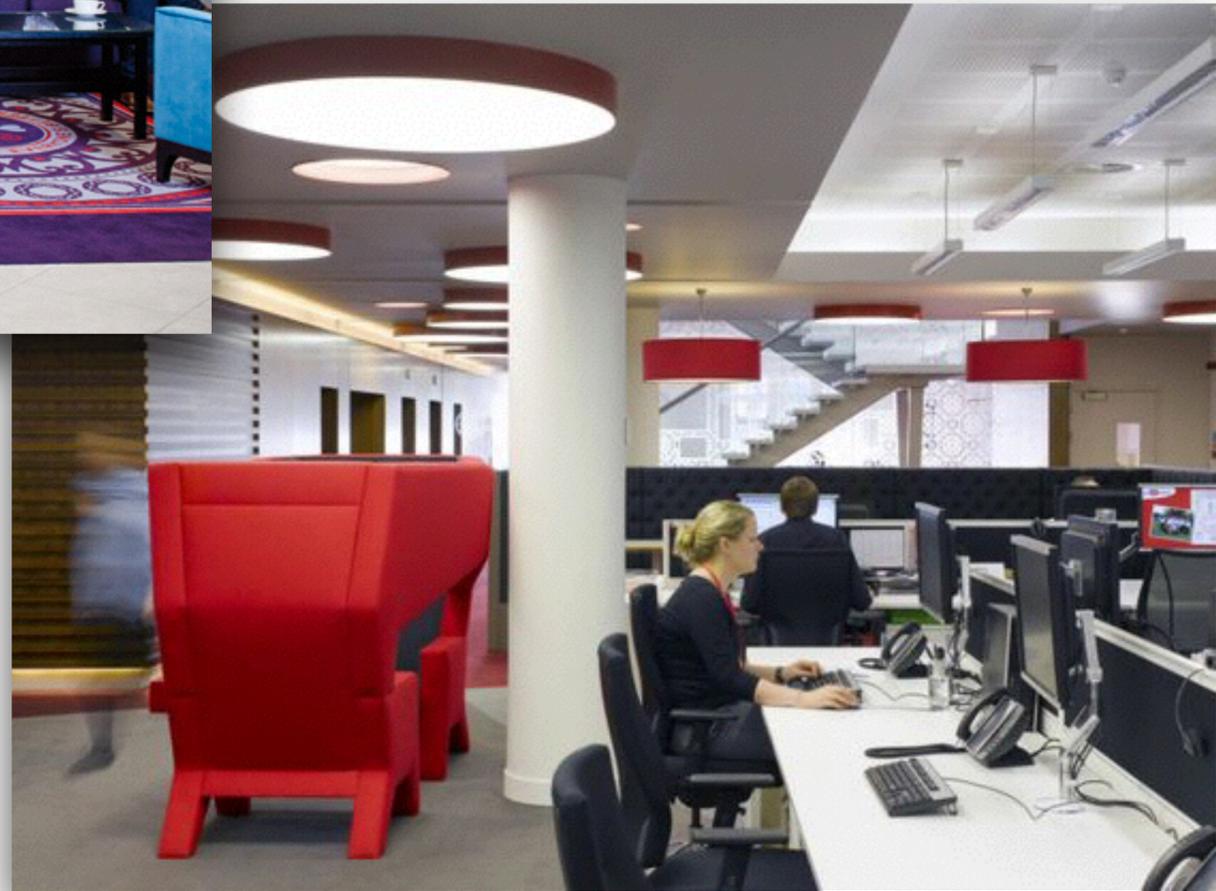


FUN



Google





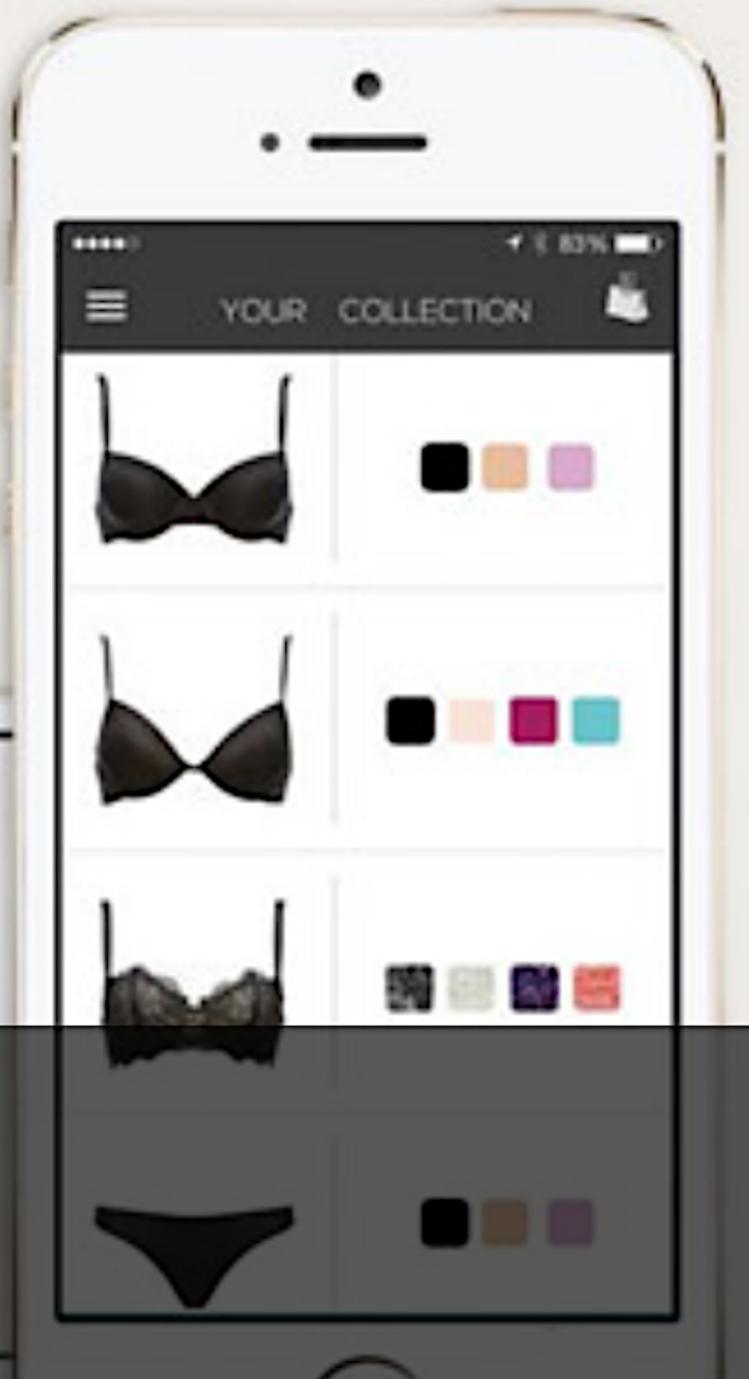
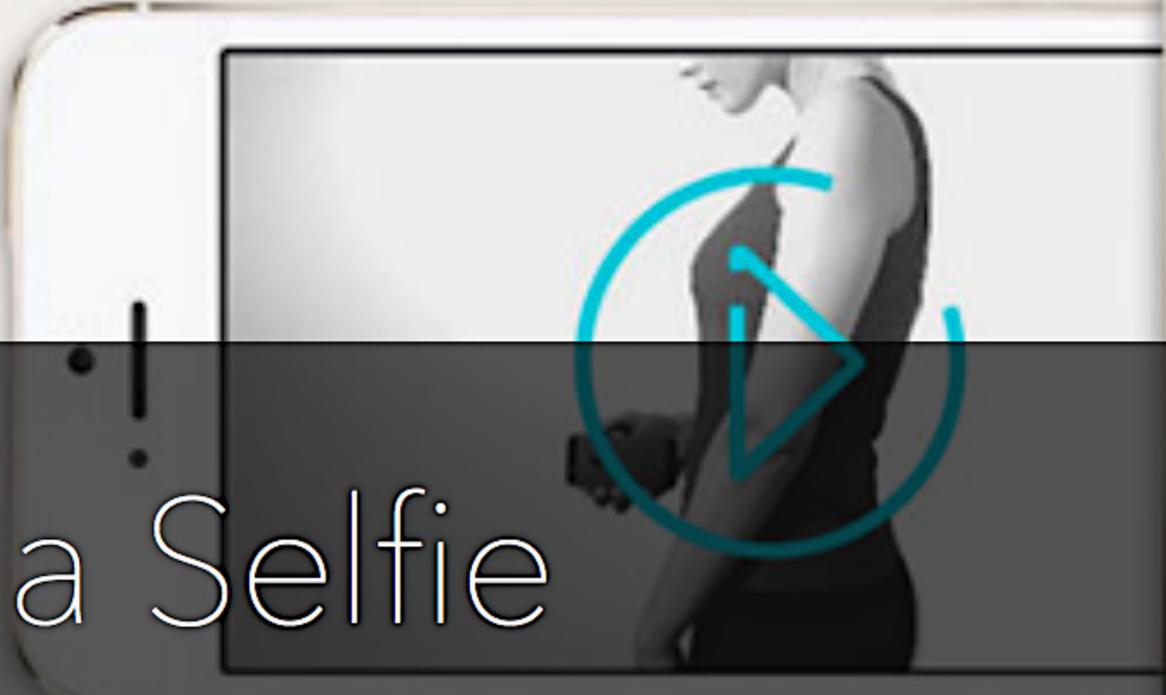
“We don’t sell motorcycles. Instead, we sell...”





 **THIRDLOVE**

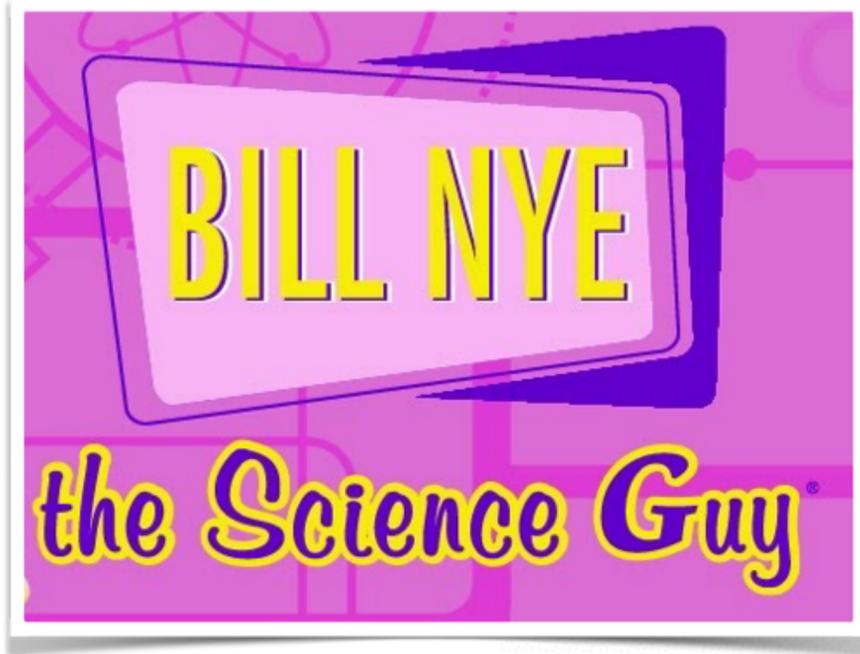
Our Half-Cup Sizes Come
with a 100% Guaranteed Fit



Bra Shopping via Selfie

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 or data-driven aesthetic.

**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

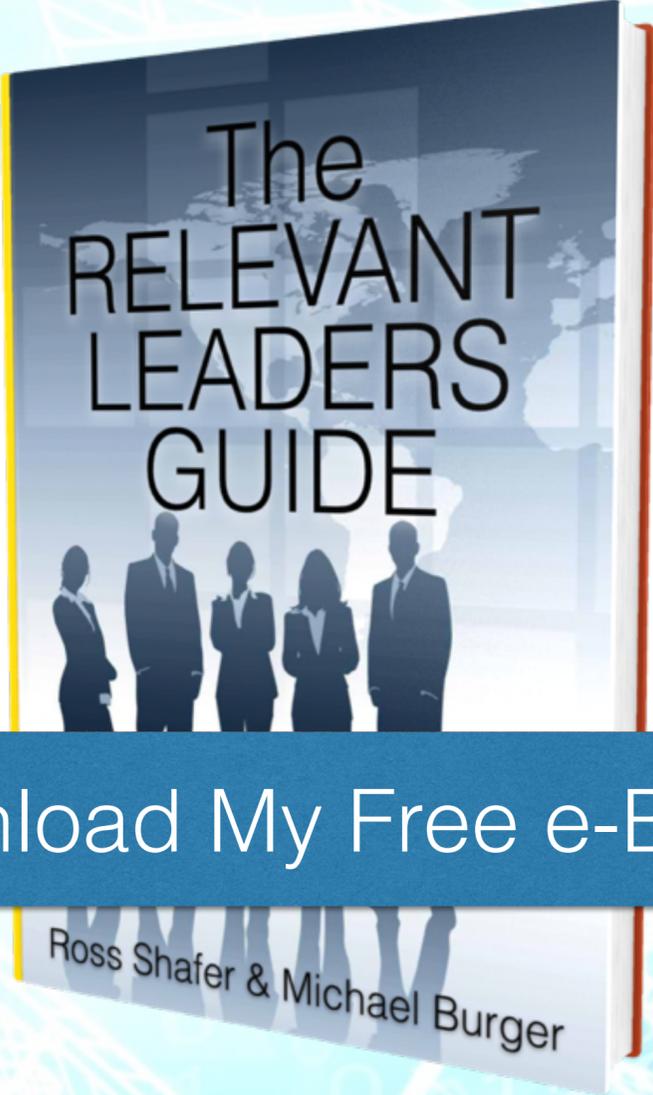
Relevant Leaders Club Download All

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
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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
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by Ross Shafer
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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 repeatable...
- How Can Small Office Financial Advisors Beat The Big Guys?** | Leadership Speaker | Ross...
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

**‘Character’ Will
Sustain Your
Career 63%
Longer**



Chuck Shafer 1927-2001



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

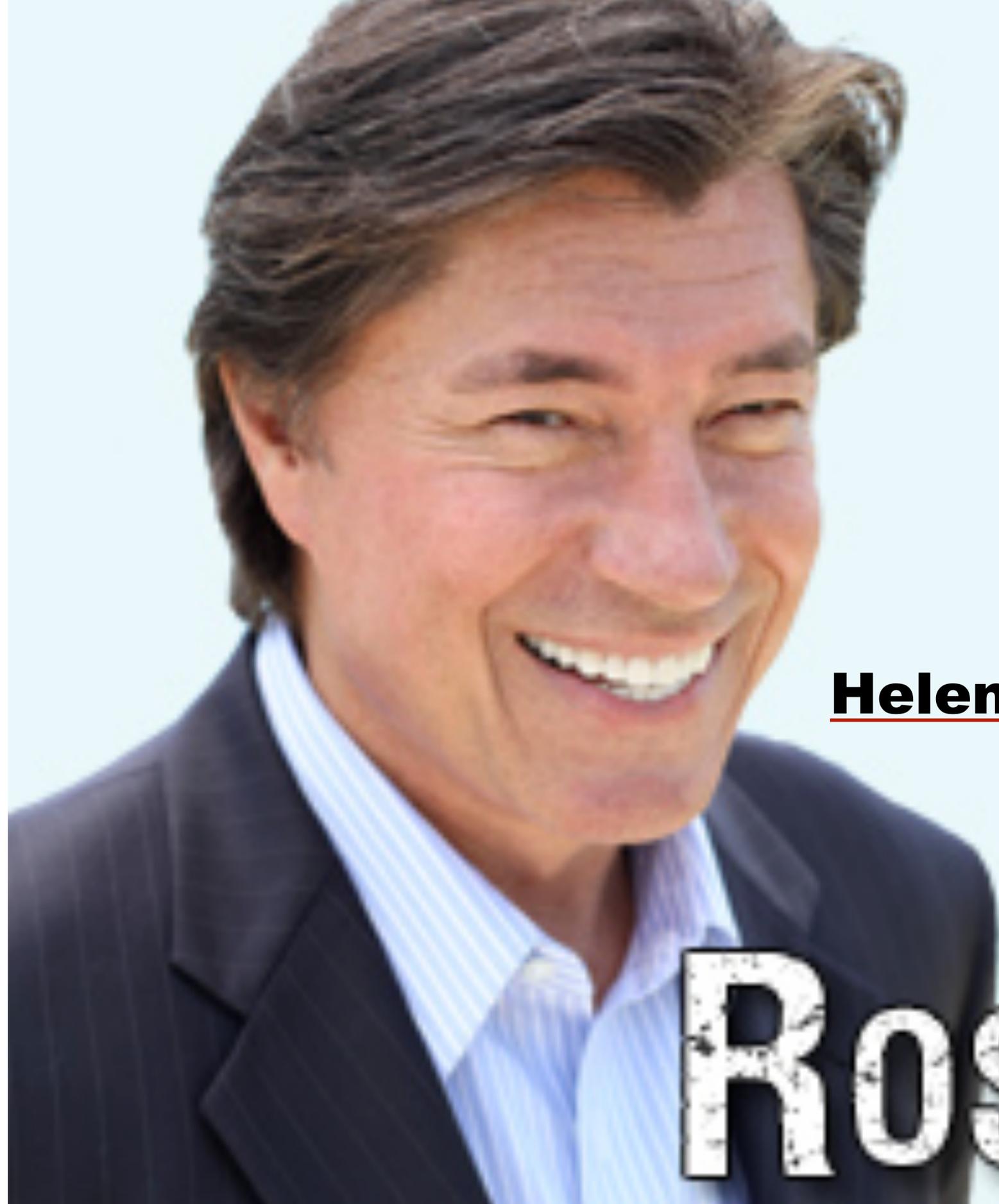


Daddy/Daughter date
11th birthday!

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Promote Ongoing Encouragement





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1-910-256-3495

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