



Ross
Shafer

**Want Ross to come
to your company?**

Contact:

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Ross
Shafer

What is RELEVANT LEADERSHIP in 2020?

Restaurants/Food Service



Retail Clothing



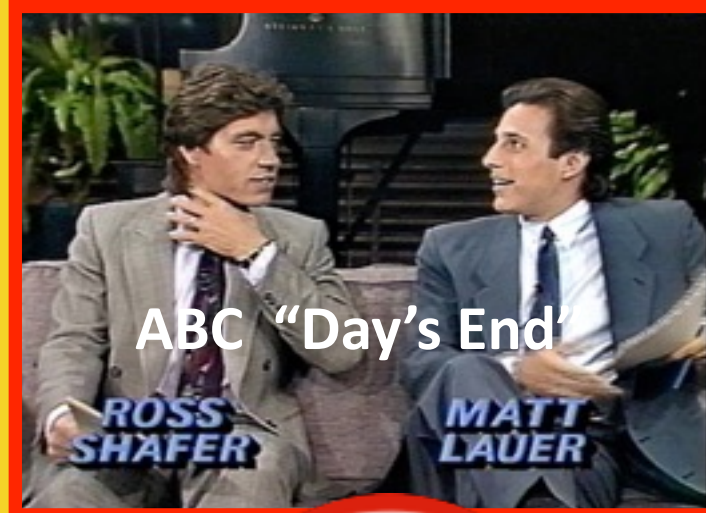
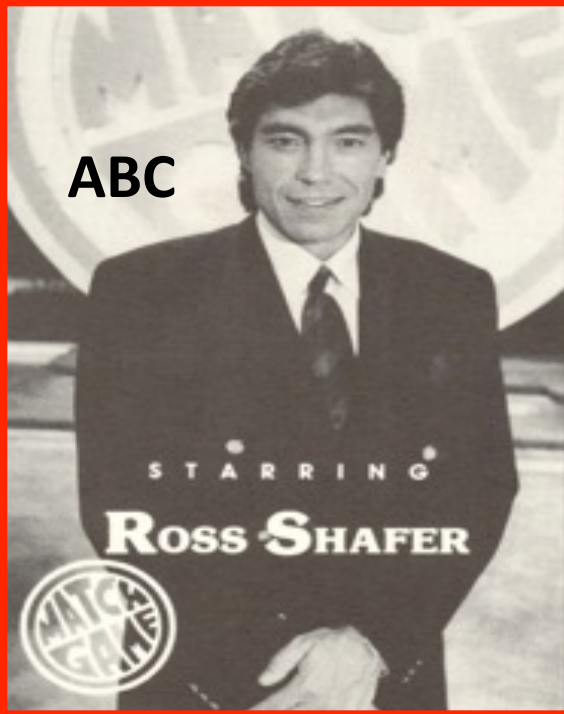
TV & Film Production



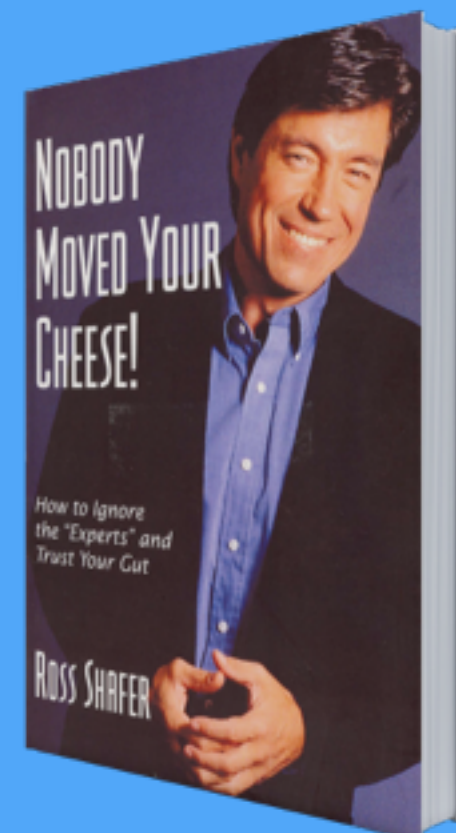
Building Industry



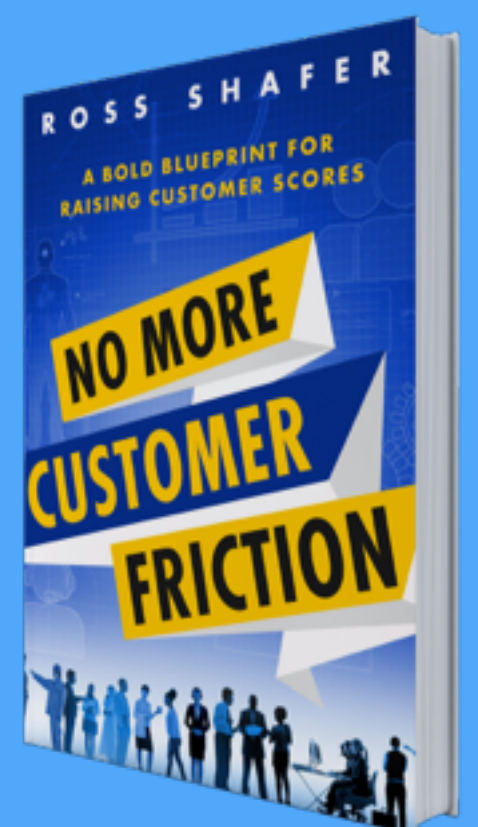
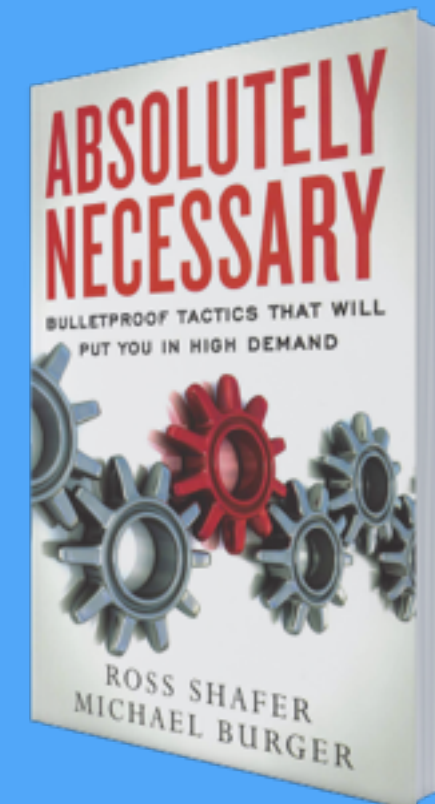
Manufacturing



2



3



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-driven aesthetic. The text is centered horizontally and has a slight glow effect.

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

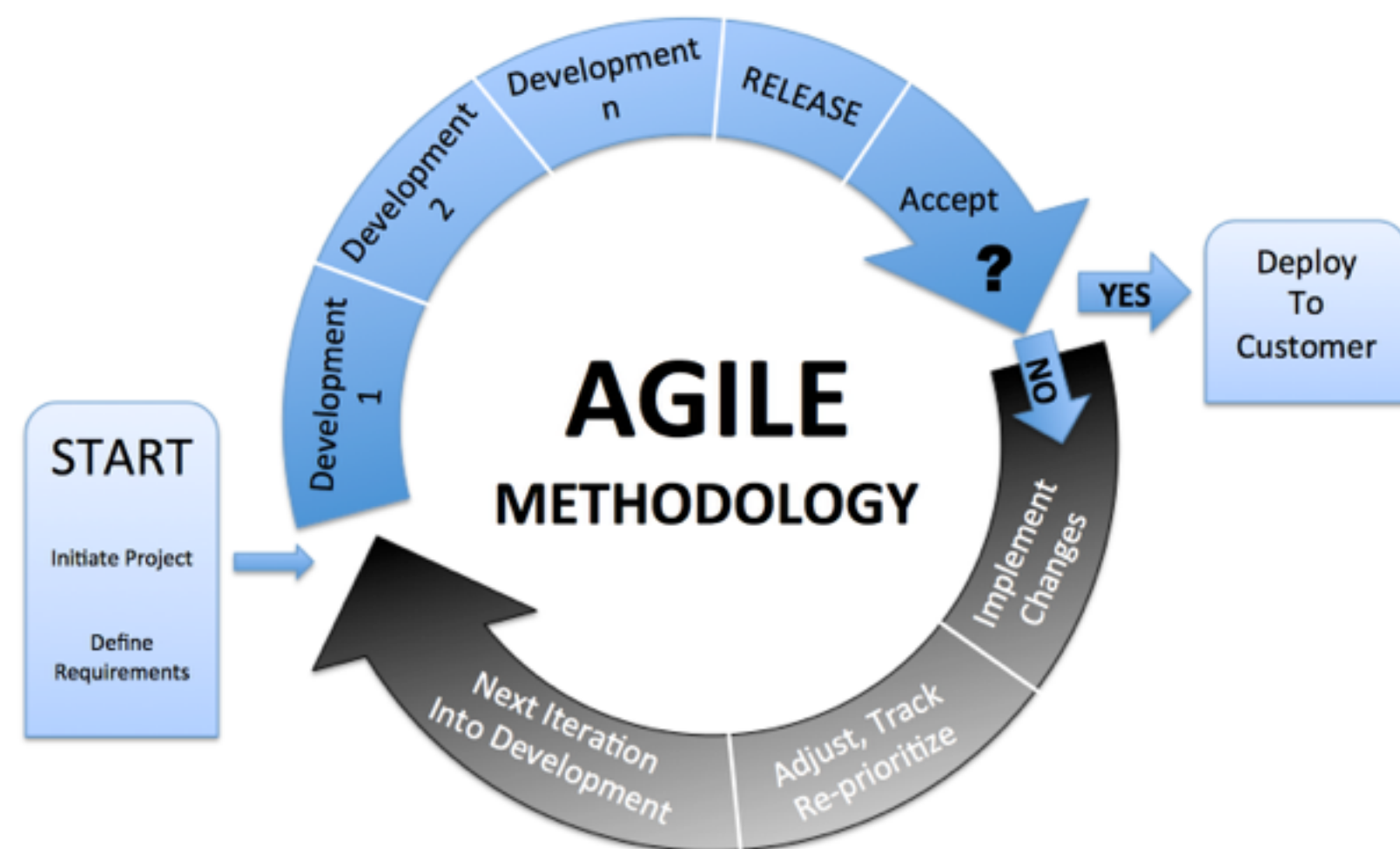
Ross Shafer







Ryan Shafer



GROWTH:

**How Can YOU
Innovate
Constantly?**

Hotel Events

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

Events for June 12, 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

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[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

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[Make A Reservation](#)

[Map & Directions](#)

[Hours of Operation](#)

[Menus](#)

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LARAMAR

55,000 UNITS





**A Blueprint re:
‘Easier to Work
With’**

R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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



www.dhl.de

BN PG 3071

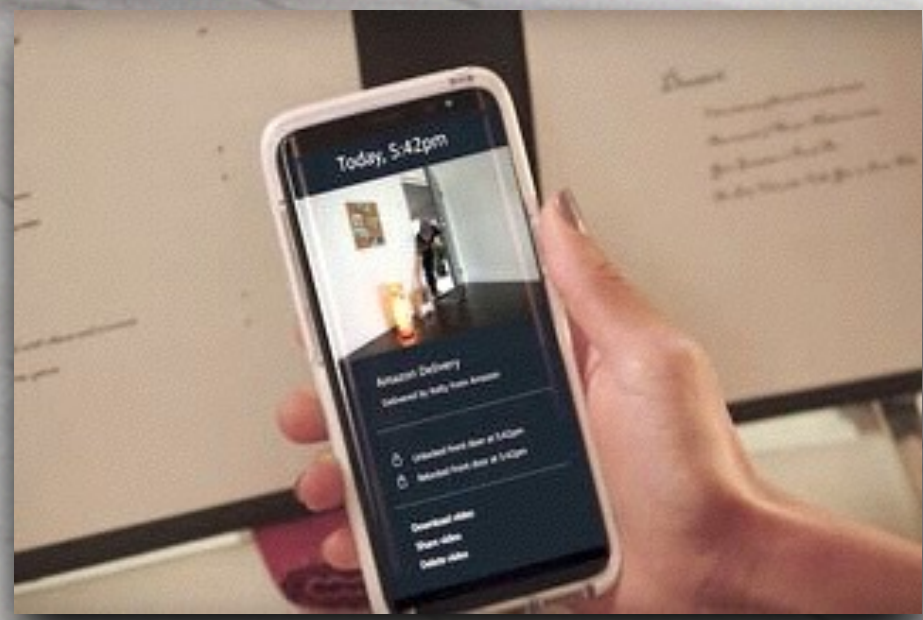
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KEY-IN-CAR



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 graphic. The word "POW!" is written in large, bold, yellow letters with a black outline and a halftone dot pattern. The letters are set against a red, jagged-edged starburst background. The entire graphic is surrounded by a white background with a black halftone dot pattern.

Is Common Sense Vanishing?



CSAT (Customer SATisfaction)



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

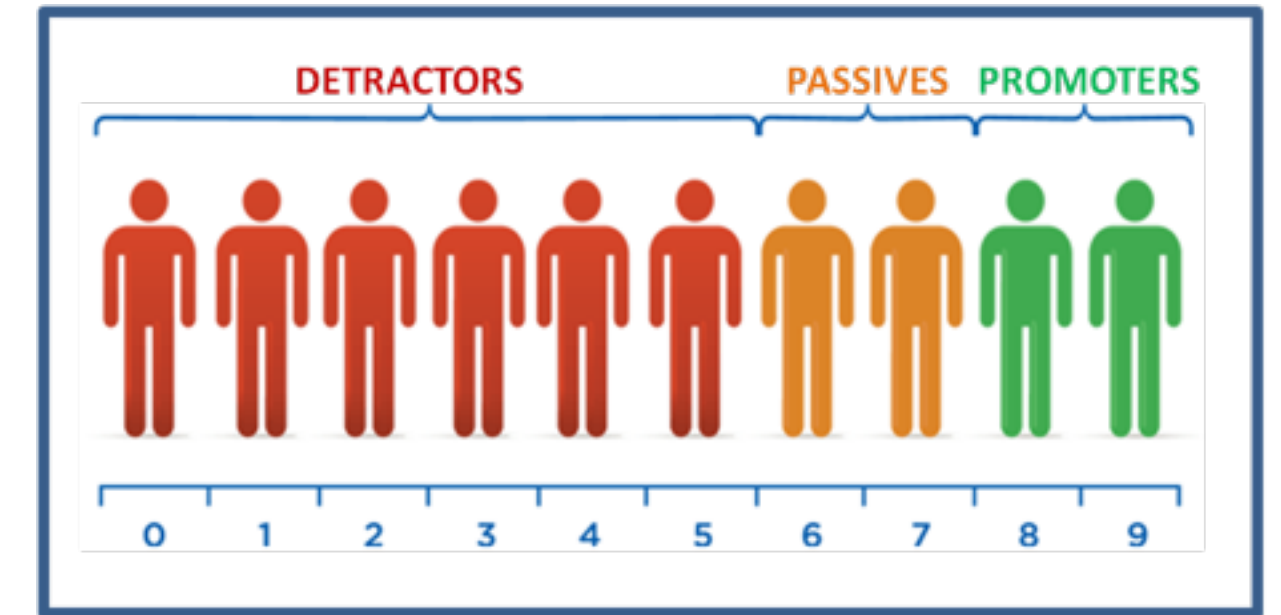
The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)

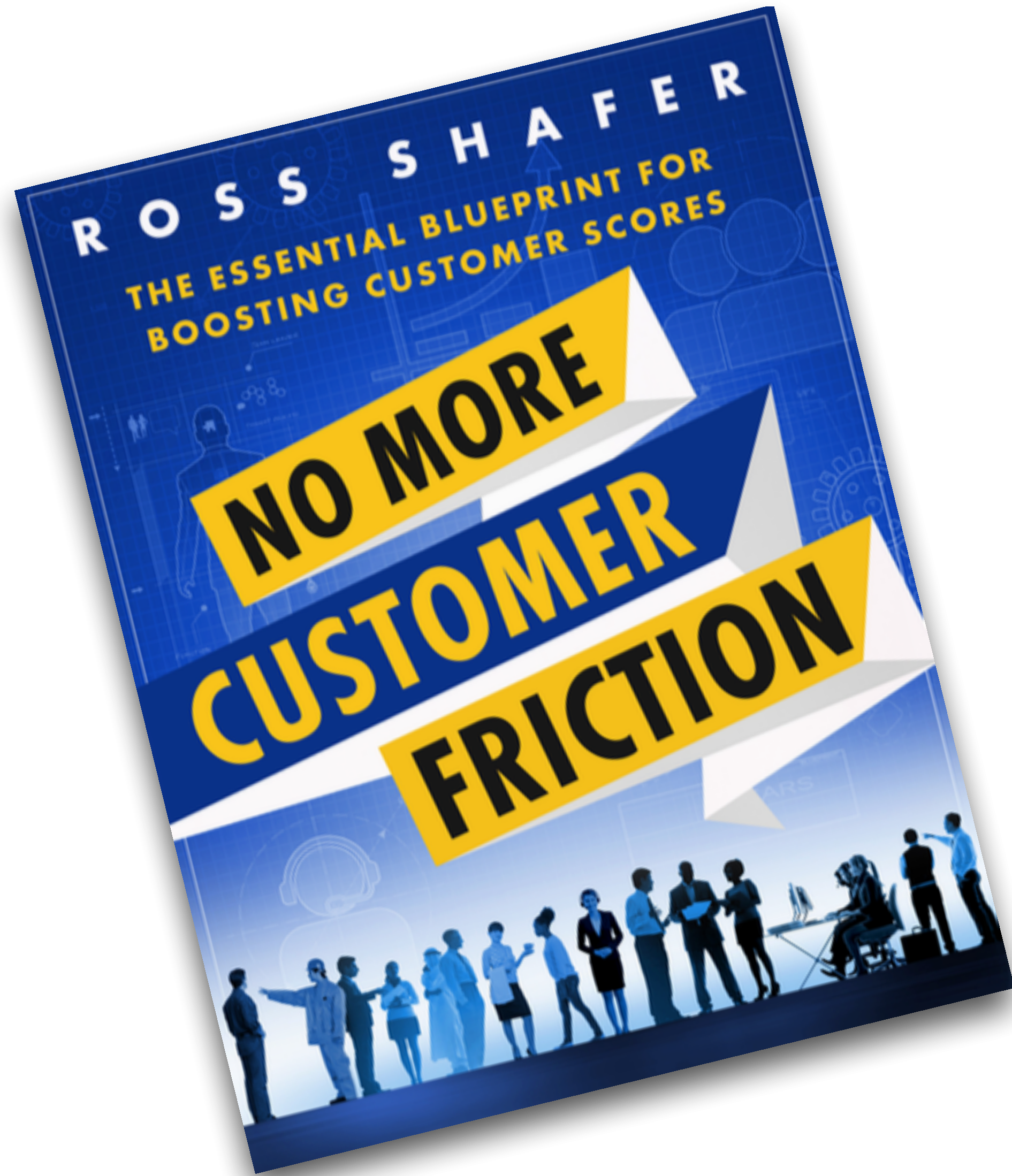


“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”

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.**”



**Does it
Work?**

comcast[®]
xfinity[™]

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®





erases



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

The background is a vibrant blue gradient. It features a complex overlay of white and light blue technical drawings, including architectural blueprints with various lines, circles, and text like 'A', 'B', and '50.2'. Interspersed among these drawings are vertical columns of binary code (0s and 1s) in a lighter blue font, suggesting a digital or data-driven theme.

Strategize & Execute Your Own Blueprints

KPMG

1,721 A.A. Companies Targeted

Maiden flight - May 1971

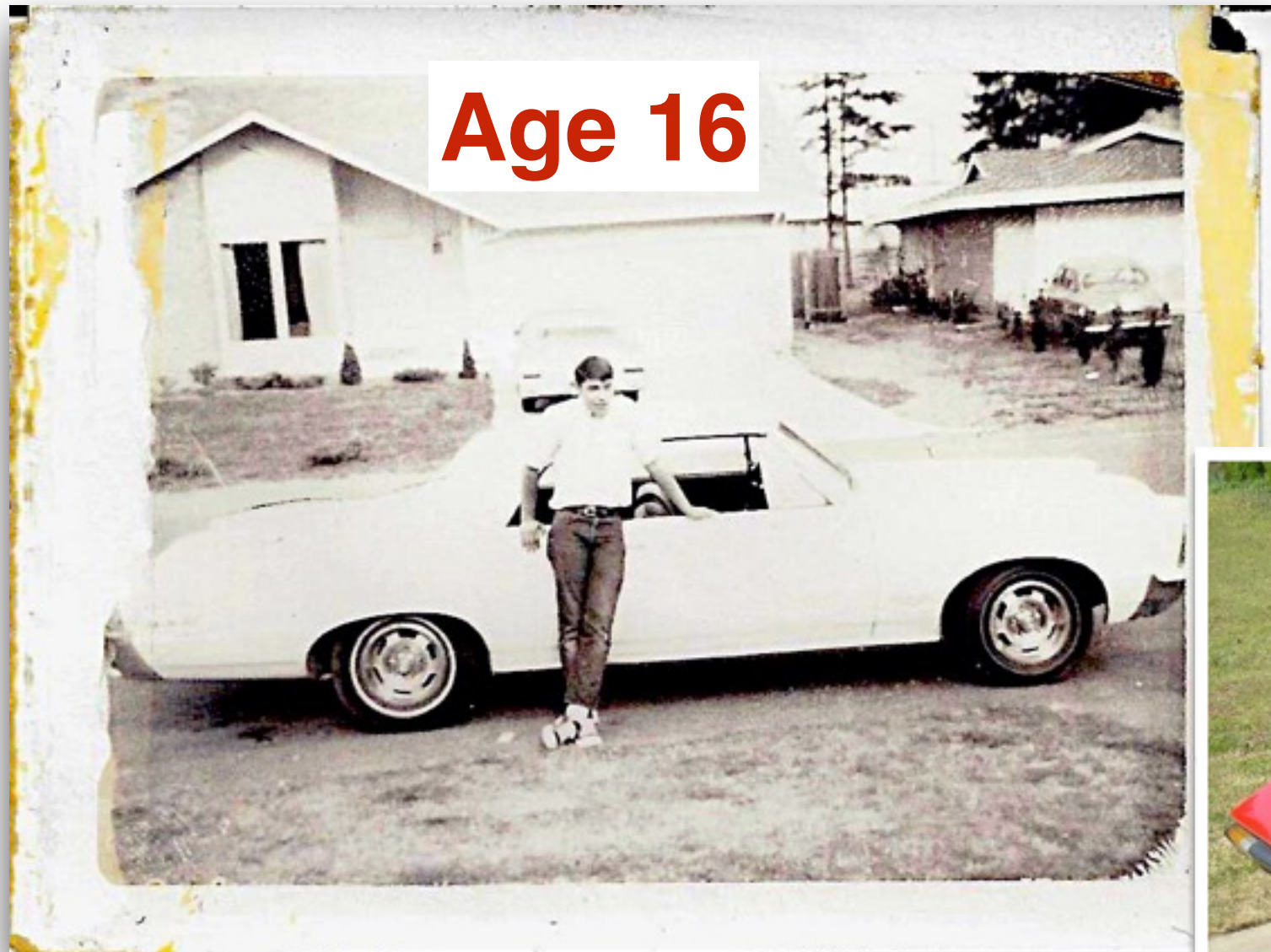


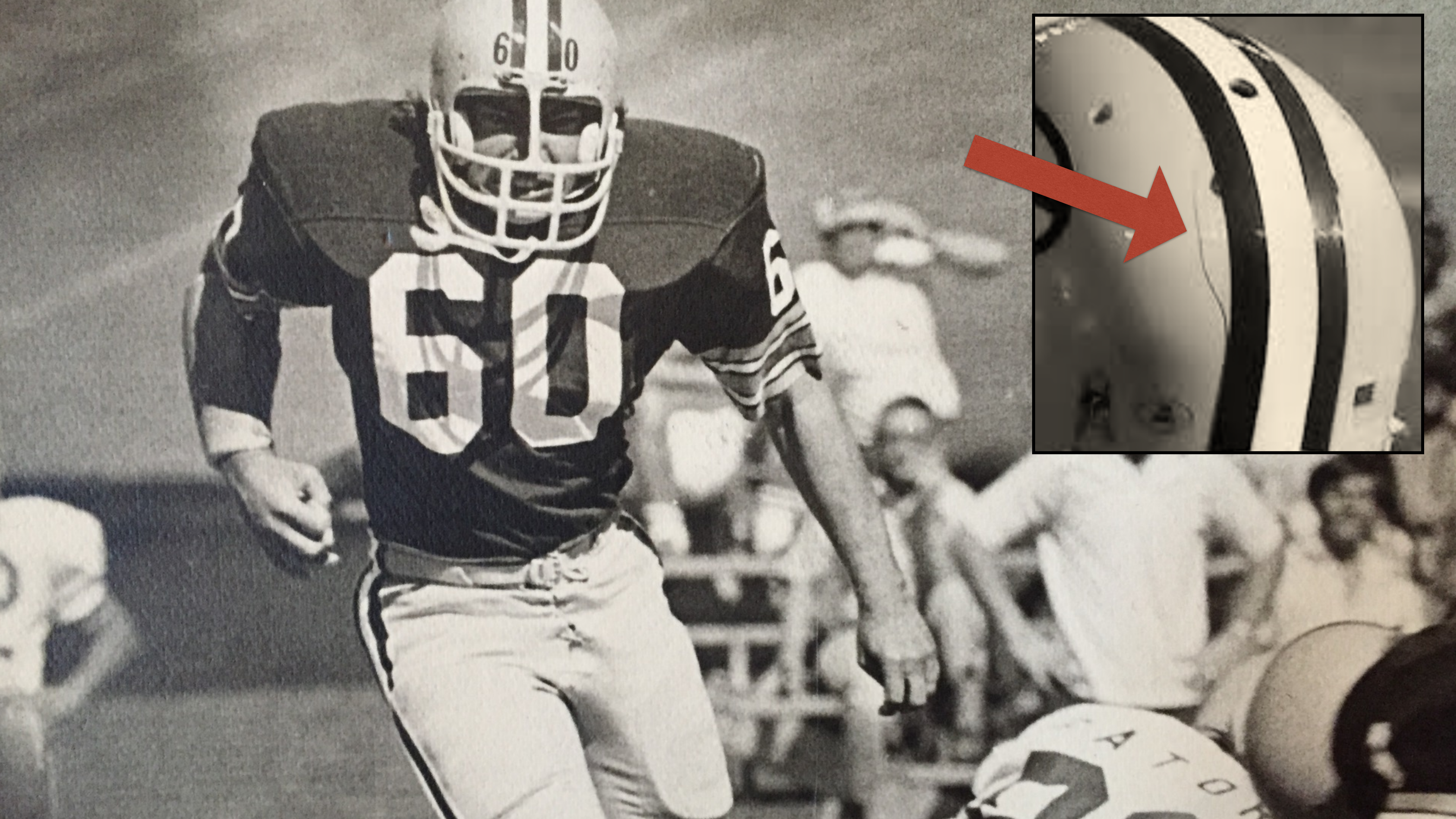
Age 13



Age 18

Age 16







UNITED STATES BANKRUPTCY COURT Western District of Washington

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



A silver microphone on a black stand is positioned on the left side of the frame. The background is a vibrant red curtain with vertical folds. The text 'STAND UP COMEDY' is written in a large, white, serif font across the center-right of the image.



STAND UP COMEDY


(There is a blueprint for getting on TV)




Strong Relationships Have a Blueprint







 Search for people, places and things 

 **Ross Shafer**
Edit Profile




Update Status  Add Photos/Video

What's on your mind?


FAVORITES



-  News Feed
-  Messages 99+
-  Photos
-  Browse


PAGES


-  Pages Feed 20+
-  Like Pages 20+
-  Create Ad



GROUPS



-  University of Puget Soun...

 **Nancy Vogl**
Is anyone else having problems posting on FB today?
Like · Comment · Share · 10 hours ago near Traverse City, MI · 

 Monika Laschkolnig and 7 others like this.

 View 21 more comments

 **Aileen Bennett** Thank you - I thought i had broken the internet (again)
6 hours ago · Like ·  1

 **Kathleen Hassan** yup
5 hours ago · Like ·  1



**How Can You
Inspire the
Hearts & Minds
of Your Teams?**



Encourage Their Super Powers



**BURY THEIR
KRYPTONITE**

RESPONDS IMMEDIATELY

DEPENDABLE TIME LINES

100% INTEGRITY

24/7/365 Satisfaction

Highly Creative

Care About Other People

Problem Solver

DETAILED



Collaboration

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.

Next-Gen Leaders vs. 'Old School'

Millennials Will be 40 in 18 Months!



**“Leveling Up” Keeps
Young
Leaders Motivated**

“LEVELING UP”

(Quick Wins - 30-day Sprints)



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

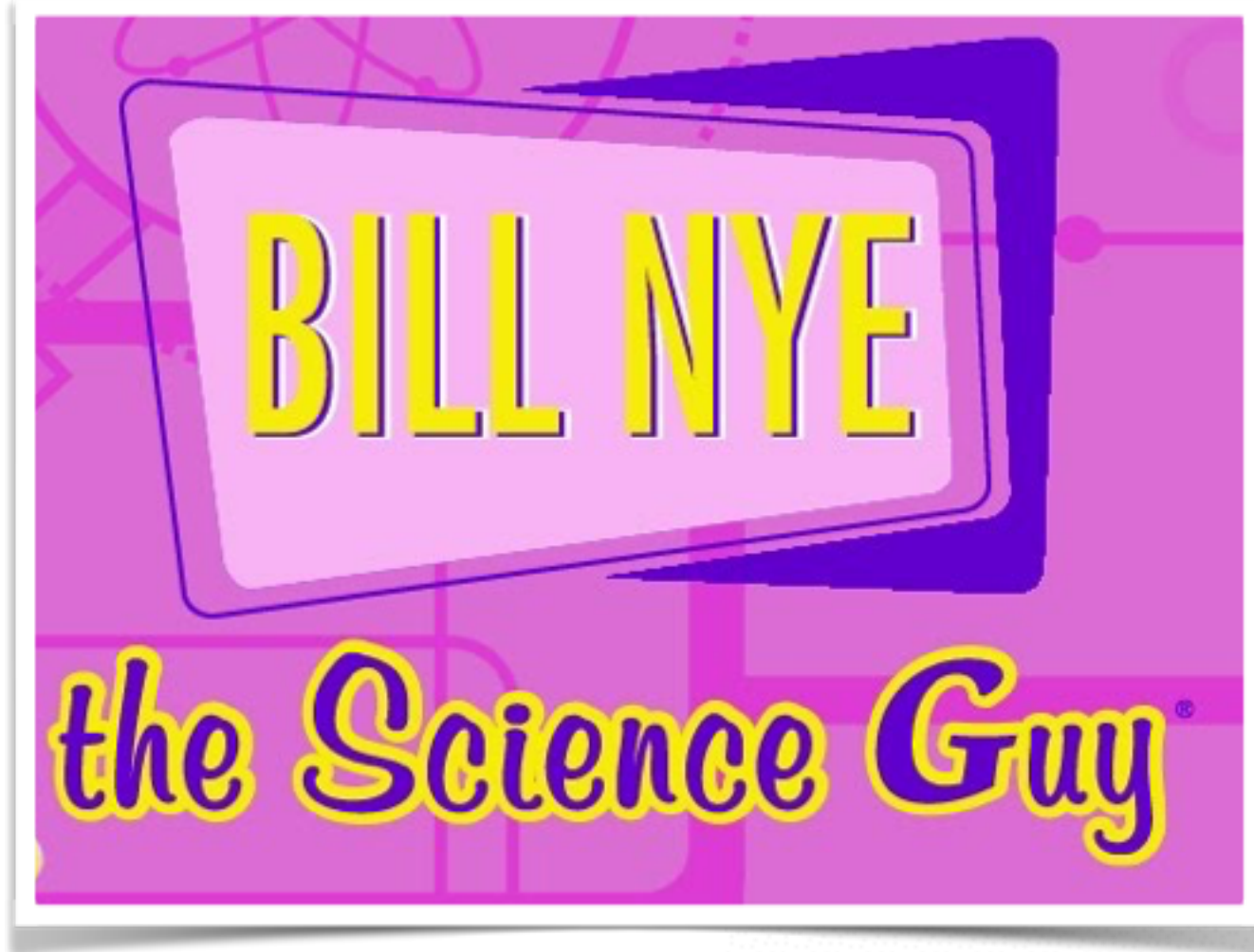
**#1 Cultural Element
Millennials
Want from You**

FUN

**#1 Customer Skill
that will Keep Your Team
FUTURE-PROOF is
Communication**



**GROWTH Happens
When You 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

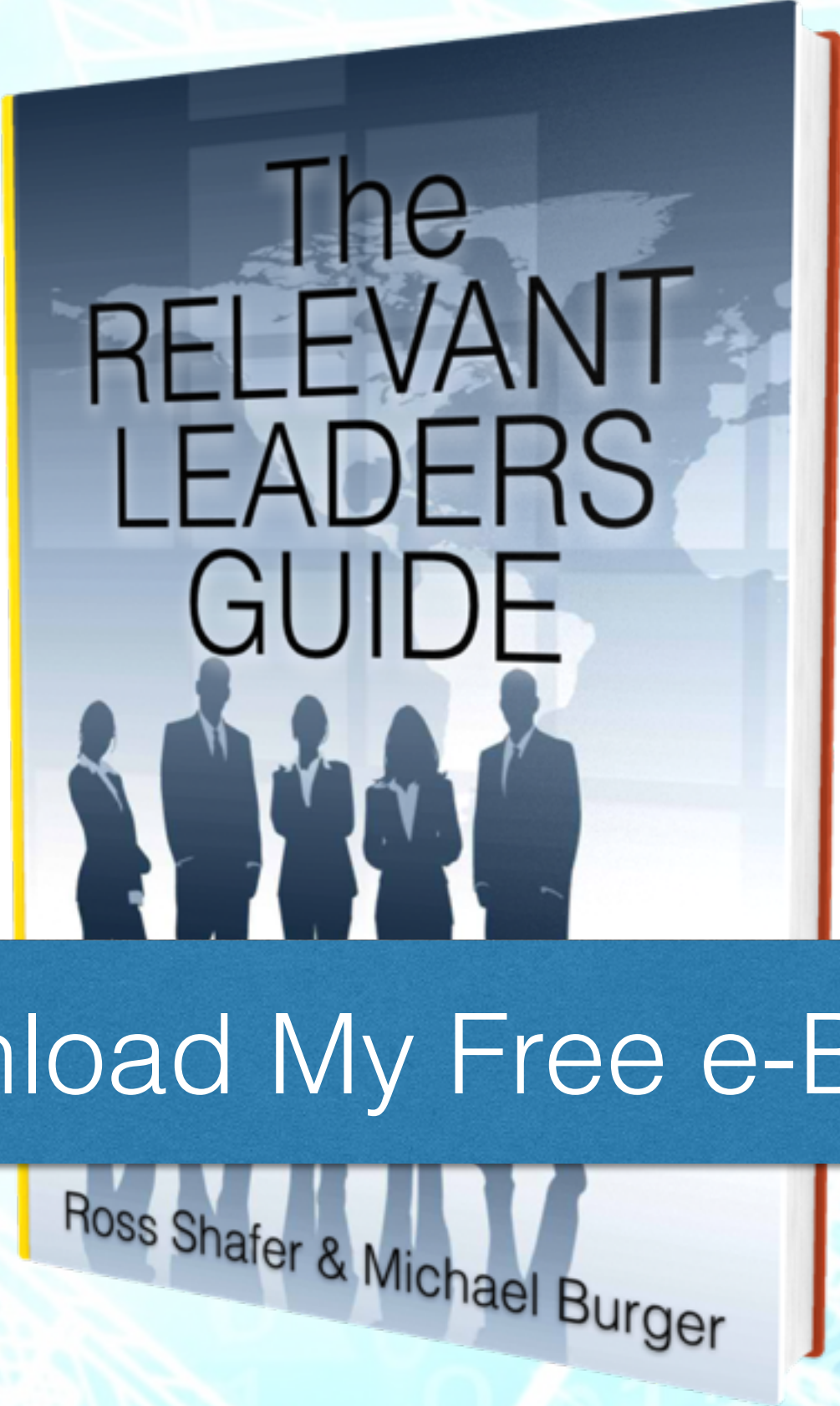
Relevant Leaders Club Download All

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...

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This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

Leadership Video Blog

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www.RossShafer.com



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 cross-sections. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

Promote Ongoing Encouragement



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