



Ross  
Shafer

**THANK YOU**



**QUESTIONS?**

**[Andria@RossShafer.com](mailto:Andria@RossShafer.com)**

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 data-driven aesthetic.

**How Can You  
BECOME  
INDISPENSABLE?**

Restaurants/Food Service



Retail Clothing



TV & Film Production



Building Industry

**SHAFER® PROJECTION TV**

Turn your Den or Rec Room Into a Video Theatre

- 4 Ft. and 5 Ft. Screens
- Ceiling Models Available

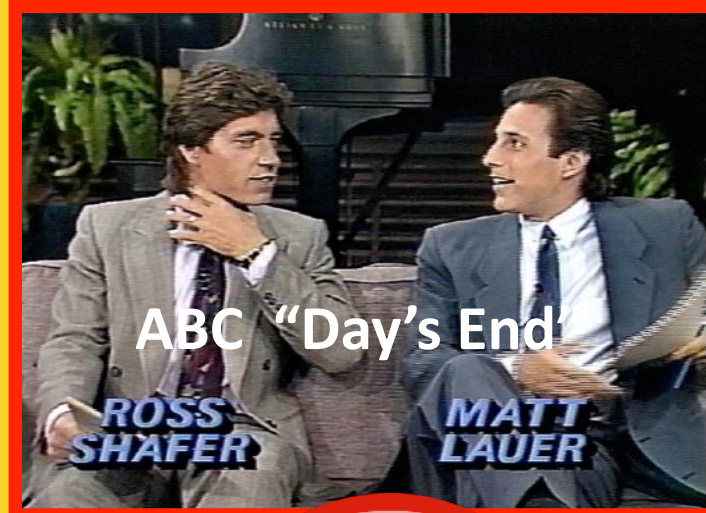
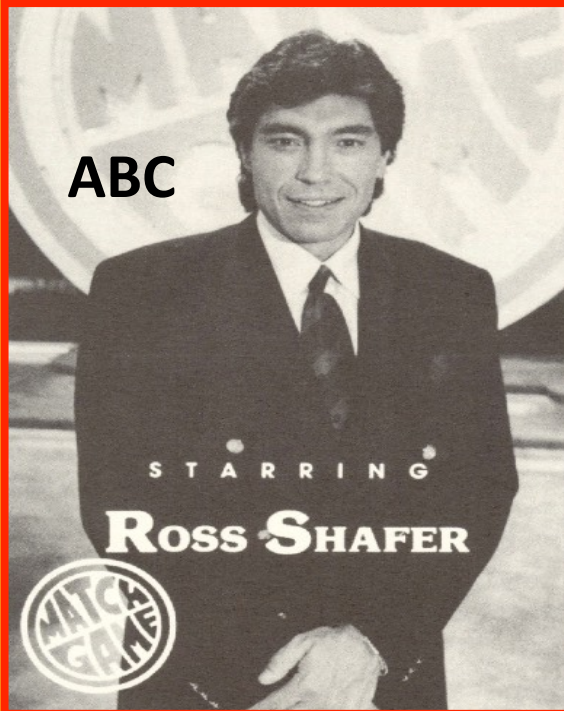
At last the Northwest's largest maker of Giant TV Screen systems is offering direct to you, for your home, the same Projection TV usually seen commercially. Come, see and compare during this sale!

**AS LOW AS \$997**

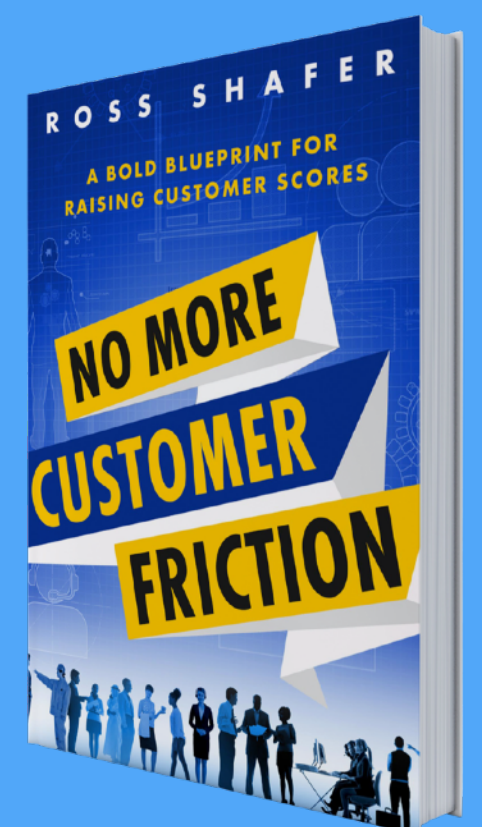
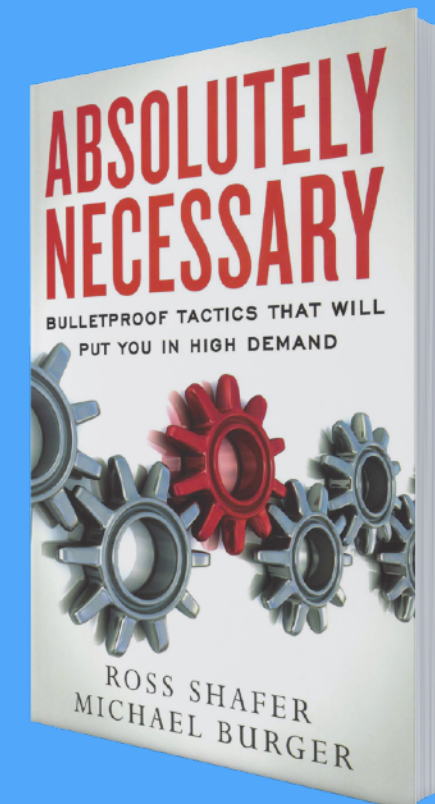
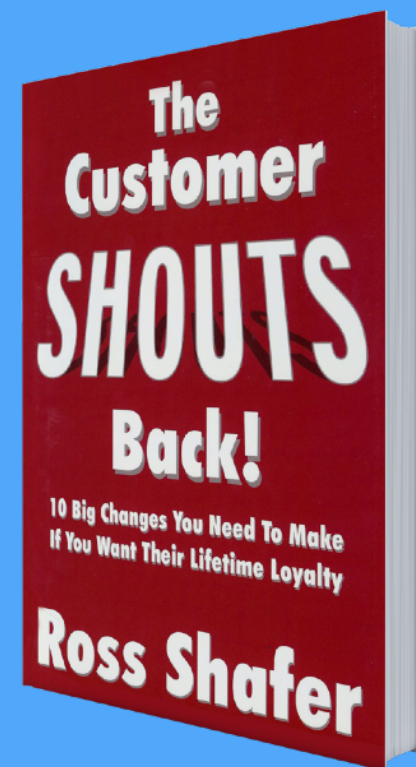
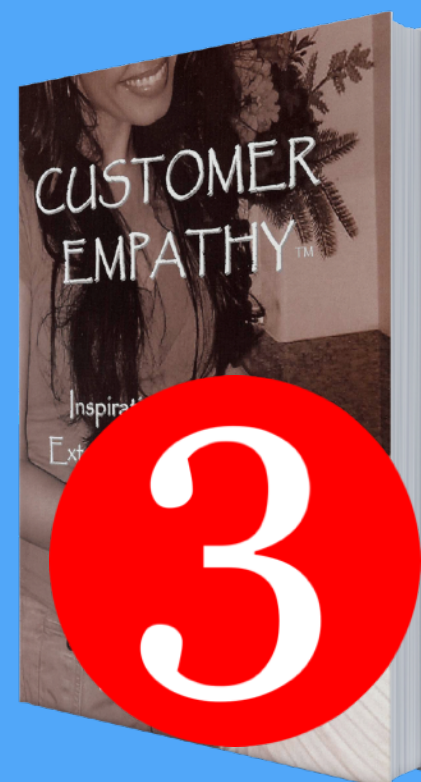
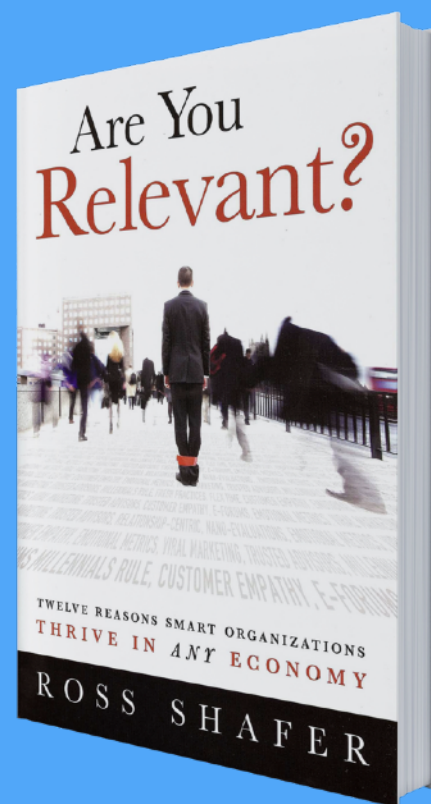
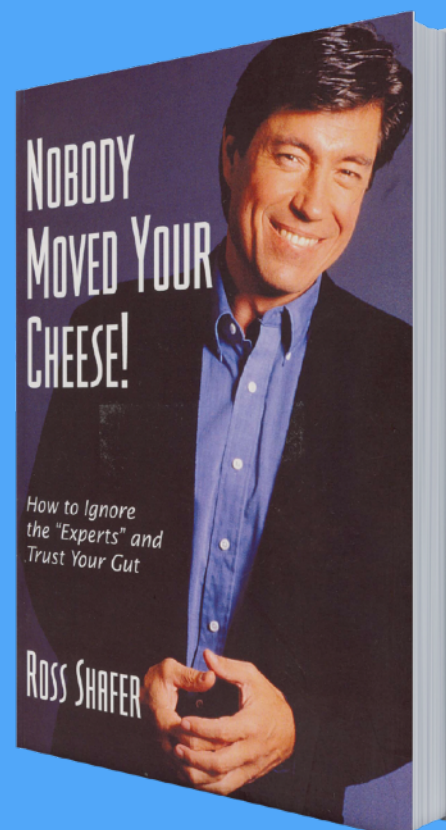
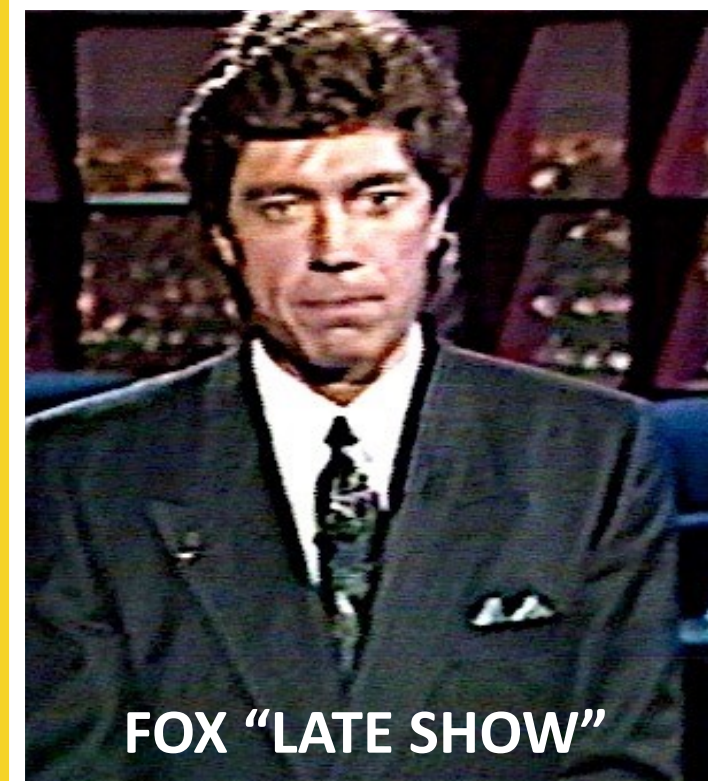
**SOUNDS OK!**

**Manufacturing**

STUDIO COLLECTOR  
Puyallup, Wash. 98371



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.

**What I'm Not...**



**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

# 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



360 ★

# Review order (1)

Pickup store  
**Parker & Hilltop** ▾  
Prep time 3 - 7 min

10 min

Coff Americano \$2.95

### Your order may be ready before you arrive


It looks like your estimated travel time is longer than your order prep time. Consider placing your order when you're a little closer to the store.

[Back to order](#) [Continue](#)

Subtotal.....	\$2.95
Tax 8%.....	\$0.24
<b>Total.....</b>	<b>\$3.19</b>

YOU MAY ALSO LIKE

[Checkout \\$3.19](#)





The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural blueprint. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**What Skills are  
INDISPENSABLE?**



**INDISENSABLE:**

**Become an Endless  
Resource of  
Fresh 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

# Association of Human Nature Convention



[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

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[Make A Reservation](#)

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[Hours of Operation](#)

[Menus](#)

[Corporate Events / Banquets](#)

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[View All Locations](#)







LARAMAR

55,000 UNITS



# **‘Chief Trending Officer’**



# TREND SPOTTING SITES

<http://www.springwise.com> (My favorite weekly updates)

<http://www.forbes.com/sites/stevecooper/2013/11/19/how-to-become-a-trendspotter/>

[www.Trendhunter.com](http://www.Trendhunter.com) (Cool inventions)

<http://dupress.com/periodical/trends/business-trends-2014/>  
(Deloitte University)

<http://www.gartner.com/newsroom/id/2603623> (Technology trends)

<http://www.infoq.com/research/software-trends-2014> (Software trends)

<http://www.businesswire.com/news/home/20140101005013/en/Forrester-Top-Global-eCommerce-Predictions-2014#.U-GCYIYQ7wI>  
(Business Wire & Forrester Research)



THE CURE FOR CREEPING COMPLACENCY

BEHAVE  
LIKE A  
**STARTUP**



ROSS SHAFER



**NO LONG-TERM RELATIONSHIPS**

**EVERYONE WEARS MULTIPLE "HATS."**

**EARLY STOCK OPTIONS**

**THEY LOVE TO "SPECIALIZE"**

**YOUNG, HIGH ENERGY & STRONG MOTIVATION TO WIN**

**‘The Grass is  
Greener’**

**Elsewhere**

**...is a MYTH**

# Google



Oct 22, 2019



## "Google Software Engineer"



Current Employee - Software Engineer

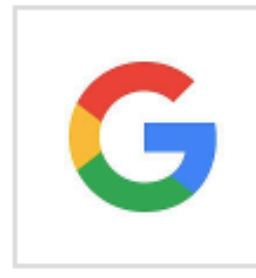
I have been working at Google full-time

### Pros

Free Food, Work from home, massages

### Cons

Google is evil, long ass hours



## "Great place to work. I never regretted a second."



Current Employee - Digital Marketing Manager in San Francisco, CA

Recommends

Positive Outlook

Approves of CEO

I have been working at Google full-time for more than a year

### Pros

The pros vary. It is a dynamic workplace with a lot of room to grow. Google shows you how to succeed and they provide many options for growth when you do.

### Cons

Long hours and hard work. They give you a lot but they expect a lot in return.

## "Great place to work"



Current Contractor - Video Editor in New York, NY

Recommends

Positive Outlook

I have been working at Google for less than a year

### Pros

Take care of their contracted editors

### Cons

Long hours and tight deadlines



## "Great employer"



Current Employee - Engineer in Mountain View, CA

### Pros

Environment, projects, leadership, compensation, benefits.

### Cons

Long term instability, long hours.



# amazon.com



▲ Amazon's Stressed Out Culture Is Burning Out Employees (minyanville.com)

# Amazon's Stressed Out Culture is Burning Out Employees

▲ hackcasual on Apr 27, 2014 [-]

Ex-amazonian here, It really depends on the team. There's 2 types of crappy places to be at Amazon: the really important legacy system, or the we need to catch up with the competition product.

- ★ In the first case, there's no opportunity for really improving things, it's usually a small team which can really hamper your advancement, and it breaks constantly. You'll work a 40 hour week, but will get paged all the time and have lots of little emergencies.
- ★ The second is sexier, and a good opportunity to move up the ladder, but you'll be working 60-80 hour weeks, loads of crunch time, and suffer due to constantly shifting management as the team explodes in growth.



# Zappos.com

POWERED *by* SERVICE®



## Software Engineer



in Henderson, NV



*"Good Times if you're in the java team, boo times if you're in the perl team"*

### What do you like about working at Zappos?

*"The people you get to work with are intelligent, knowledgeable and above all understanding of the tasks and their pitfalls."*

### Do you have any tips for others interviewing with this company?

*"Its going to look great on the surface and the people you're going to work with are all going to be really cool...the upper management on the other hand is going to be your typical corporate deal."*

### What don't you like about working at Zappos?

*"The management will promise you they are what makes the company great, only to turn around and make people disappear for whatever reason they arbitrarily make adequate."*

### What suggestions do you have for management?

*"Understanding and Compassion, you should look into it. Also, hypocrisy never looks good on anyone, especially you."*

Person You Work For 3 / 5

People You Work With 5 / 5

Work Setting 3 / 5

Support You Get 3 / 5

Rewards You Receive 1 / 5

Growth Opportunities 1 / 5

Company Culture 3 / 5

Way You Work 1 / 5



money

2.0



### Steer clear

Customer Service Assistant (Current Employee) – Newcastle upon Tyne, Tyne and Wear – 6 August 2018

Only way to progress is if management like you  
You have to start 20 minutes early everyday to start up computers (unpaid ) and stay behind 5minutes everyday ( again unpaid )  
Promise you the world but do not fulfilled

✓ **Pros**

Not much

✗ **Cons**

Working for nothing at least 30 minutes a day

The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various mechanical parts, including gears, shafts, and housing components, rendered in white and light blue lines. Interspersed among the technical lines are vertical columns of binary code (0s and 1s) in a light blue color, suggesting a digital or engineering theme.

# **What Do LEADERS THINK?**

**“Yeah we do snacks, drinks, flex time and stock options because happy people produce more. And, I am intentional when I say MORE.”**

**If you own stock we expect  
More performance.  
More innovation.  
More of your time.”**

**Dan Shulman CEO**



**“We built Apple Park to blur the atmosphere between inside and outside.**

**It wakes up the senses.**

**When you are working long hours, under the world’s most intense deadlines, the least we can do is give you the most comfortable work environment on earth.”**

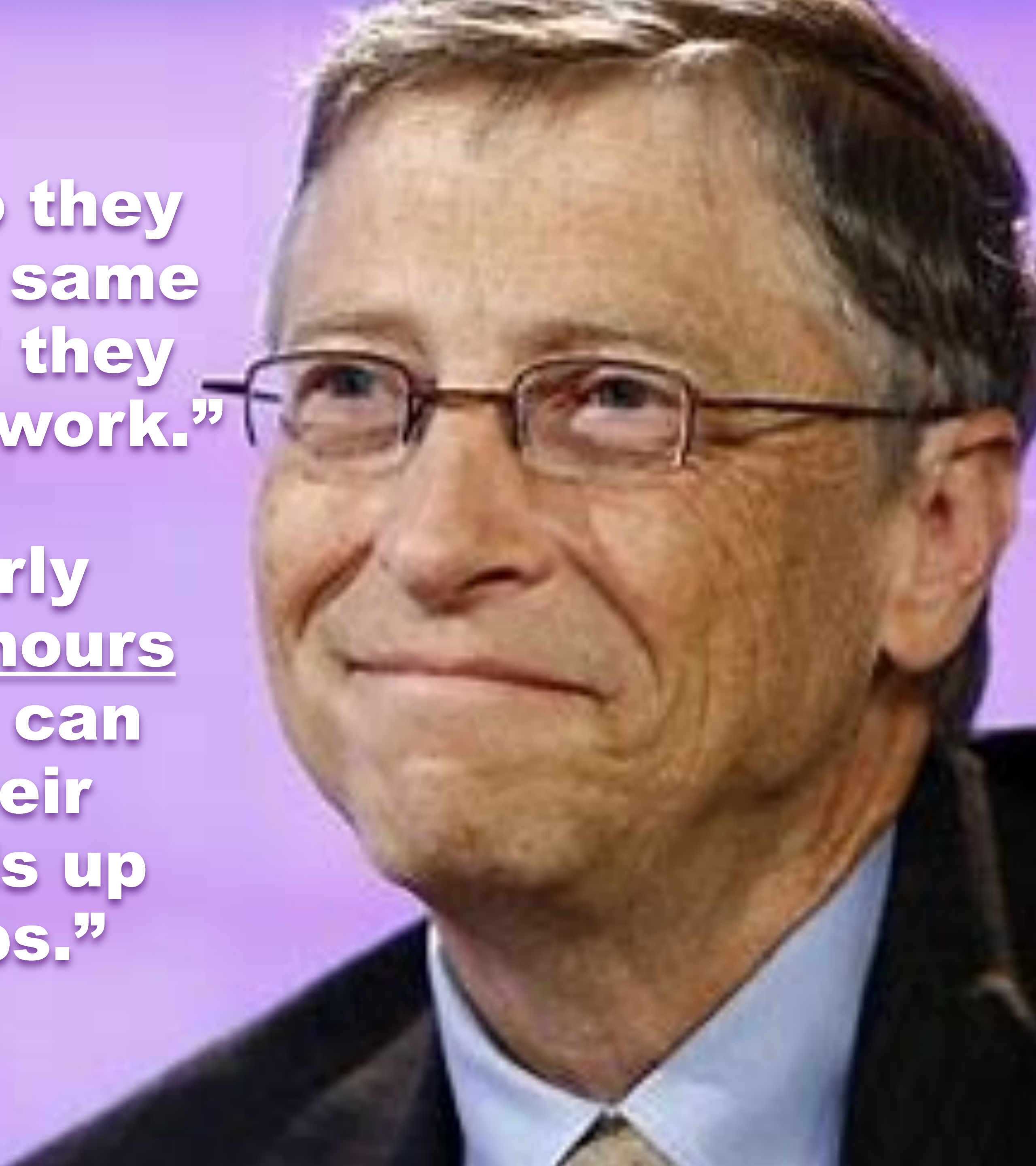


**Steve Jobs - CEO APPLE**

**“We have a free cafeteria so they don’t leave the campus. The same goes for our free housing. If they live here, they aren’t late for work.”**

**“Some critics say it’s overly generous but this is a long hours enterprise so whatever we can do to keep them out of their ‘distraction zone’ - it speeds up our Go-To-Market Strat Ops.”**

**Bill Gates - CEO Microsoft**



A close-up portrait of Jack Welch, an elderly man with thinning grey hair, wearing a dark suit jacket over a light blue shirt. He is looking slightly to the right of the frame with a serious expression. The background is a blurred office interior with windows.

**Jack Welch - CEO General Electric**

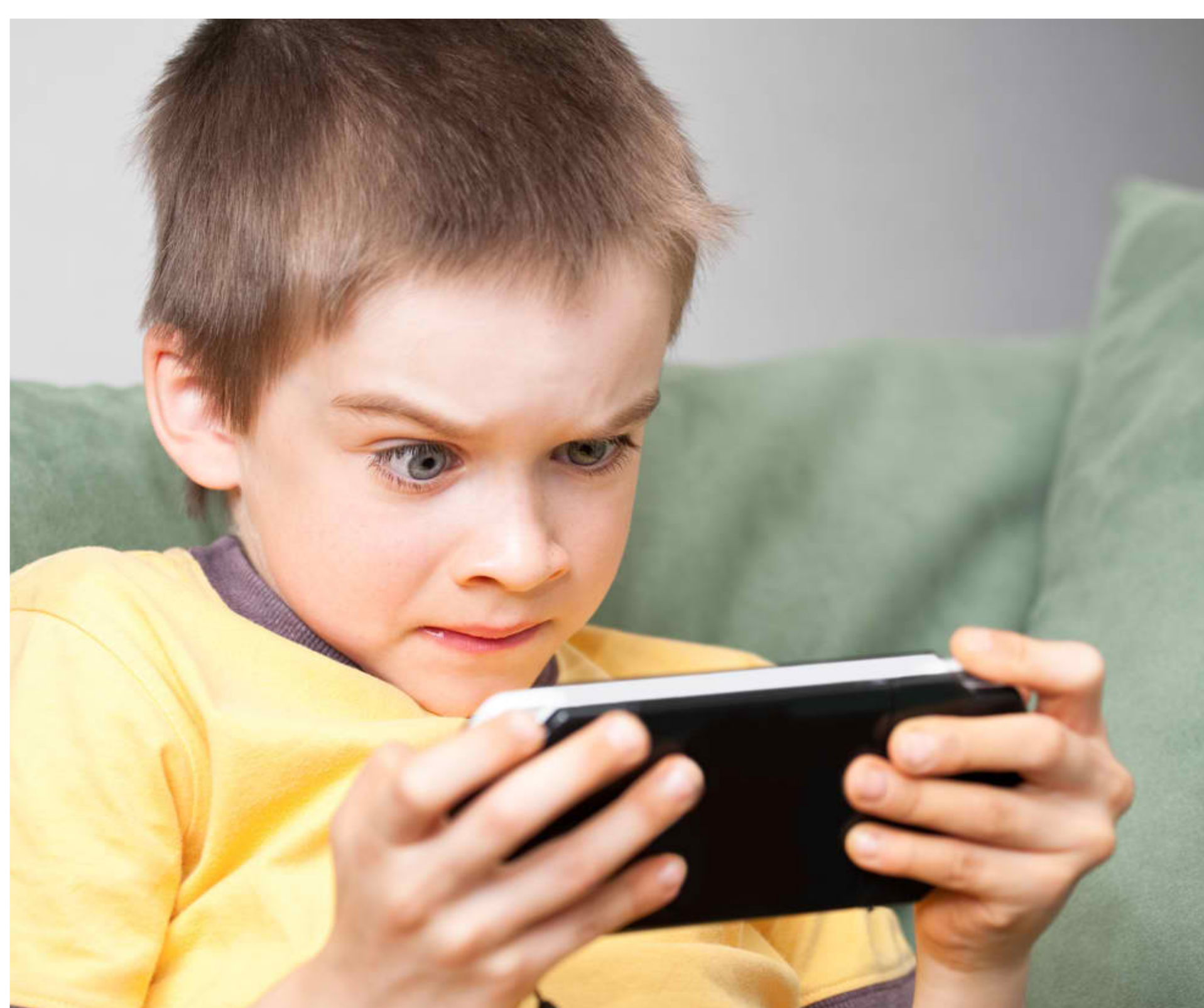
**“I knew that only 30% of my teams were actively engaged...they really wanted to see us all succeed. But, 20% were actively disengaged...mad...trying to tank the company. That’s why we routinely let the bottom 20% go (with dignity). And you know what? It was never a surprise to them. They didn’t perform because they didn’t like being here. They needed a different culture fit.”**





**What Can Leaders  
do to become  
INDISPENSABLE?**

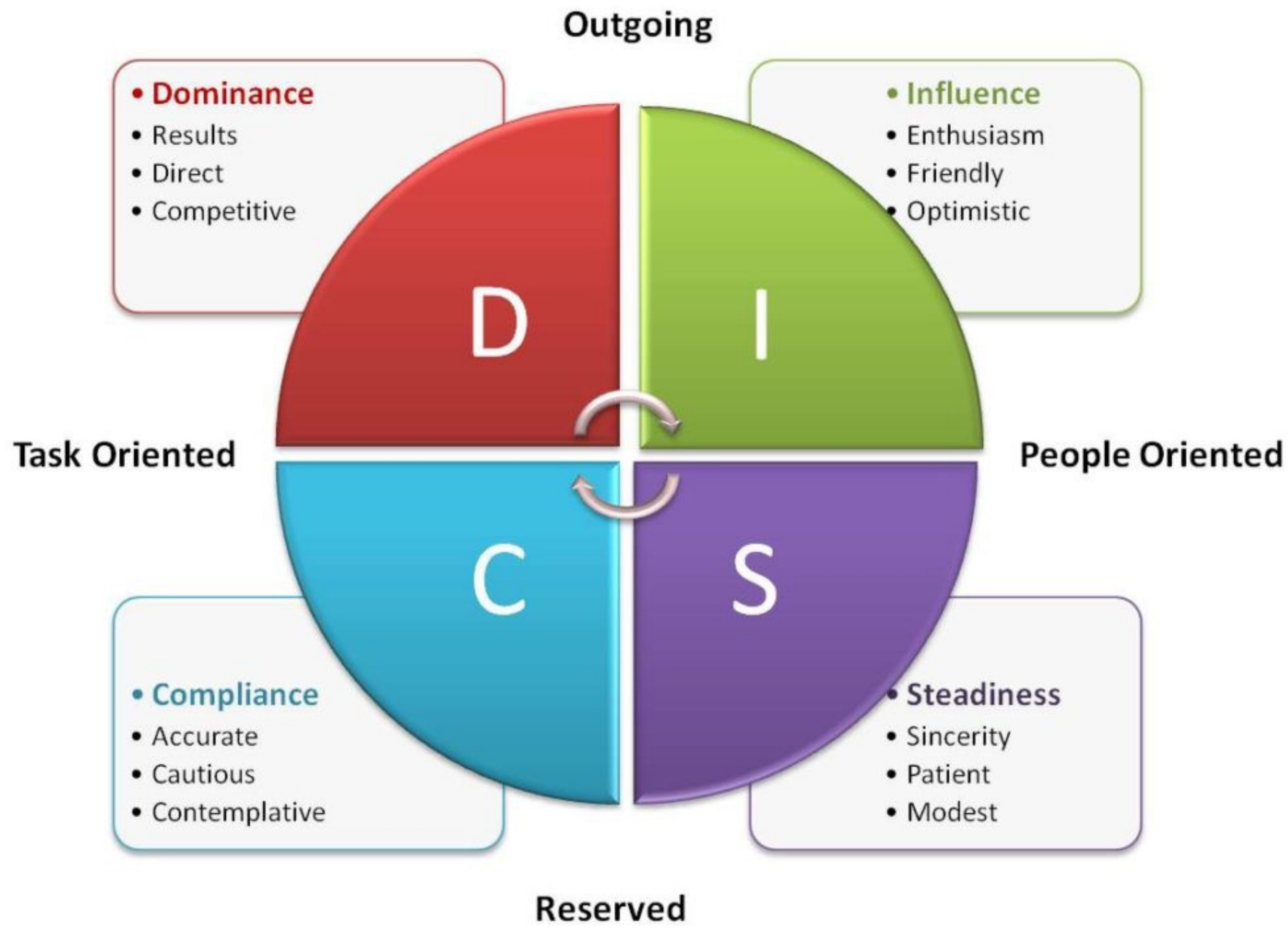
# “LEVELING UP”



300,000 attended GamesCon just to watch other people play video

# LEADERS BUILD TEAMS THAT ALWAYS ROW IN THE SAME DIRECTION






# WHAT DO THE DISC SCORES MEAN?

**D**  
DOMINANCE

Active  
Aggressive  
Direct  
Overcomer  
Solver




**I**  
INFLUENCING

Verbal  
Persuader  
Joyful  
Optimistic  
Emotional




**S**  
STEADINESS

Singular  
Listener  
Low risk  
Friendly  
Loyal



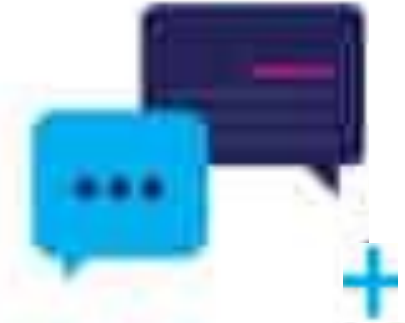
**C**  
COMPLIANCE

Rules  
Accuracy  
Details  
Careful  
Analytical



# THE DEEP DIVE CULTURE





**THESE ARE SOME OF THE QUESTIONS THAT YOU'LL  
BE ASKED DURING YOUR CULTURAL INTERVIEW**

**Your boss gets an order 5 minutes before closing and he/she expects you to stay late to fill it. What do you do?**

**You feel a coworker respected you. What do you say or do?**

**A client wants a discount but you can't reach your supervisor for authorization. What do you do?**

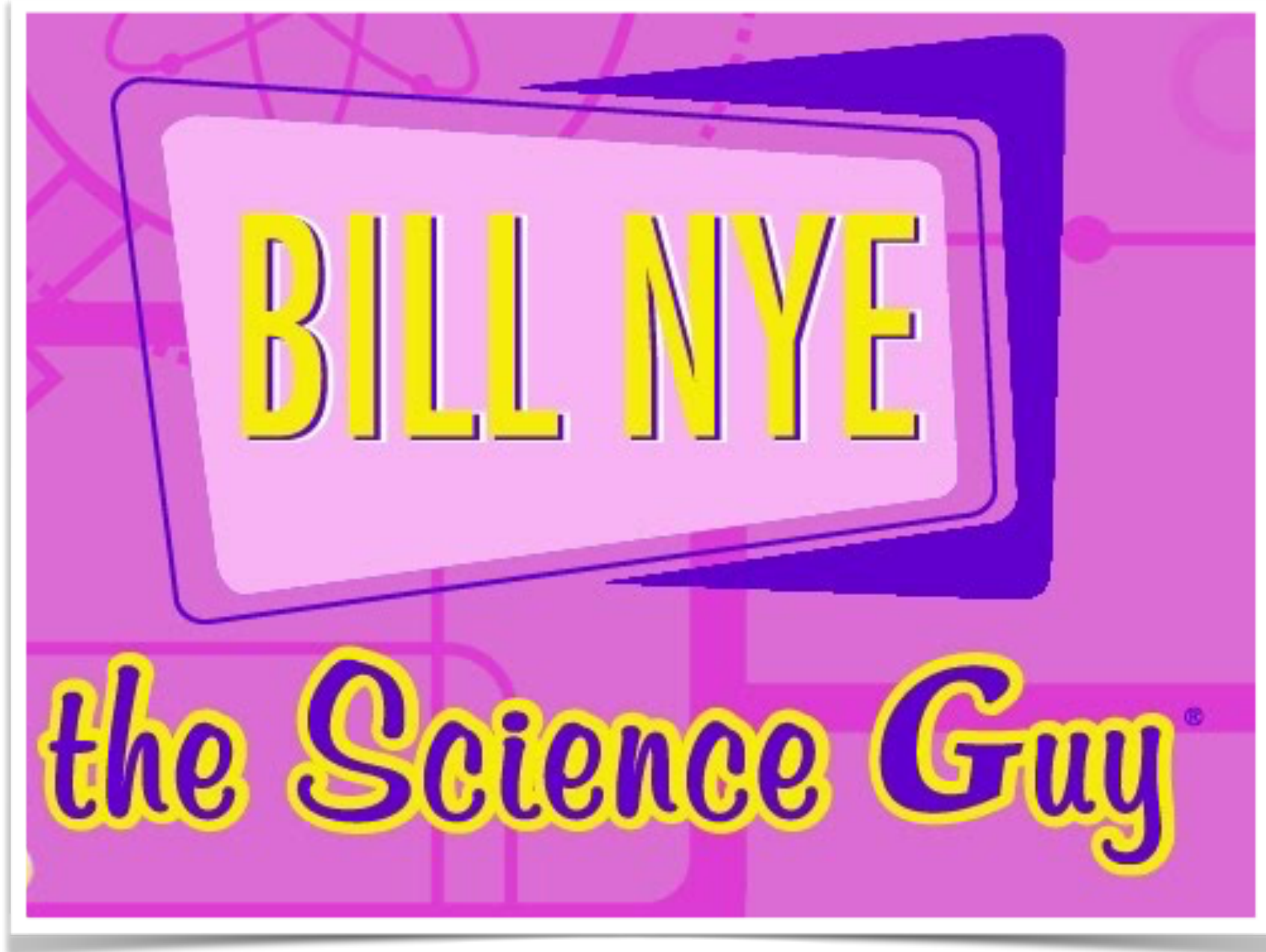
**You find out a coworker has done something unethical and asks you to "keep it quiet." What do you do?**

The background is a complex technical drawing or blueprint in shades of blue and white. It features various geometric shapes, lines, and circles, resembling architectural or engineering plans. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**INDISPENSABLE**

**Elevate Your  
Superstars Quickly**







**INDISPENSABLE**

**Eliminate Friction**

**from Every**

**Transaction**

Comcast  
xfinity

amazon

hulu

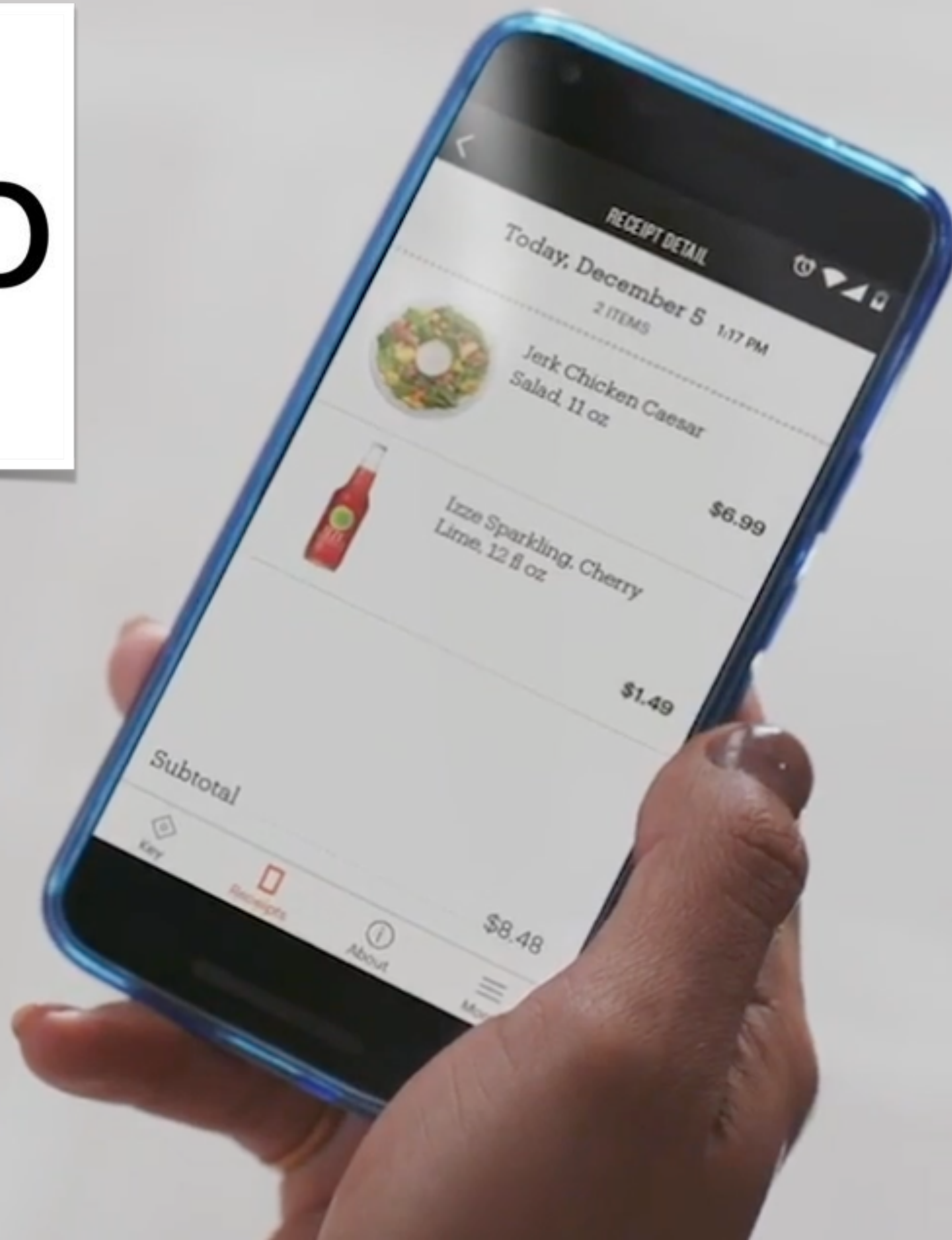
NETFLIX

Google



# 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**



**DON'T Focus on...**



# CSAT (Customer SATisfaction)



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

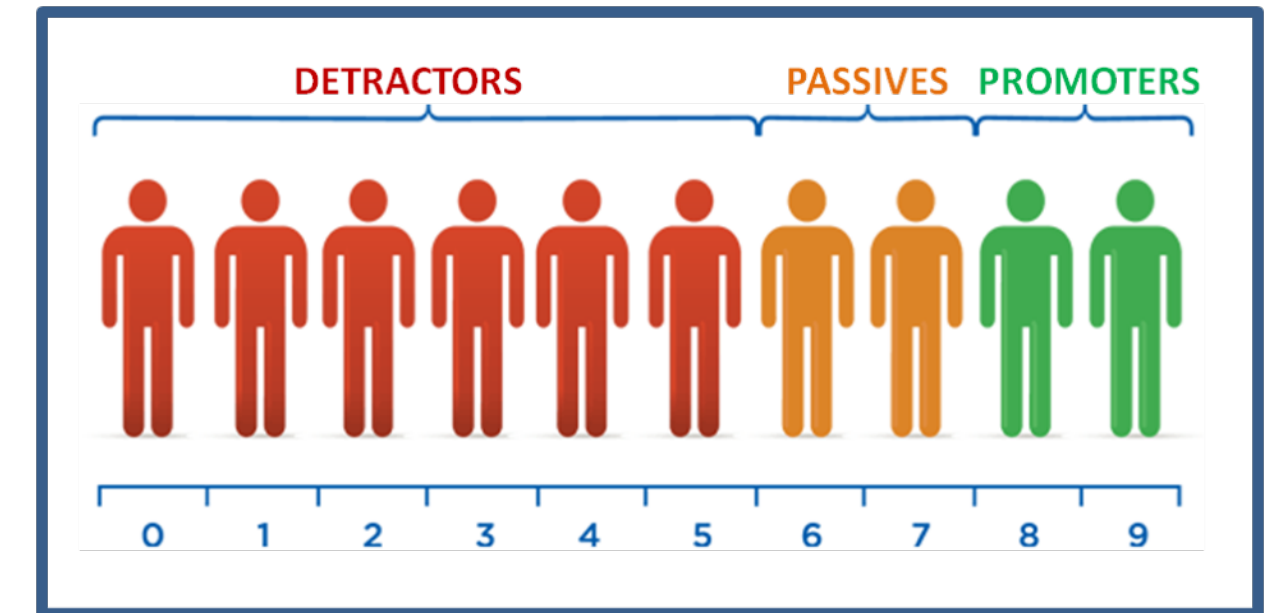
**The bigger risk to loyalty is when you fail or disappoint them.”**

# 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)



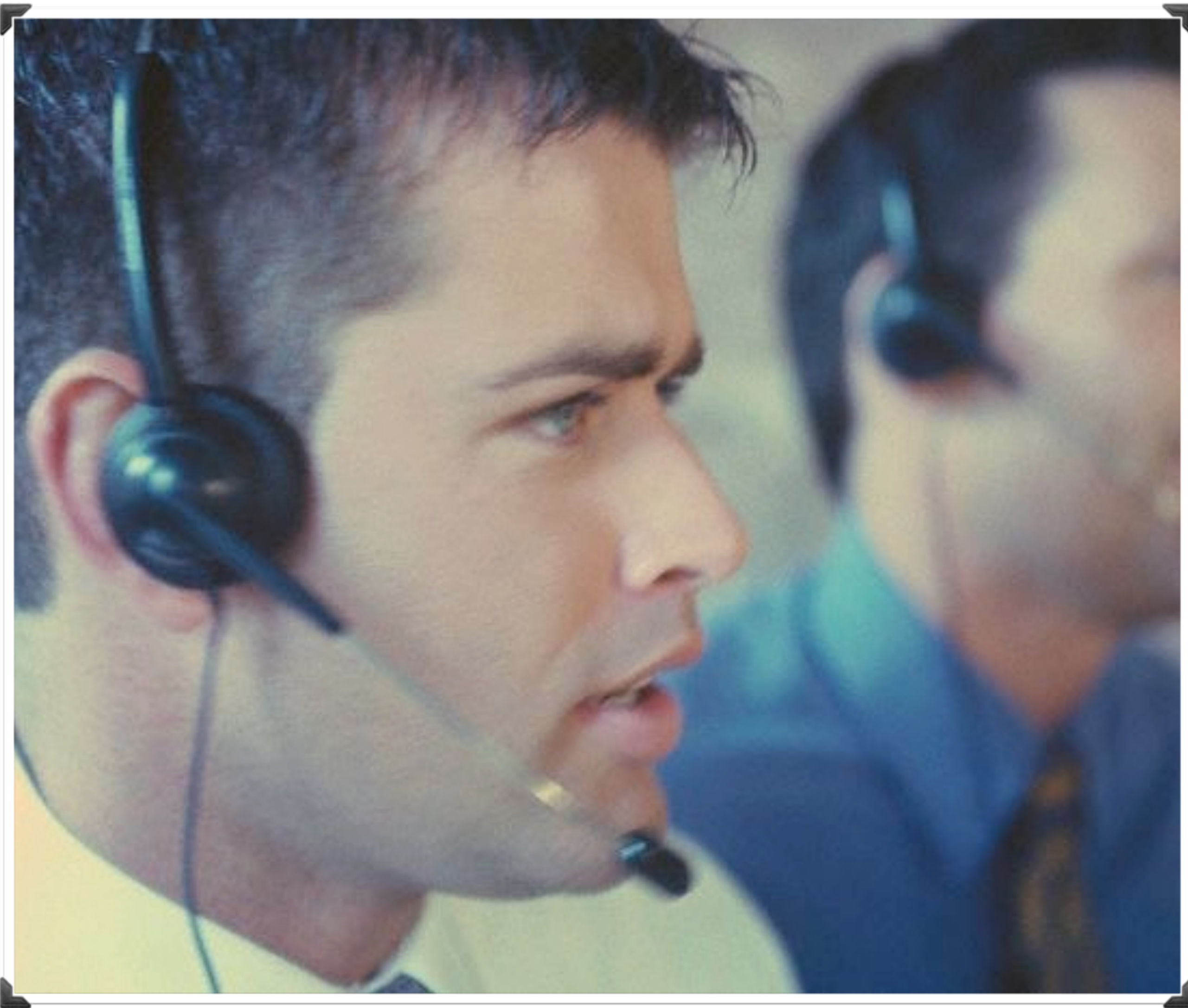
“...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”

**INSTEAD...**

**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.



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**INDISPENSABLE**

**Be Intentionally  
CURIOUS**



***Be Personally & Professionally CURIOUS***





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





# GIVING BACK: FREE RESOURCES

You



**ROSS SHAFER**  
Funniest Expert on *CHANGE*

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

Relevant Leaders Club

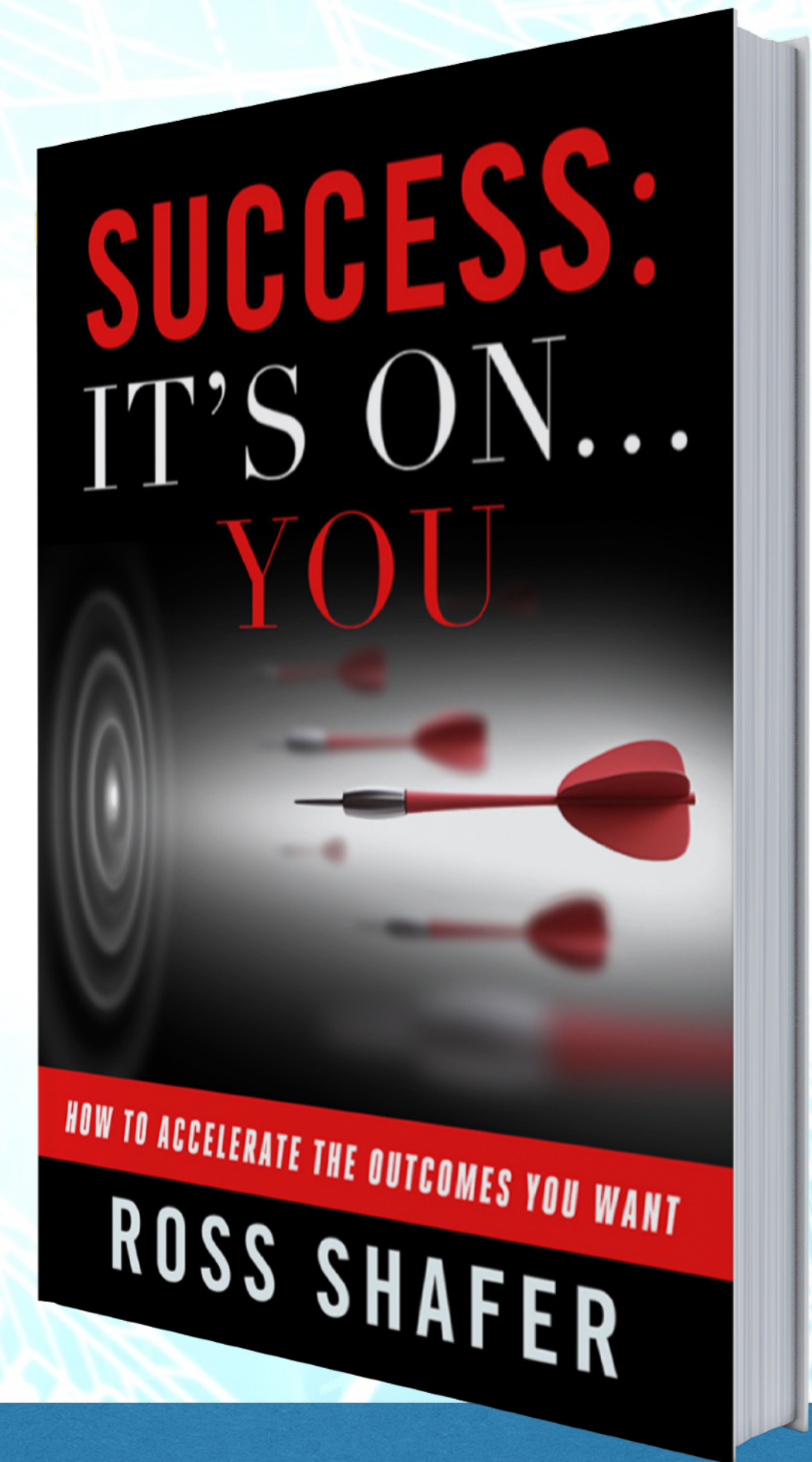
The Relevant Leaders Club (by Ross Shafer) uses innovative case examples to help both young and highly experienced leaders find relevant business solutions for motivating your workforce, creating leadership...

Why is the Lifespan of a Company only 15 Years? Leadership Speaker | Ross Shafer

How to Pitch Your Big Ideas to the Boss | Leadership Speaker | Ross Shafer

Should You Change Your "Leadership" Persona? | Leadership speaker | Ross Shafer

How Can Leaders Make Better Decisions? Leadership Speaker | Ross Shafer



Download (2) Free e-Books

[www.RossShafer.com](http://www.RossShafer.com)

**INDISPENSABLE**

**No Blame.**

**No Excuses.**

**Take Full**

**Responsibility.**





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**INDISPENSABLE**

**Encourage Each  
Other Every Day**



Ross  
Shafer

**THANK YOU**



**QUESTIONS?**

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