



If you want a custom
ROSS SHAFER Program
for your
Organization...

Contact Debbie Saylor:
debbie@lauthorities.com

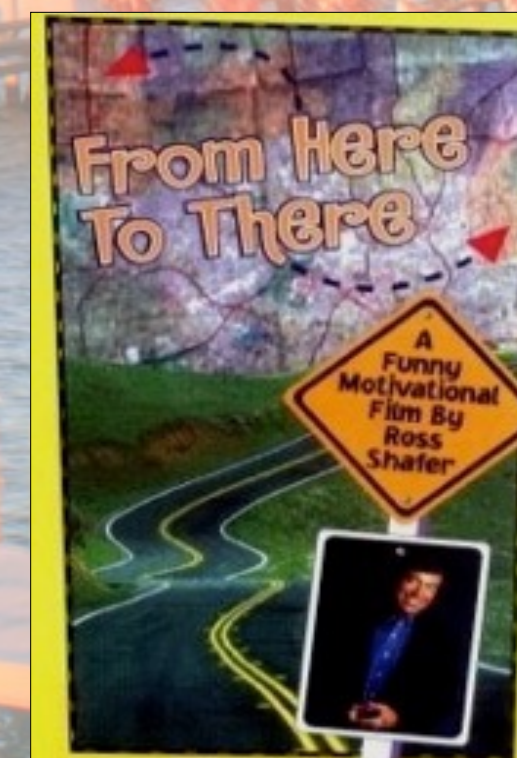
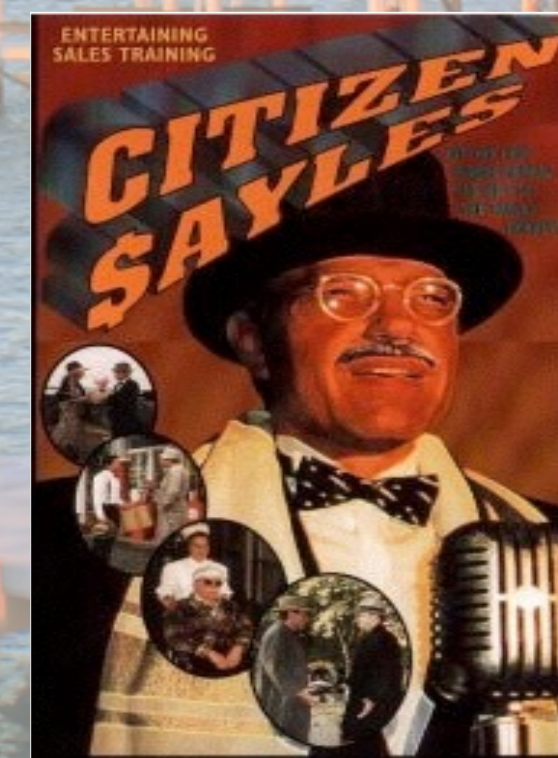
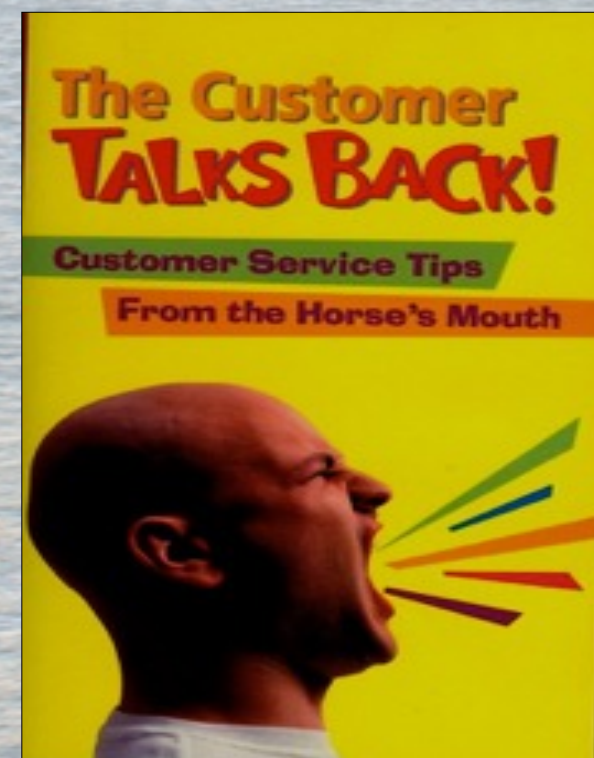
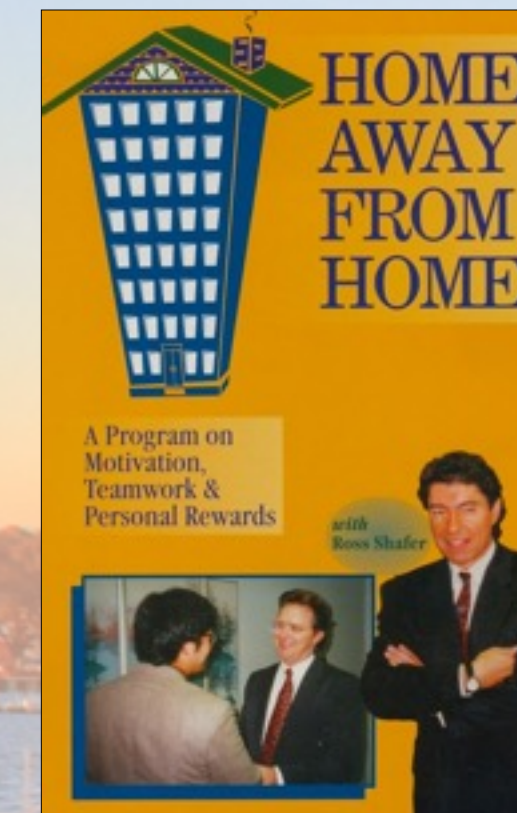
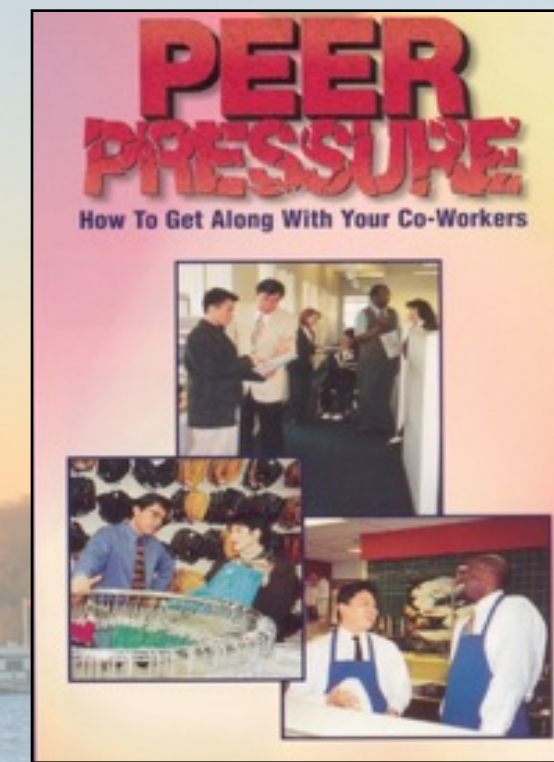
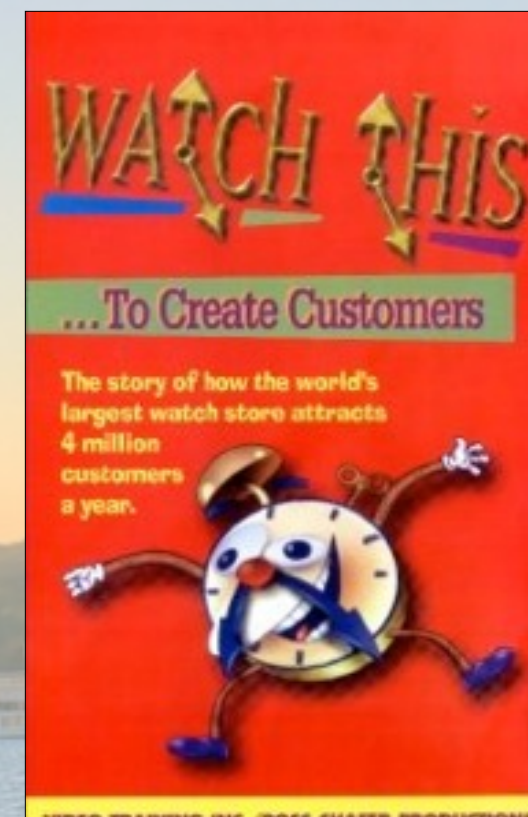
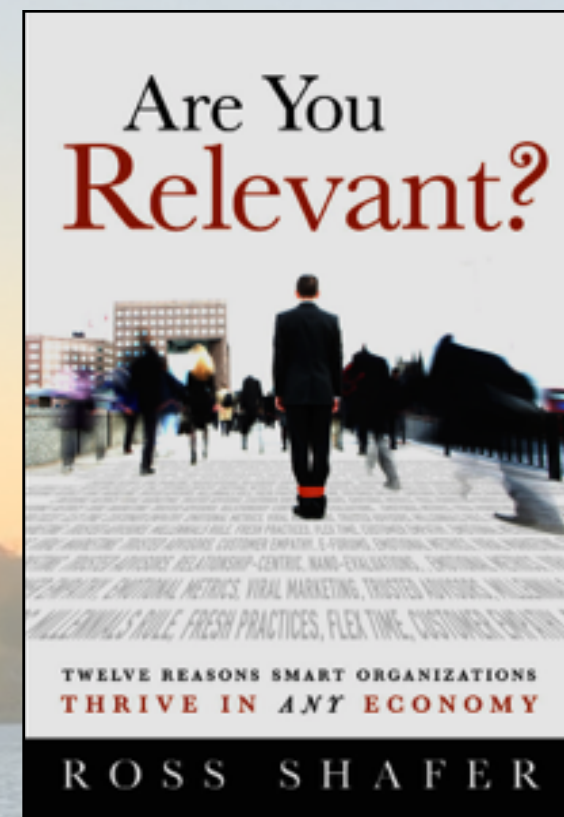
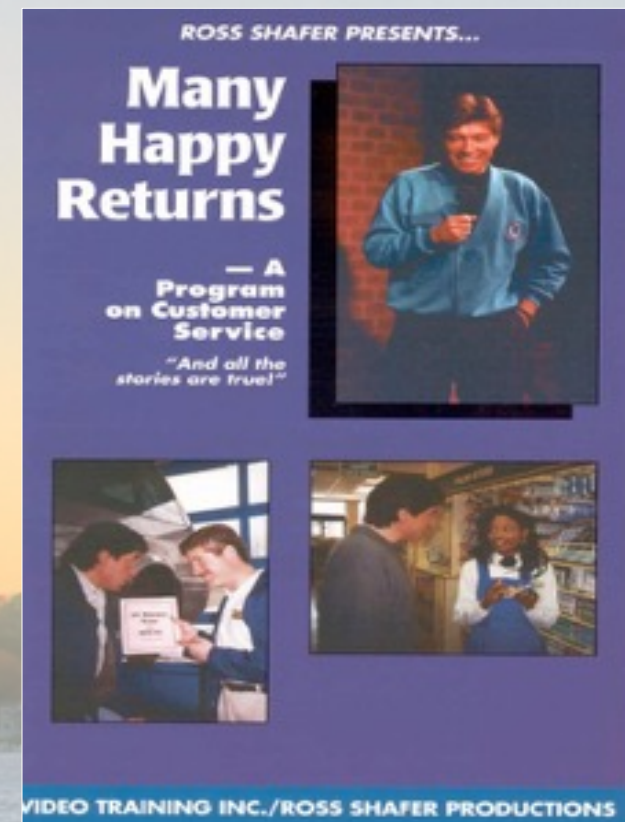
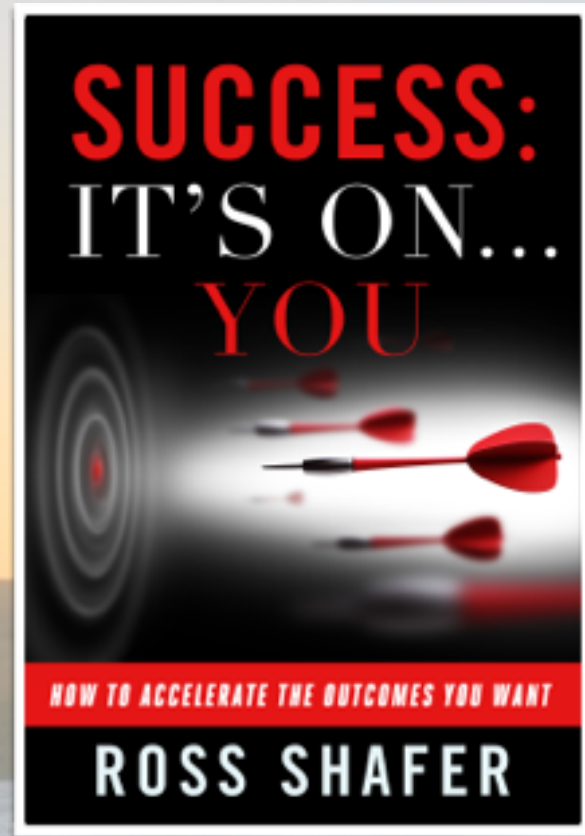
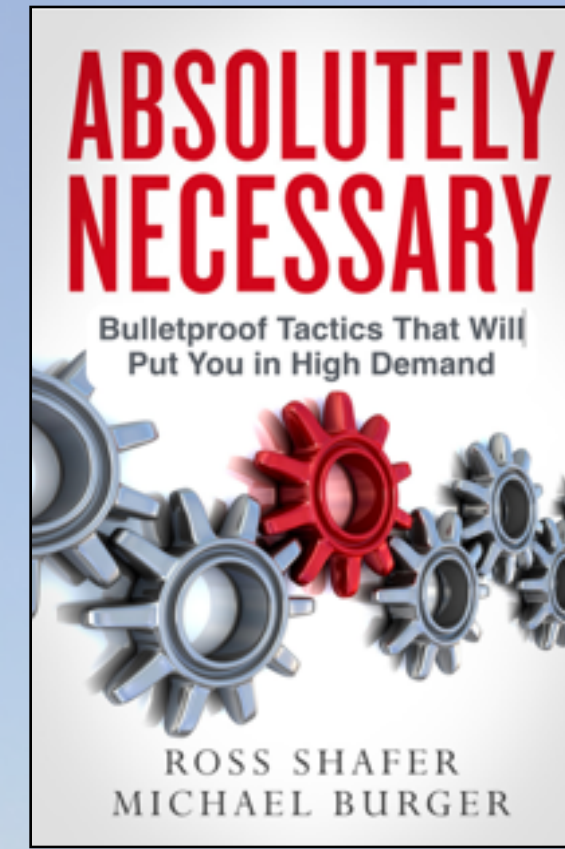
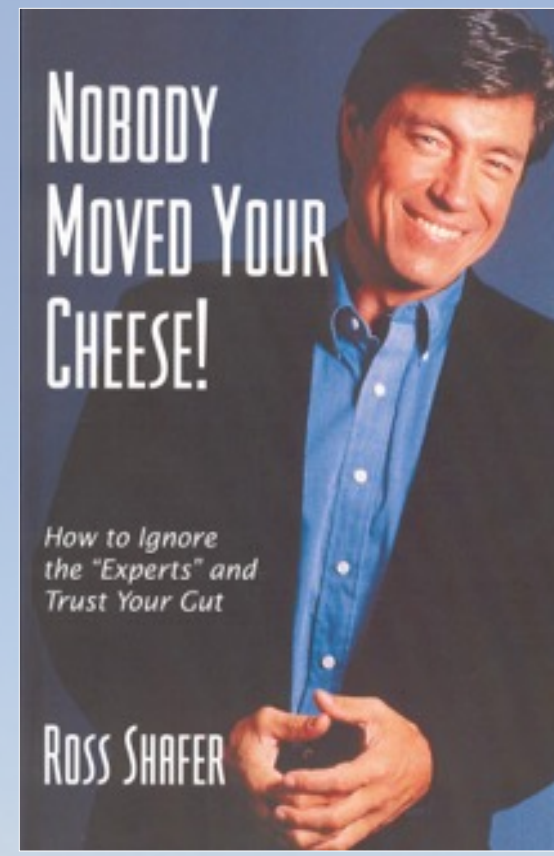
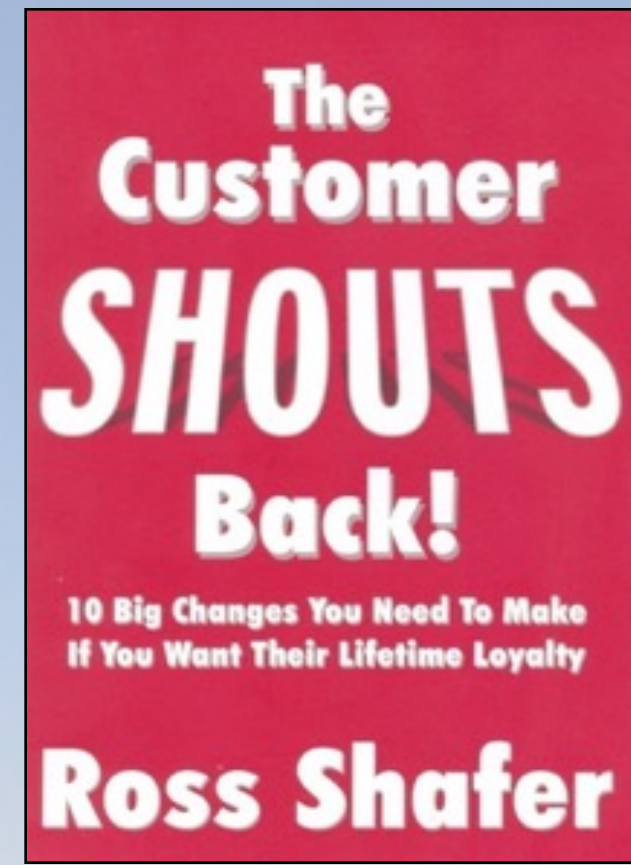
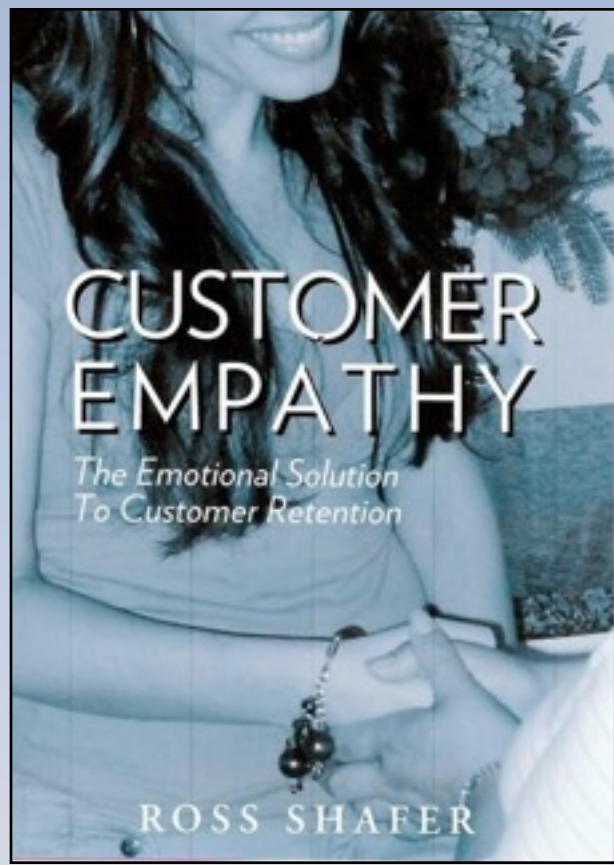
ROSS SHAFER

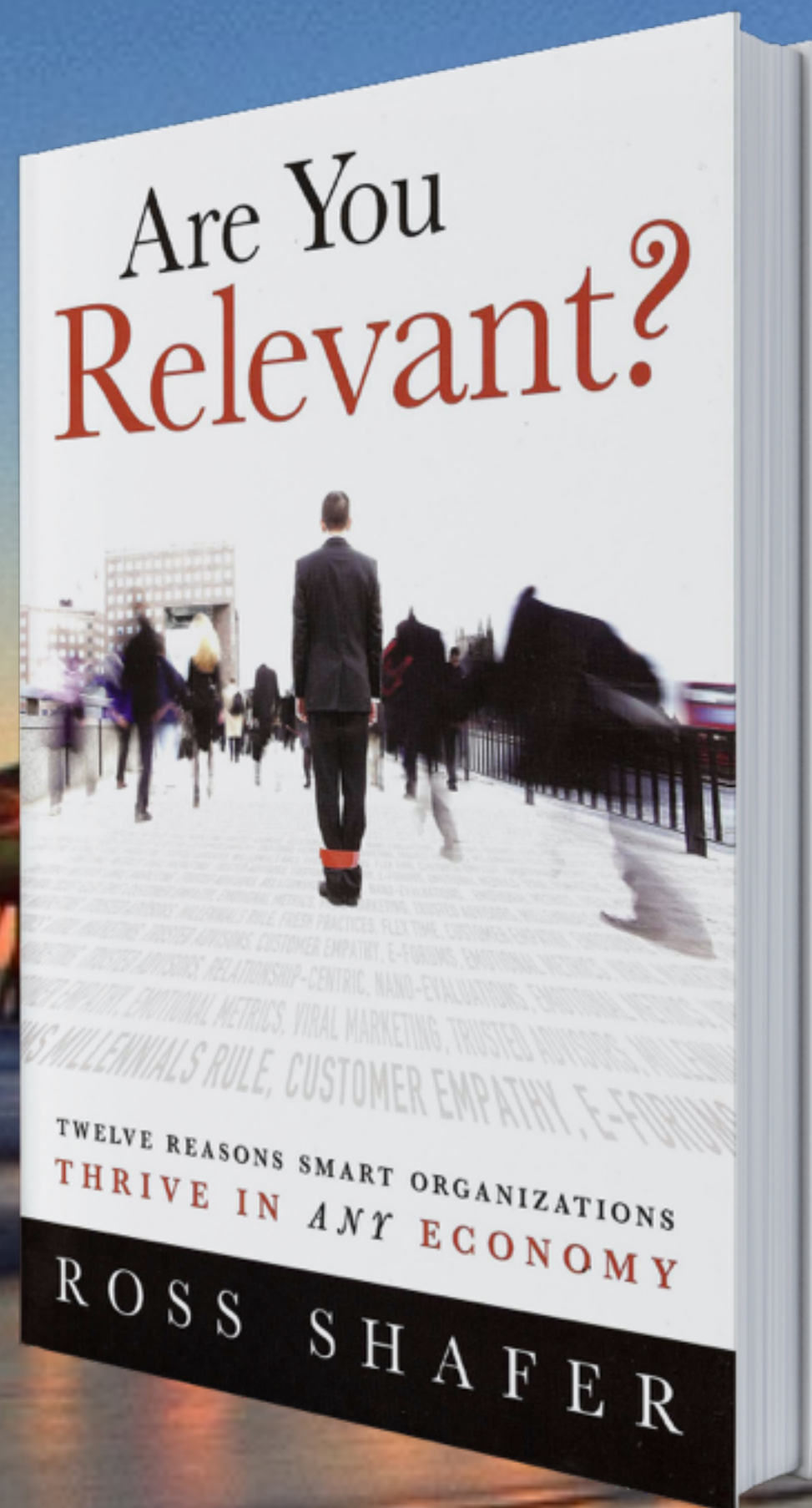
What is Relevant Leadership?



Maximus Mansion
Athens, Greece







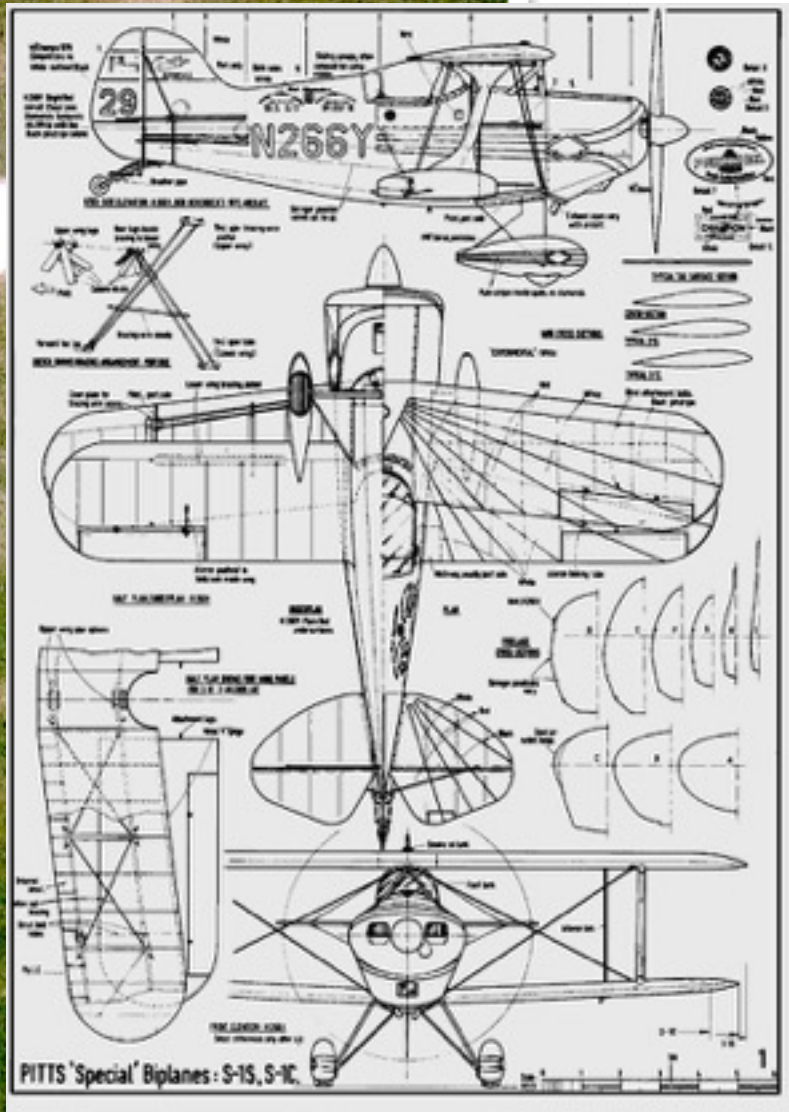
Don't Let Past Obstacles Define Your Future Success



Ross Shafer
Blackfoot Indian Tribe
Chemeketa Reservation land
(Salem, Oregon)
Puyallup Indian Reservation
(Puyallup, Washington)



Chuck Shafer 1927-2001



Chuck Shafer - Pitts Special Bi-Plane
*“You can create anything when you
have a blueprint.”*

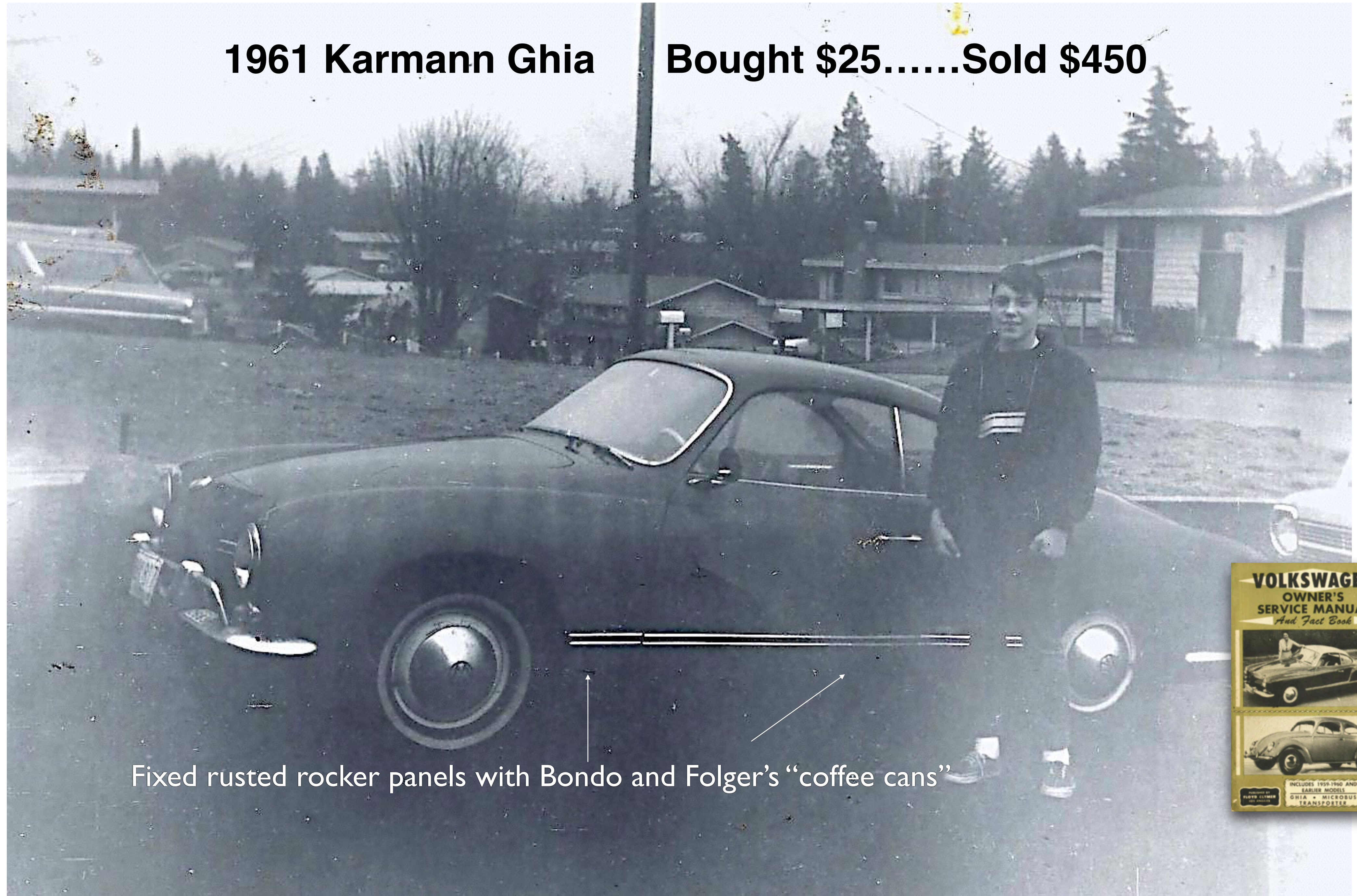


Maiden flight - May 1971



1961 Karmann Ghia

Bought \$25.....Sold \$450



Fixed rusted rocker panels with Bondo and Folger's "coffee cans"



Bought \$530....Sold \$1,700



1965 Pontiac GTO Convertible

1965
TEMPEST
GTO

BODY

SHOP MANUAL

1984 Ferrari 308 GTS Bought \$9,800





Sold it for \$38,500



purchased for \$4,800



sold 18 mos. later for \$17,500



bought \$178,000



sold \$360,750



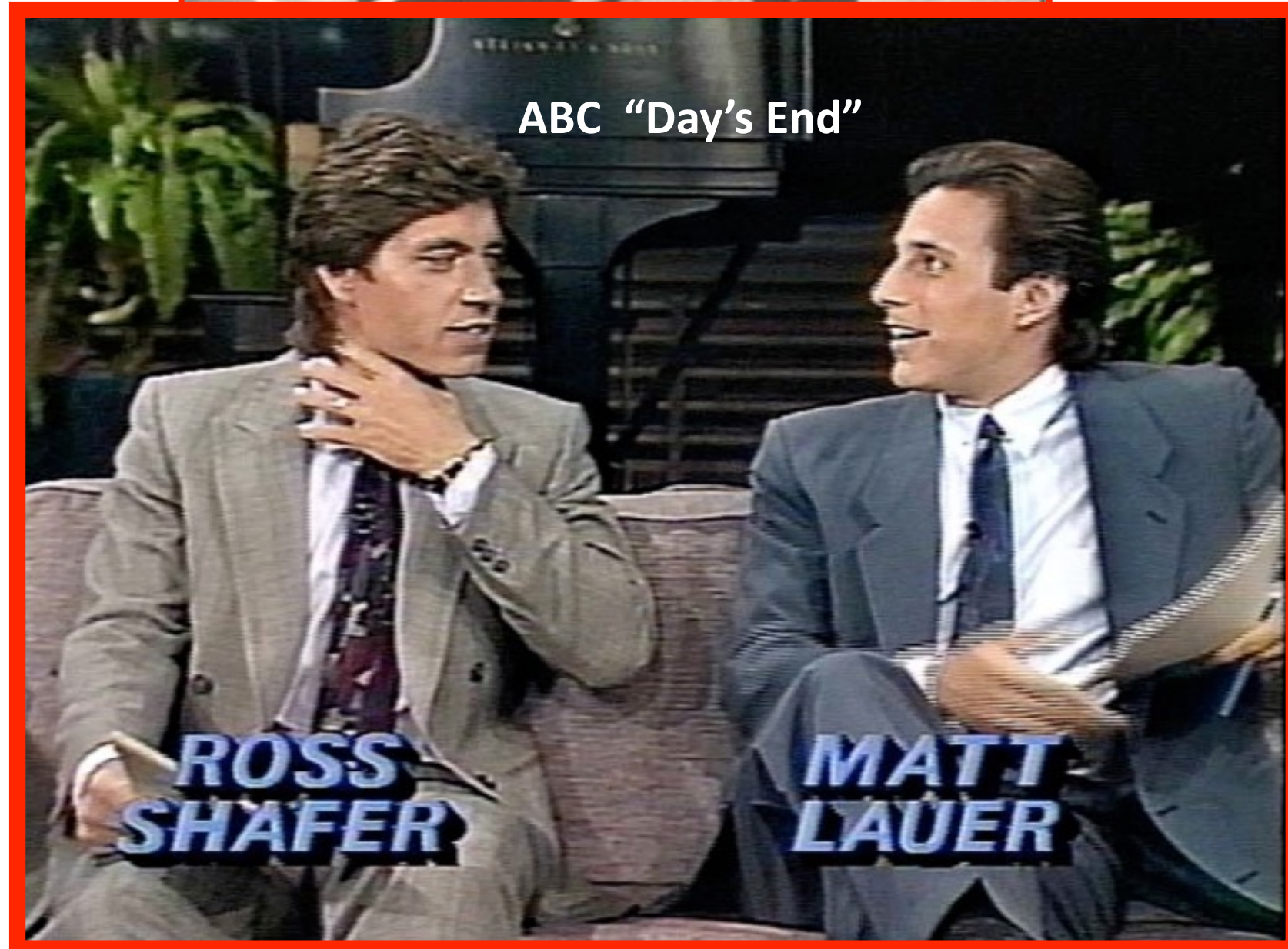
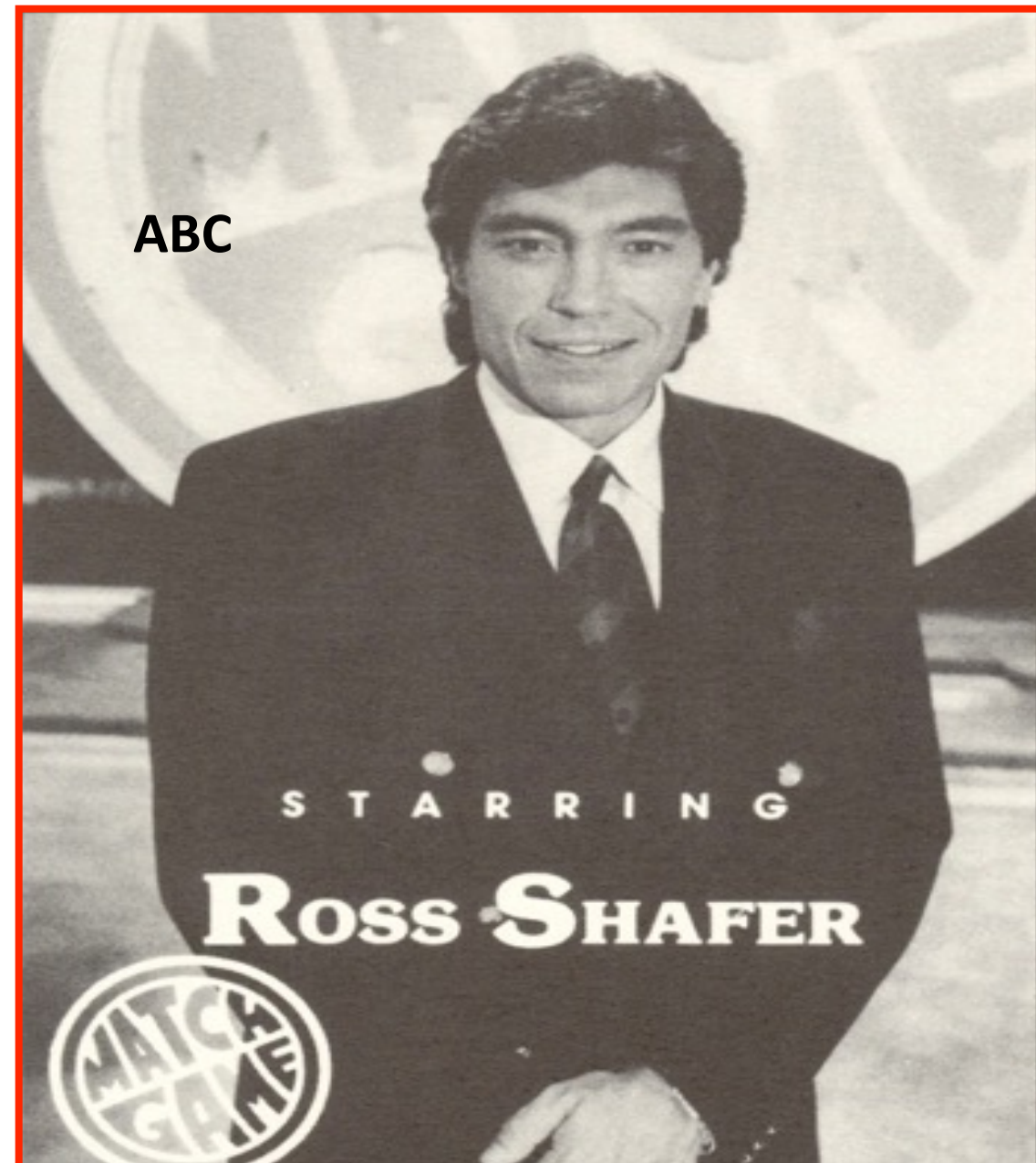
Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1





**Want a Shortcut
to Success?**





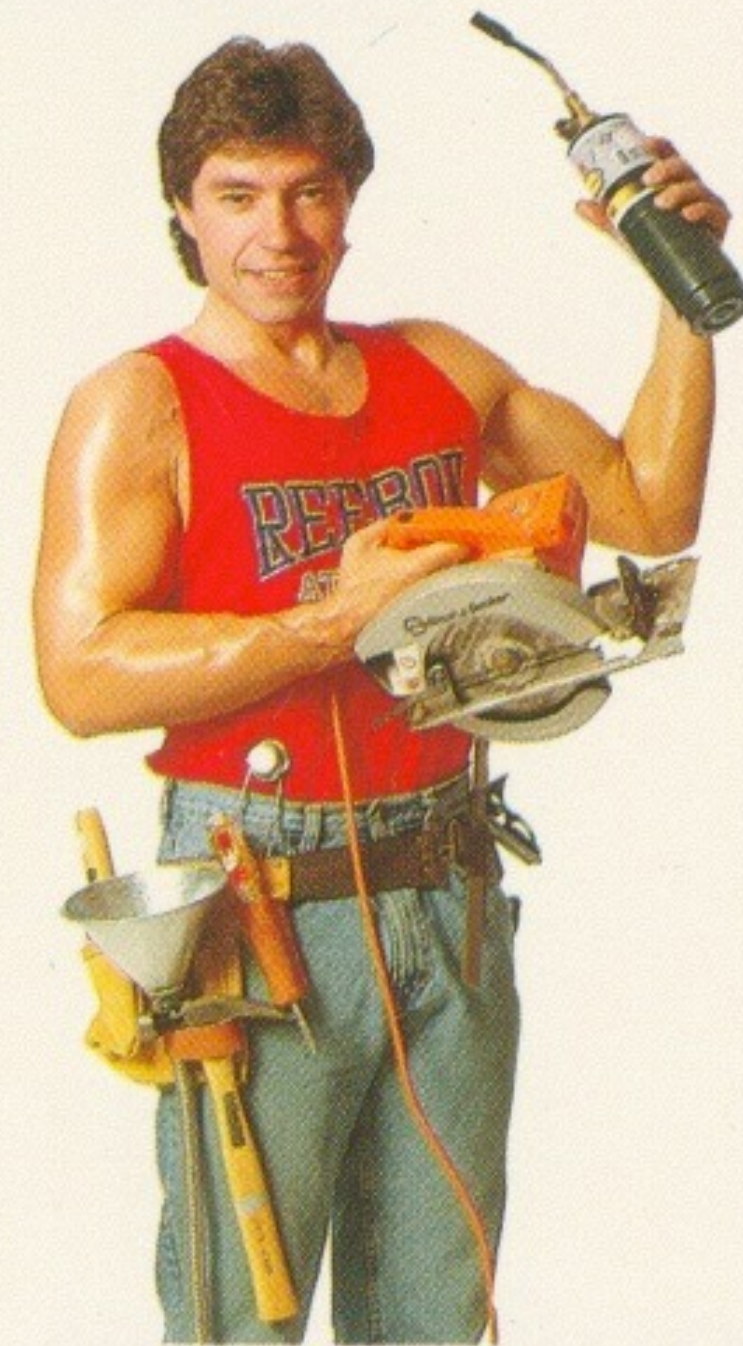
**Follow
the
Tracks
of the
Herd**

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



Be “Paranoid” About Innovation



“Lifespan” of S & P 500 Companies

In 1968 - Companies lasted an average of 70 years

By 1980 - Companies lived only 25 years

2016 - Less than 15 years

NOTE #1: S & P replaces companies on average every two weeks! 75% of them will be replaced by 2027

NOTE #2 Standard & Poor's Index is an American stock market index based on the market capitalizations of 500 large companies having common stock listed on the NYSE or NASDAQ.

Source:<http://www.theatlantic.com/business/archive/2015/04/where-do-firms-go-when-they-die/390249/>

Hotel Events

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

Events for September 28, 2016

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



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[View All Locations](#)









Laramar Apartment Homes - 55,000 units

Management vs. Leadership

AVAYA

KANA.


HYUNDAI


KIA

ارامكو السعودية
Saudi Aramco



 宏利
Manulife

For your future™



HILTON
WORLDWIDE

Communication.
Collaboration.
Connection.





Communication.

Collaboration.

Connection.

CURIOSITY





Search for people, places and things



Ross Shafer
Edit Profile

FAVORITES

News Feed

Messages 99+

Photos

Browse

PAGES

Pages Feed 20+

Like Pages 20+

Create Ad

GROUPS

University of Puget Soun...

Update Status Add Photos/Video

What's on your mind?

SORT ▾



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


Tell Emotional Stories About Your Service



**BUYING
RAZORS
SUCKS**

LET US SEND 'EM RIGHT TO YOU.



 **DOLLAR SHAVE CLUB**
SHAVE TIME. SHAVE MONEY.

Friends & Family[®]

The Who, What,
Where, When
and How



WhatsApp



grey?
 gorgeous?

Why can't more women feel glad to be grey? Join the beauty debate.

campaignforrealbeauty.co.uk  | *Dove*



ROSE 31

90ml 3 FL. OZ.

conditioner/
apres shampooing

For:

Mr. Shafer

LE LABO - 233 Elizabeth Street, New York, New York

ROSE 31

90ml 3 FL. OZ.

shower gel/
gel douche

For:

Mr. Shafer

LE LABO - 233 Elizabeth Street, New York, New York

ROSE 31

90ml 3 FL. OZ.

body lotion/
lotion pour le corps

For:

Mr. Shafer

LE LABO - 233 Elizabeth Street, New York, New York



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The largest network of funeral,
cremation & cemetery service providers.

Plan. To Make it Right.[®]

Preplanning your funeral or cemetery arrangements gives
you and your loved ones peace of mind. We offer Free,
engaging, interactive pre-planning seminars.

Call Today: 504-729-1912

Peaceful.
Beautiful.
Everlasting.

Lake Lawn
Metairie

**She'll tell you
size doesn't matter.
She's lying.**



Super Star[®] with cheese



It's gonna get messy.

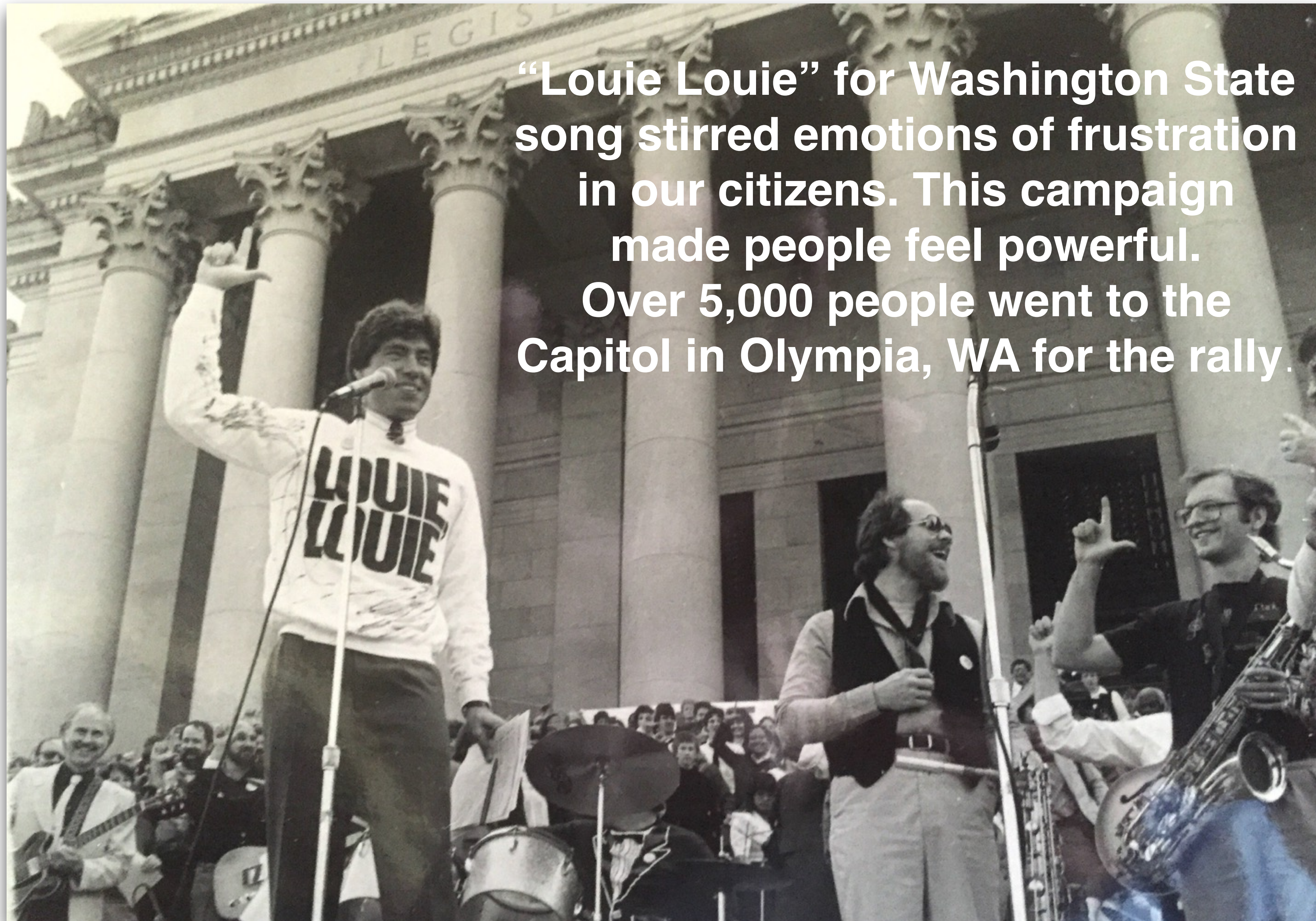


**EAT
LIKE
YOU
MEAN
IT[®]**

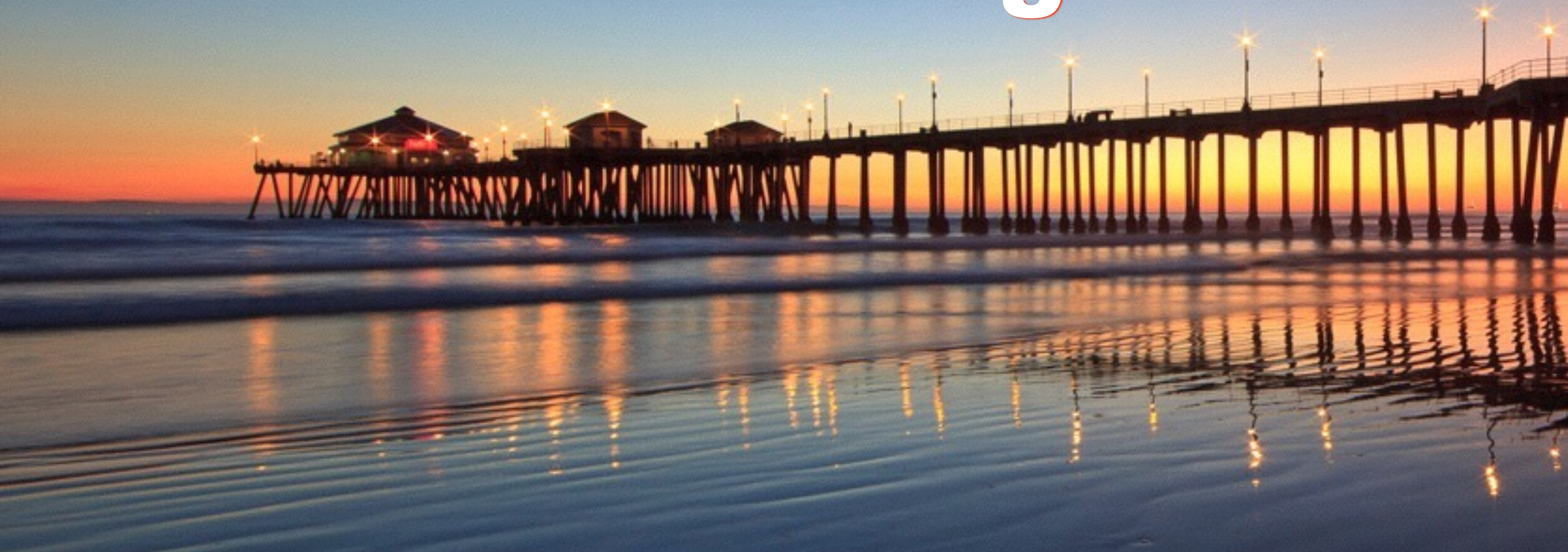


THOSE STUFF. FUN STUFF.
FIND US AT FACEBOOK.COM/CARLSJR

**“Louie Louie” for Washington State
song stirred emotions of frustration
in our citizens. This campaign
made people feel powerful.
Over 5,000 people went to the
Capitol in Olympia, WA for the rally.**



**WOW-ing the Customer is
NOT Enough**



***Big Data**

***Digital Marketing**

***Customer Journey Mapping**



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...





“We don’t offer those options.”

“There is nothing else I can do.”

“I’m really busy. Can you call back?”

“I’m afraid this is not our problem.”



erases



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



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



8 Gold Medals
\$10,000,000 in
Endorsements

DON'T ALLOW THE

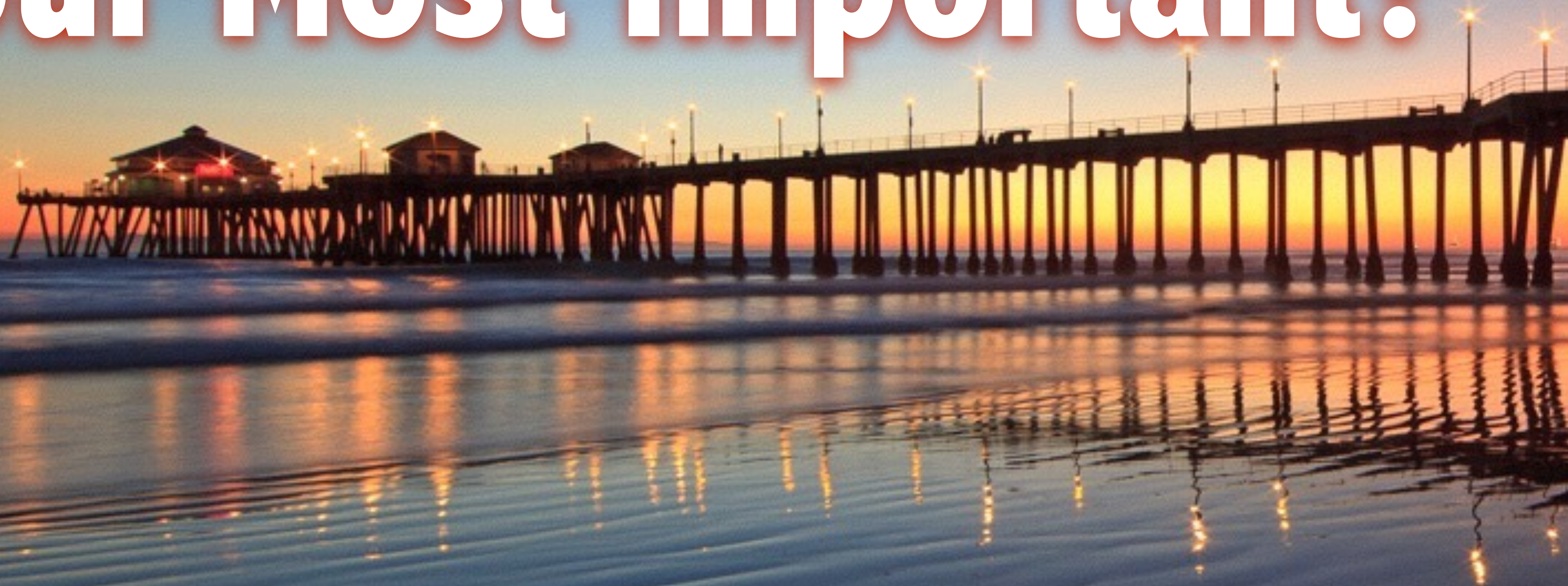


MOMENTS



**“I understand why you are angry.
But let’s make this right as quickly as possible.”**

**Which Customers are
Your Most Important?**





She-Commerce

“Women over 50 currently control \$19 trillion in Net Worth...**3/4** of the entire U.S. Financial Wealth.”

And Female Wealth is Growing...

“By 2020, women will control between \$30-\$40 Trillion in U.S. consumer wealth.”

“92% of women will share information re: quality and value to an average of 21 other people.”



(not counting social media)

Attract & Retain Talented Young People



Millennials Look Like This now...



Don't Mentor Them



PROVIDE “QUICK WINS”

300,000 attended GamesCom

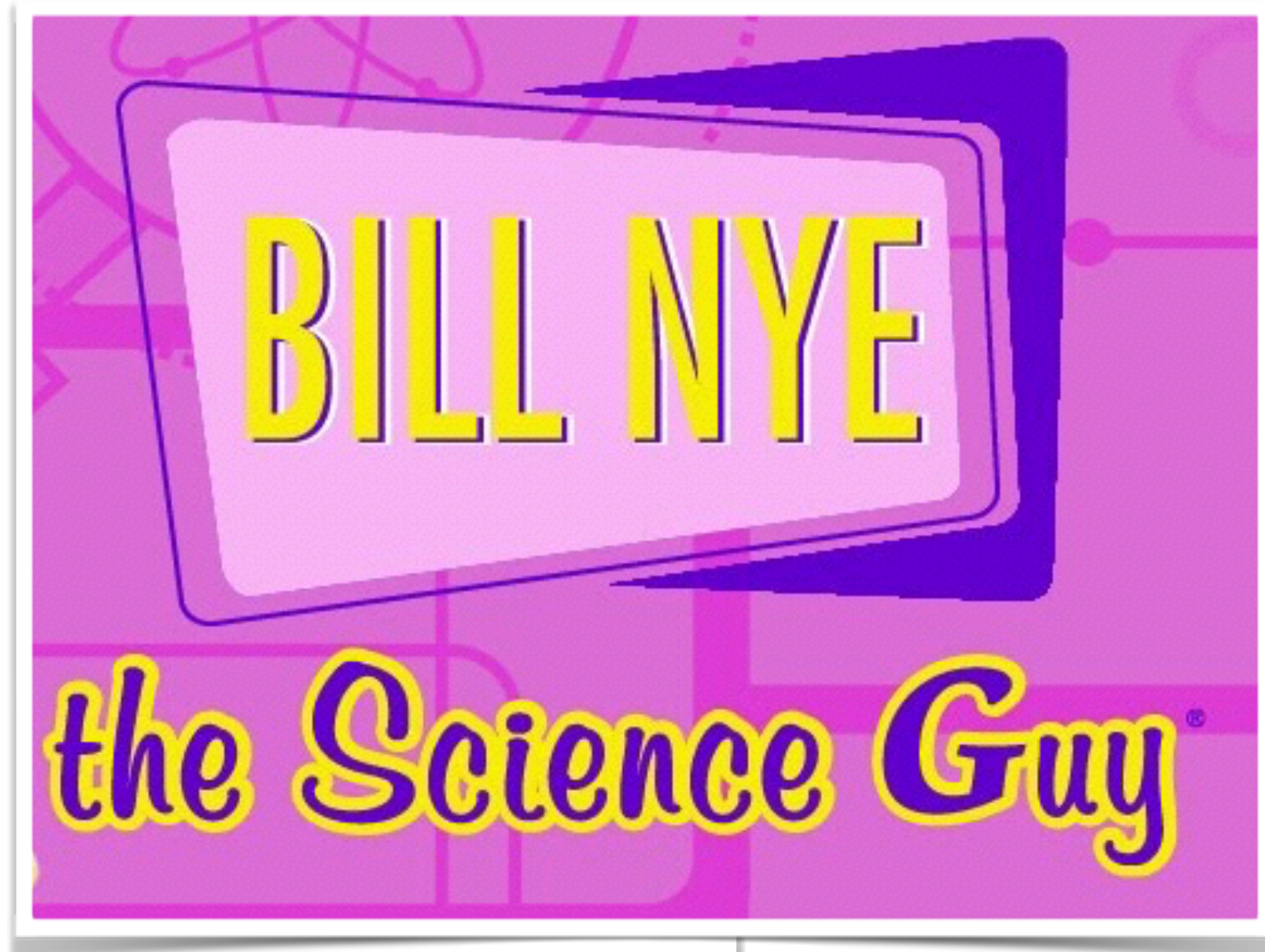
Ongoing Encouragement

Being World Class is Your Unfair Advantage



World's Greatest Shooter





POST 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 | Leadership Speaker | Ross Shafer
2 weeks ago • 54 views

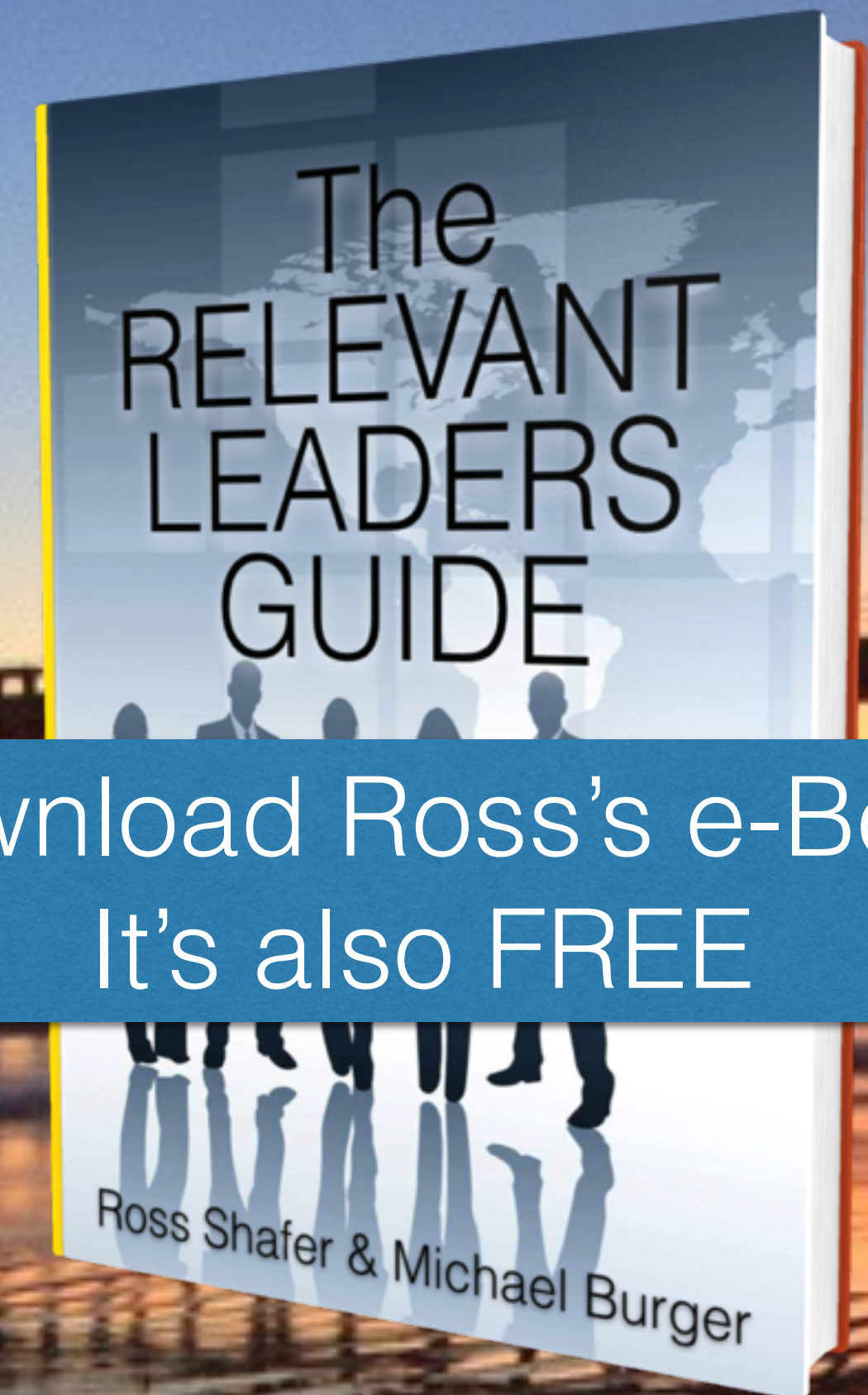
How to Pitch Your Big Ideas to the Boss | Leadership Speaker | Ross Shafer
3 weeks ago • 68 views

How Can Leaders Make Better Decisions? | Leadership Speaker | Ross Shafer
1 month ago • 85 views

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1 month ago • 62 views

Ross's YouTube Leaders Blog is FREE

Download Ross's e-Book
It's also FREE



**Resilience is
Your Best Friend**





“I want to know who you are when you don’t think anybody is looking.”

Chuck Shafer 1927-2001



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



Daddy/Daughter date
10th birthday!



If you want a custom
ROSS SHAFER Program
for your
Organization...

Contact Debbie Saylor:
debbie@lauthorities.com

ROSS SHAFER