

HOW TO STAY RELEVANT

(in a Changing Market)

Ross Shafer

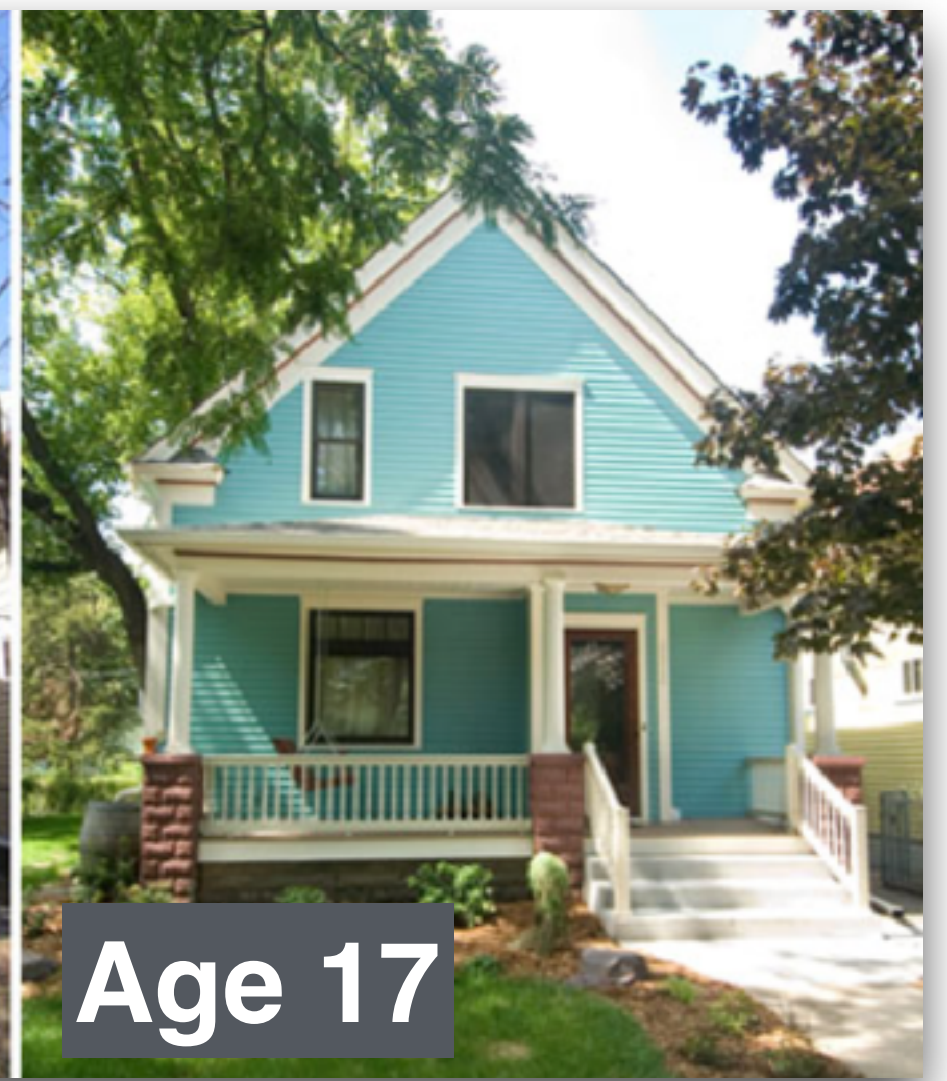
NOTE: Ross Shafer's slide notes are for your personal reference only and do NOT include the videos he played at the event. Those videos are proprietary and licensed for Ross's LIVE use only.



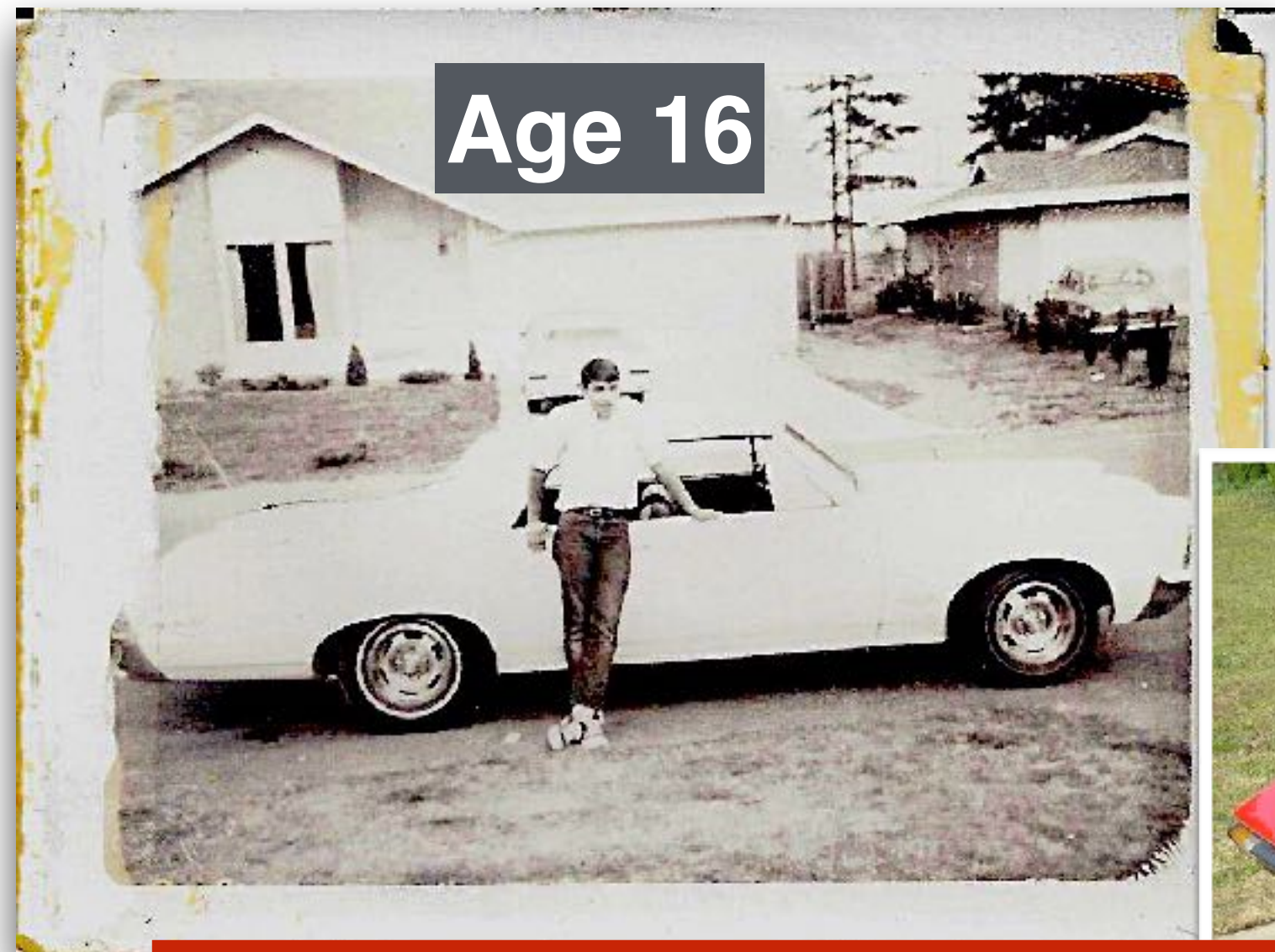
Age 13



Age 14



Age 17



Age 16



Age 29



Flipping Homes



Age 19

Flipping Vehicles

Restaurants/Food Service

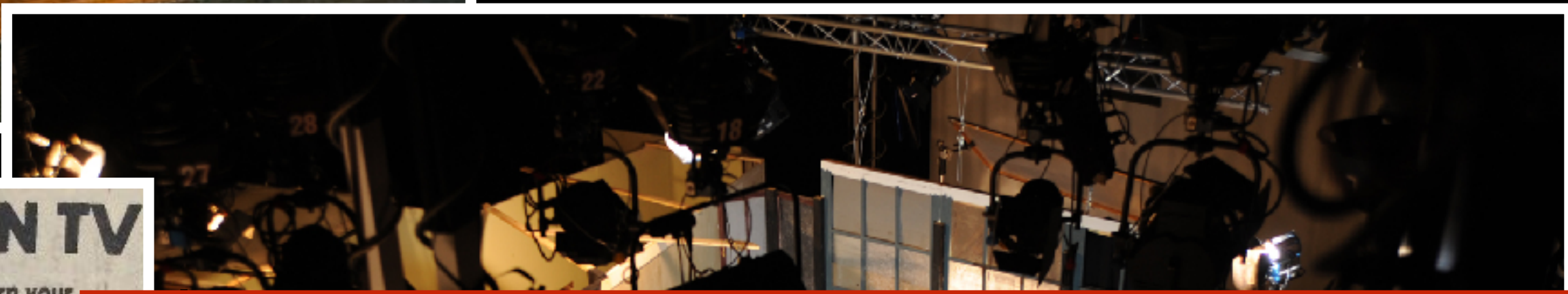


Retail Clothing

Photography & Product Marketing



Building Industry



Flipping Broken Companies

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 O.K.

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

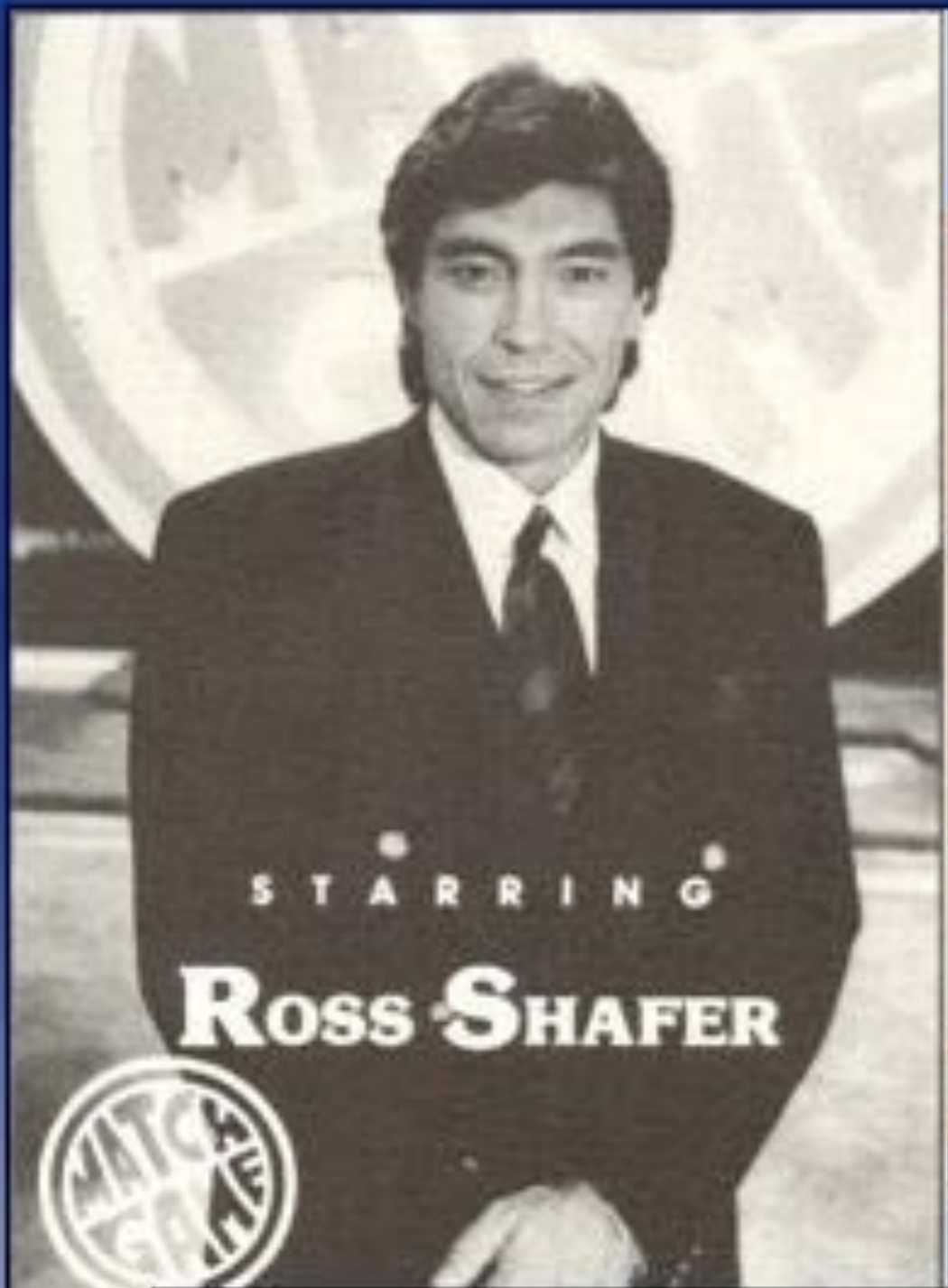
119 Hi Ho Shopping Center Puyallup, Wash. 98371

STUDIO in Puyallup

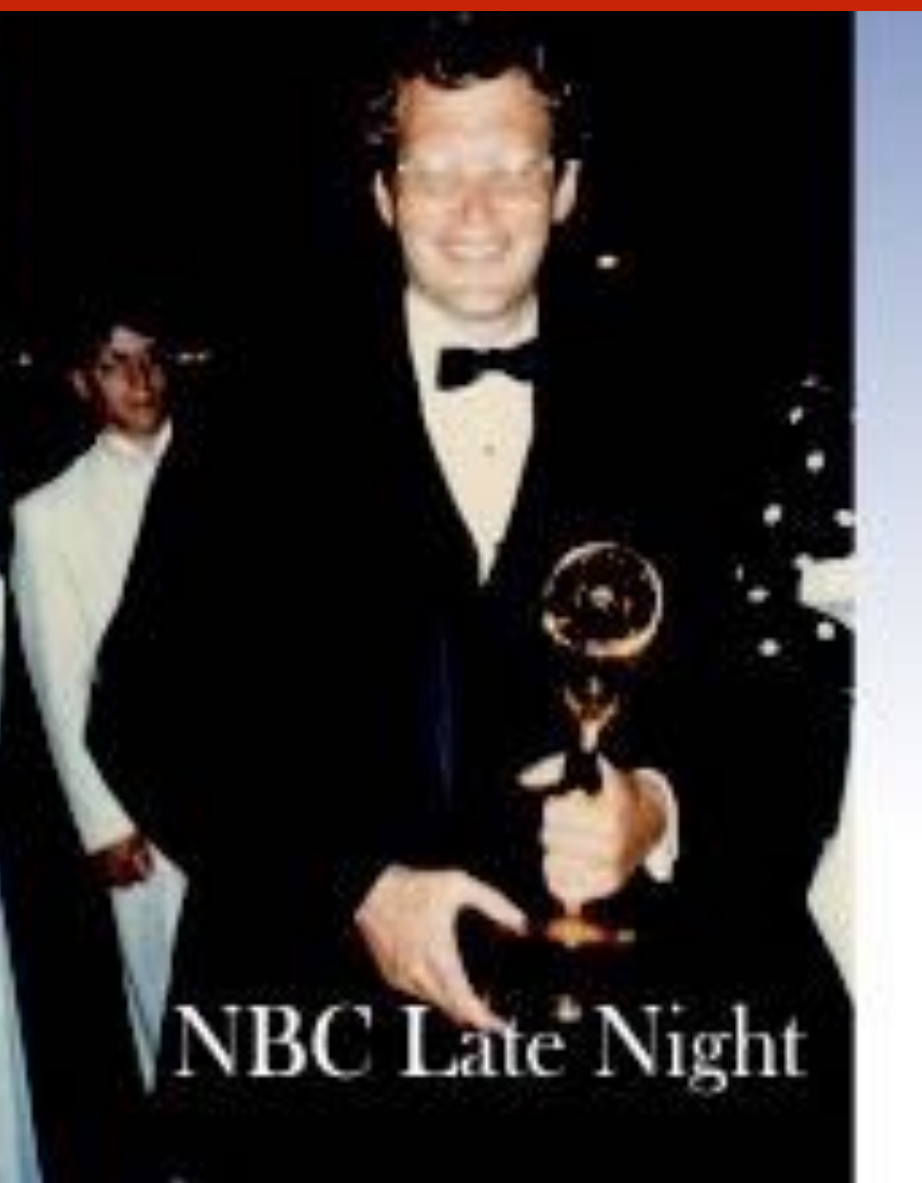



TV & Film Production





Talk & Game Host



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
Total.....	\$3.19

YOU MAY ALSO LIKE

[Checkout \\$3.19](#)



TECHNOLOGY

Compliance

Comp. Analysis

Drip Marketing

Public Website



Humalogy



+



STAY RELEVANT:

**Innovate by
Looking Outside
The Real Estate
Industry**

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](#)

[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](#)







LARAMAR

55,000 UNITS



STAY RELEVANT

**Know Why Buyers
Expectations have
Changed in 2020**

THE

amazon



'EFFEECT'

Comcast
xfinity

amazon

hulu

NETFLIX

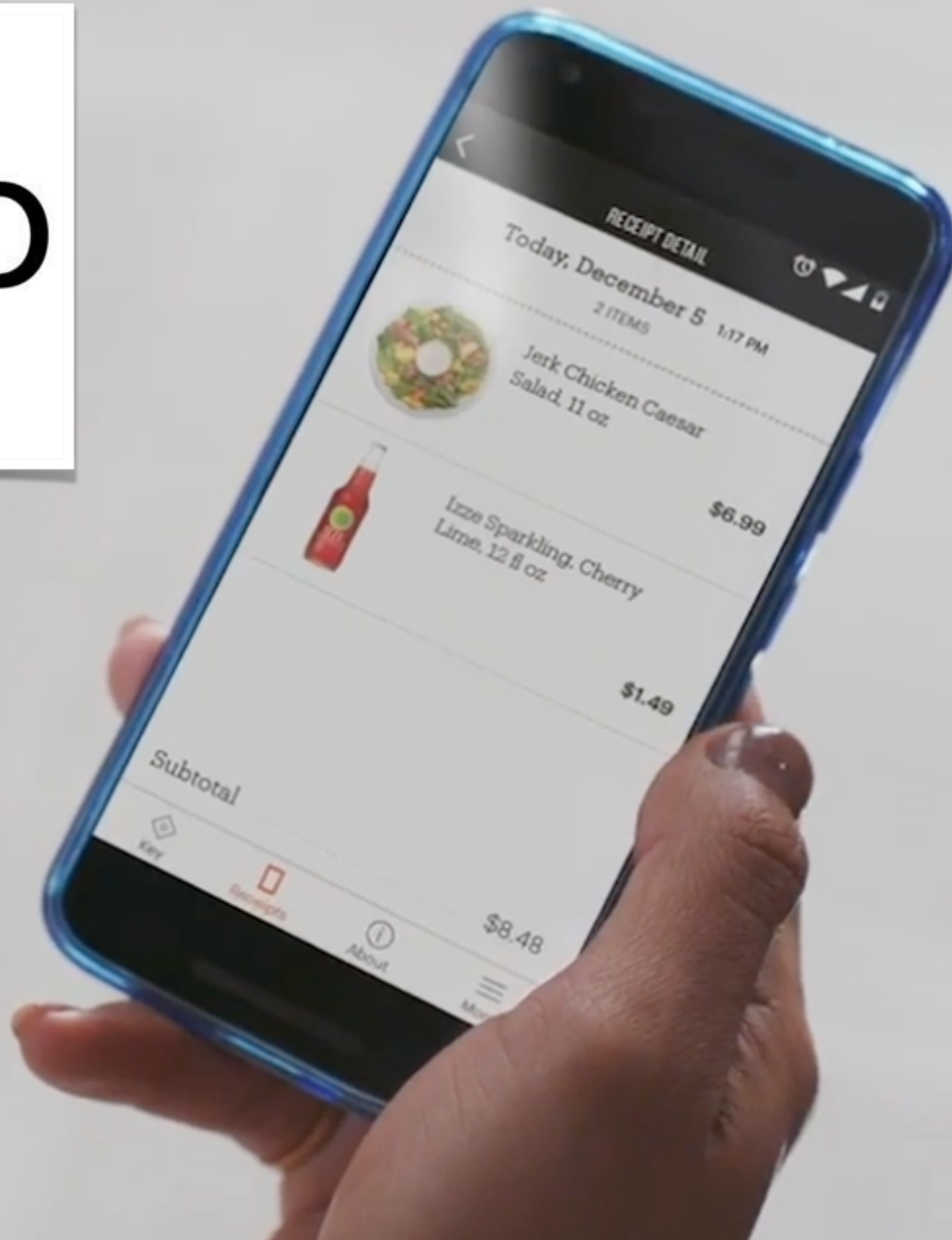
Google





amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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

Shocking Data!

**DON'T
Obsess
About...**



CSAT (Customer SATisfaction)



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

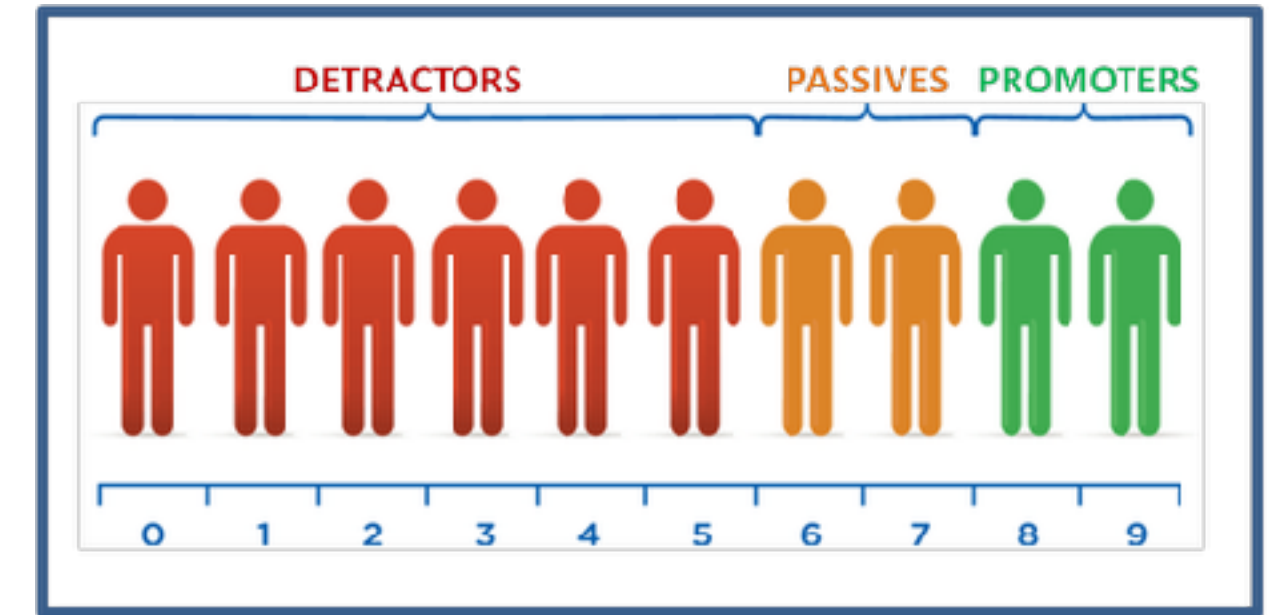
The bigger risk to loyalty is when you fail or disappoint them.”

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.**”

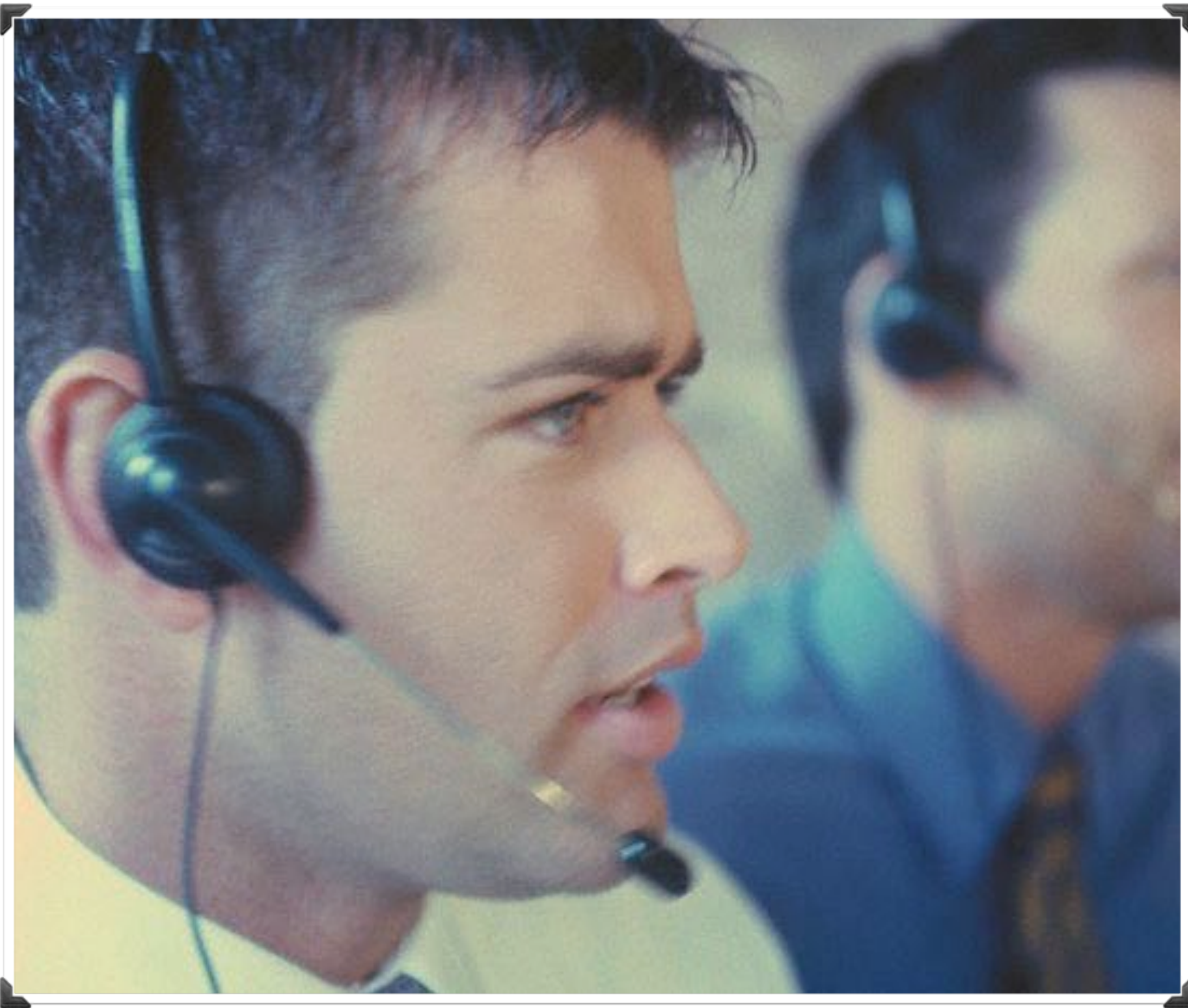
The background features a complex, light blue technical drawing or blueprint with various lines, circles, and arrows. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital and engineering aesthetic.

STAY RELEVANT
Eliminate Friction
from Every
Transaction

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.

A close-up photograph of an elderly couple smiling warmly. The woman on the left has short, wavy grey hair and is wearing a blue collared shirt. The man on the right has short white hair and is wearing a light blue polo shirt. They are both looking towards the camera. The background is a soft-focus green landscape, likely a park or garden. The text 'Married More Than 30 Years?' is overlaid in the upper right corner in a bold, dark blue font.

**Married
More
Than 30
Years?**

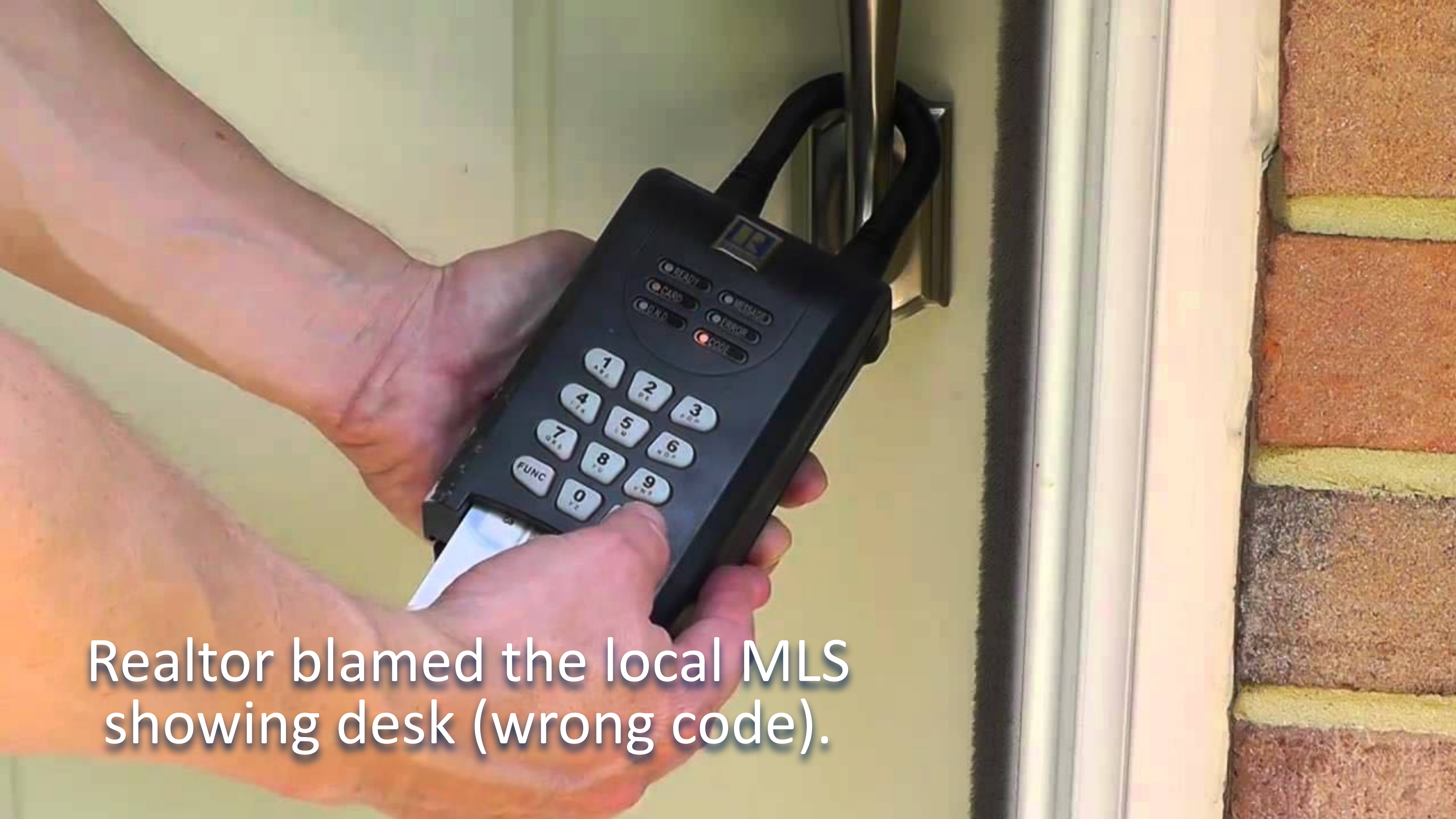





Thank You to my local MLS







Realtor blamed the local MLS showing desk (wrong code).

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.

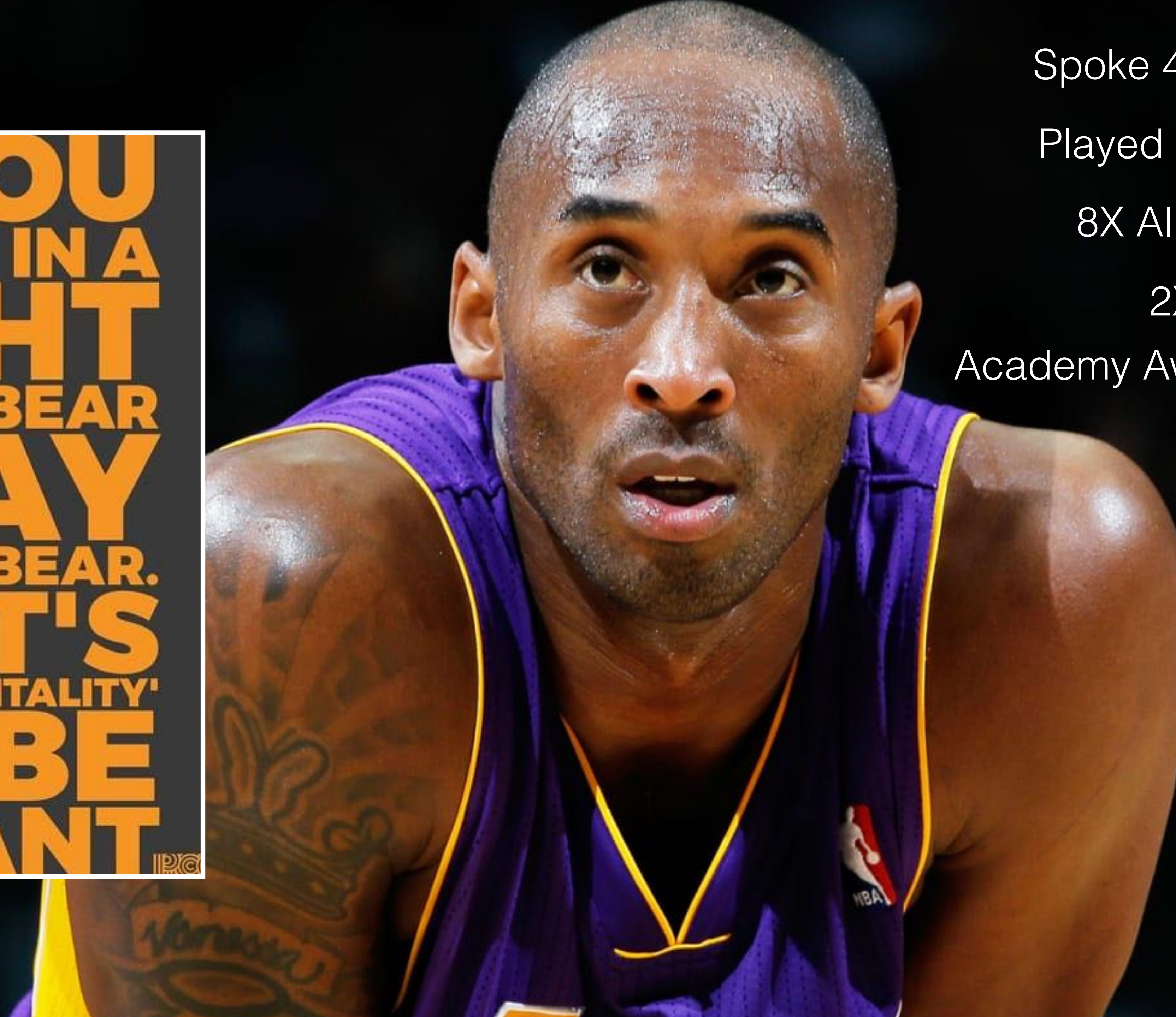
Sometimes
WE Create
the Problems

STAY RELEVANT

World Class

**Expertise is Your
Unfair Advantage**

**IF YOU
SEE ME IN A
FIGHT
WITH A BEAR
PRAY
FOR THE BEAR.
THAT'S
'MAMBA MENTALITY'
-KOBE
BRYANT**



Spoke 4 languages

Played 20 seasons

8X All NBA Team

2X NBA MVP

Academy Award Winner

World's Greatest Shooter



1,127 Free Throws in a Row



STAY RELEVANT

**How to Retain
Customers &
Teams**

The logo for Five9, featuring the word "Five9" in a dark blue, sans-serif font. The "9" is stylized with a blue cloud-like shape above it. A small "TM" trademark symbol is located to the right of the "9".

Five9™



Fastest Response Time

1. Listen Harder "I understand"

2. **FULLY SUPPORT EACH OTHER**

3. Urgent Follow Up



Customer Retention

126%

Employee Retention

131%

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. Interspersed throughout the drawing are strings of binary code (0s and 1s) in a lighter blue color, some of which are slightly blurred or faded, creating a sense of depth and digital connectivity.

STAY RELEVANT

**Be a Student of
Curiosity**



Be Personally & Professionally CURIOUS





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





*“This week, YOU will be
our 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 (Cool inventions)

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

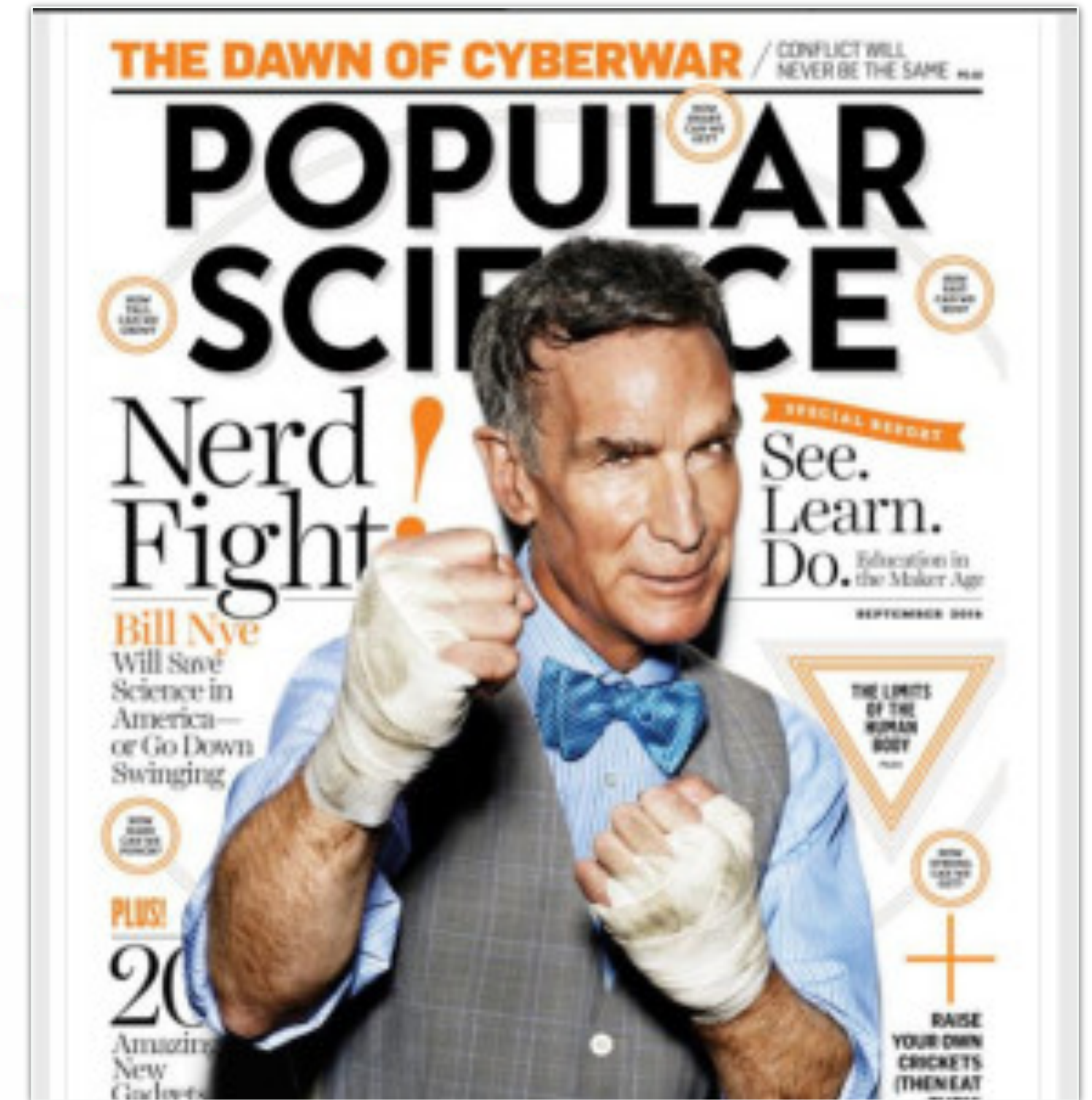
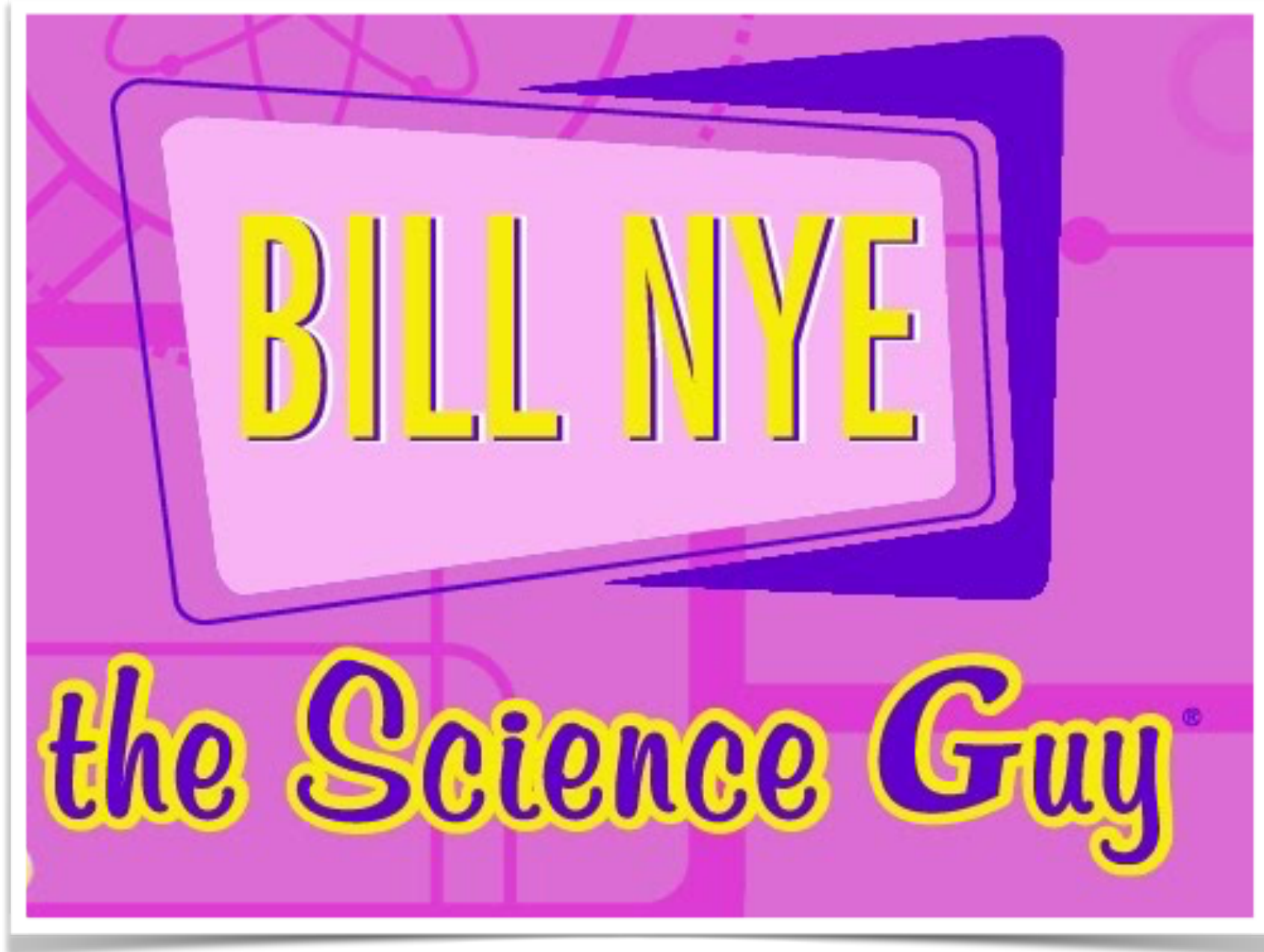
<http://www.gartner.com/newsroom/id/2603623> (Technology trends)

<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 background features a complex pattern of white architectural blueprints and binary code (0s and 1s) on a light blue gradient. The blueprints include various technical drawings, lines, and symbols, while the binary code is scattered throughout, some appearing as glowing trails.

STAY RELEVANT
Elevate Your
Superstars Quickly





GIVING BACK: FREE RESOURCES

You

A screenshot of the YouTube channel page for Ross Shafer. The channel name is "ROSS SHAFER" in large red letters, with the subtitle "Funniest Expert on CHANGE" below it. A circular profile picture of Ross Shafer is on the left. Navigation tabs include Home, Videos, Playlists, Channels, Discussion, and About. A "Subscribe" button is visible. Below the channel header, there is a section titled "Relevant Leaders Club" with a "Download All" button. A grid of video thumbnails is displayed, each with a "WATCHED" badge. The videos include titles like "Why is the Lifespan of a Company only 15 Years?", "How to Pitch Your Big Ideas to the Boss", "Should You Change Your 'Leadership' Persona?", and "How Can Leaders Make Better Decisions?".

Download (2) Free e-Books

www.RossShafer.com

Instead of chasing your Standard of Living...



Aspire to a better... Standard of **LOVING.**



The background features a complex pattern of white technical drawings, including architectural floor plans and mechanical diagrams, overlaid on a light blue gradient. Scattered throughout the background are strings of binary code (0s and 1s) in a lighter blue color, some appearing to flow or trail off, suggesting a digital or data-driven environment.

**Encourage Your
Team Members
'Like a Video Game'**





Ross
Shafer

**If you want to contact Ross
after the meeting...**

PHONE:

(520)704-9745

or Email:

Andria@RossShafer.com