

# Want to book Ross for YOUR Event?

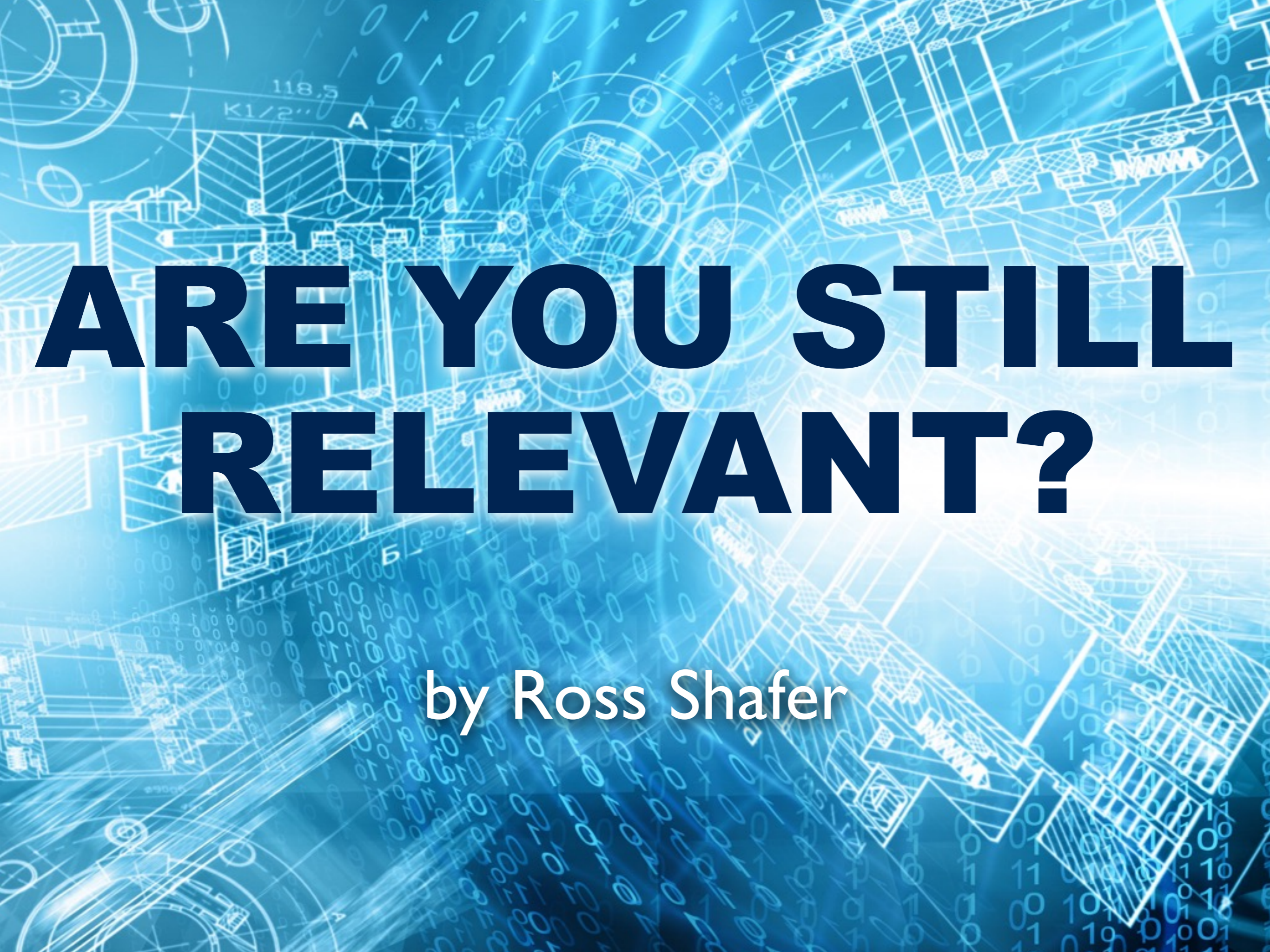
Contact:

Heather Brett - Premiere Speakers

[heather.brett@premierespeakers.com](mailto:heather.brett@premierespeakers.com)

1-615-261-4000





# ARE YOU STILL RELEVANT?

by Ross Shafer



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and dimensions. Notable text within the drawing includes '118.5', 'K1/2"', 'A', '20.5', '24', '50.2', 'B', and 'Б'. The drawing is overlaid with a pattern of binary code (0s and 1s) and several bright blue light rays emanating from the top center, creating a high-tech, digital atmosphere.

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



**Restaurants/Food Service**



**Retail Clothing**



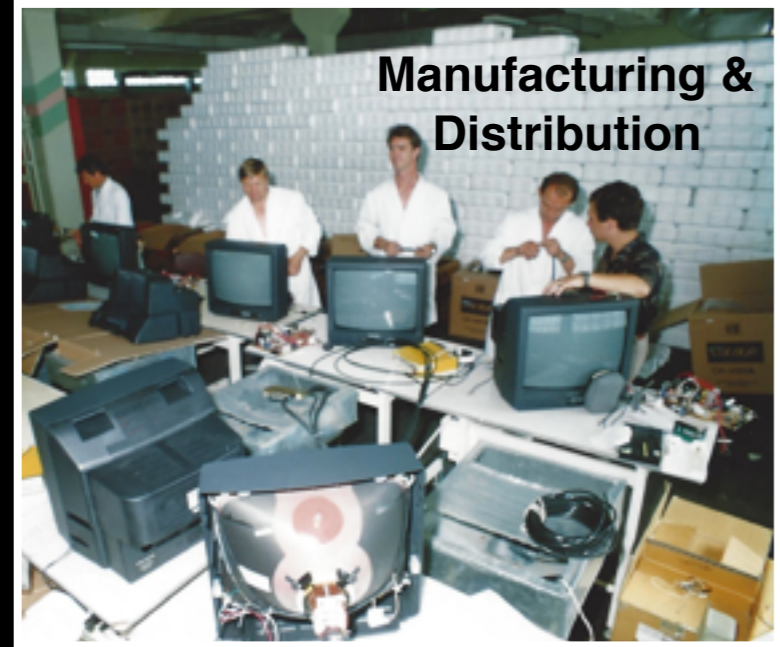
**Photography & Product Marketing**



**Building Industry**



**Manufacturing & Distribution**



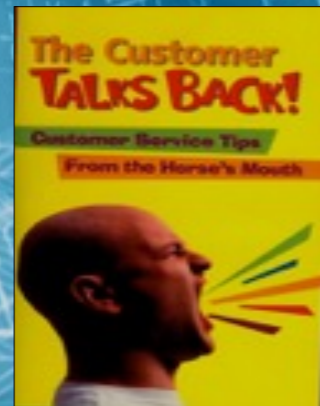
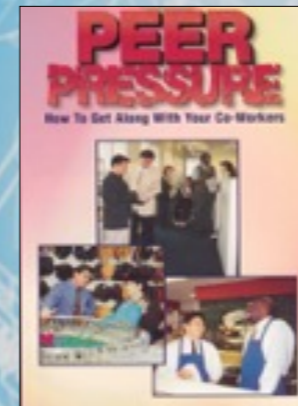
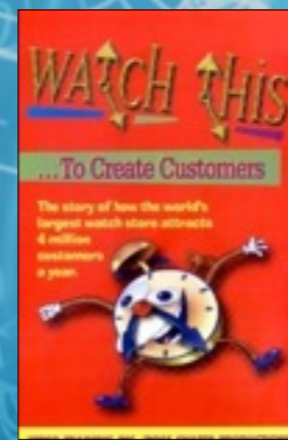
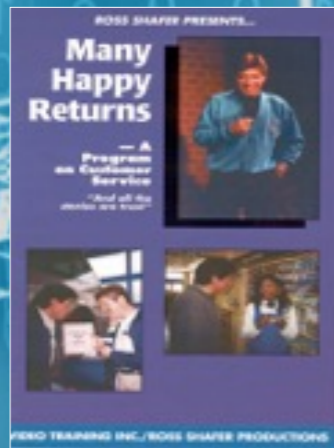
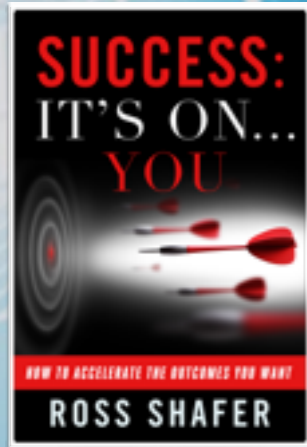
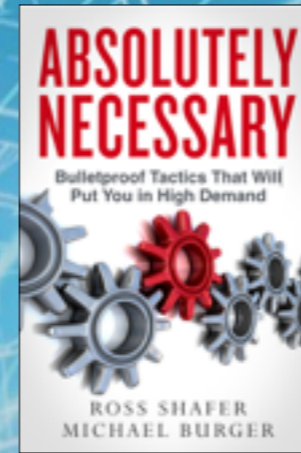
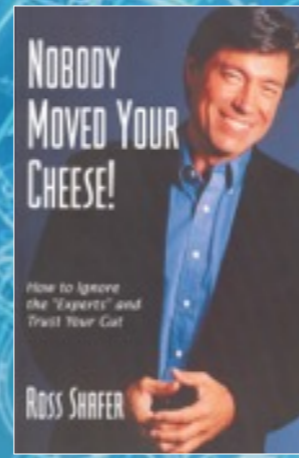
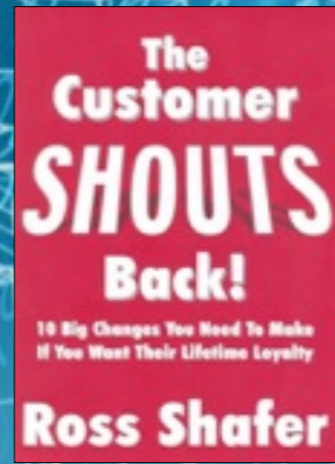
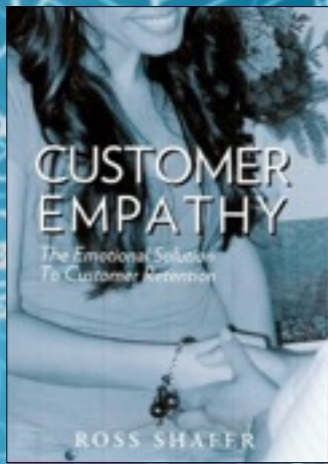
**TV & Film Production**



**THE ICE CREAM SHOP**



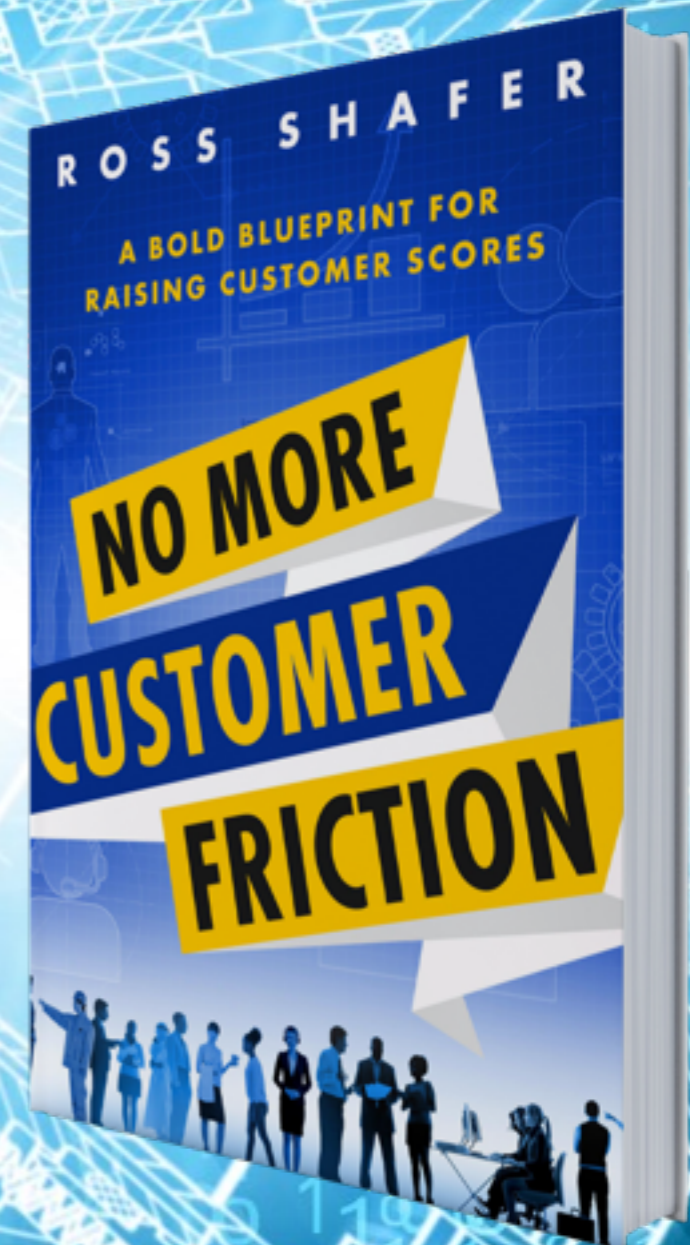
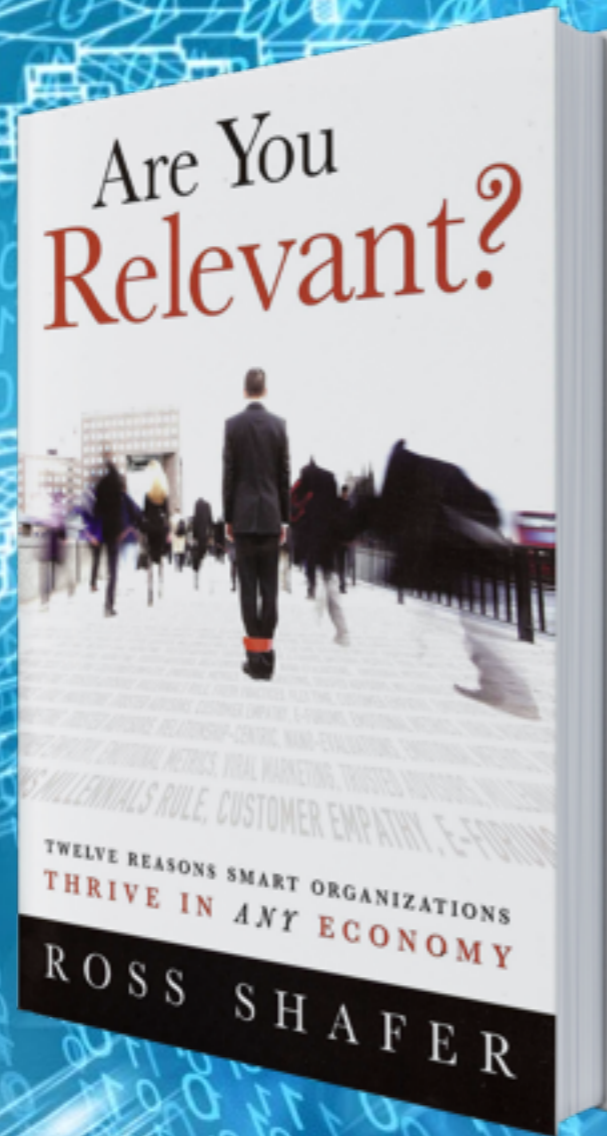






**MANAGING CHANGE**

**GROWING MARKET SHARE**



**DEVELOPING TALENT**

**RETAINING CUSTOMERS**



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and callouts. Overlaid on this are numerous binary digits (0s and 1s) and several glowing blue arrows pointing in different directions, creating a sense of digital flow and technical precision.

# I'll Teach You How to Exploit Trends





**Follow  
the  
Tracks  
of the  
Herd**



# The Galloping Gourmet

## A Food Channel?





# 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





The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and dimensions. A prominent glowing blue beam of light originates from the top center and points towards the right. The text is centered in a bold, dark blue font.

**Innovate BEFORE  
It's Necessary**



# Hotel Events

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

## Events for Sept. 7, 2017

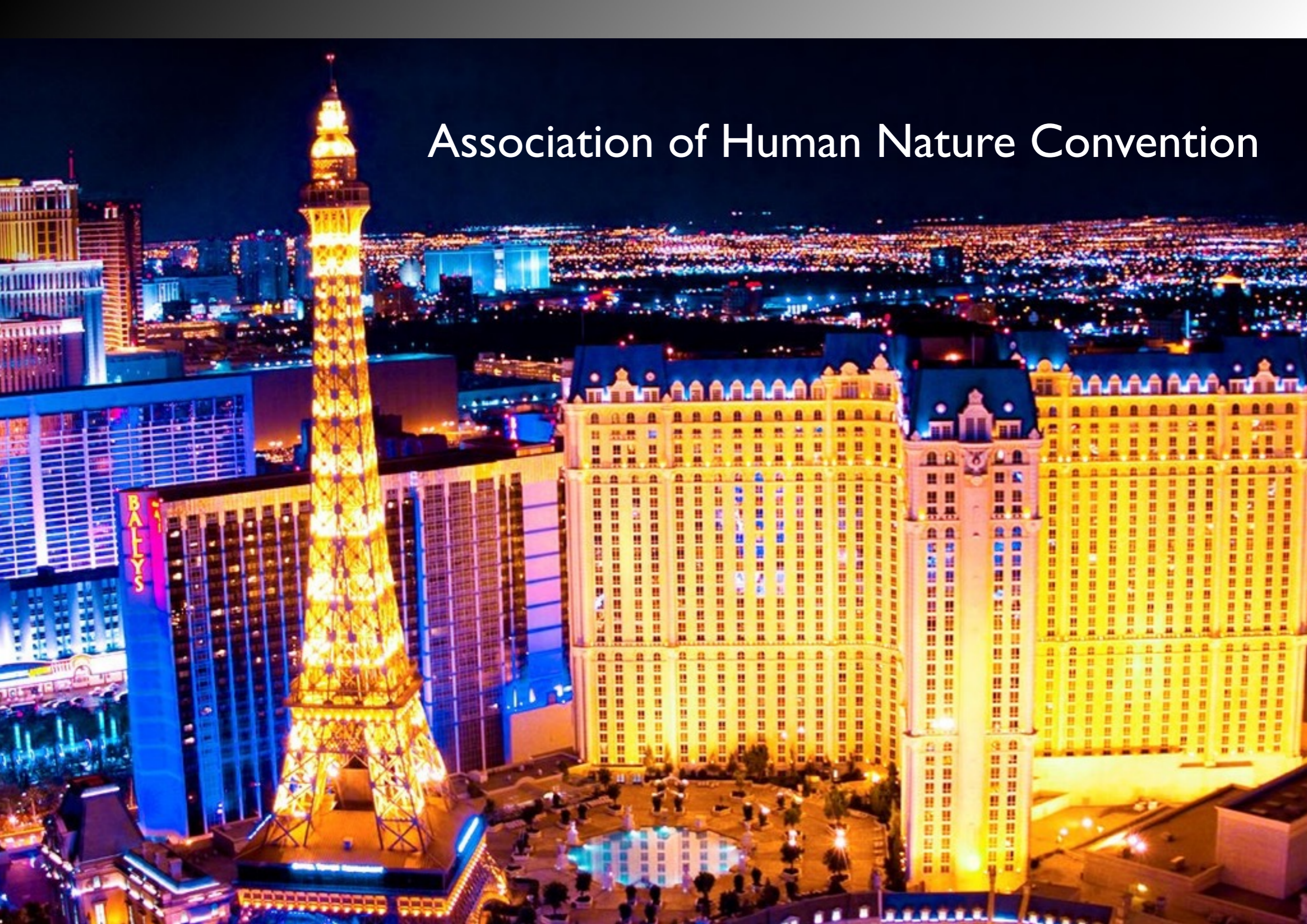


Group/Event	Room	Time
GENERAL ELECTRIC		
BREAK OUT SESSION		
Awards Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

**GO TO THE WRONG MEETINGS**



# Association of Human Nature Convention





# McCORMICK & SCHMICK'S

SEAFOOD & STEAKS

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[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

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[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](#)











**WESTIN**  
HOTELS & RESORTS







# Laramar Apartment Homes - 55,000 units





# **What Trends are Swirling Around Us?**



# GOONE

BOMBAY.

BORDERS®

HOLLYWOOD  
VIDEO

THE  
SHARPER  
IMAGE®

LEHMAN BROTHERS

COMP USA  
WHERE AMERICA BUYS TECHNOLOGY

RITZ  
EXTRA

STRAK

WILSONS  
LEATHER

Hostess

circuit  
CITY

AMERICA  
RADIO

SINCE 1910  
LEVITZ

Howard Johnson

imb

IndymacBank

BETHLEHEM  
STEEL

ALOHHA  
AIRLINES®

LINENS-N-THINGS  
dream big. pay little



# It's not just Applebee's; other restaurants are closing shop too

By Jade Scipioni | Published August 11, 2017 | Food and Beverage | FOXBusiness



411 closed



Neighborhood Grill & Bar

135 closed



BUFFALO WILD WINGS

60 closed



25 closed



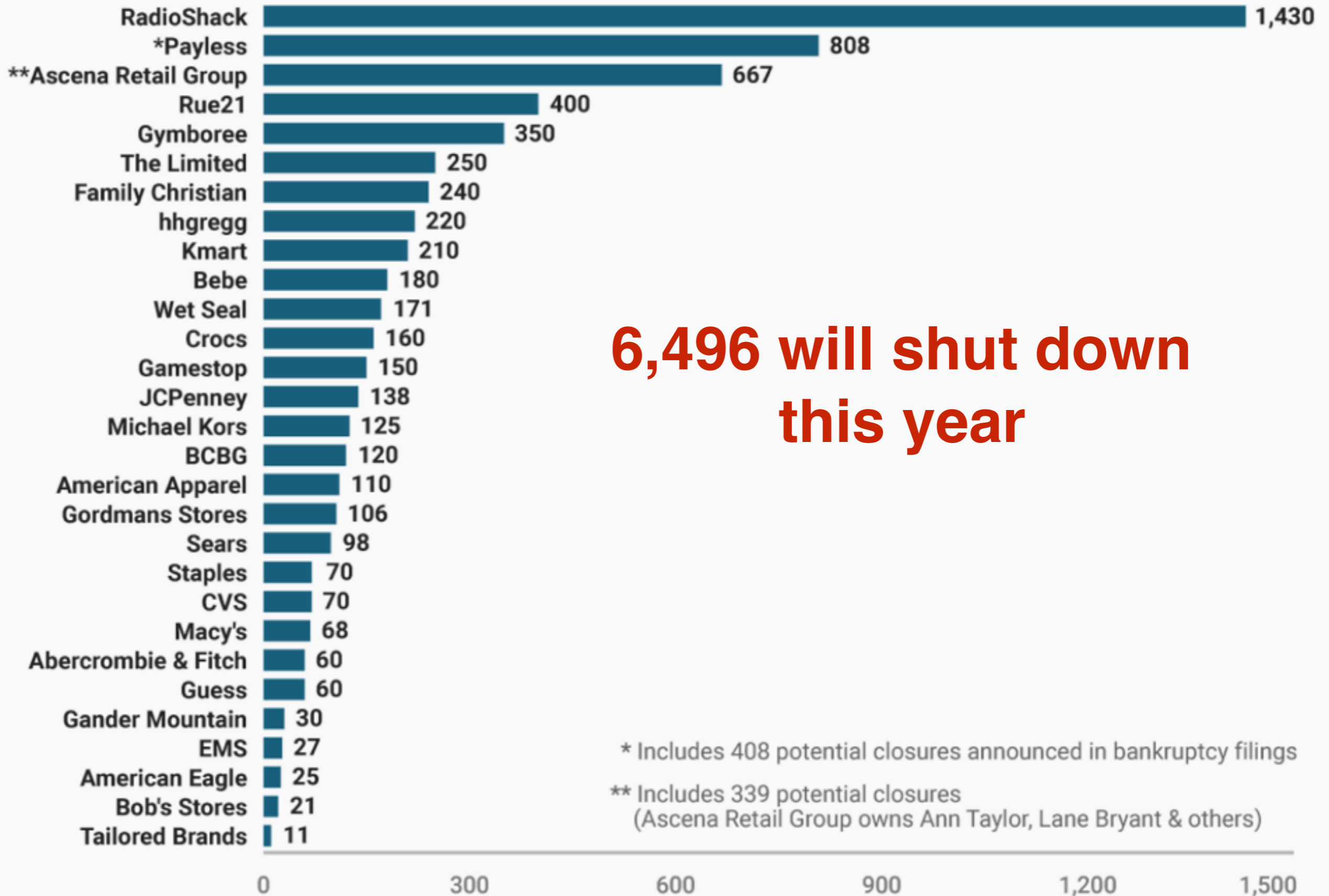
43 closed



95 closed



# NUMBER OF RETAIL STORES CLOSING IN 2017



**6,496 will shut down this year**

\* Includes 408 potential closures announced in bankruptcy filings  
\*\* Includes 339 potential closures (Ascena Retail Group owns Ann Taylor, Lane Bryant & others)



**When anyone says, “I’m getting killed by...**

**amazon.com**

The Amazon logo, a curved orange arrow pointing from left to right, is positioned below the text "amazon.com".

**I say, “Amazon is NOT all-powerful.  
You can beat them with...”**



Sometimes we don't realize  
WE are the problem





**Tomorrow's  
Transactions will be  
Friction-Free**







**MDLIVE**<sup>®</sup>  
Virtual Care, Anywhere.

**American Well**<sup>®</sup>

**Teladoc**<sup>+</sup>



**1,500,000+**  
**patients love**  
**this**



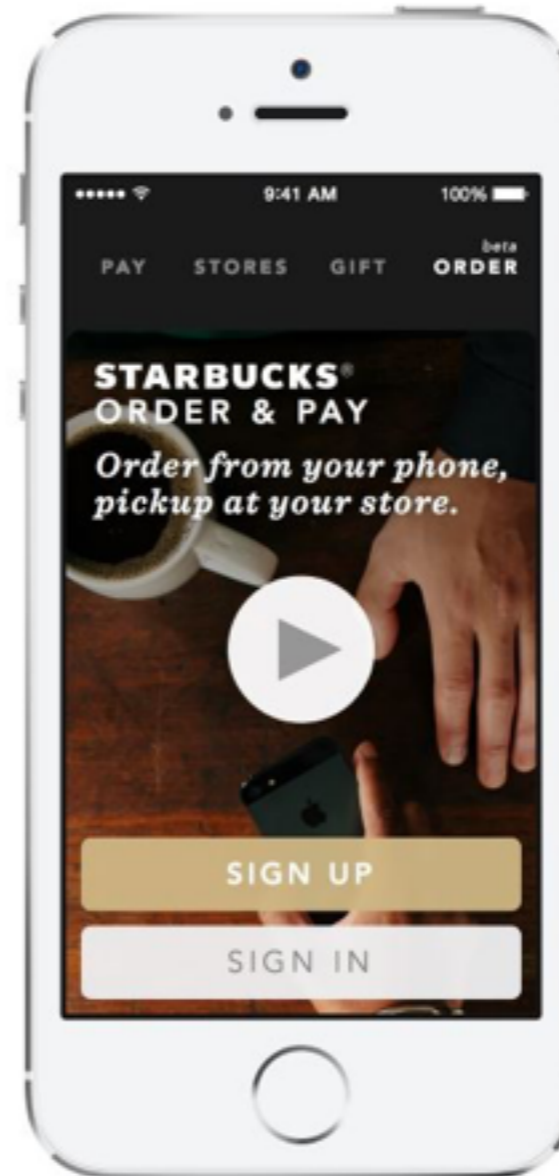
**Finished  
Basement  
Flooding**



**Skype  
Video  
Consult**



# Order in Advance for Coffee Pick Up





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 letter 'z' to the bottom of the letter 'o'. 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 shirt 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   S H A F E R**

**THE ESSENTIAL BLUEPRINT FOR  
BOOSTING CUSTOMER SCORES**

**NO MORE**

**CUSTOMER**

**FRICTION**





# Measuring Customer Experiences?

(CX) Customer Experience

(CES) Customer Effort

(CSAT) Customer Satisfaction

(NPS) Net Promoter Scores

(VOC) Voice of the Customer





**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...







# CSAT (Customer SATisfaction)

“Determine what customers want and deliver that. Don’t over promise. 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 – (i.e. helping them solve their problems quickly and easily) – **not by delighting them in service interactions.**”





erases



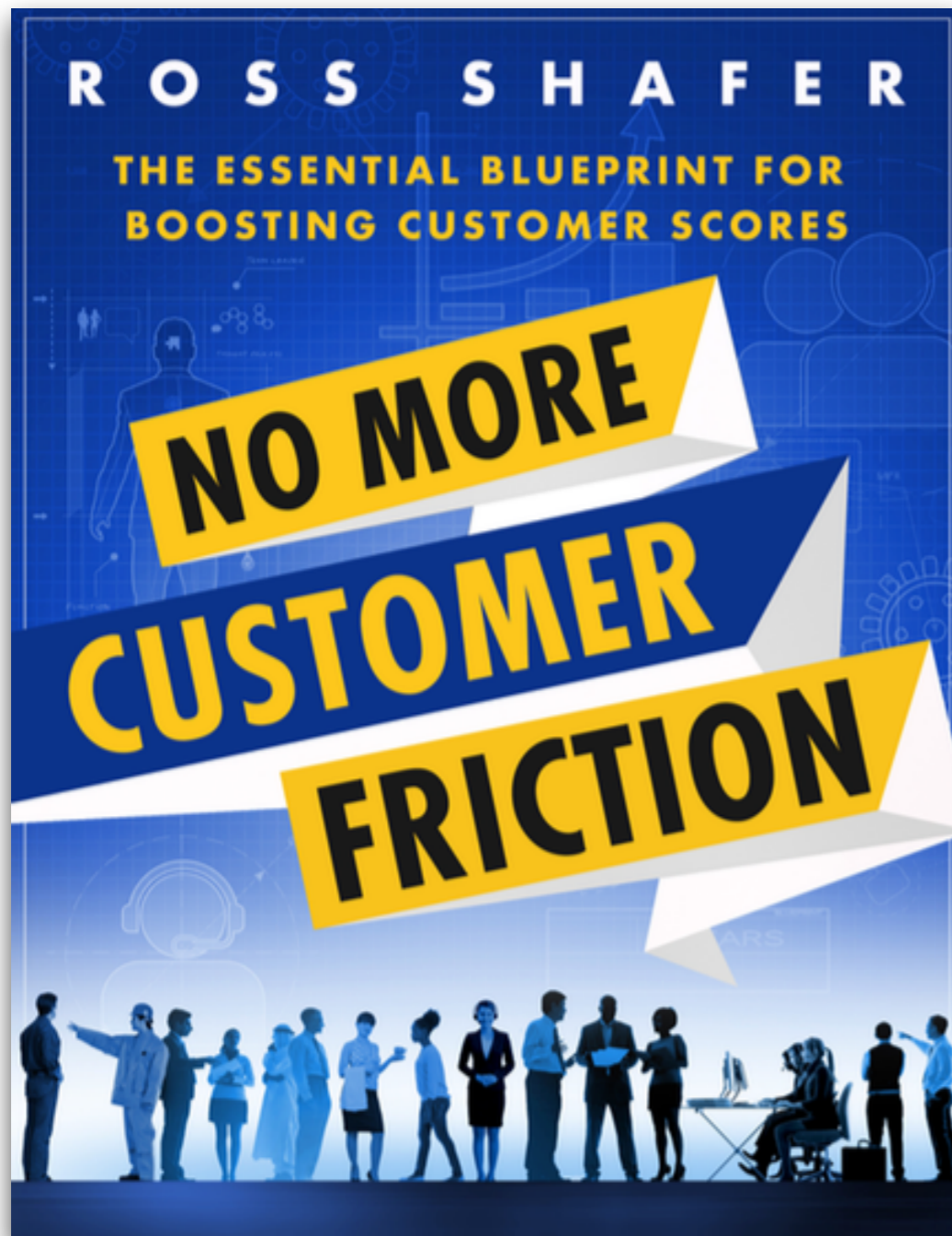
source: Ross Shafer Consultants, Inc. 'wow survey' 2016



# Empower an On-The-Spot Solution for Every POW







**Does  
This  
System  
Work?**





**They tackled ALL processes. Billing. Call Centers. Installs.**

**Comcast is #1 in customer sign-ups & retention.**





**They hired “fans of the brand”  
to create  
fun, new toys.**

**They aligned w/ movie  
franchises (Harry Potter,  
Batman, Star Wars)**

**Lego has become the largest  
toy company in the world.**





**By coaching Linemen, Meter Teams, Call Centers, Admin, & Designers, we corrected customer complaints and empowered on-the-spot fixes.**

**In 90 days, their J.D. Power scores rose 21 Points.  
Now, #1 in their industry.**



# ***Ross's Blueprint***

- 1. Examine Recurring Complaints**
- 2. Eliminate the POW Behaviors**
- 3. Empower On-The-Spot Solutions**

**\*Watch Loyalty Scores Climb**



# FREE RESOURCES



**ROSS SHAFER'S**  
**RELEVANT LEADERS CLUB**  
Innovate. Motivate. Educate. Sustain.

Ross Shafer

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...

**How to Sustain a Business for Over 15 Years?** | Leadership Speaker | Ross Shafer  
4 days ago · 24 views

**How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer  
1 week ago · 31 views

**How to Stop Driving Customers Away** | Leadership Speaker | Ross Shafer  
2 weeks ago · 54 views

**Should You Change Your "Leadership" Persona?** | Leadership speaker | Ross Shafer  
3 weeks ago · 68 views

**HOW GREAT LEADERS MAKE BETTER DECISIONS**

**Leadership Video Blog**



Download My Free e-Book

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



# Ongoing Encouragement







**Please join me  
at 1:00pm for  
my breakout**

**ROSSSHAFFER**  
**CONSULTANTS, INC.**



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and arrows. Overlaid on this are streams of binary code (0s and 1s) and glowing blue arrows pointing in various directions, suggesting a digital or data-driven environment.

# **THE ORGANIZATION W/ THE BEST “STORY” WINS**

**by Ross Shafer**



How well is your  
brand story  
communicated?



Is YOUR perception of YOU...

WE SAY...

THEY SAY...

...the same as YOUR Client's?





Fairmont Mayakoba, Playa del Carmen, MX

*“OUR BRAND IS YOU!”*





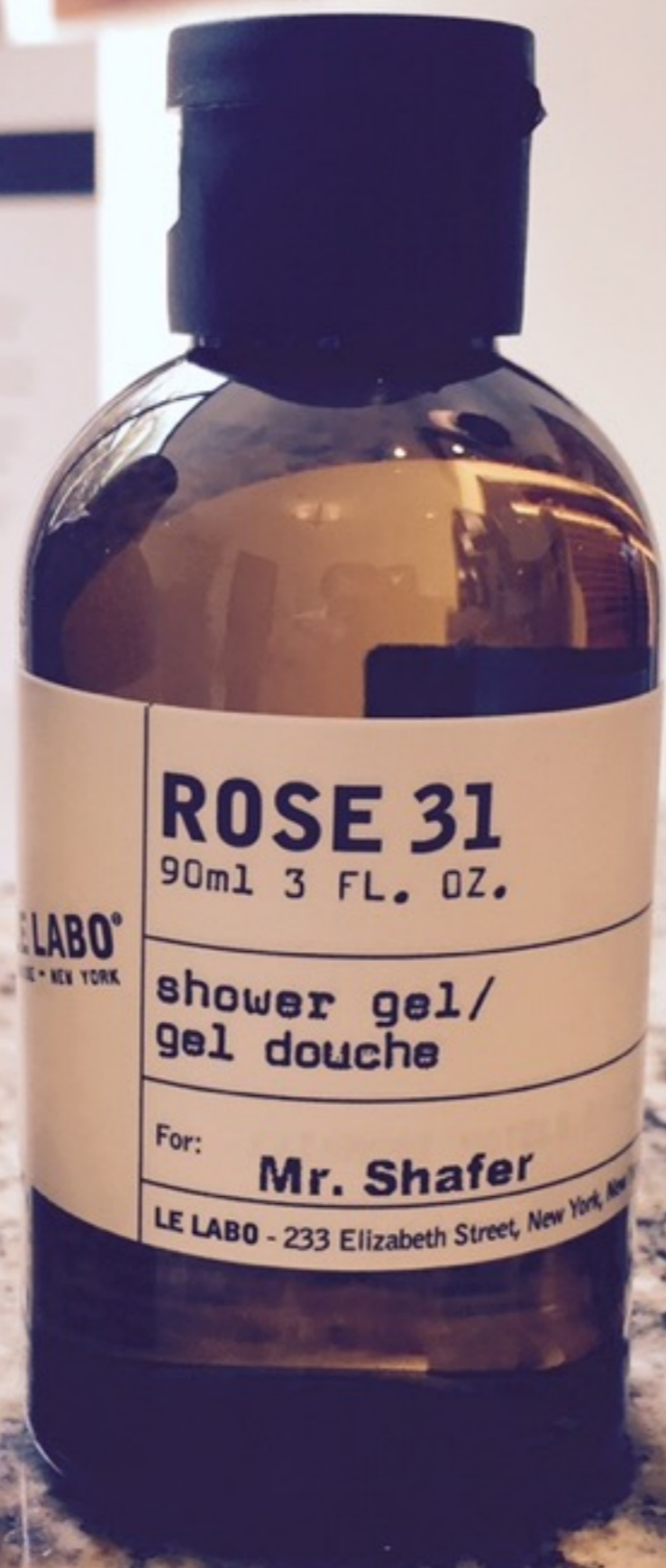
**ROSE 31**

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



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



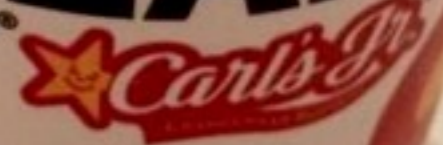
Super Star<sup>®</sup> with cheese



It's gonna get messy.



EAT  
LIKE  
YOU  
MEAN  
IT<sup>®</sup>



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

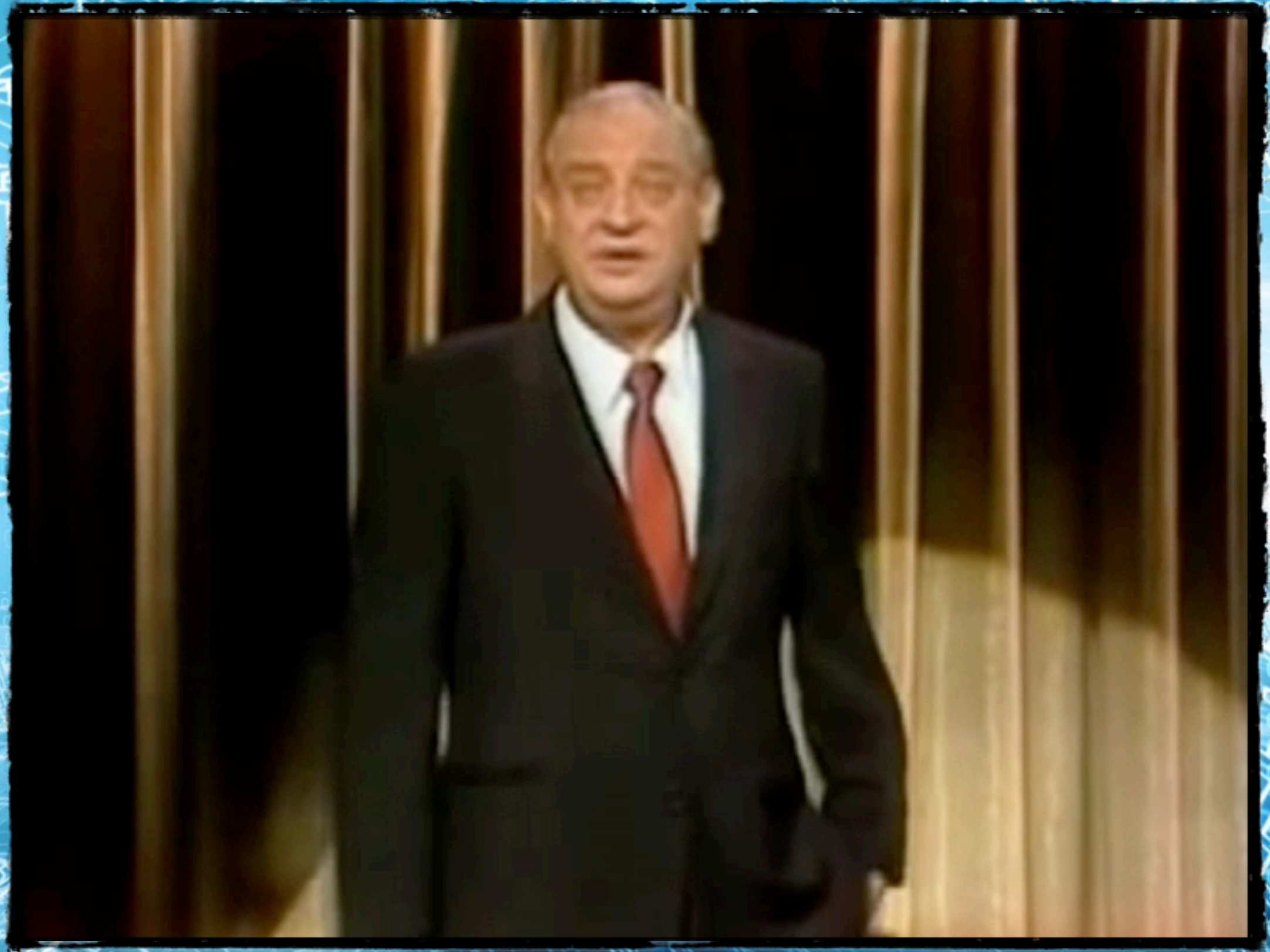


The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and dimensions. Overlaid on this are streams of binary code (0s and 1s) and glowing blue light rays that create a sense of motion and digital connectivity.

**Actually, Your Clients  
Define Your Brand**



# Rodney Dangerfield





# Joan Rivers





The background of the slide is a complex technical drawing or blueprint, rendered in a light blue color. It features various geometric shapes, lines, and annotations, including numbers like '118.5' and '3.3', and letters like 'A' and 'B'. Overlaid on this drawing are numerous white arrows pointing in various directions, and a stream of white binary code (0s and 1s) that appears to be moving across the scene. The overall aesthetic is that of a high-tech or engineering environment.

# **Alignment Happens When You Listen to...**

- Words They Say**
- Emotional Outbursts**
- Sense of Urgency**





## How We Are Organized To Serve You







Maria  
Garcia





# Talk Show Hosts: Masters of Curiosity







# The Intentional Genius of Facebook

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.

facebook





**“48% of employers are dissatisfied with the oral communications skills of college students.”**

Source: Achieve Academic Standards



**‘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)



**KEEP YOUR**

**BRAND**

**PROMISES**







# Women Buy Everything!

**85% of ALL CONSUMER & B2B PURCHASING.**

**93% of OTC Pharmaceuticals**

**92% of Vacation & Business Travel Decisions**

**91% of New Homes, Remodels, Landscape Design**

**91% of Consumer Electronics (TV's, phones, tablets, computers)**

**89% of Investment Services & Bank Accounts**

**87% of Purchase Orders go through women**

**86% of I.T. Infrastructure Decisions at work**

**80% of Healthcare & Dental decisions**

**73% of New Cars --- (45% of Light Trucks & SUV's)**







# She-Commerce

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

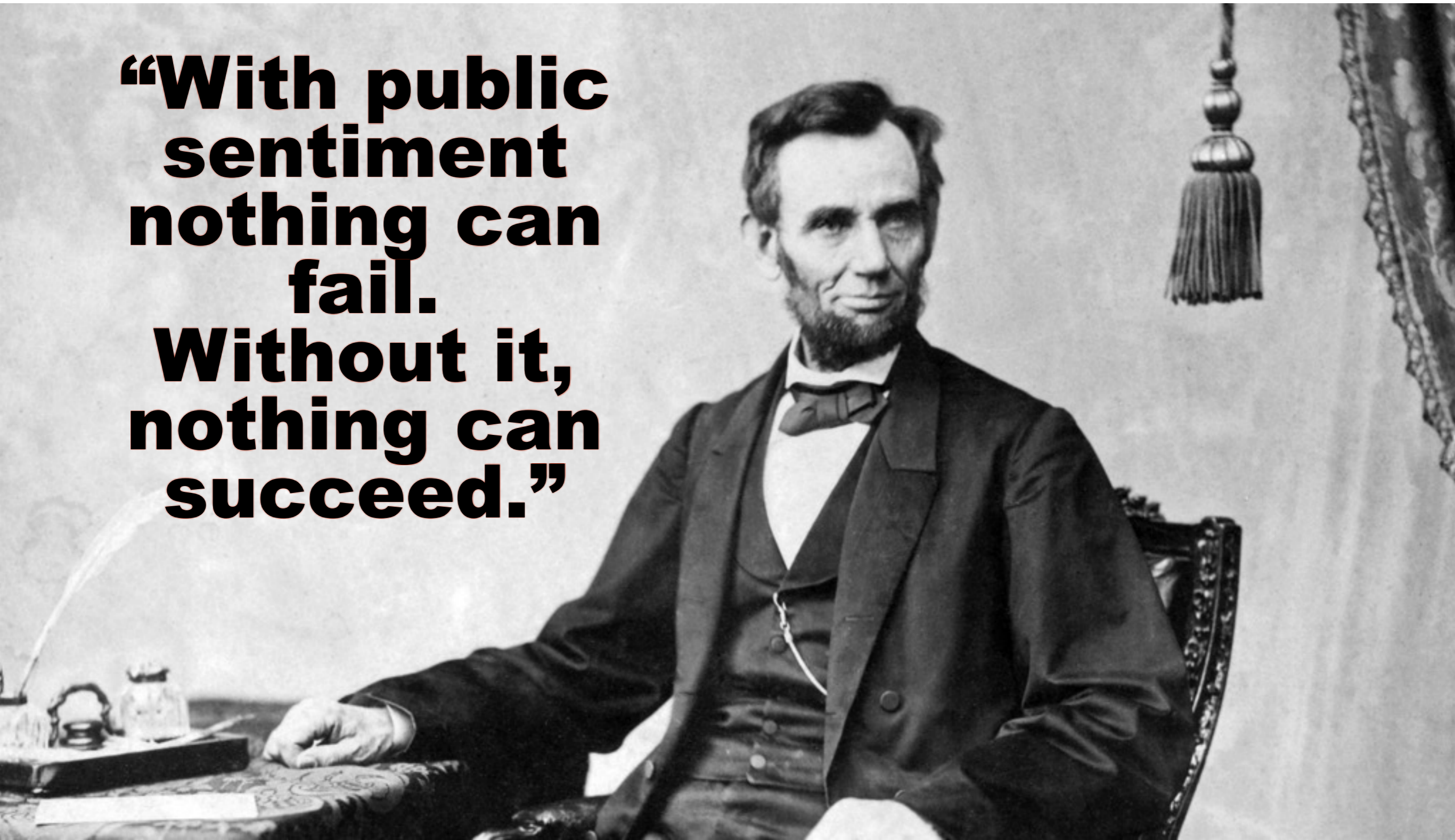


The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and dimensions. Overlaid on this are numerous binary digits (0s and 1s) and several glowing blue arrows pointing in various directions, suggesting a digital or data-driven environment.

**Get Others to Tell  
Your Story...  
...by GOING VIRAL.**



**“With public  
sentiment  
nothing can  
fail.  
Without it,  
nothing can  
succeed.”**







**JJ Watt** ✓  
@JJWatt

 **Follow**

**\$27 MILLION!**

Thanks in part to an incredibly generous \$5 million donation from Mr. Charles Butt at HEB. [YouCaring.com/JJWatt](http://YouCaring.com/JJWatt)

10:36 AM - Sep 6, 2017





# ICE BUCKET CHALLENGE



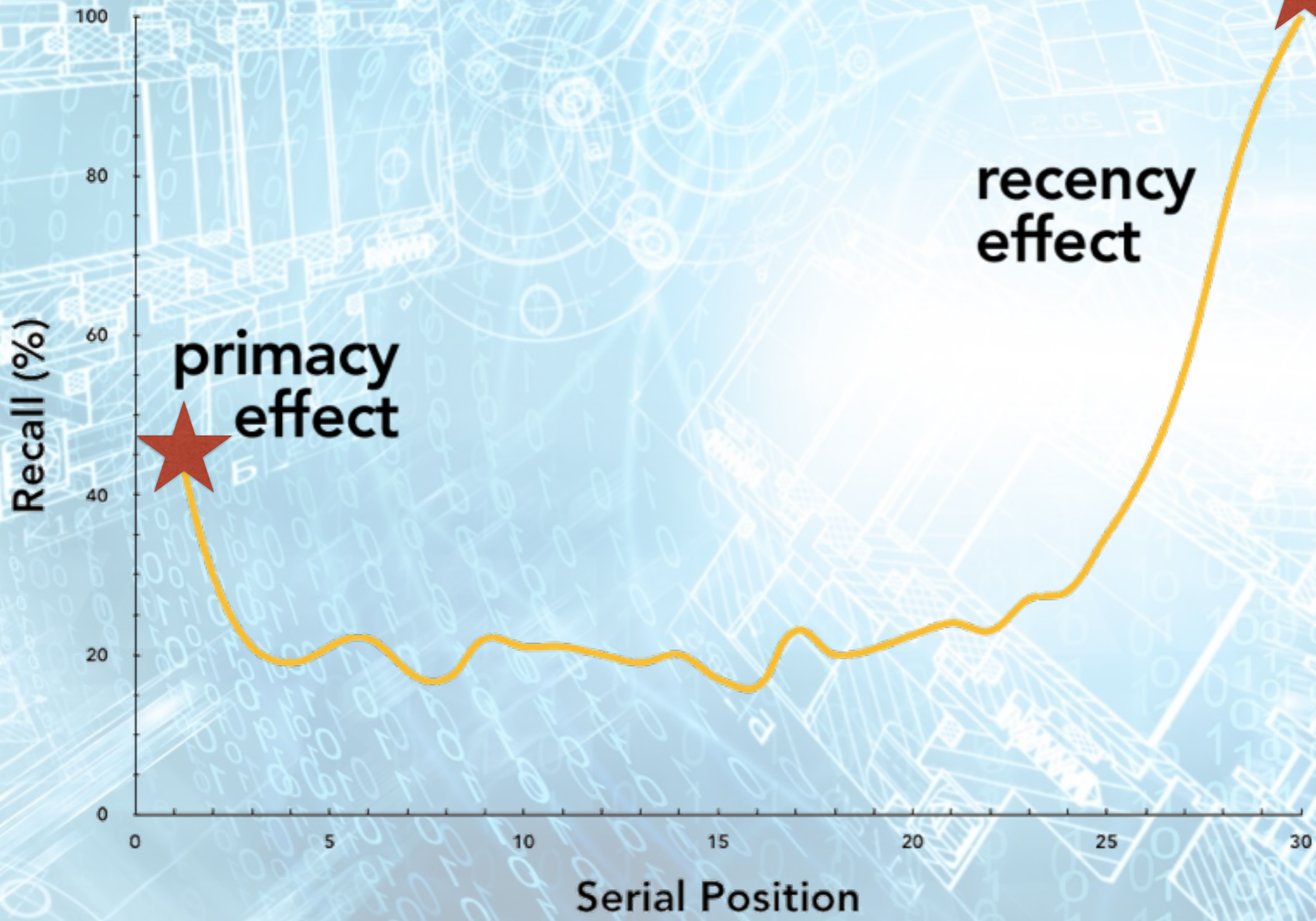




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# **The Final Moment Matters Most**





Recall (%)

primacy effect

recency effect

Serial Position



A photograph of Scott Pelley, the anchor of CBS Evening News, sitting at his desk. He is wearing a dark suit, a white shirt, and a red striped tie. His hands are clasped on the desk. In front of him is a stack of papers and a black mug with the CBS logo. The background features a large screen with the CBS Evening News logo and the text "with SCOTT PELLEY".

CBS  
EVENING  
NEWS  
with SCOTT PELLEY

The "Kicker" Story







# NORDSTROM





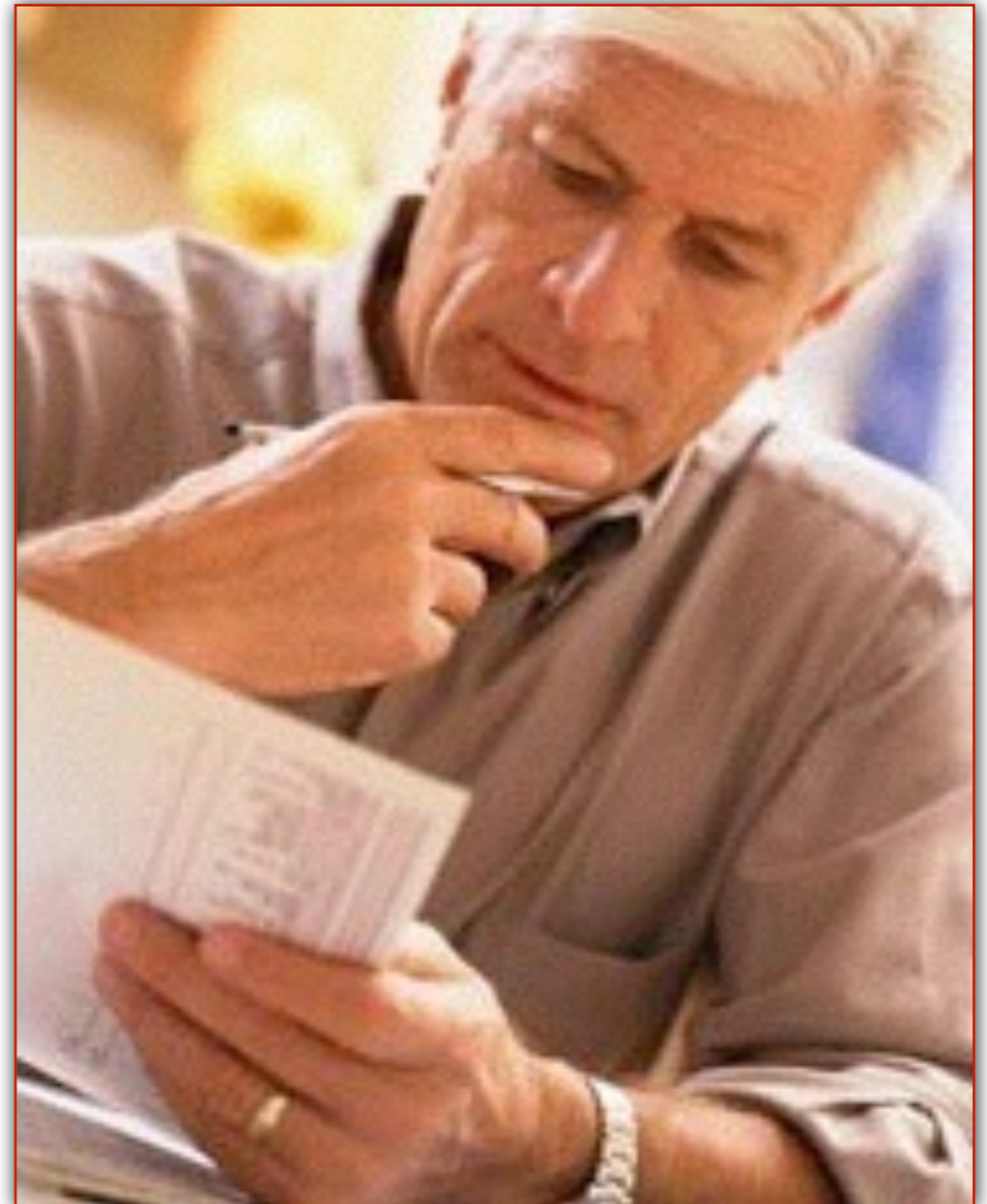
34% of patients return to a Dr. Nunez' office when the staff says... "Goodbye."



Gentle  Dental®



Which is why we  
must be careful  
re: Client/  
Customer  
Evaluations









**Please rate your satisfaction  
with each of the following:**

Overall satisfaction with this  
experience .....

Receiving a warm and sincere  
greeting upon arrival .....

Staff greeting you by name .....

Staff remembering you as a  
regular guest .....

▼ VERY SATISFIED

▼ SOMEWHAT SATISFIED

▼ NEUTRAL

▼ SOMEWHAT DISSATISFIED

▼ VERY DISSATISFIED



**Don't make people think too hard  
about YOU.**





# THE CALLAHAN TRUCKING COMPANY NON-SURVEY



Please check  the face that best describes how we treated you.



How did you feel after doing business with us?





**Allow People to Use  
THEIR OWN WORDS.**





SYLVAN  
LEARNING CENTER®

YOUR NAME kerry

HOW OLD ARE YOU? 5

WHO IS YOUR BEST FRIEND? sophie CAT

WHAT DOES YOUR BEST FRIEND SAY OR DO THAT YOU LIKE?

SHE PUTS HER  
BUTT IN THE AIR  
WHEN SHE WANTS  
A NEW BOY FRIEND





**Please join me  
tomorrow morning  
for my Keynote**

**ROSSSHAFFER**  
**CONSULTANTS, INC.**



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and alphanumeric labels. Overlaid on this are numerous white arrows pointing in various directions, some following the lines of the drawing. A vertical column of binary code (0s and 1s) is visible on the right side of the image.

# **Behave Like a Startup**

**(...and cure creeping complacency)**





THE CURE FOR CREEPING COMPLACENCY

BEHAVE  
LIKE A  
**STARTUP**

ROSS SHAFER







The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and dimensions. Overlaid on this are numerous binary digits (0s and 1s) and several glowing blue arrows pointing in various directions, suggesting a digital or engineering theme.

**In a Startup,  
Everybody  
Contributes**



**“We promise our plumbers will show up on time and smell good.”**





# The “Empty Bag” Safety Issue









The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and alphanumeric labels. Overlaid on this are streams of binary code (0s and 1s) and glowing blue light rays that create a sense of motion and digital connectivity.

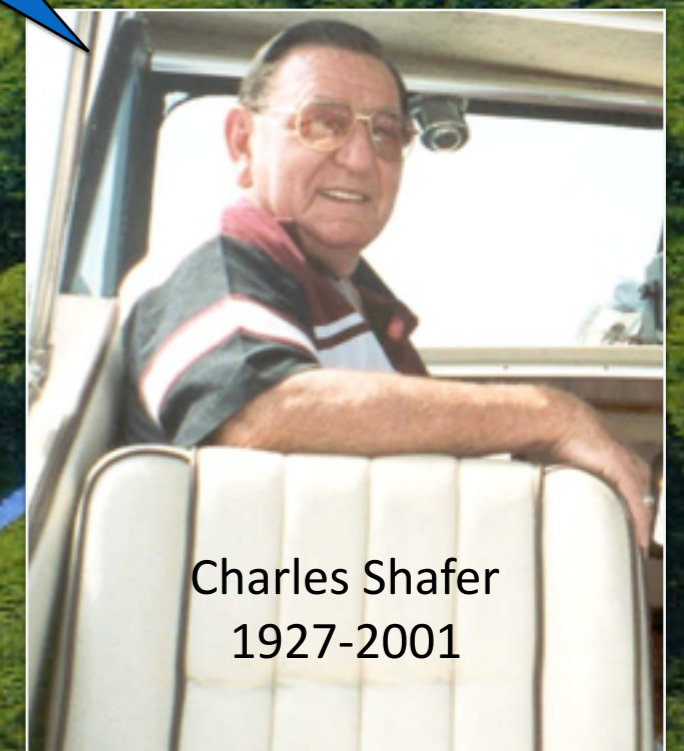
# **We All Have a Startup Story**



“You can  
achieve anything  
if you have a blueprint.”

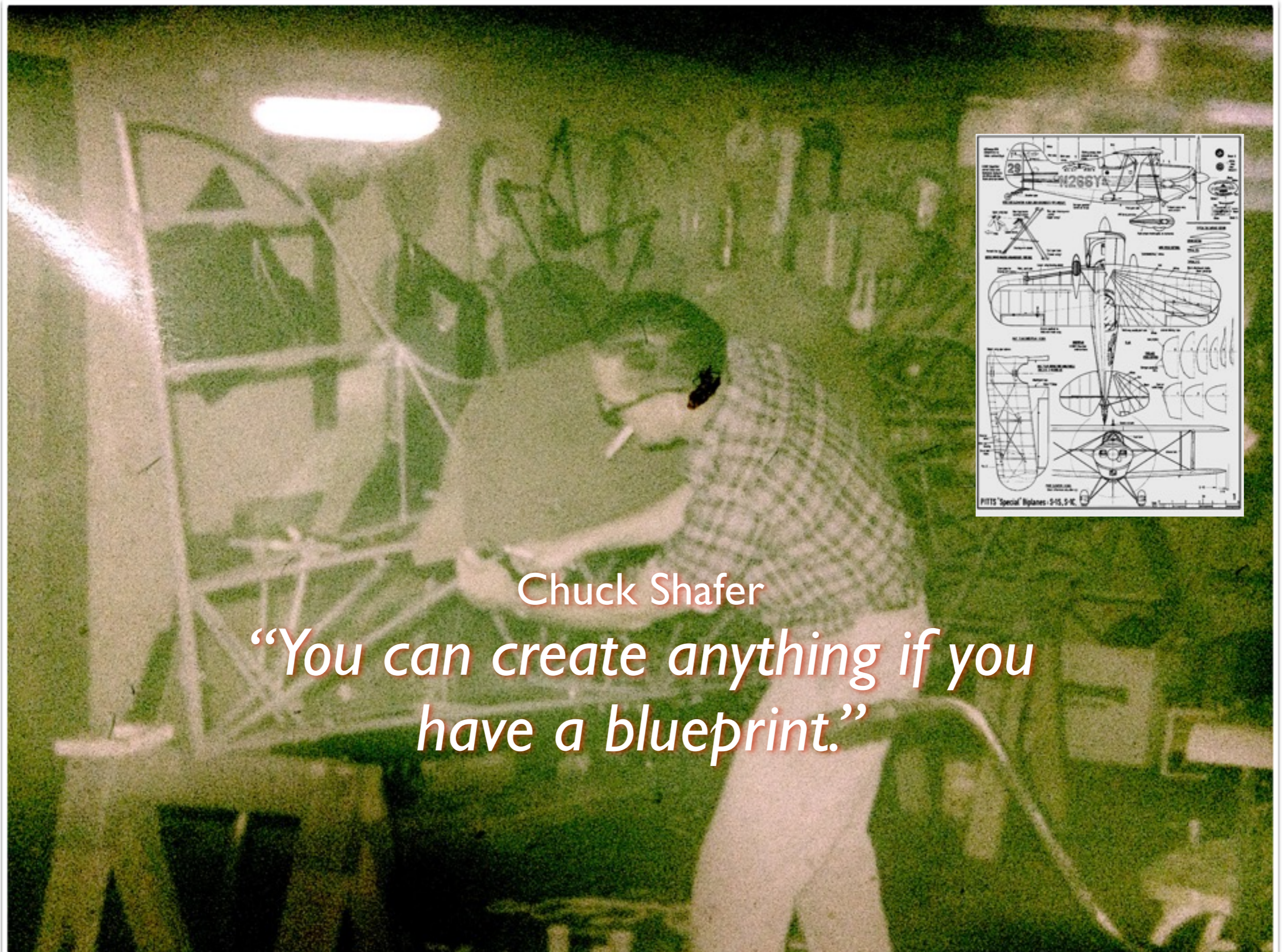


**Blackfoot Indian Tribe**  
**Chemeketa Reservation land**  
(Salem, Oregon)  
**Puyallup Indian Reservation**  
(Puyallup, Washington)



Charles Shafer  
1927-2001





Chuck Shafer

*“You can create anything if you have a blueprint.”*







Maiden flight - May 1971





**“Success is NOT about who you know.  
It’s about who knows YOU.”**

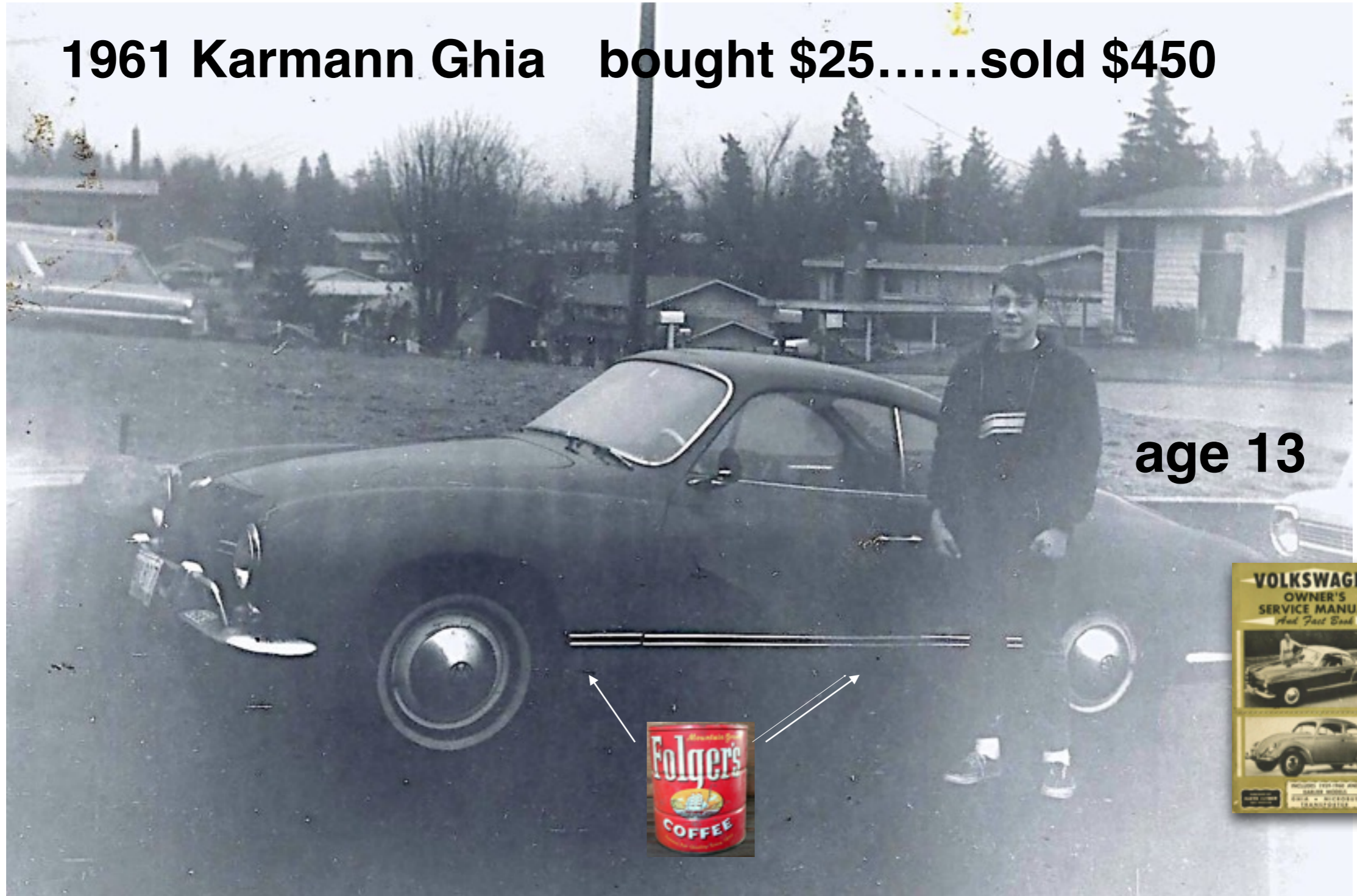
**CHUCK SHAFER**





**1961 Karmann Ghia bought \$25.....sold \$450**

**age 13**





**Age 17**



**bought for \$4,800**



**sold 9 mos. later for \$17,500**









# 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



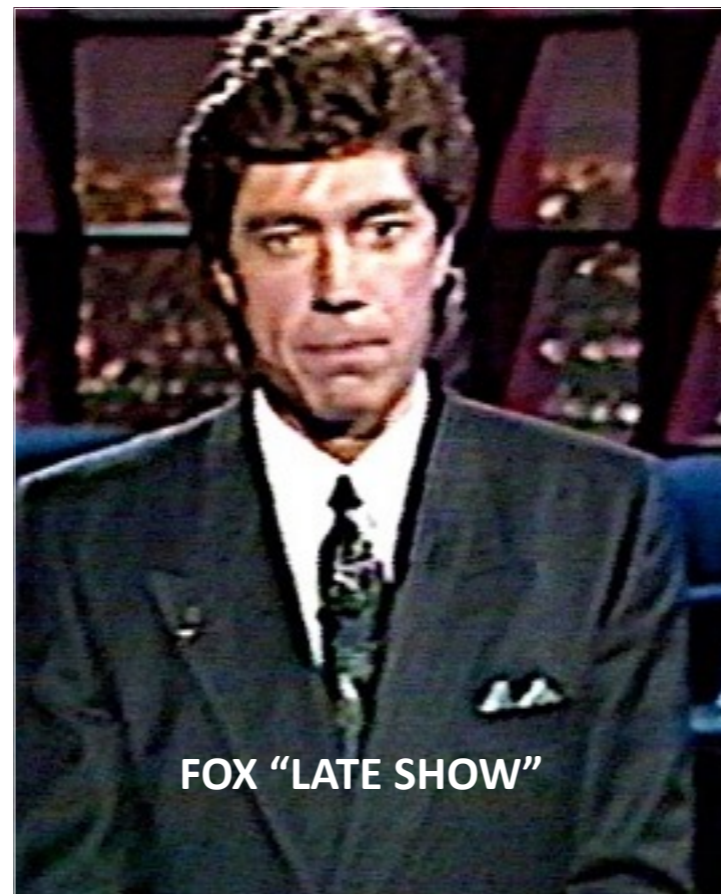
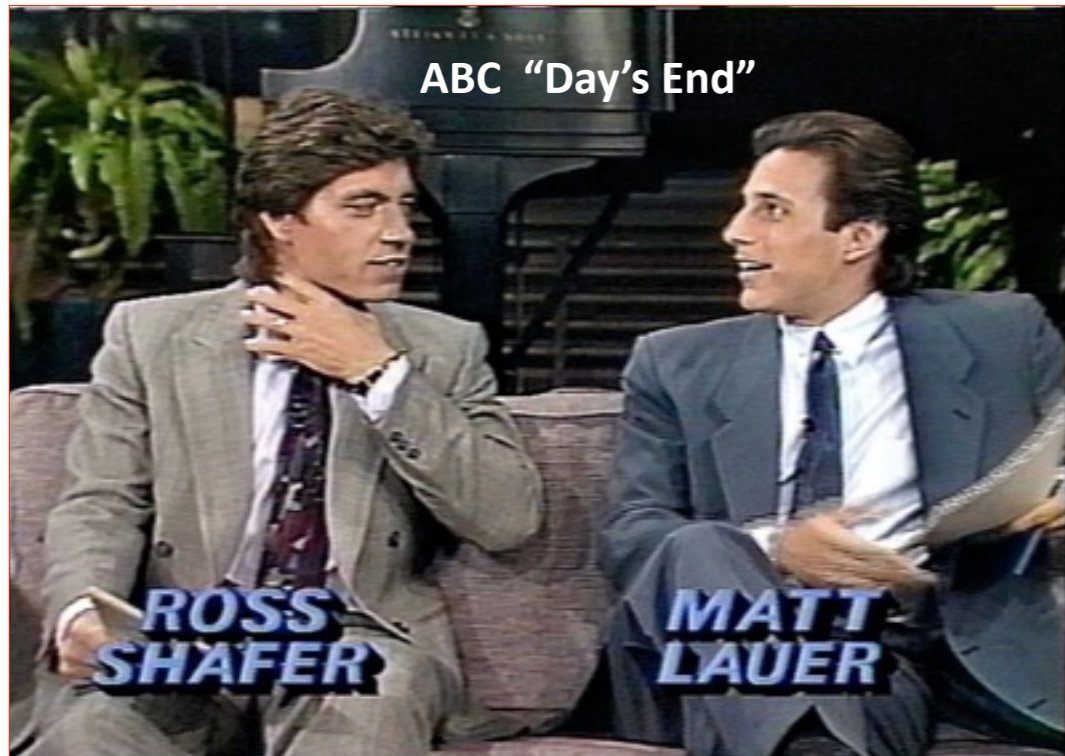
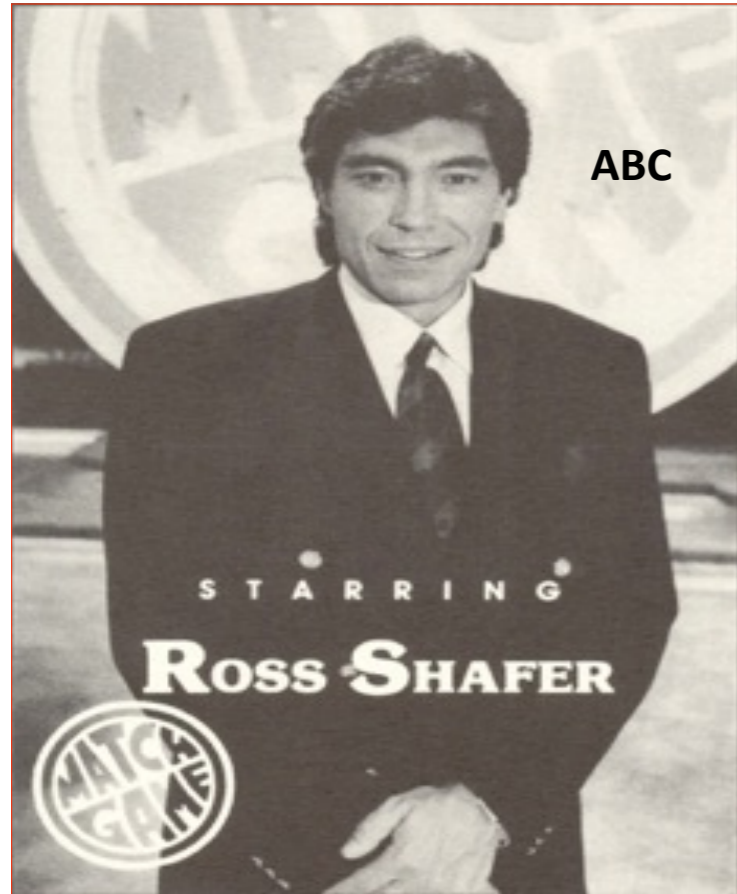


A microphone on a stand is positioned on the left side of the frame, pointing towards the center. The background is a red curtain with vertical folds. The text "STAND UP COMEDY" is written in large, white, serif capital letters across the center-right of the image.

# STAND UP COMEDY

(I wanted to find my “brand”)







The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and dimensions. Overlaid on this are streams of binary code (0s and 1s) and glowing blue lines that suggest data flow or digital connectivity. The overall aesthetic is high-tech and engineering-oriented.

**They Want to  
Learn From Failure**



# “Lifespan” of S&P 500 Companies










**1968** - Companies lasted 70 years

**2017** - 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/>



	—	<b>104 yrs old</b>
 HEWLETT® PACKARD	—	<b>77</b>
	—	<b>52</b>
	—	<b>47</b>
 Microsoft	—	<b>41</b>
	—	<b>40</b>
	—	<b>39</b>
	—	<b>31</b>
	—	<b>22</b>



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and arrows. Binary code (0s and 1s) is scattered throughout, particularly in the lower right quadrant. A prominent arrow points from the top center towards the right. The overall aesthetic is futuristic and data-driven.

**Starts Want to  
Know About  
Competitors in  
Their Blind Spots**



# Worlds Largest Factory - 10,000,000 Square Feet

## DISRUPTION:

50 GWh in annual battery production by 2020

Enough for 500,000 Tesla cars

Powered by renewable energy

Net zero energy factory

\*



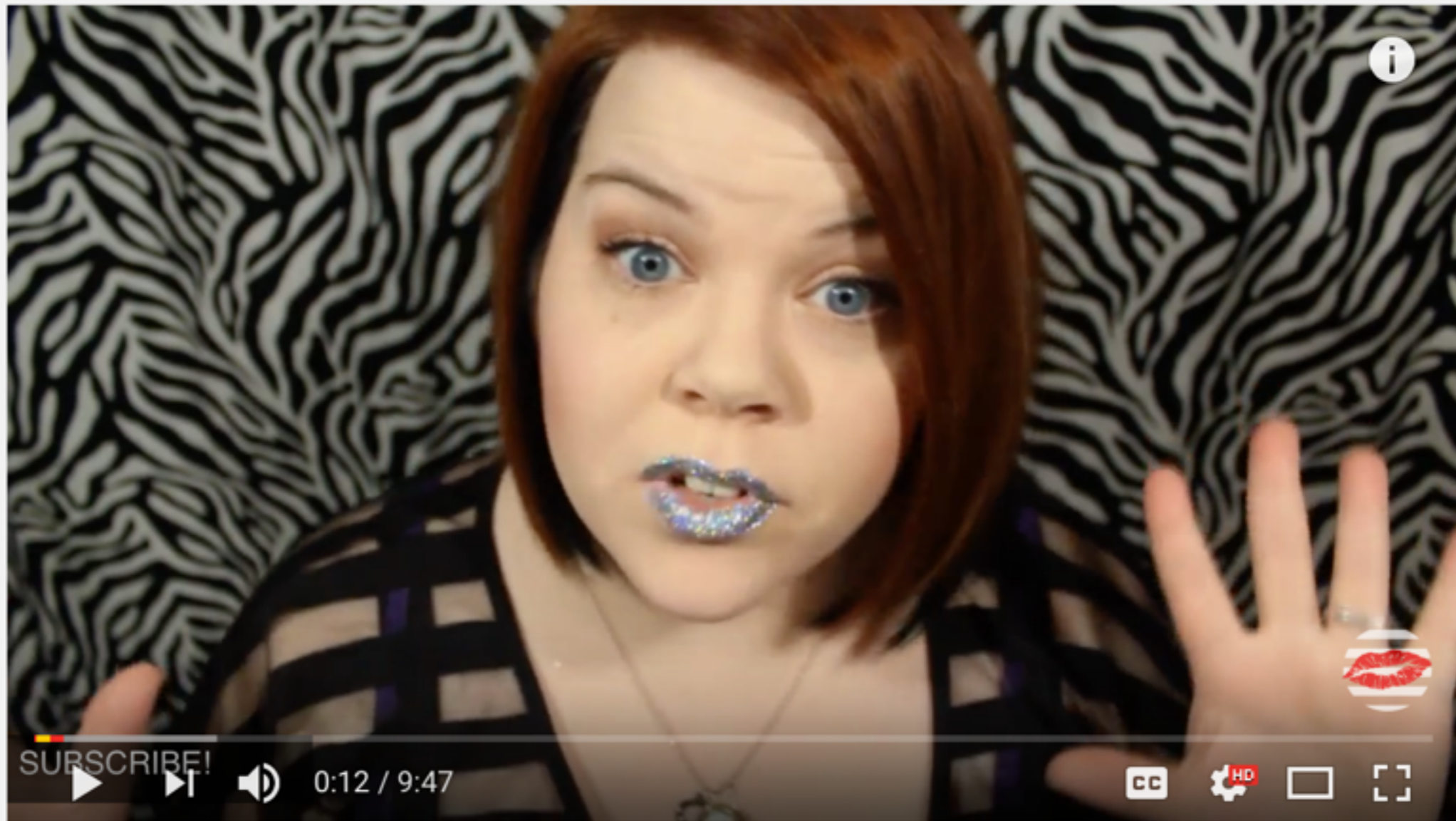
Elon Musk



“At L’Oreal we have an exhaustive digital marketing outreach to the main influencers.”







### 3D Silver Glitter Lips: Tips Trick & Tutorial



vintageortacky ✓

 **Subscribe** 401,176

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 20,735  4,441

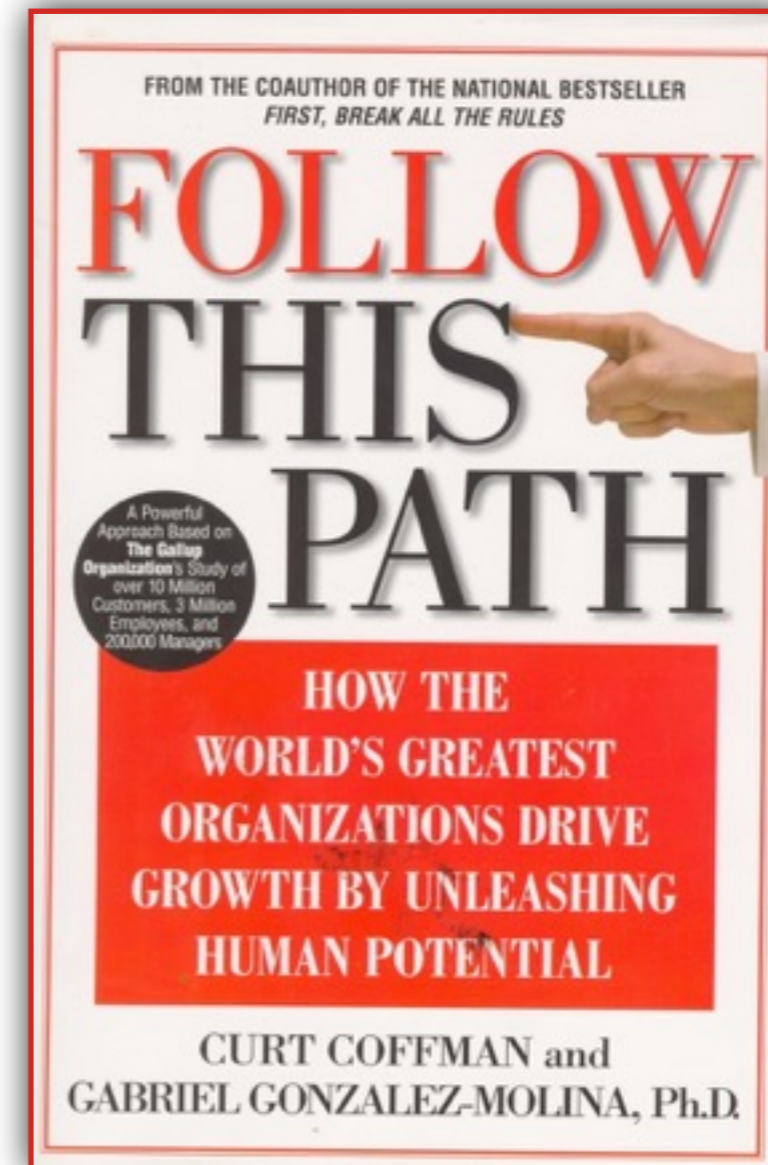




**Startups are  
Fascinated by  
“Emotional  
Intelligence if  
Supported by  
Data”**



# Gallup Case Study: The Large Bank





# A Top 5 U.S Bank

**11%** Customers LOVE The Bank

**22%** Pretty Satisfied

**38%** Would Switch if Bank was Closer

**28%** Not Happy w/ Anything

*\*Gallup case study – Follow This Path*



**They Deposit \$8,136  
More/Per Customer**



**6% more 'loving the  
bank' translated to...**



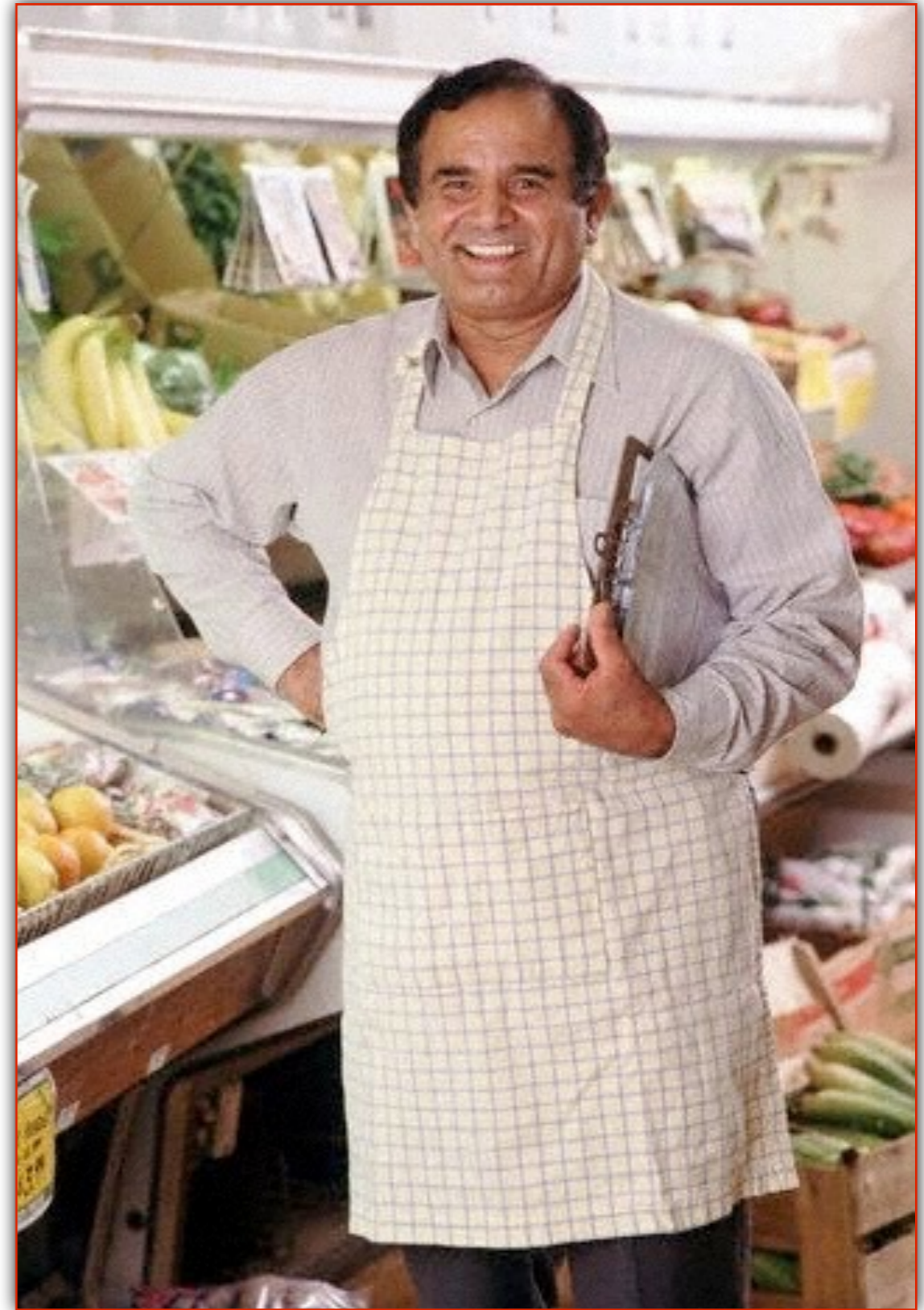
6% more 'loving the bank' translated to...

**\$1 billion in  
Deposits.**



# John Hixon Hixon's Market

Sweetwater, TX.







# **Millennials Are More Responsive and Agile**



**#1:**

**Skill of the Future  
COMMUNICATION?**



**#2:**

**They Want an Open &  
Collaborative  
Workspace**



**#3:**

**Tech 'Tools' are  
What They Expect  
from You**





**TECHNOLOGY:**  
**This is How Startups**  
**Get to the Future First**



**#4:**

**What Motivates  
Millennials?**



**Don't Mentor  
Them!**



# PROVIDE “QUICK WINS”

300,000 attended GamesCom





**#5:**

**What Brands Do They  
Find Appealing?**



**500,000 members - Company Valued at \$615 million**





The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and alphanumeric labels. Overlaid on this are streams of binary code (0s and 1s) and glowing blue light rays that create a sense of motion and digital connectivity.

# **Startups Aspire to be World Class**



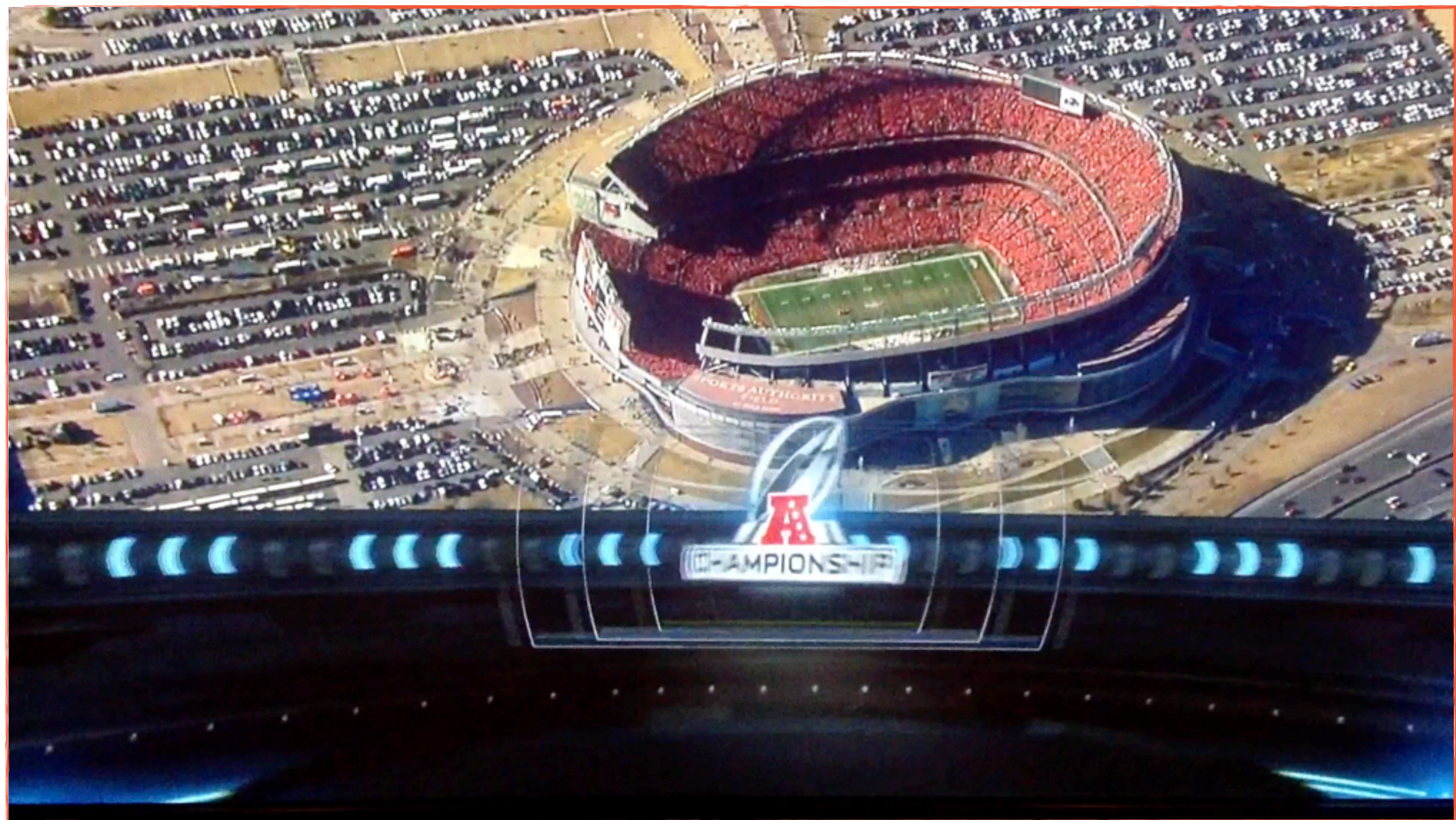
# 1,127 Free Throws in a Row







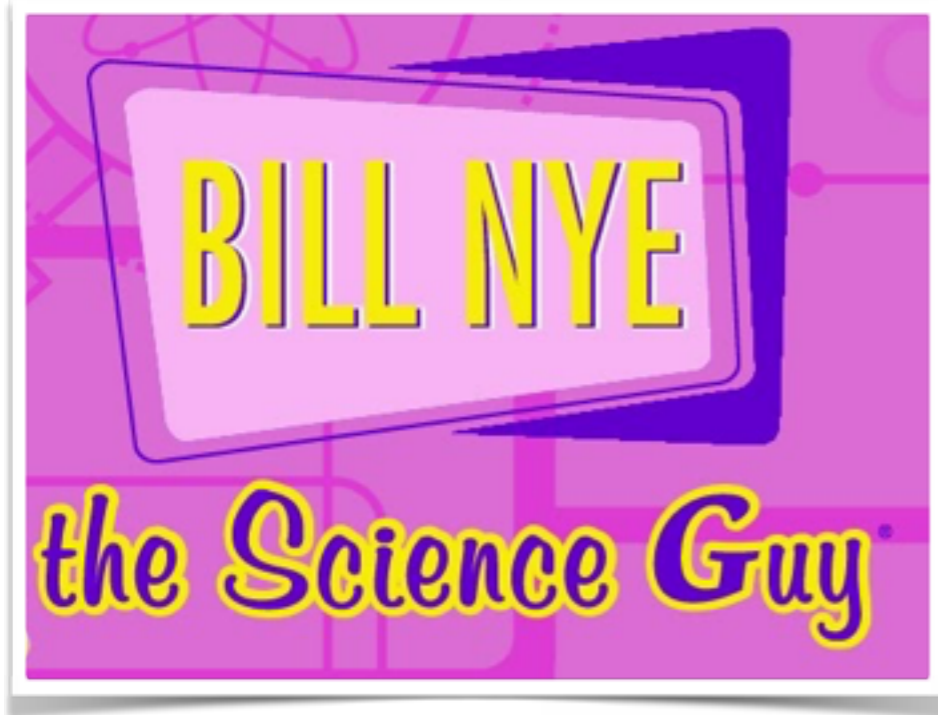






**When you spot  
a Superstar,  
Exploit Him/Her**





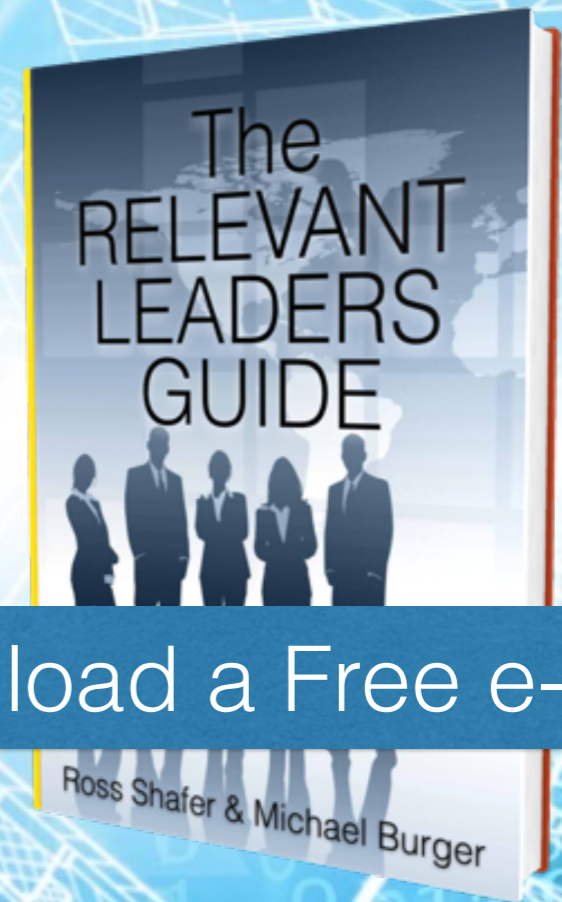


# FREE RESOURCES



Leadership Video

Download a Free e-Book



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



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