

*Living an  
Other-Focused™ Life*

**If you want to raise  
scores with Ross Shafer's  
Other-Focused™  
90-day team coaching  
program contact:**

**Rich Gibbons**

**[rgibbons@SpeakInc.com](mailto:rgibbons@SpeakInc.com)**

**(800) 677-3324**



Ross Shafer

Garry Poole



# HOW WILL YOU STAY RELEVANT?

Ross  
Shafer

age 16

ARCO



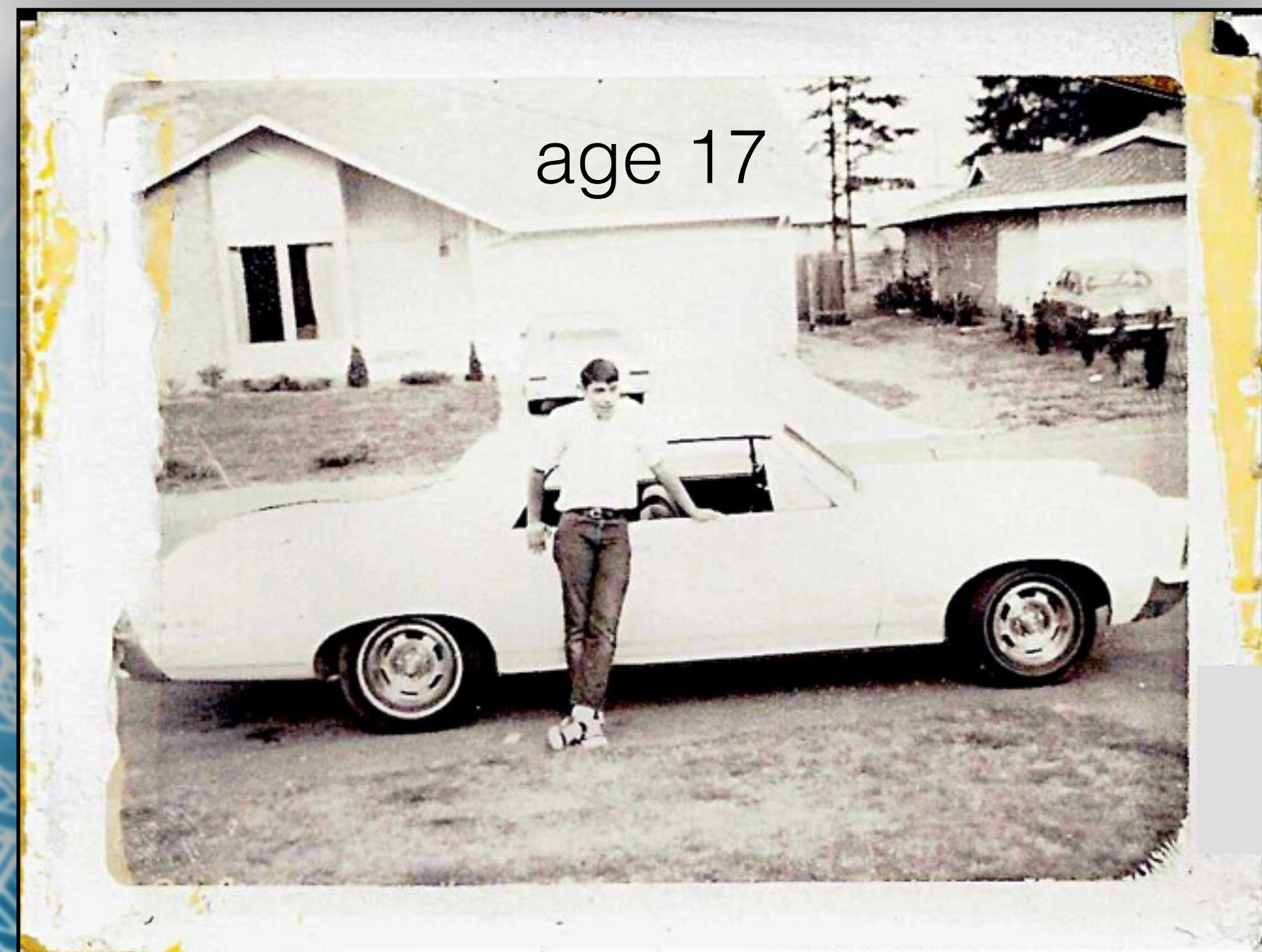
Don Ball Auto Garage  
1009 S.W. 312th  
WA 7-9081

My Mirabito Connection

age 13



age 17





Chuck Shafer 1927-2001

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...**

Restaurants/Food Service



Retail Clothing



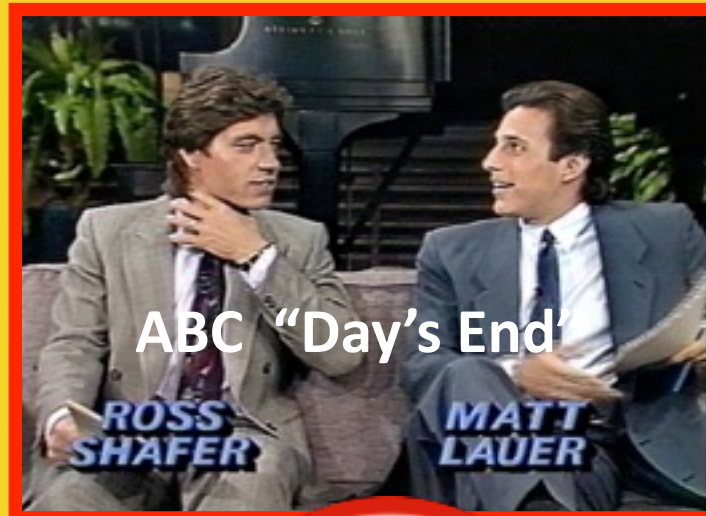
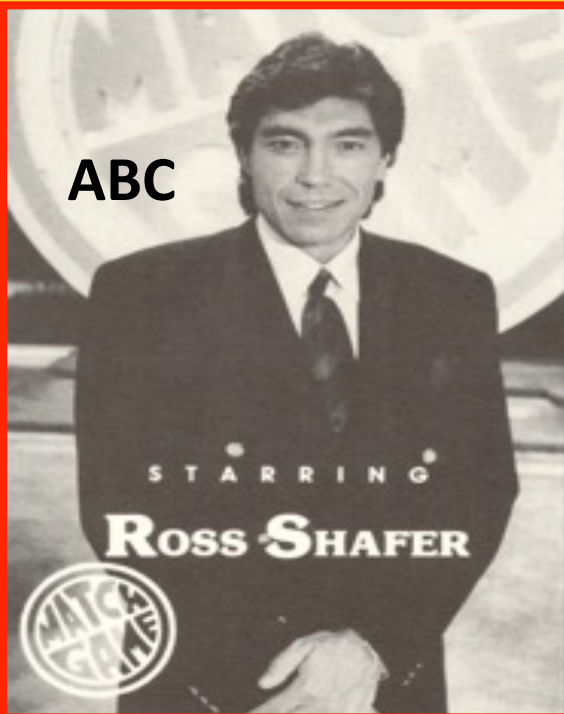
TV & Film Production



Building Industry



Manufacturing



ABC "Day's End"



USA

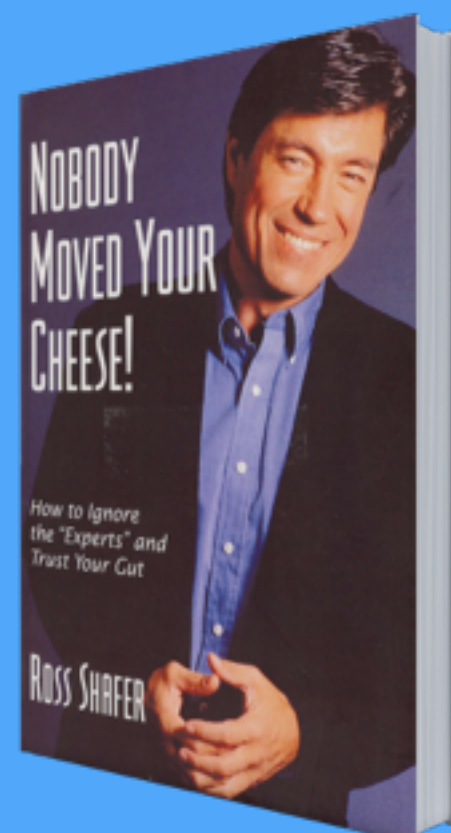
LOVE ME NOT



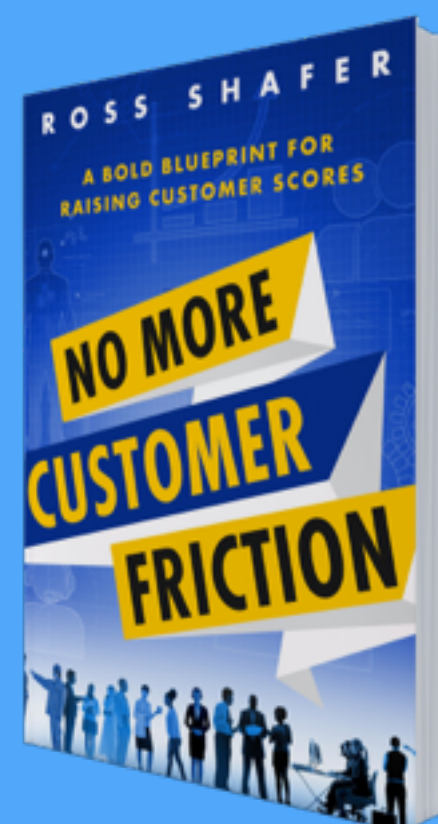
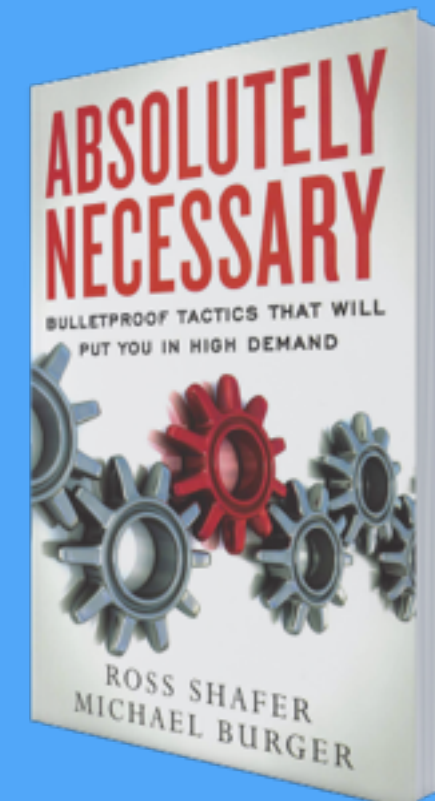
FOX "LATE SHOW"



2



3



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 shade of blue, creating a digital or engineering aesthetic.

**C-Store Mgrs.**  
**Customer Service Reps**  
**Truck Drivers**  
**Salespeople**  
**HR - Billing - IT**

# Why are we here?





# You're in the Human Contact Business





**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

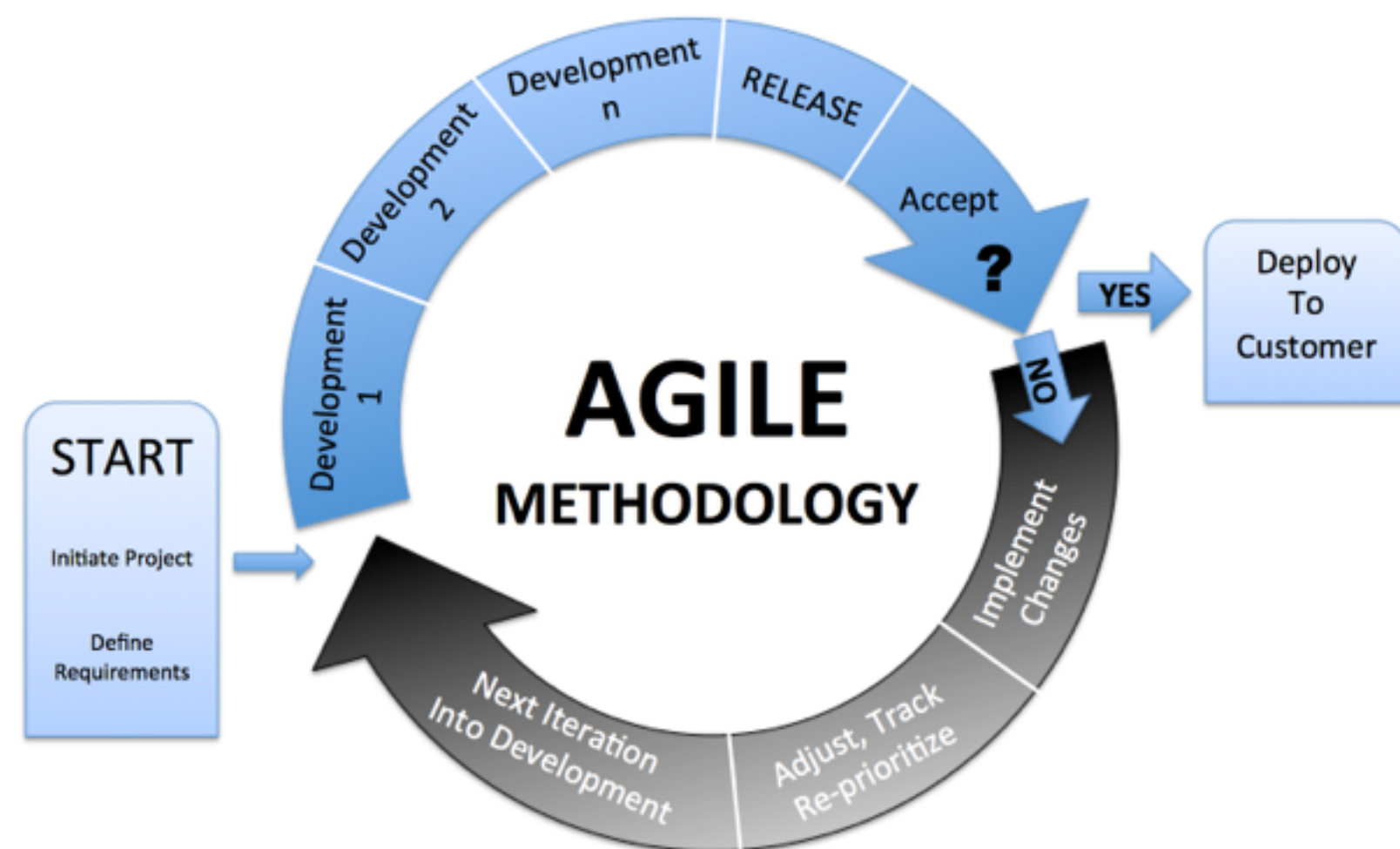
## Ross Shafer







Ryan Shafer



# Three Ways to Grow

1. Organically
2. Acquire
3. Be Innovative

# Hotel Events

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

## Events for July 23, 2018



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](#)



# DINNER BOX COMPARISONS



**Plated.**



**SUN BASKET**



**HOME CHEF**





# Back Pain Meds





Heel Lifts





LARAMAR

55,000 UNITS





amazon.com.

## Dogit Silent Dog Whistle by Dogit

**\$3.74** Add-on Item

Add it to a qualifying order within **17 hours** to get it by  
Tuesday, Oct 15

More Buying Choices

**\$3.74** new (6 offers)

**\$4.99** used (1 offer)



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 streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

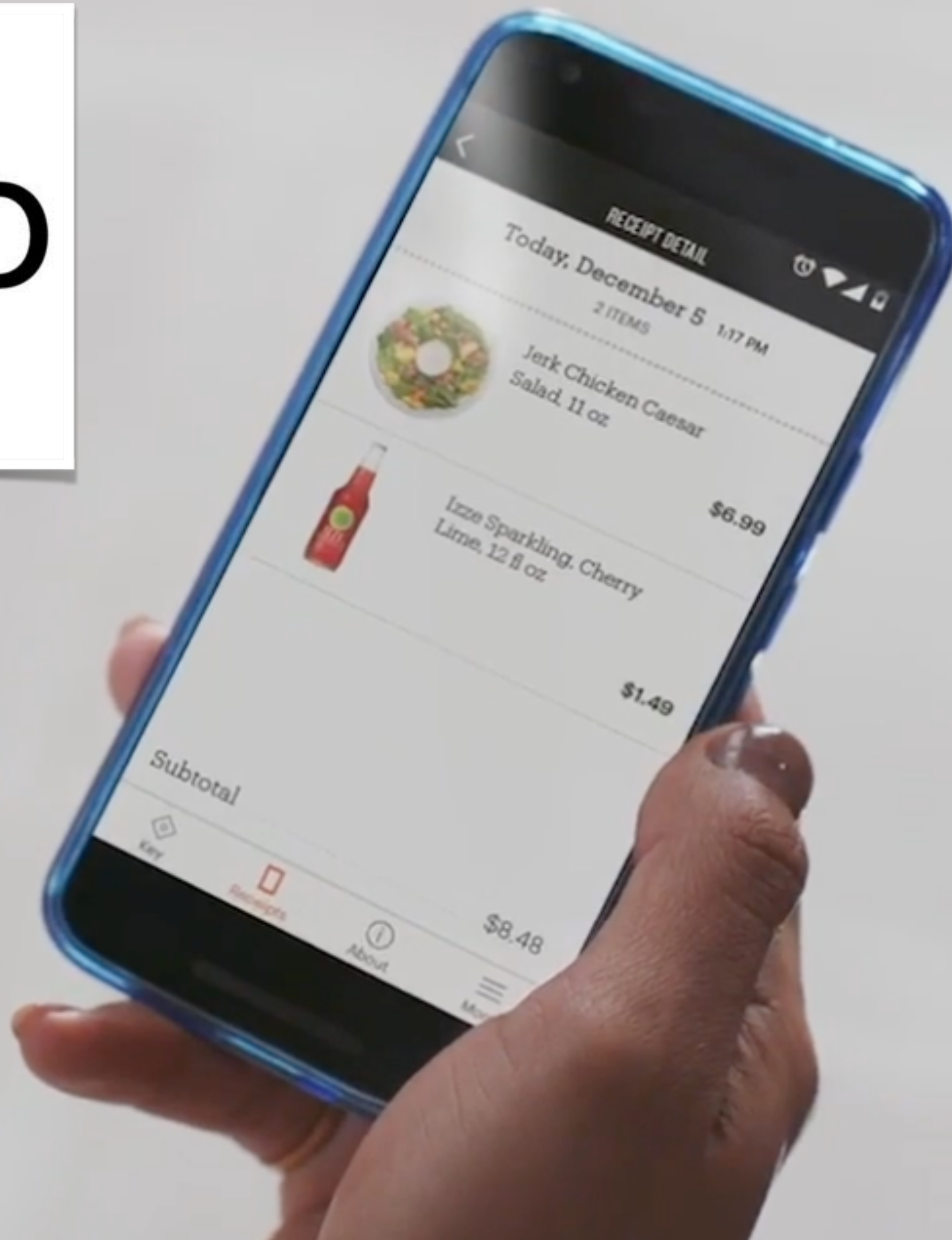
**Know Who Your  
Customers Think  
is Relevant**

# FAST & EASY TRANSACTIONS



# amazon go

The future of of C-Stores



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 streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**You Don't Have  
to “WOW” People**

**R O S S H A F E R**

**THE ESSENTIAL BLUEPRINT FOR  
BOOSTING CUSTOMER SCORES**

**NO MORE**

**CUSTOMER**

**FRICTION**





**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

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



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





# WOW!

Customer Service

# WOW! Service!

# THE WOW FACTOR®



to **WOW** you!

HOW TO  
**WOW**  
YOUR CUSTOMERS!



let's  
**WOW**  
your customers



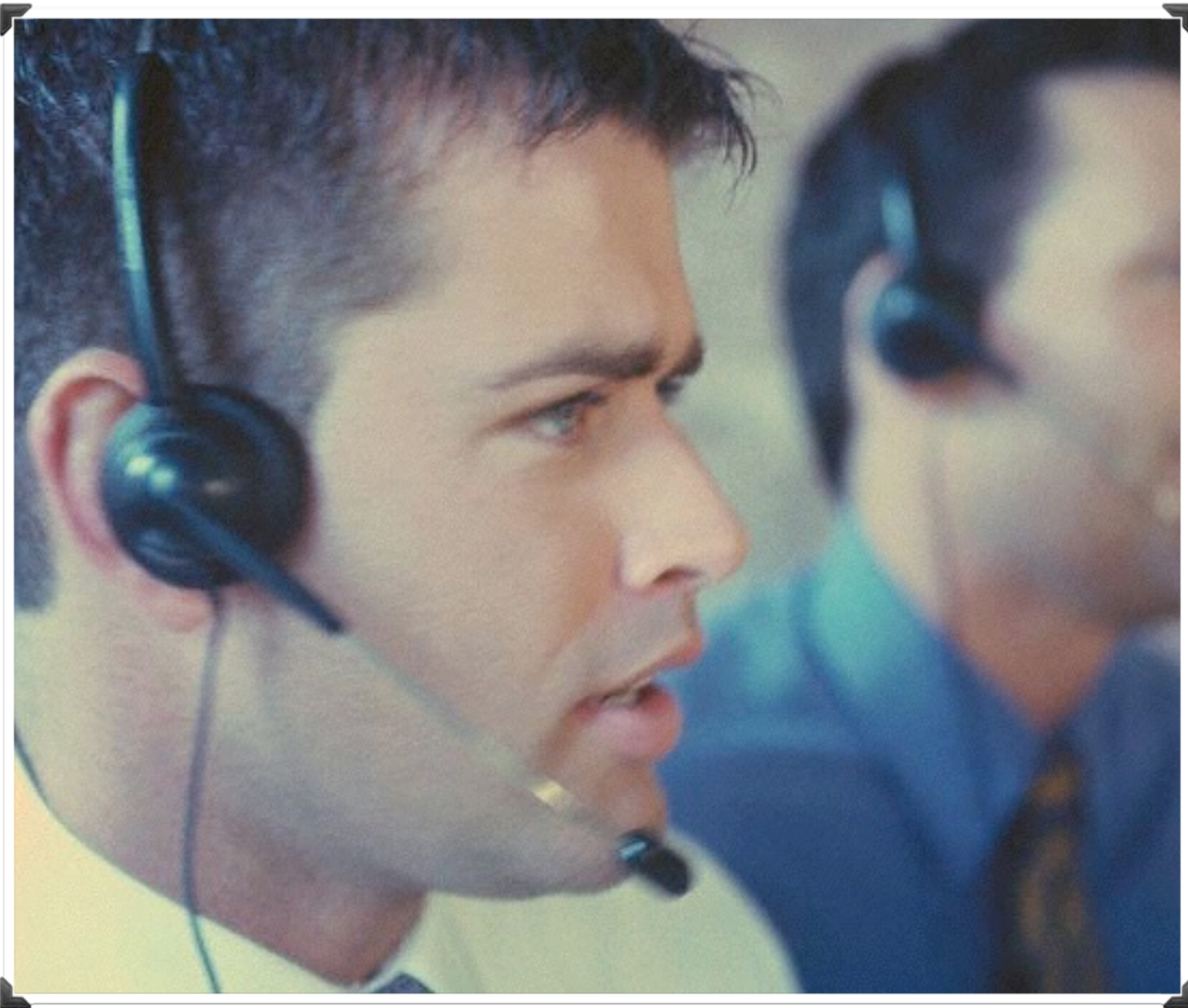
whatever • wherever

# THE WOW! awards®

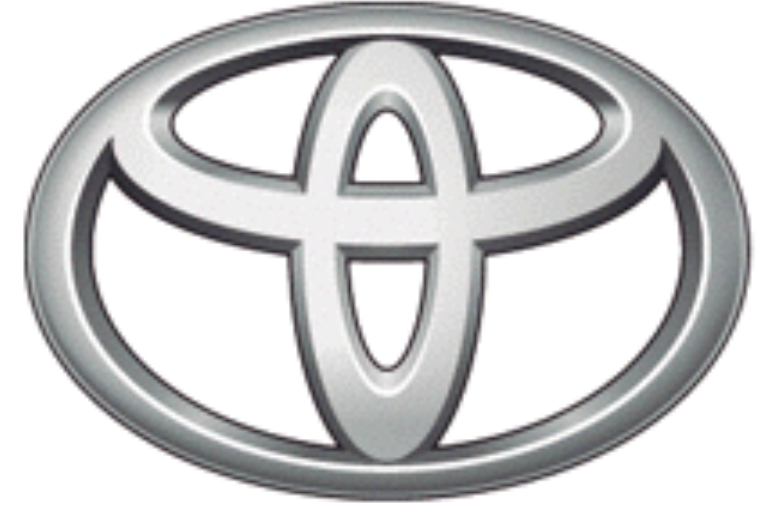
for outstanding customer service...

**POW!**

A stylized comic book sound effect. The word "POW!" is written in large, bold, yellow letters with a black outline and a halftone dot pattern. It is set against a red, jagged starburst background, which is also surrounded by a white background with a black halftone dot pattern.



**“Thanks for calling.  
My name is Jason.  
How can I  
provide you with  
outstanding  
customer care?”**



**TOYOTA**

**FINANCIAL SERVICES**

**(recorded message)**

**“Please be aware that some of our departments might be closed right now as a part of our commitment to quality.”**

# 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.**”



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.



A man in a blue t-shirt is lying on a white shaggy rug, holding a black video game controller and looking off to the side with a slight smile. In the background, a woman in a pink shirt is sitting on a white sofa, looking down with a sad expression, her hand to her face. A blue speech bubble with white text is overlaid on the scene.

...you sure  
it's our Anniversary,  
babe?

The background is a vibrant blue with a complex pattern of white technical drawings, including architectural plans, circuit diagrams, and various symbols. Overlaid on this is a semi-transparent grid of binary code (0s and 1s) in a lighter blue shade. The text is centered and rendered in a bold, dark blue font with a slight glow effect.

**Sometimes  
We Don't See  
that WE  
are the Problem**



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 vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

# **Try to Understand Young People**

# Millennials Will be 40 in 18 Months!



**How do You  
Motivate Younger  
Team Members?**

# DEALING WITH STRESS

**On-Demand Everything**

**Being Digitally Distracted**

**Social Media Influence**

**Online Reviews Affect You**

*Living an  
Other-Focused™ Life*



Ross Shafer

Garry Poole

🔍 Find a Therapist (City or Zip)



Susan Krauss Whitbourne  
Ph.D.

Fulfillment at Any Age



# Is Facebook Making You Depressed?

New research suggests who's at risk for depression from too much Facebook use

Posted Oct 14, 2017

[f SHARE](#) [🐦 TWEET](#) [✉ EMAIL](#) [🔗 MORE](#)

That experience of “FOMO,” or Fear of Missing Out, is one that psychologists identified several years ago as a potent risk of Facebook use. You're alone on a Saturday night, decide to check in to see what your Facebook friends are doing, and see that they're at a party and you're not. Longing to be out and about, you start to wonder why no one invited you,





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

SHE ASKS FOR YOUR ADVICE

SHE OFFERS VALUE & INSTRUCTION

What's on your mind?



Nancy

Is anyone else having problems |

Like · Comment · Share · 10 hours ago

Monika Laschkolnig and 7 others

View 21 more comments



3D Silver Glitter Lips: Tips Trick & Tutorial



Subscribe 382,802

7,409,448

The background is a vibrant blue gradient. It is overlaid with a complex pattern of white and light blue technical drawings, including mechanical parts, gears, and circuit-like structures. Interspersed among these drawings are vertical columns of binary code (0s and 1s) and various mathematical symbols and geometric shapes, creating a high-tech, engineering-oriented aesthetic.

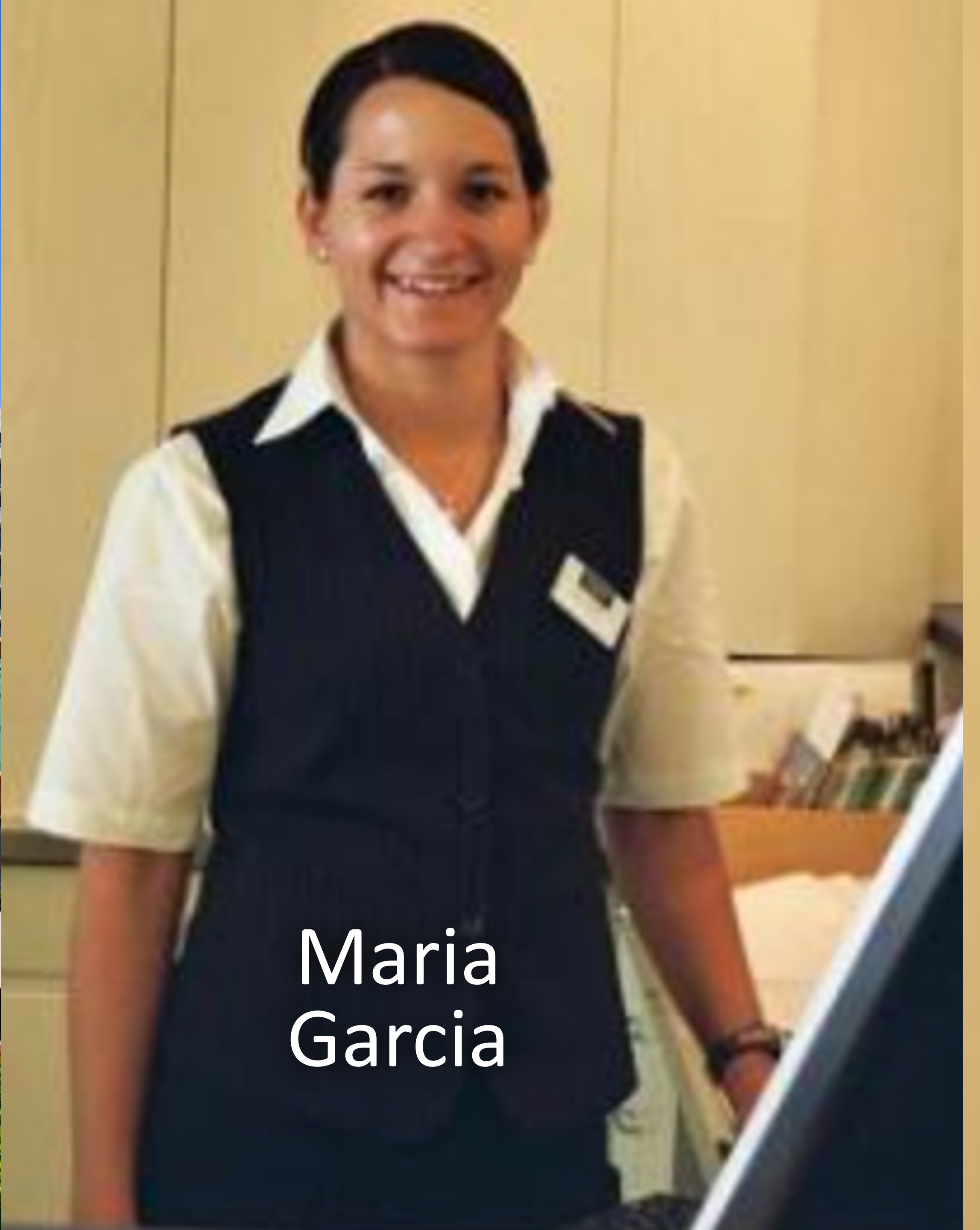
**Break Free of the  
ME BUBBLE.  
Instead Offer Value  
& Curiosity**



***Become a Talk Show host***







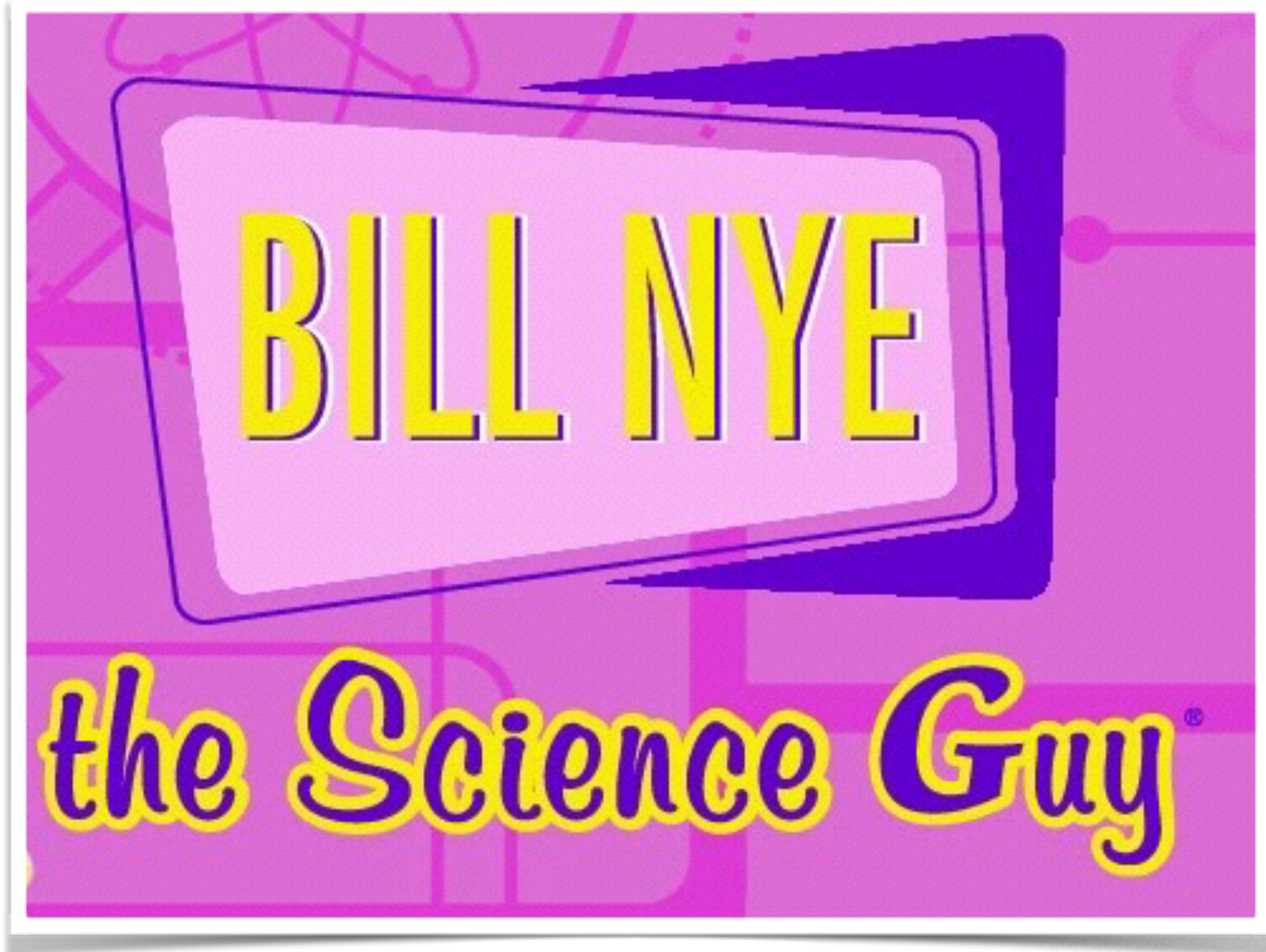
Maria  
Garcia

**The #1 Skill**  
**that Will Keep You**  
**FUTURE-PROOF**



The background is a vibrant blue gradient. It is overlaid with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Interspersed among these drawings are strings of binary code (0s and 1s) in a light blue color, some of which are slightly blurred to create a sense of depth and motion. The overall aesthetic is that of a high-tech, digital, or engineering environment.

**Elevate Your  
Superstars as  
Quickly as  
Possible**



# 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

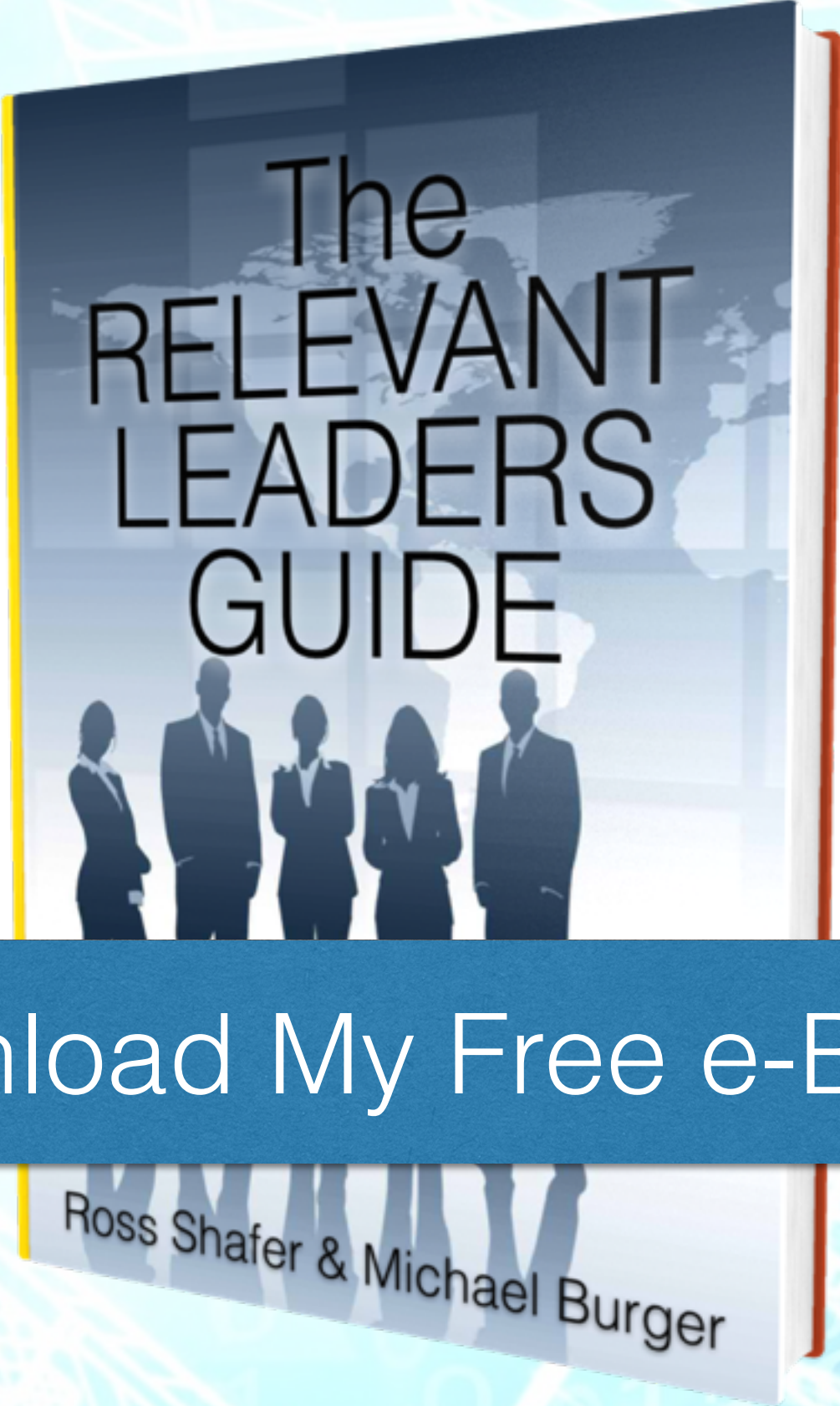
**Relevant Leaders Club** Download All

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...

- How to Sustain a Business for Over 15 Years?** | Leadership Speaker | Ross Shafer  
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This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

Leadership Video Blog

Download My Free e-Book



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

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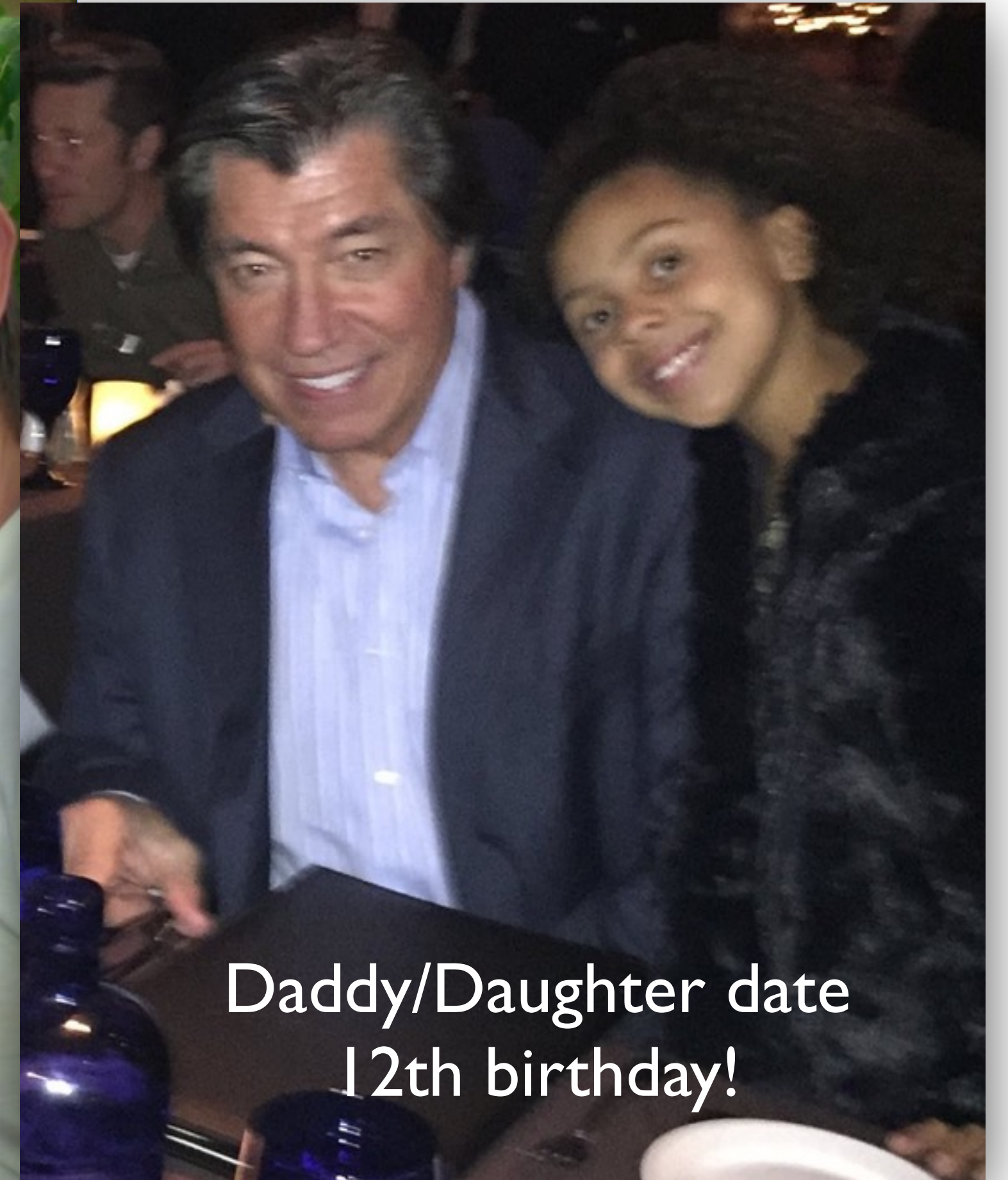
**What about  
YOUR Legacy?**



Chuck Shafer 1927-2001



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



Daddy/Daughter date  
12th birthday!

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 theme.

# Promote Ongoing Encouragement

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