



Ross  
Shafer

**Want Ross to come  
to your company?**

**Contact:**

**Helen Broder**

**910-256-3495**

**Helen@RossShafer.com**



Ross  
Shafer

# How to Stay Relevant

**(by future-proofing  
yourself)**

**CURRENT:**  
**Knowing**  
**Skinny**  
**Jeans are**  
**Popular**



**RELEVANT:**

**Knowing**

**They're**

**NOT for**

**YOU**



Restaurants/Food Service



Retail Clothing



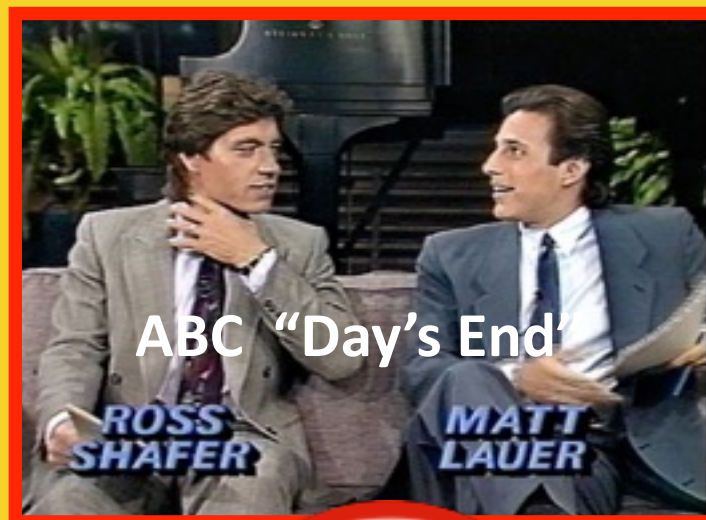
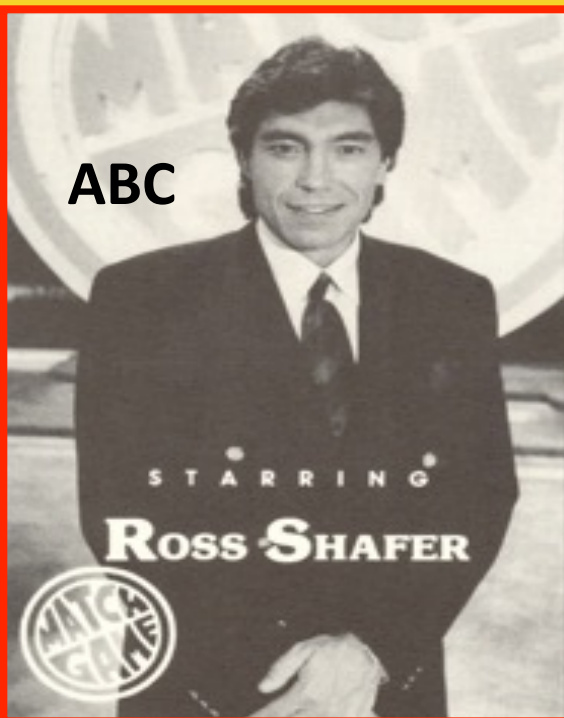
TV & Film Production



Building Industry



Manufacturing



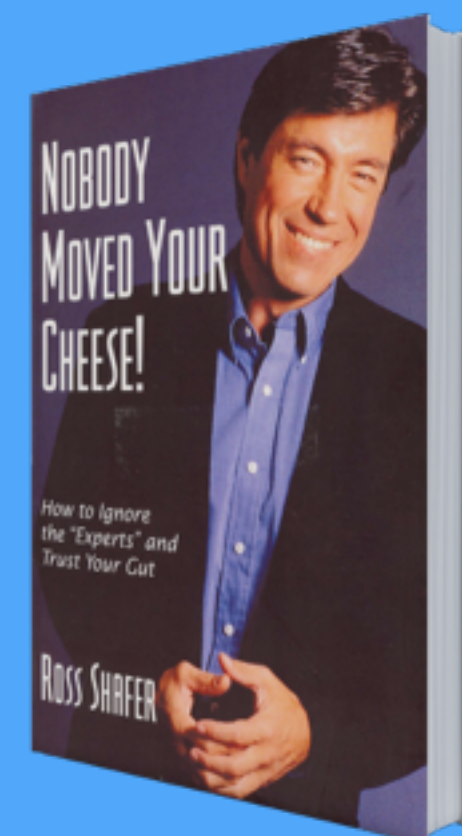
ABC "Day's End"



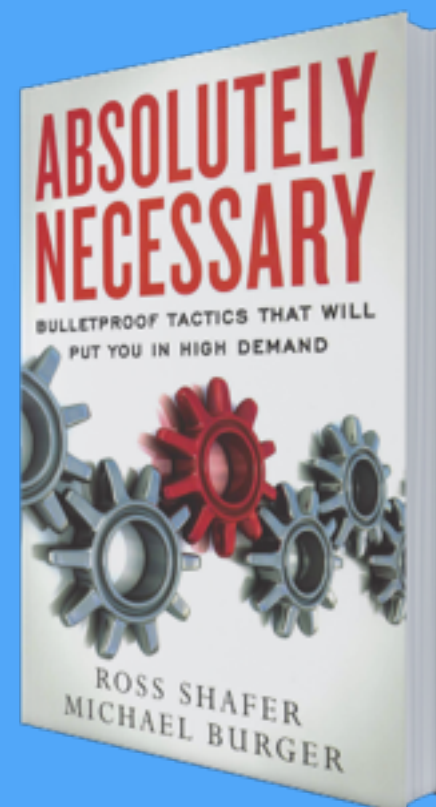
FOX "LATE SHOW"



2



3



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 patterns 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...**



**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!

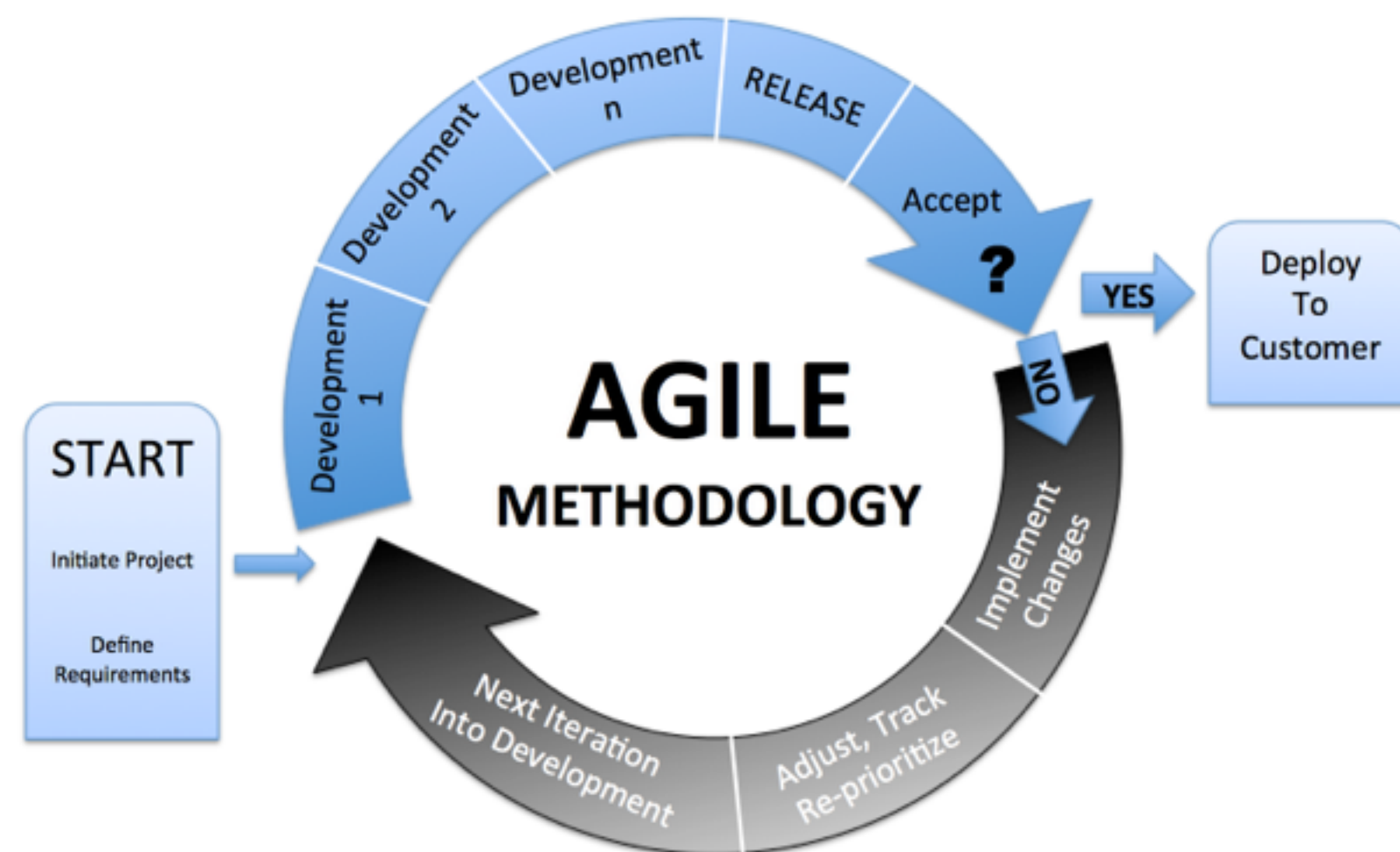
Foreword by  
JEFF "THE FRUGAL GOURMET" SMITH

## Ross Shafer





Ryan Shafer



# **INNOVATION AWARDS & More**

- Sunday Sky Videos**
- Wild Fire Defense System**
- MOE PERKS - MOE est. App**
- Tracking Snow Storms**
- Future: Water Loss Prevention**

# Hotel Events

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

## Events for July 24, 2018



Group/Event	Room
GENERAL ELECTRIC BREAK OUT SESSION A	
Morrow Technologies Client Appreciation Lunch	Maxis Ballroom Grand Ballroom 1 & 2

**CRASH THE WRONG MEETINGS**

[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**





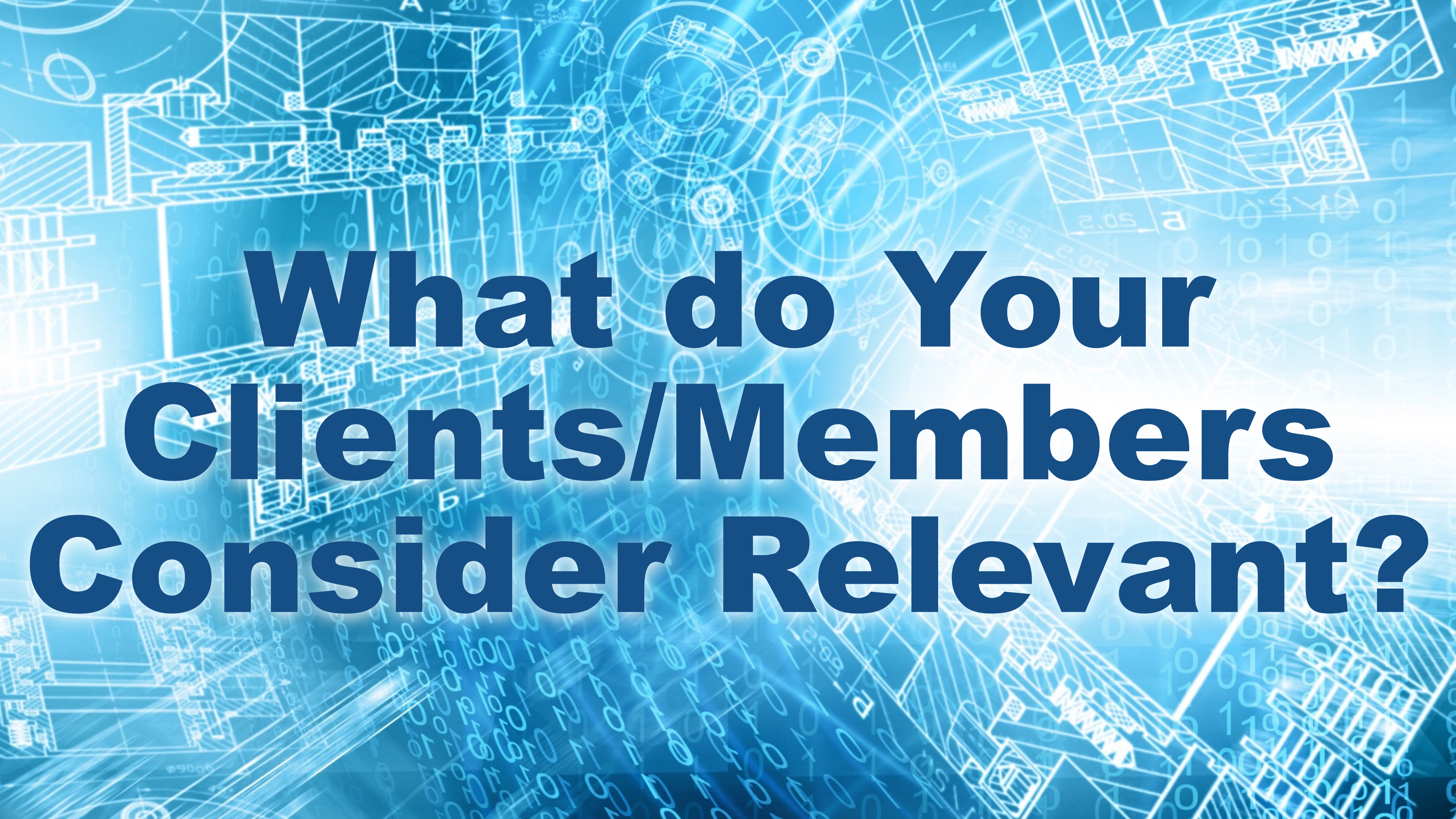


LARAMAR

55,000 UNITS







**What do Your  
Clients/Members  
Consider Relevant?**

- 
- 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 patterns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.
- 1. Ethical**
  - 2. Personal**
  - 3. Responsive**
  - 4. Efficient**

amazon

 iTunes

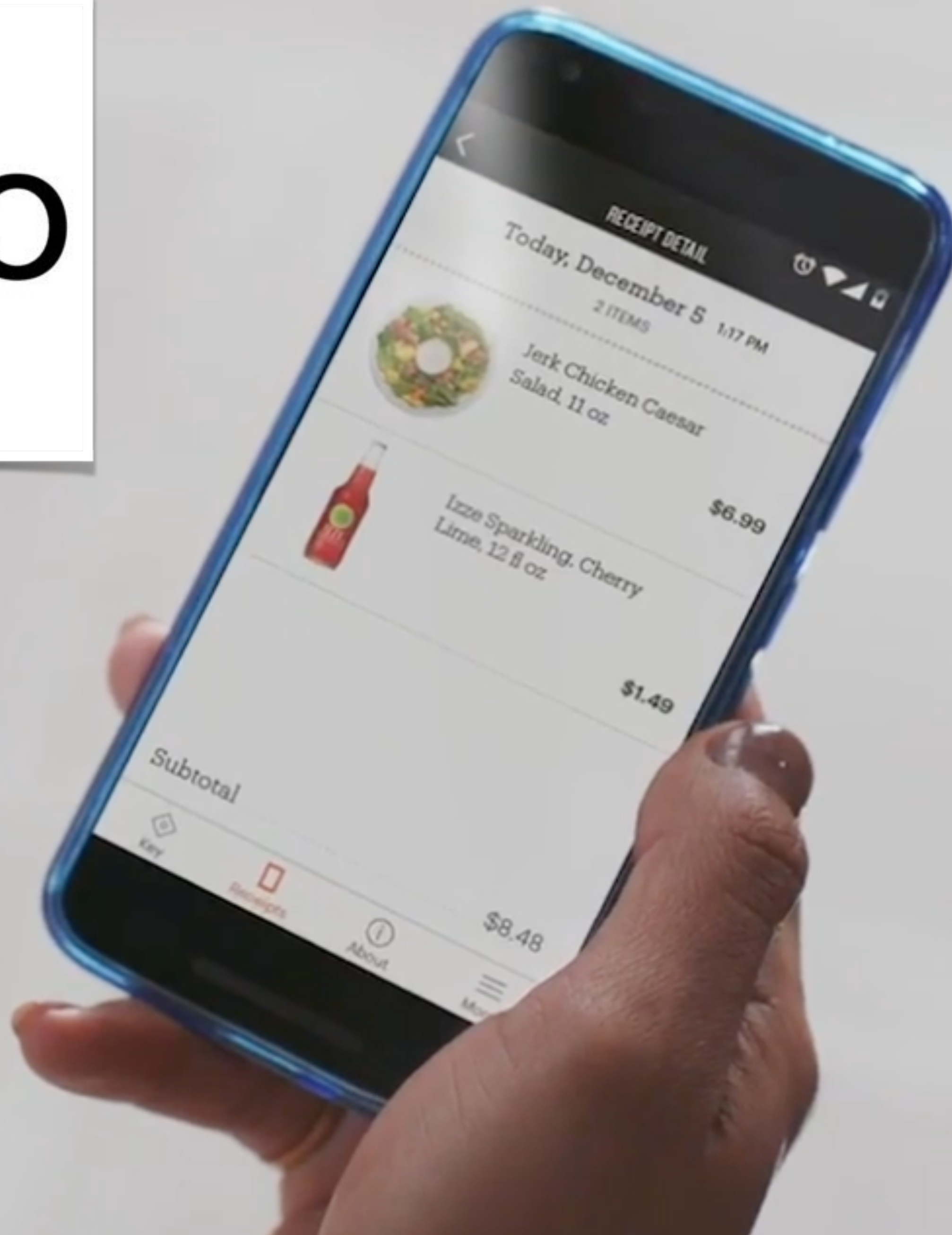
comcast<sup>®</sup>  
xfinity<sup>™</sup>

NETFLIX

Google

hulu

# amazon go



**PORCH PIRATES**  
**stole 26 million packages**  
**in 2017**



amazon locker

WHOLE  
FOODS  
MARKET

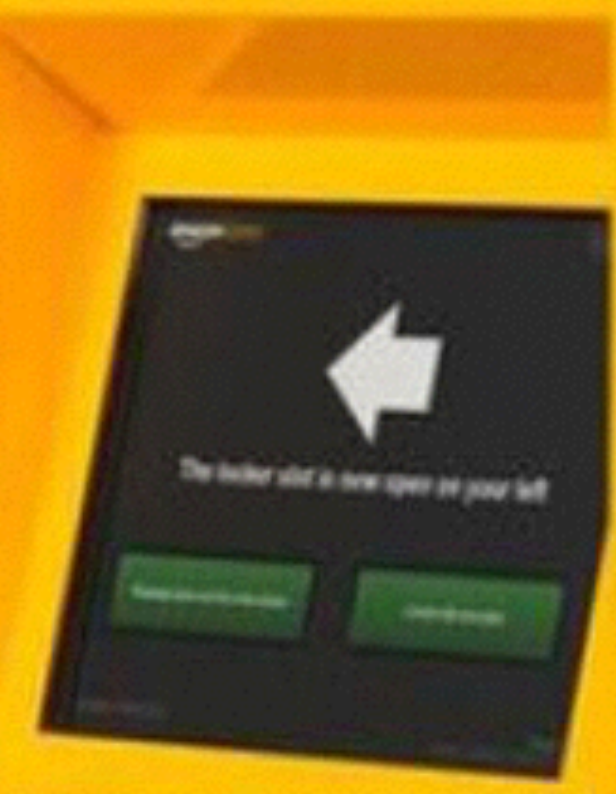


order

online

pick up

here





**amazon key**  
Learn More: [amazon.com/keyincar](https://amazon.com/keyincar)





**WOWING  
CUSTOMERS  
DOESN'T WORK  
ANYMORE**



**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.



**“My name is Jason.  
How may I  
provide you with  
outstanding  
customer care?”**

**Be careful who you put “out front”**





# 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.**”

# Your NPS score is 68! 46% growth!

## **NPS (Net Promoter Scores)**

“While we want customer scores of (9) and (10) ...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.**”



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.

“EXCUSE ME...?!”



The background features a complex, layered design. It includes technical blueprints with various lines, circles, and text like 'A', 'B', and 'C'. Overlaid on these are streams of binary code (0s and 1s) in a light blue color, creating a digital and engineering aesthetic. The overall color palette is shades of blue, from light to dark.

**Clients Expect  
You to be...  
Other-Focused**



***Show Interest like a Talk Show Host***







# The Accidental 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



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

🔍 Find a Therapist (City or Zip)



Susan Krauss Whitbourne  
Ph.D.

Fulfillment at Any Age



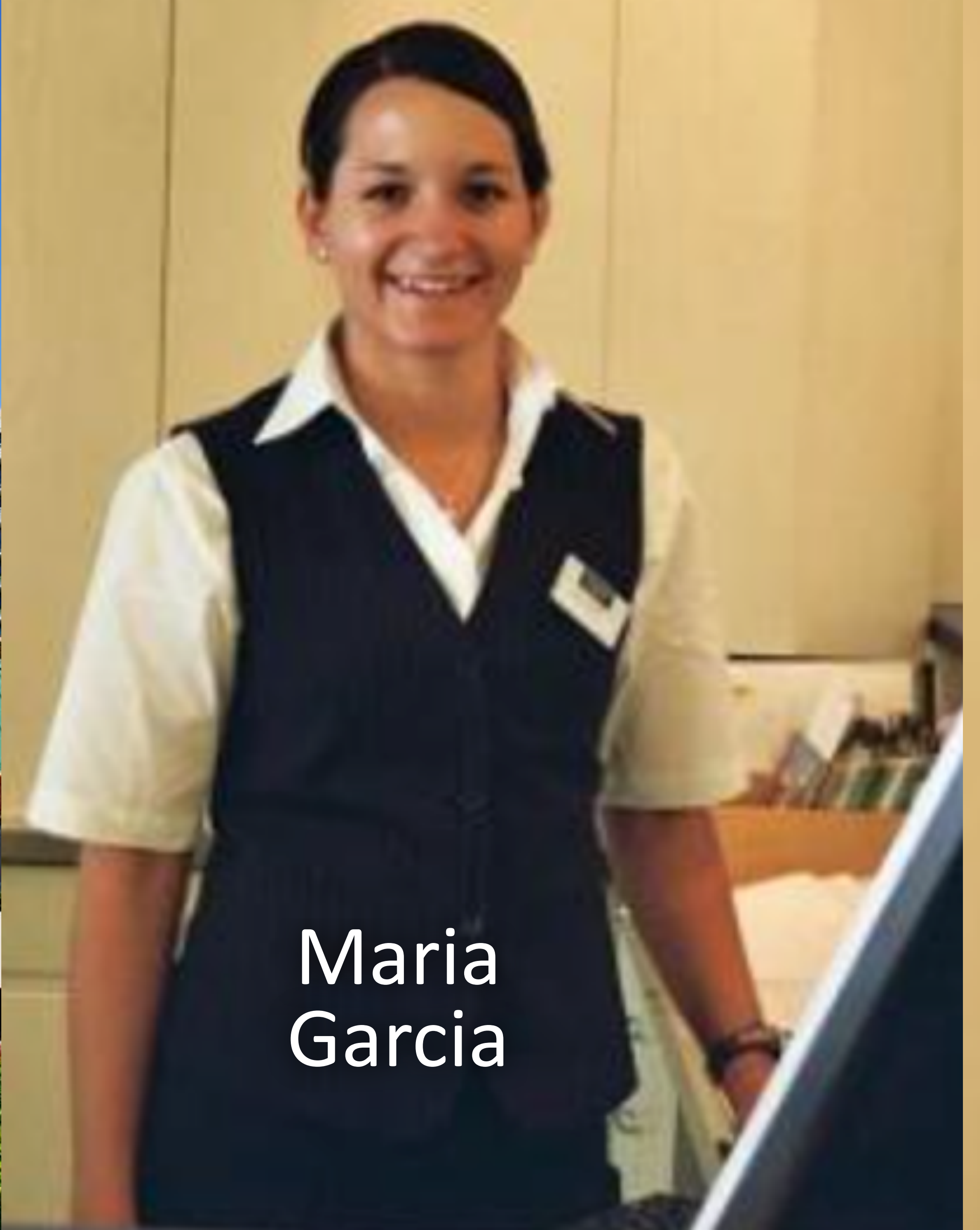
# Is Facebook Making You Depressed?

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.



Maria  
Garcia

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.

**Who has Inspired  
YOU?**



**Chuck Shafer**







Maiden flight - May 1971



**“Fear is the enemy of success.”**

**CHUCK SHAFER**





**How can You  
Inspire the  
Hearts & Minds  
of Others?**



**Remind them of their Super Powers**

**RESPONDS IMMEDIATELY**

**HONORS EVERY DEADLINE 100% INTEGRITY**

**24/7/365 Satisfaction Highly Creative**

**Care About Other People**

**Problem Solver DETAILED**



**Protect them from their  
KRYPTONITE**



**A goof-up they can't forget**

**ANGER ISSUES**

**PUBLIC PRESSURE**

**MONEY TROUBLES**

**SELF DOUBT**

**NEVER SATISFIED W/ ANYTHING**


**SHAMING BY FRIENDS & RELATIVES**



**Collaboration**

The Super Powers of  
John Hixon  
Hixon's  
Market  
Sweetwater, TX.



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 patterns 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.

# **Know How to Attract Young Team Members**

# Millennials Will be 40 in 18 Months!



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

# “LEVELING UP”


(Quick Wins)



300,000 attended GamesCom to watch other people play video games

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



A portrait of John Thomas, an Engineering Manager at Google. He is a man with dark hair, wearing a dark t-shirt, looking slightly to the left of the camera. The background is a textured, dark blue-grey color.

John Thomas  
Engineering Manager, Google



The background is a complex technical drawing or blueprint in shades of blue and white. It features various geometric shapes, lines, and circles, resembling a mechanical or architectural plan. Overlaid on this are numerous binary digits (0s and 1s) in a light blue color, scattered across the image. The overall aesthetic is that of a digital or engineering theme.

**False**  
**Self-Perceptions**  
**Can Destroy Your**  
**Super Powers**

100-1004  
04/22/08

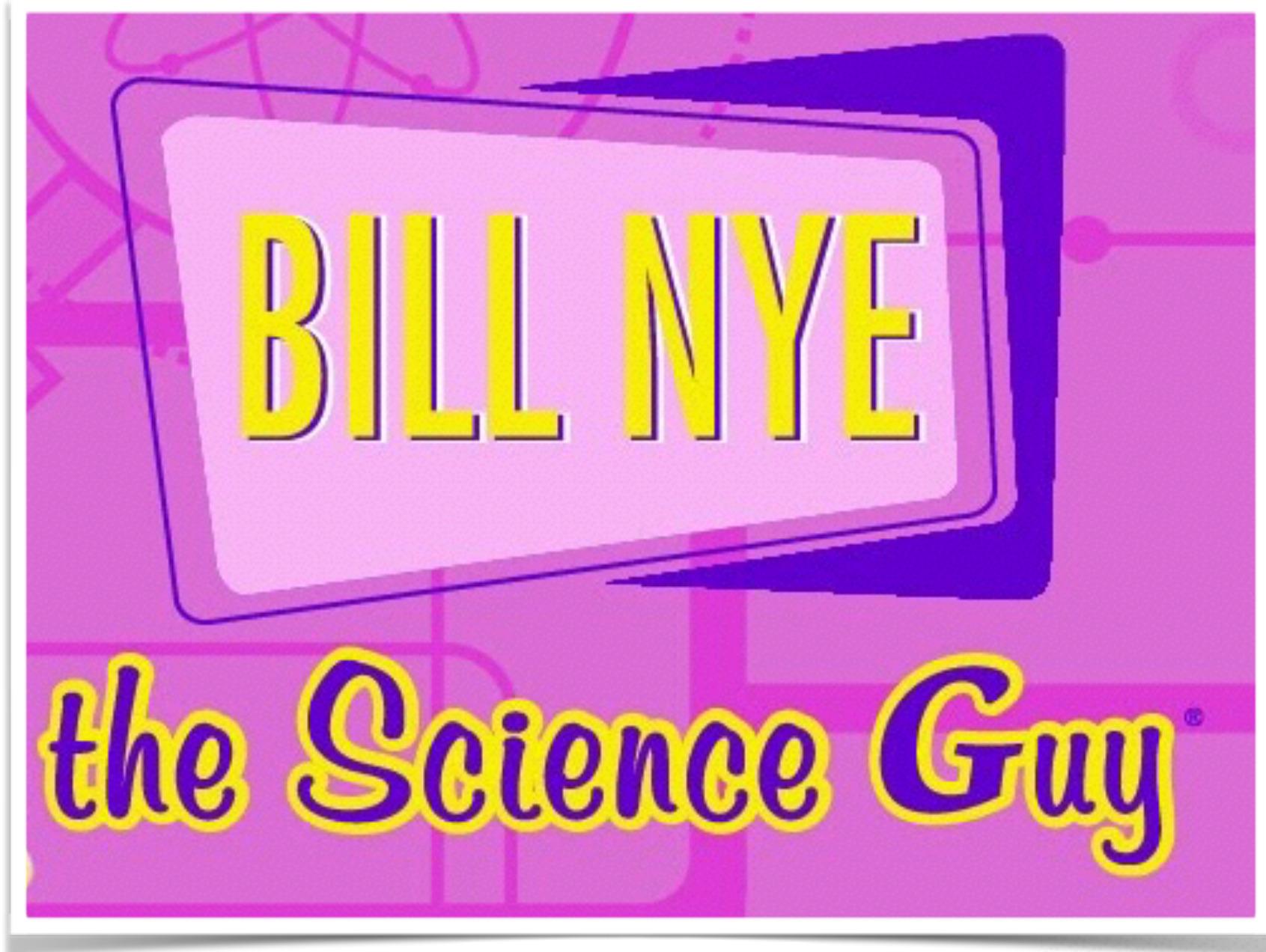


0842-0430  
04/22/08





**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

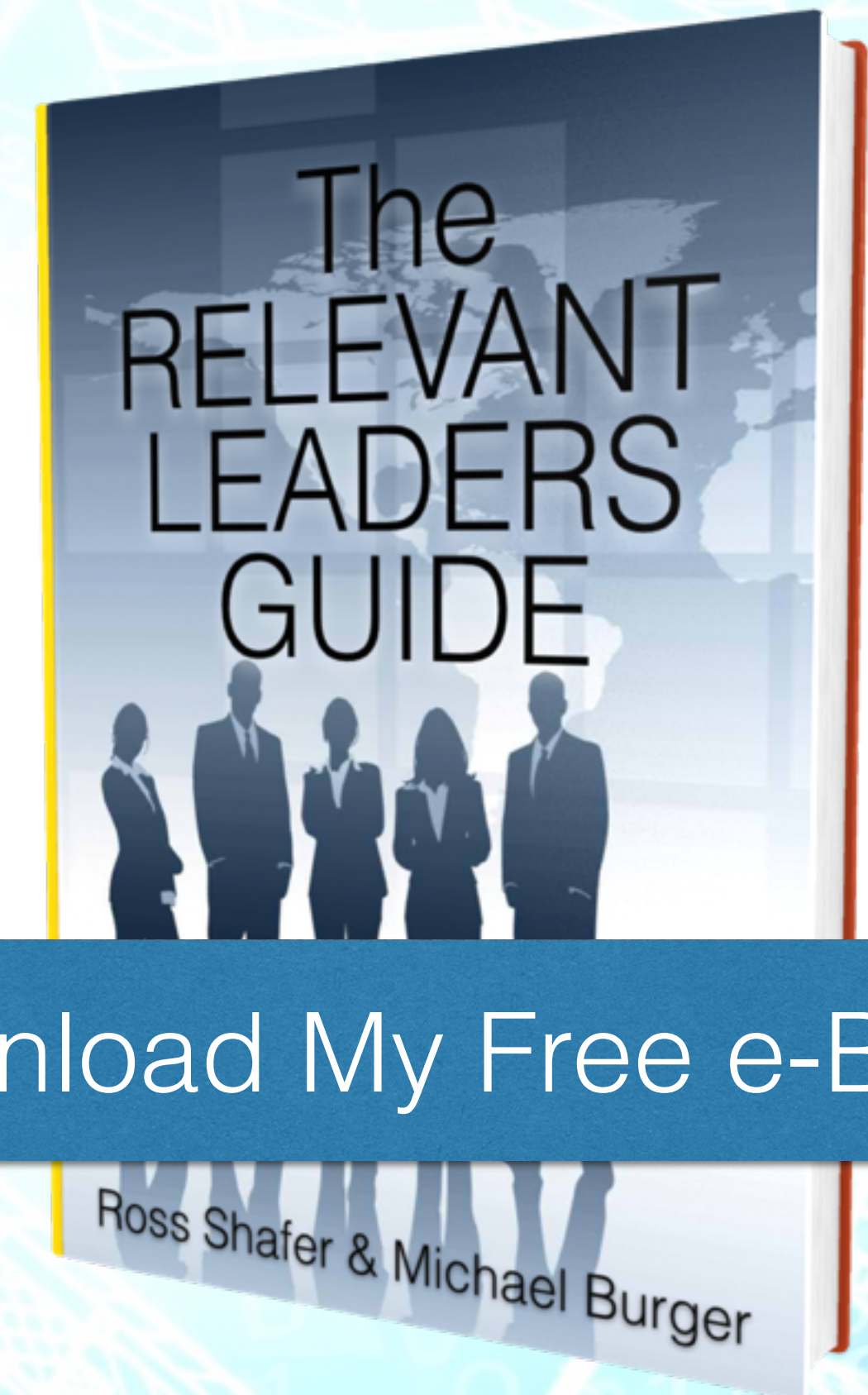
**Relevant Leaders Club** Download All

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  
by Ross Shafer  
4 days ago • 24 views  
Why will your company only last 15 years? Leadership speaker and innovation author Ross Shafer describes...
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer  
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Have you ever wondered if you should change your personality when you get a "big" new job? Then you...
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by Ross Shafer  
1 month ago • 85 views  
Leaders are paid to make good decisions over and over. This video by Ross Shafer will give leaders a repeatable...
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by Ross Shafer  
1 month ago • 62 views  
This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

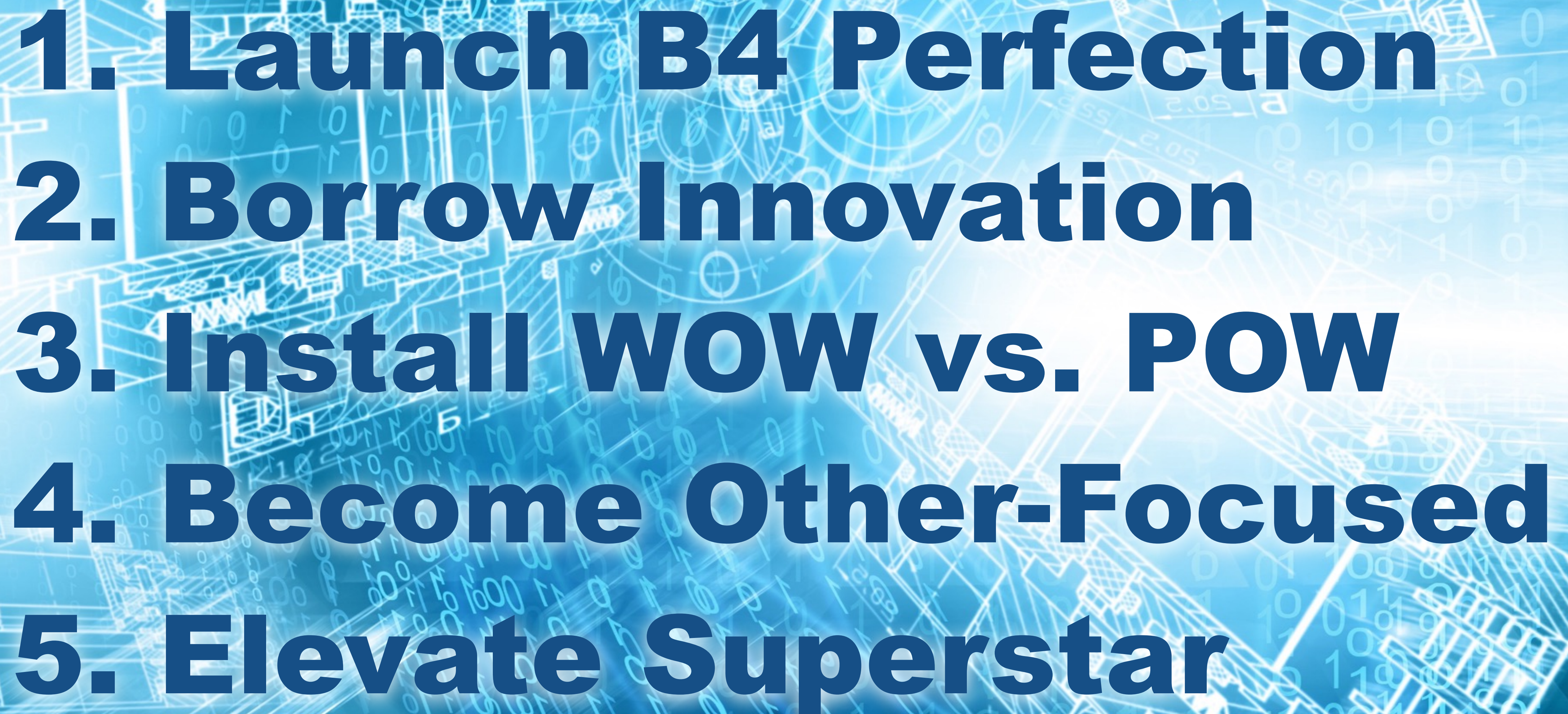
Leadership Video Blog

Download My Free e-Book



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



- 
- 1. Launch B4 Perfection**
  - 2. Borrow Innovation**
  - 3. Install WOW vs. POW**
  - 4. Become Other-Focused**
  - 5. Elevate Superstar**

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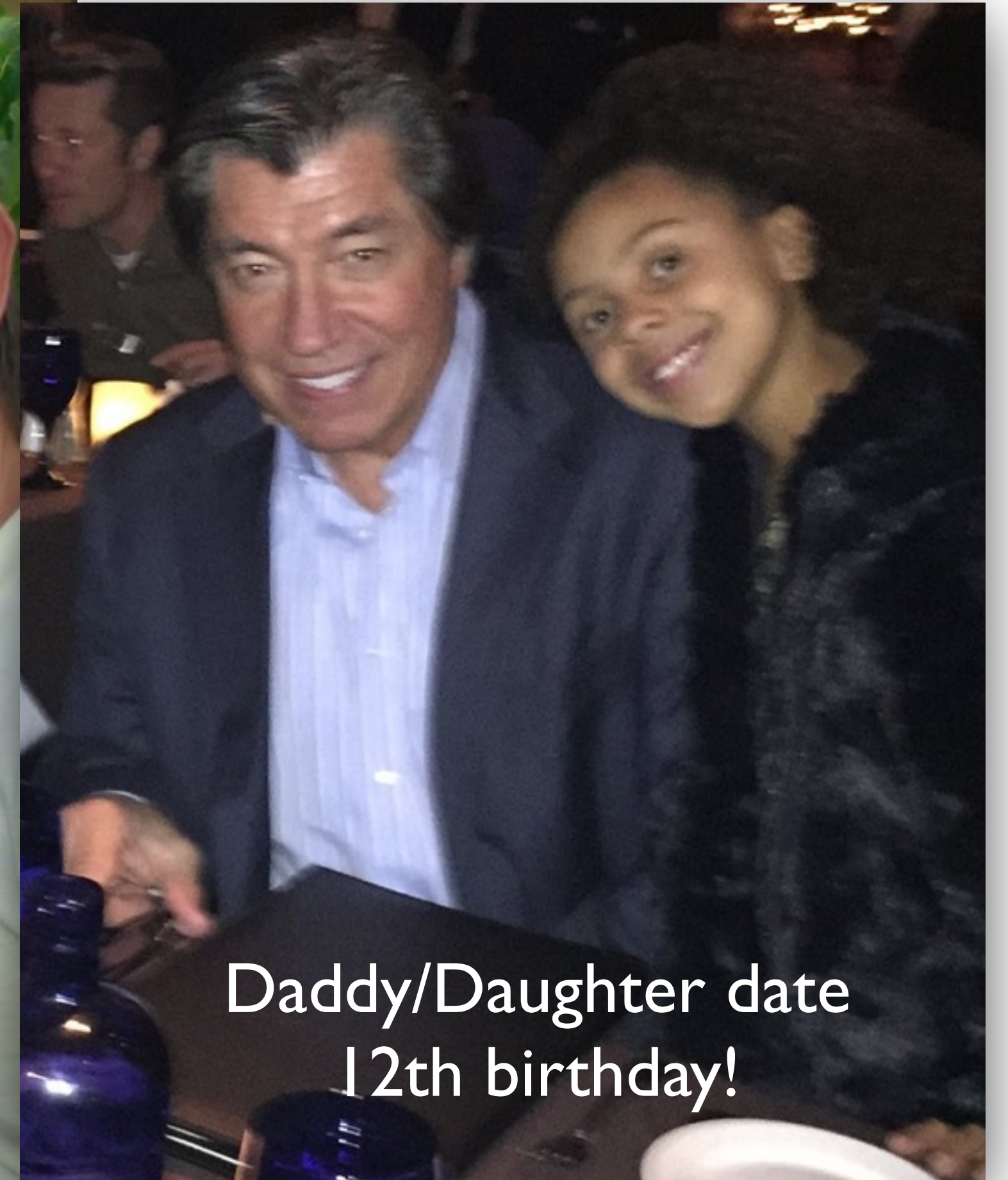
# **Curate Your Own Legacy**



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 structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital and engineering atmosphere.

# Promote Ongoing Encouragement



Ross  
Shafer

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**Helen@RossShafer.com**