



If You Want a Custom
Program for YOUR
Team...Contact:

JBigelow@SpeakInc.com

858-254-5419

ROSS\$SHAFFER

A scenic landscape featuring a bright blue sky filled with scattered white cumulus clouds. Below the sky, a vast green valley stretches out, with rolling hills and dense vegetation. The foreground shows a mix of green trees and shrubs, with a dirt path visible on the left side. The overall scene is bright and clear, suggesting a sunny day.

How to Stay Relevant

“You can’t make money if you disrespect profit margin.”

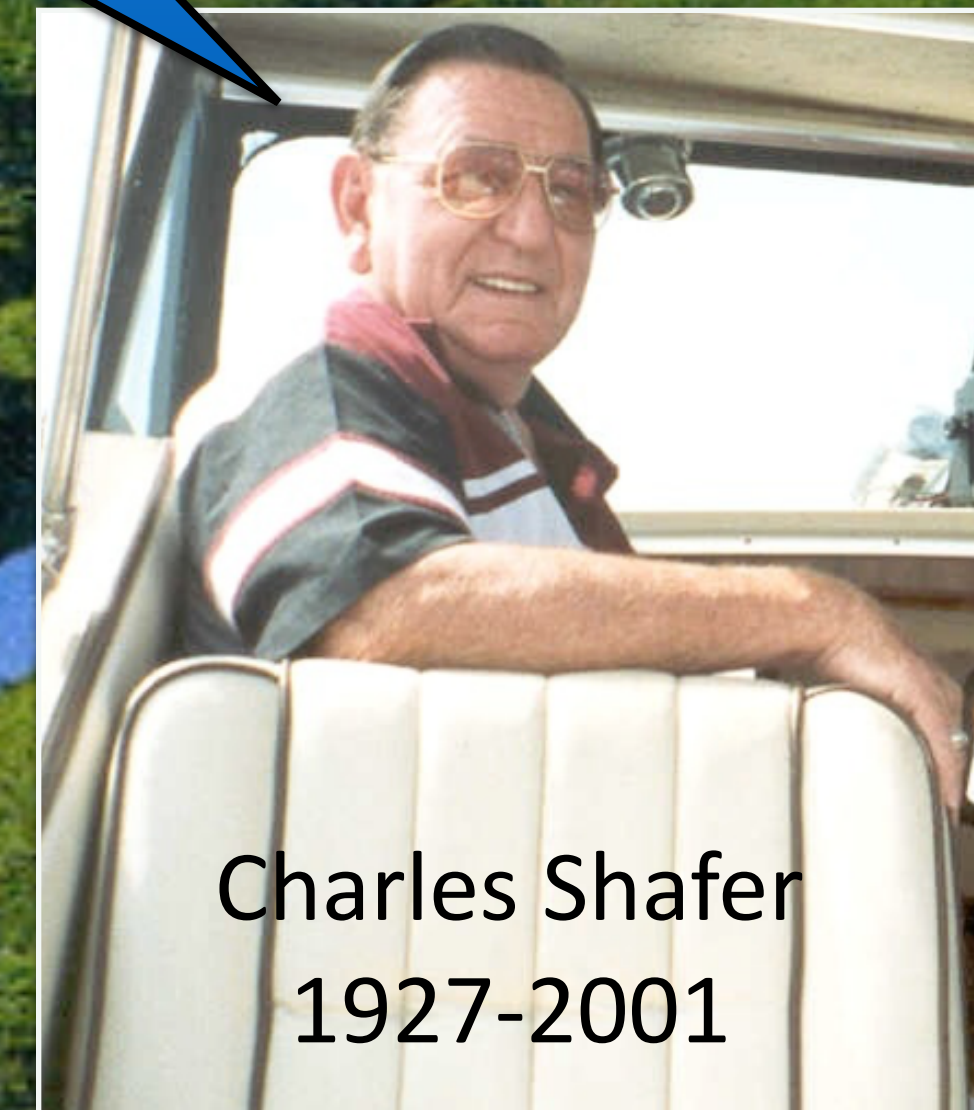


Ross Shafer

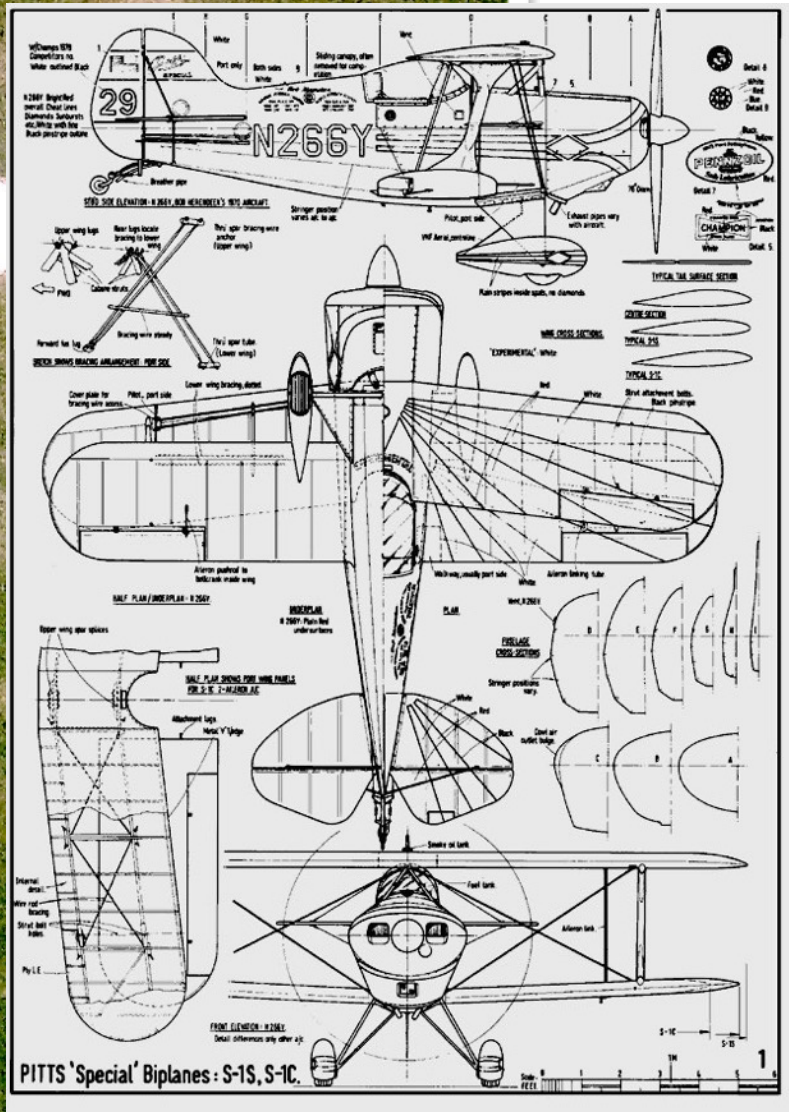
Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)



Charles Shafer
1927-2001



Chuck Shafer

“You can create anything when you have a blueprint.”



Maiden flight - May 1971



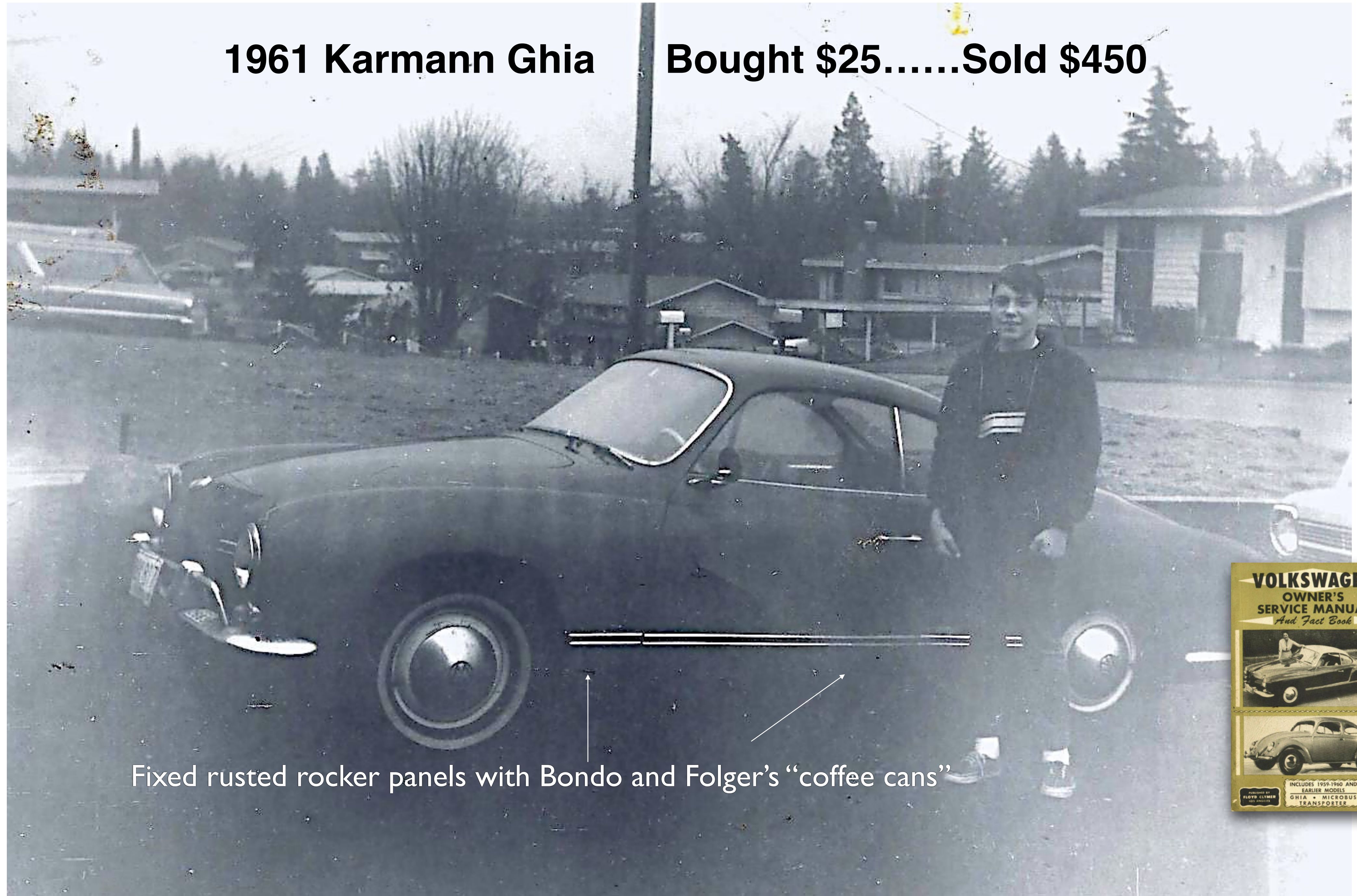
**“Visionaries never include ‘timid’ and ‘desire’
in the same sentence.”**

CHUCK SHAFER

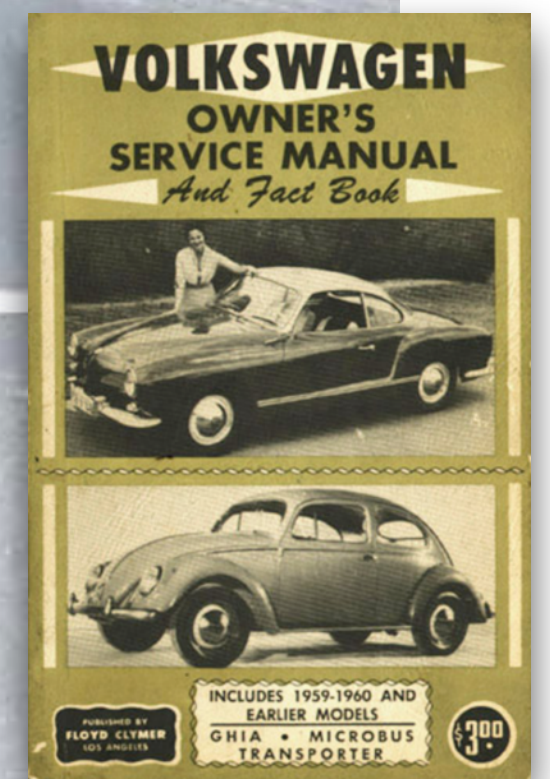


1961 Karmann Ghia

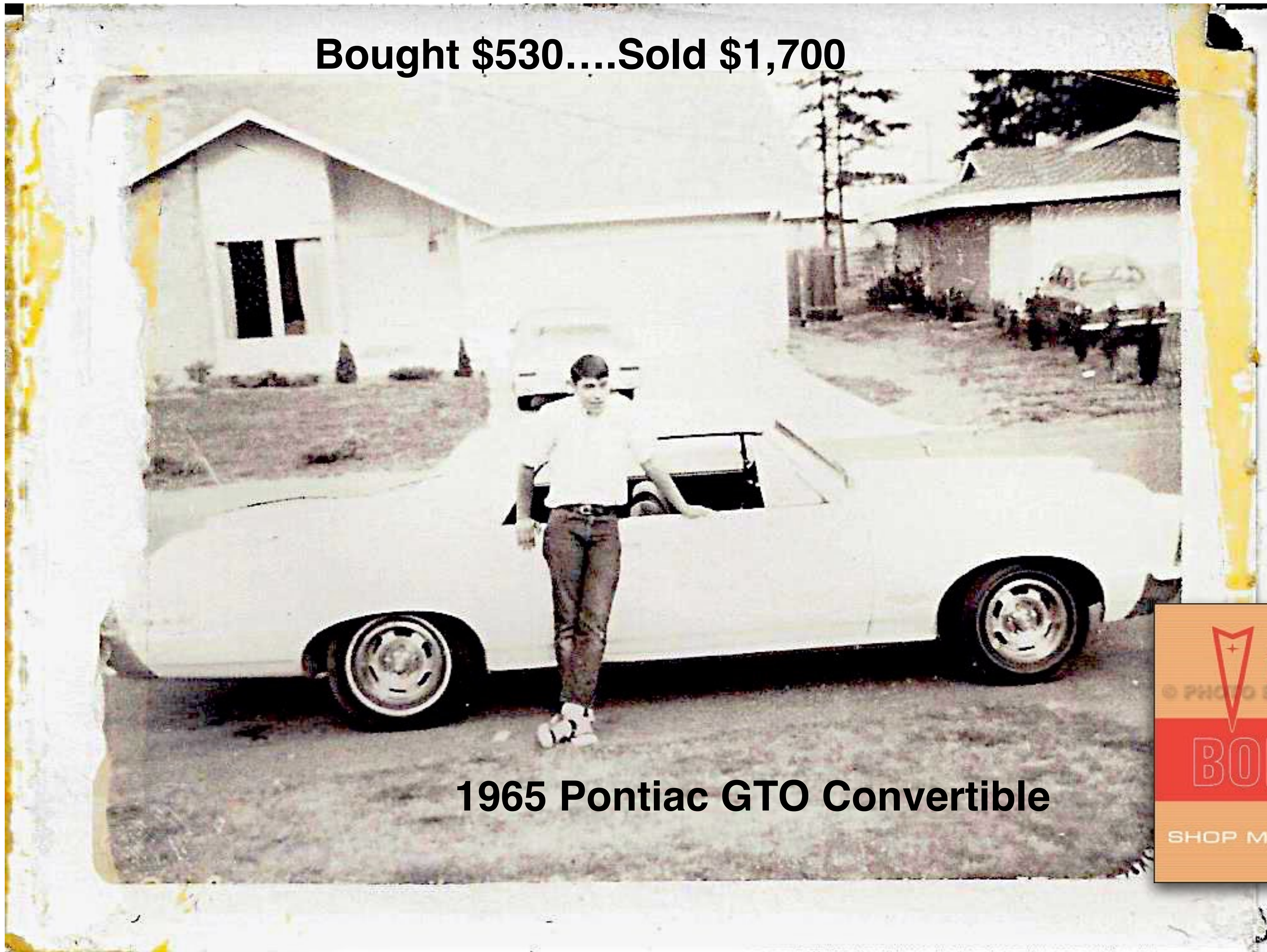
Bought \$25.....Sold \$450




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



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



1965 Pontiac GTO Convertible



© PHOTO BY PHOTON

1965
TEMPEST
GTO

BODY

SHOP MANUAL

Ferrari 308 GTS bought for \$9,800



Sold for \$38,500



purchased for \$4,800



sold 18 mos. later for \$17,500



bought \$178,000



sold \$360,750



NCAA-D2
University of
Puget Sound



Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1



Restaurants/Food Service



Retail Clothing



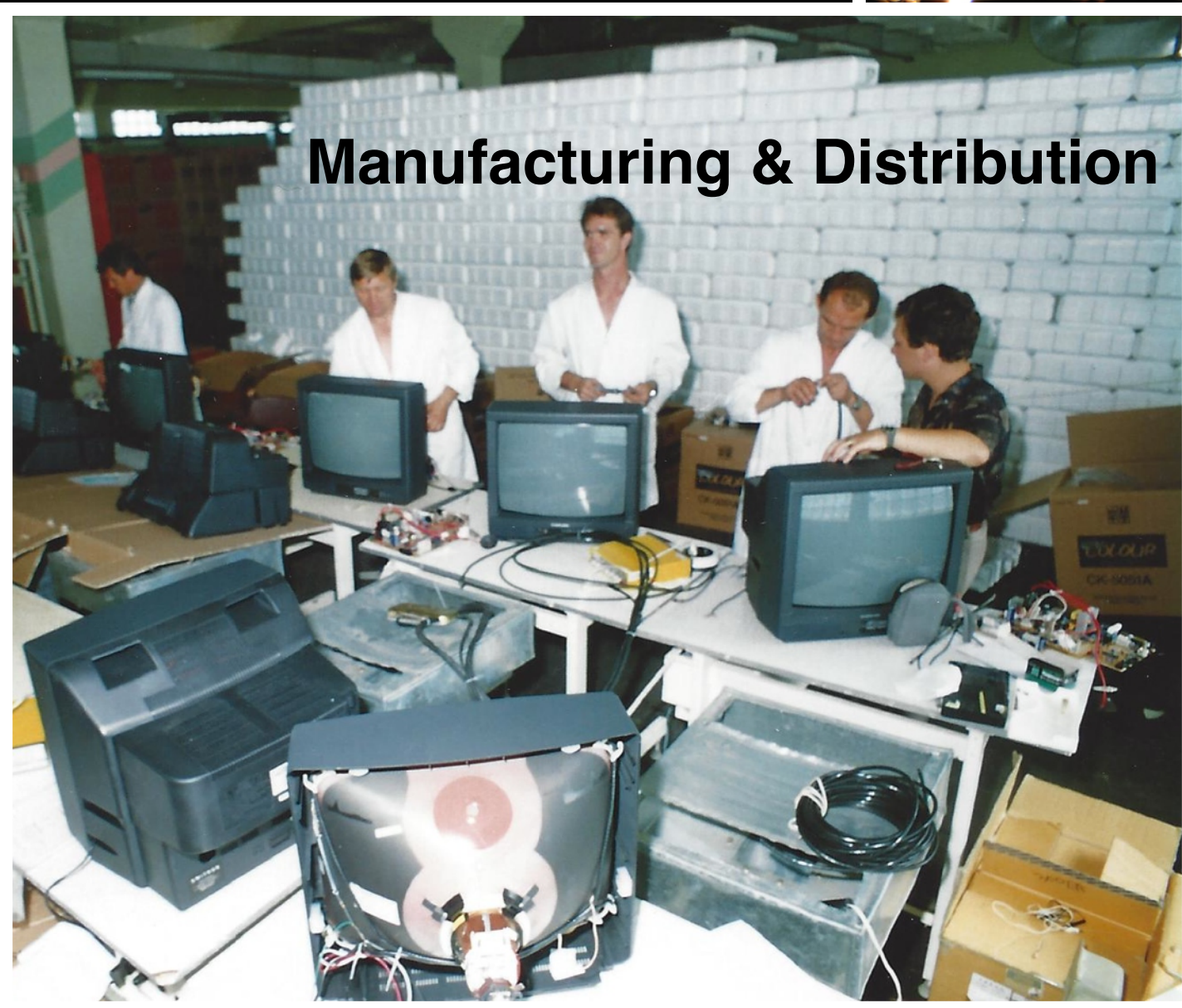
Photography & Product Marketing



Building Industry



Manufacturing & Distribution

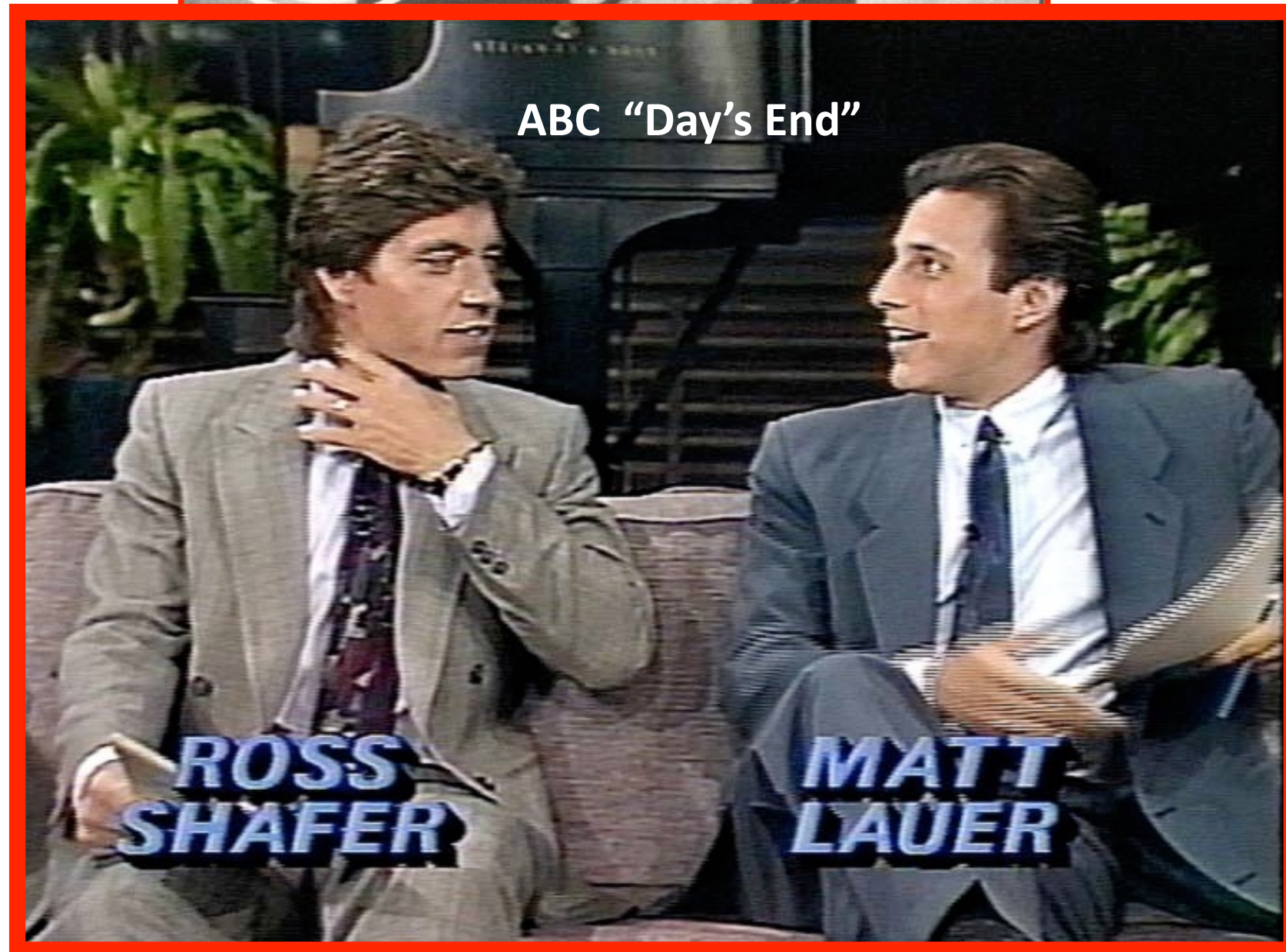
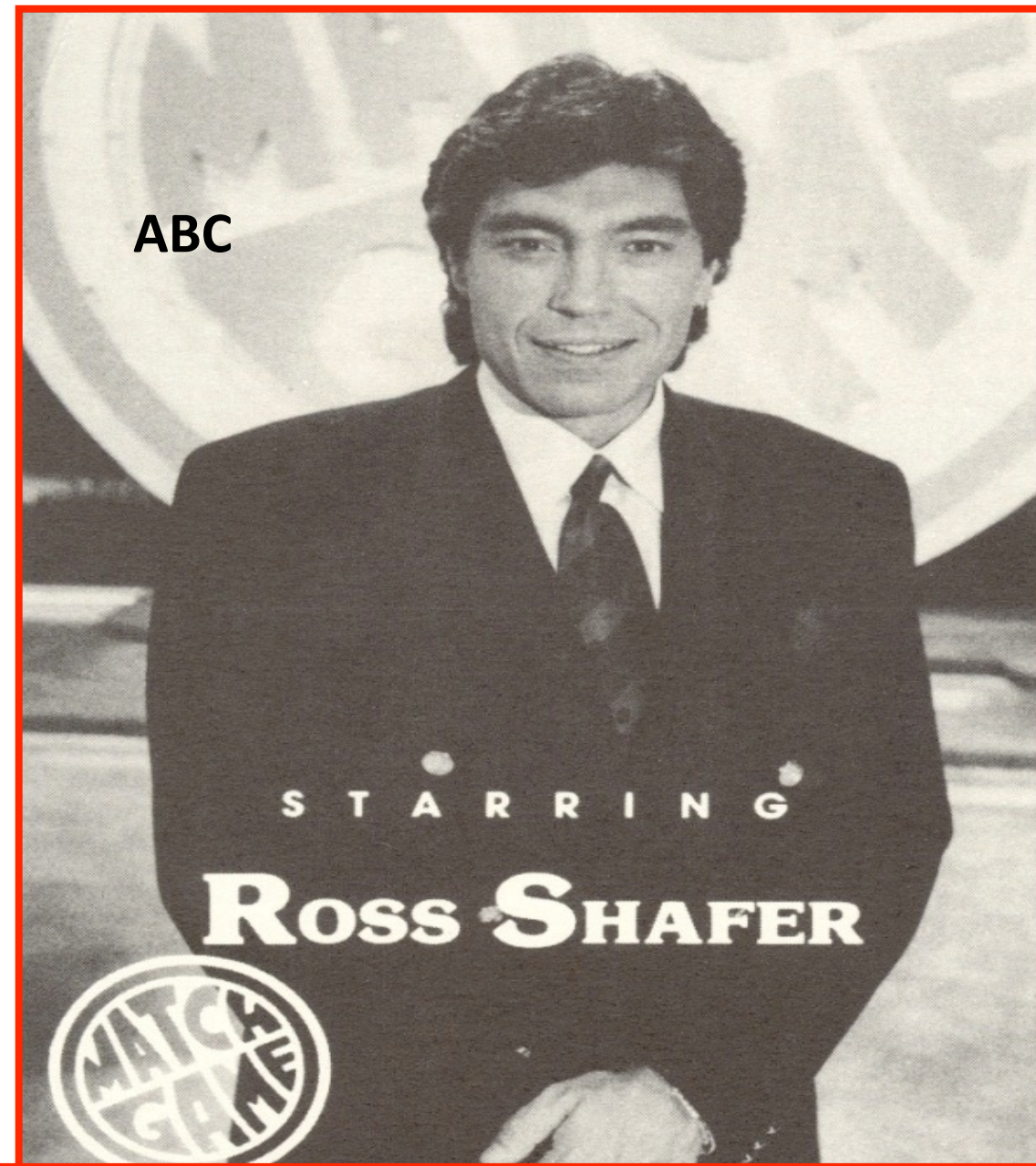


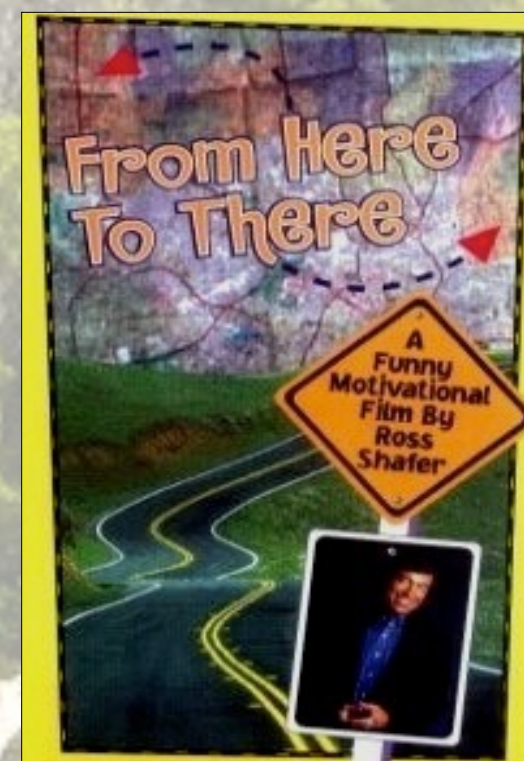
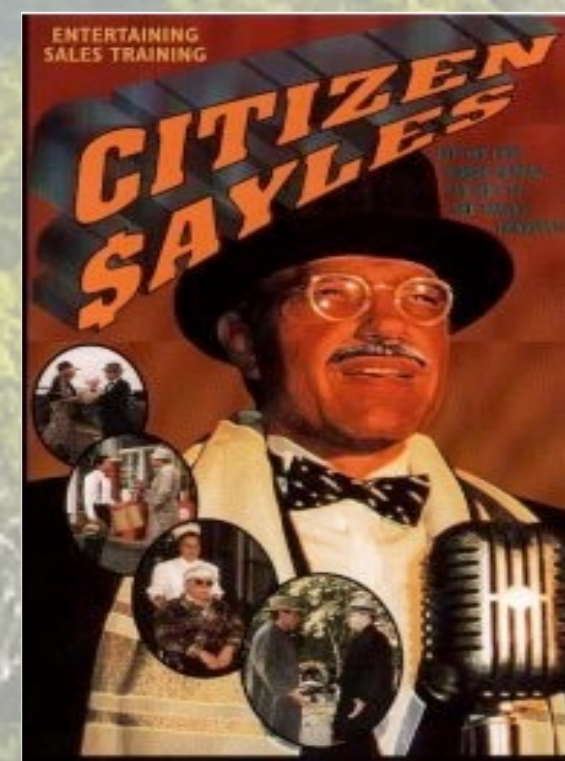
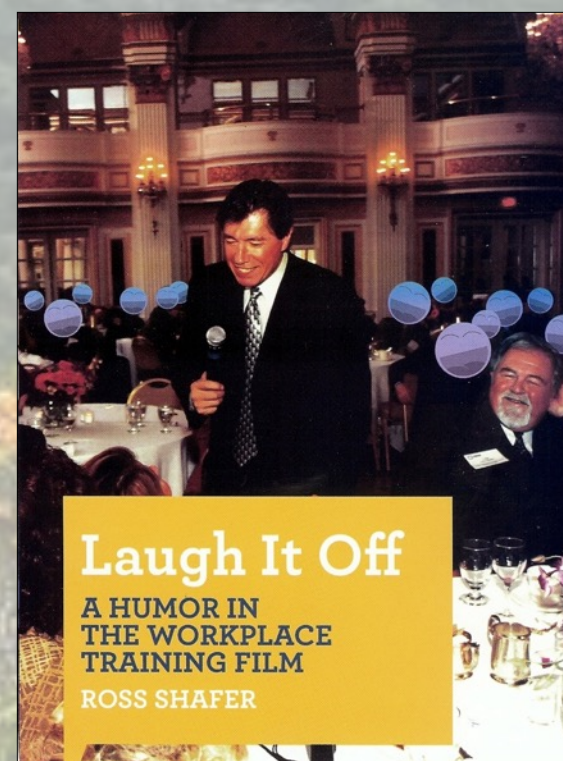
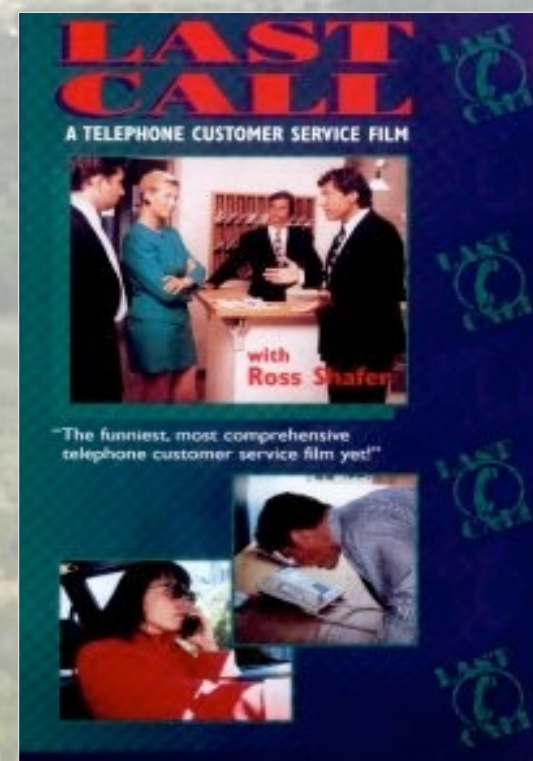
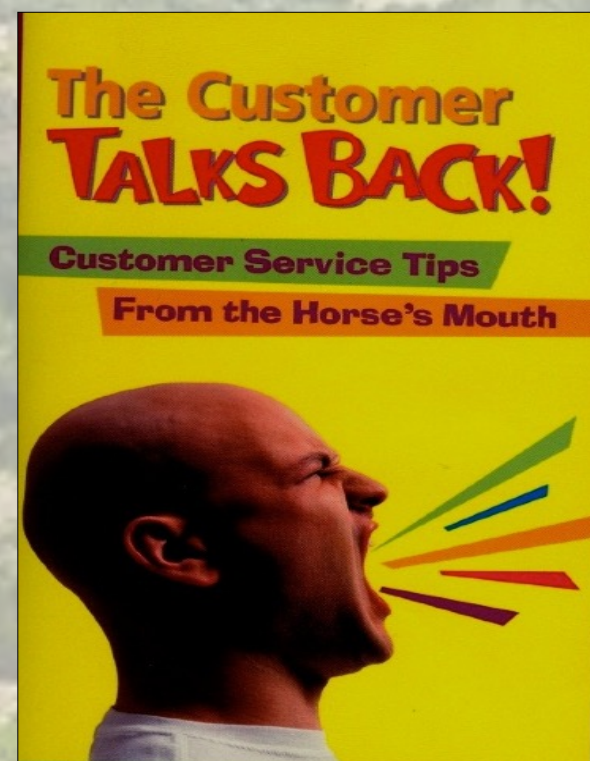
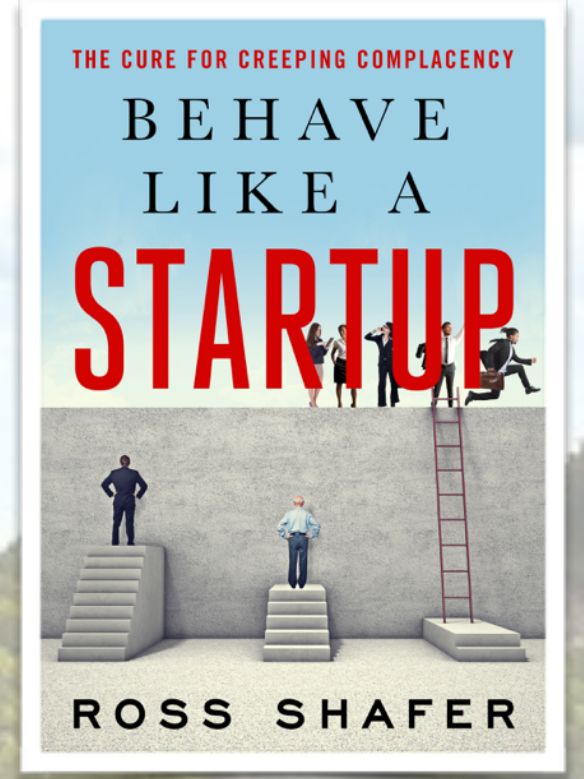
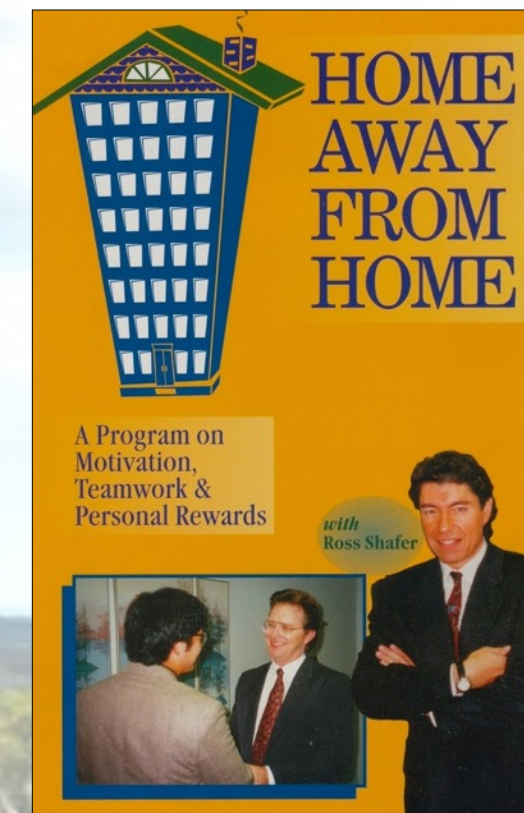
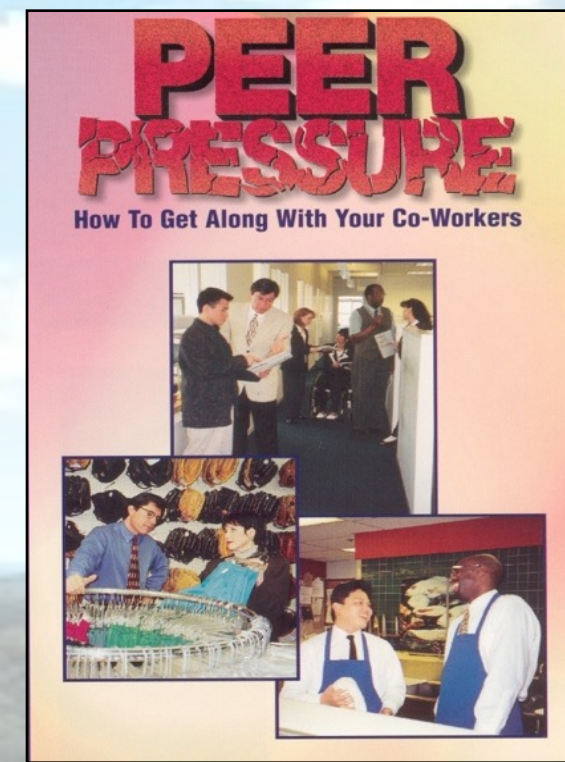
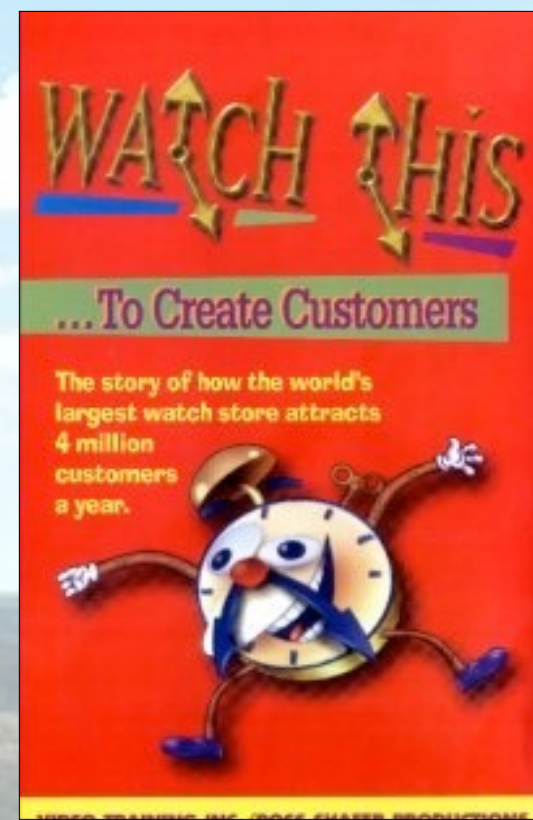
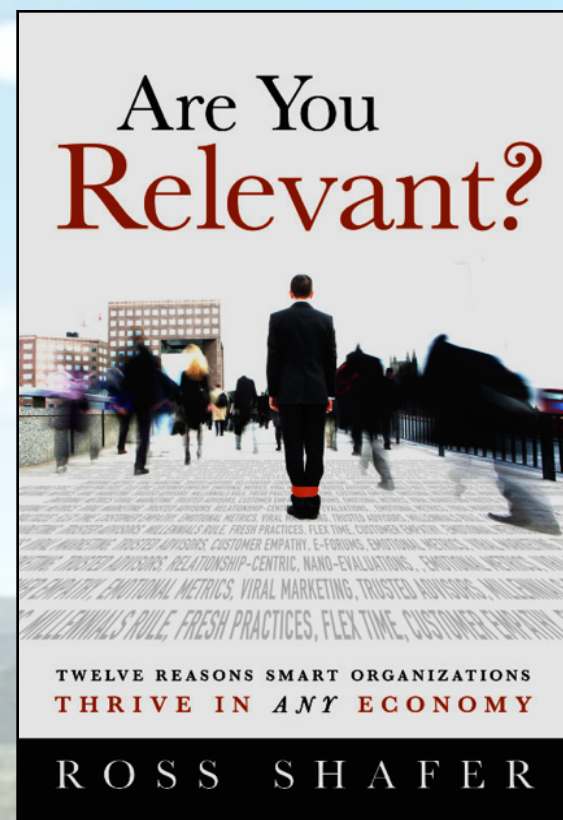
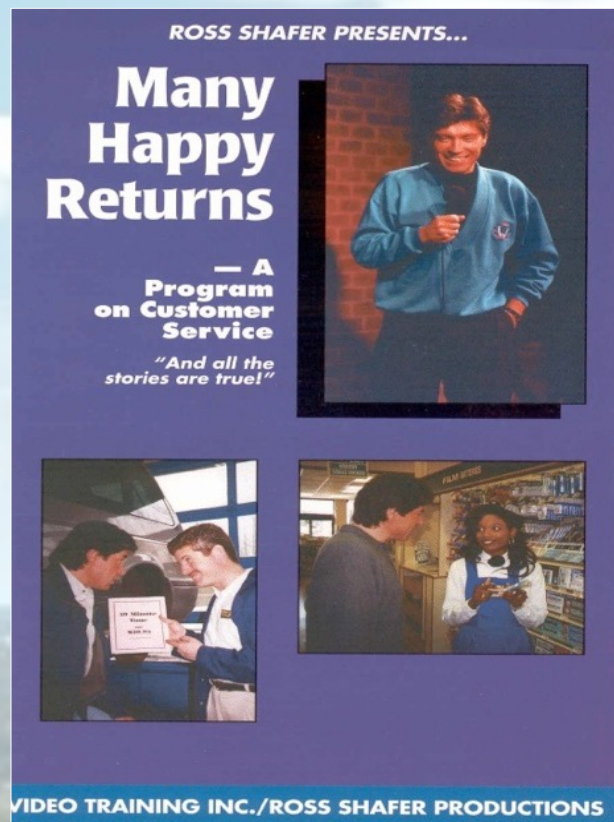
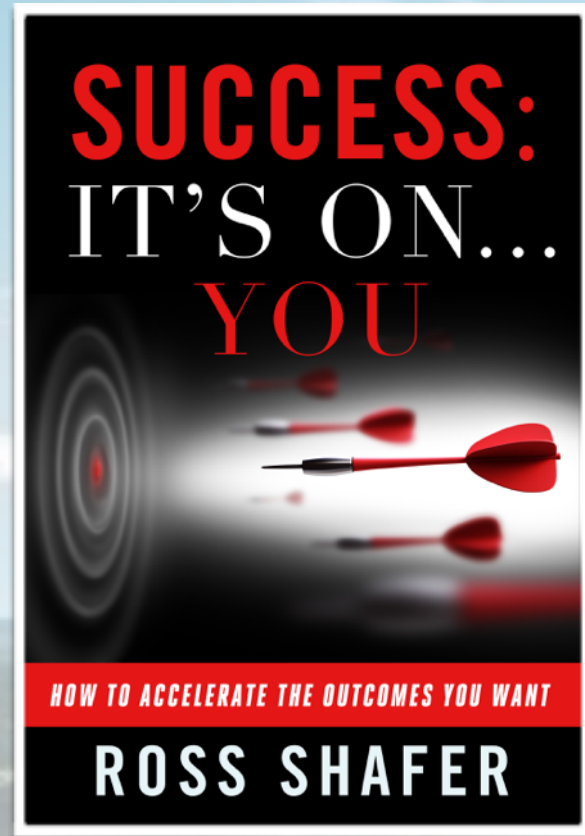
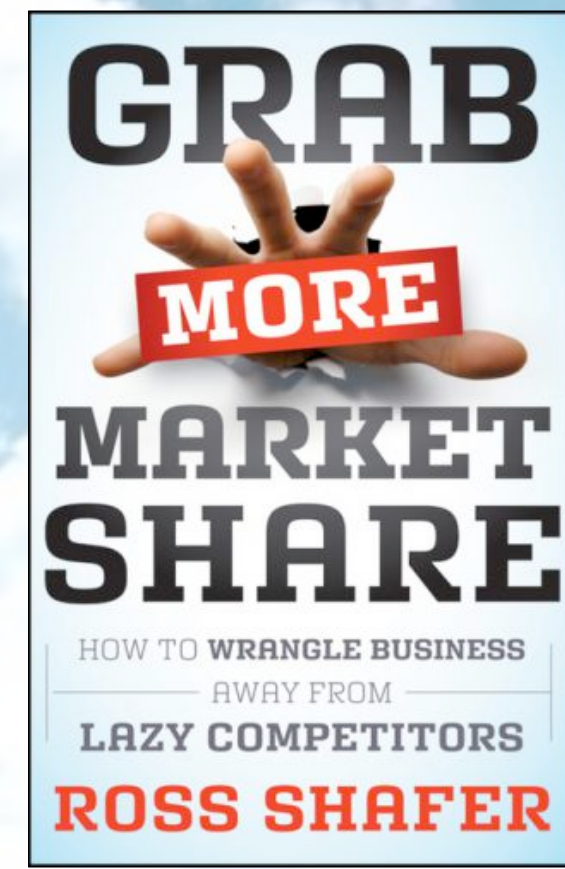
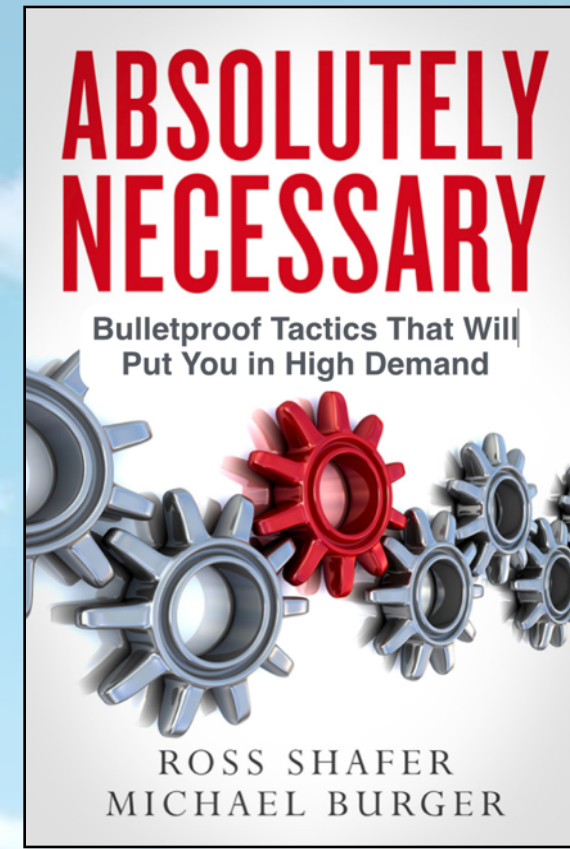
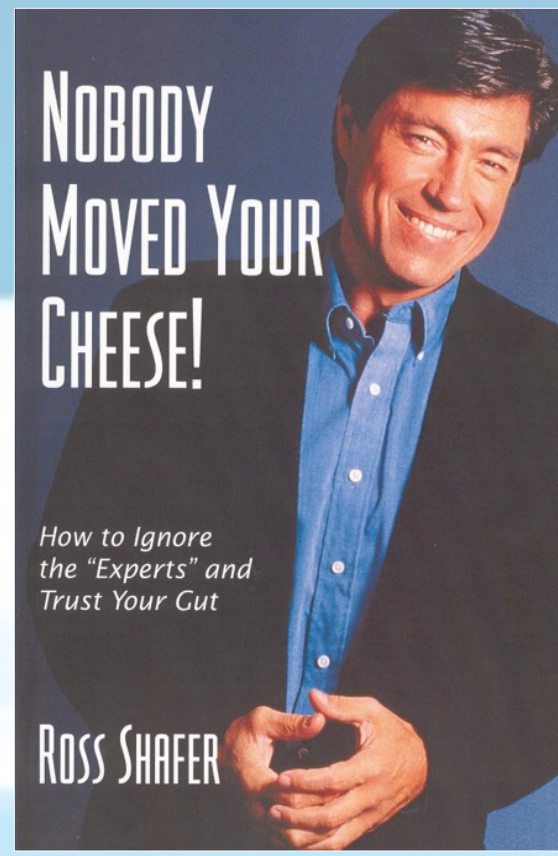
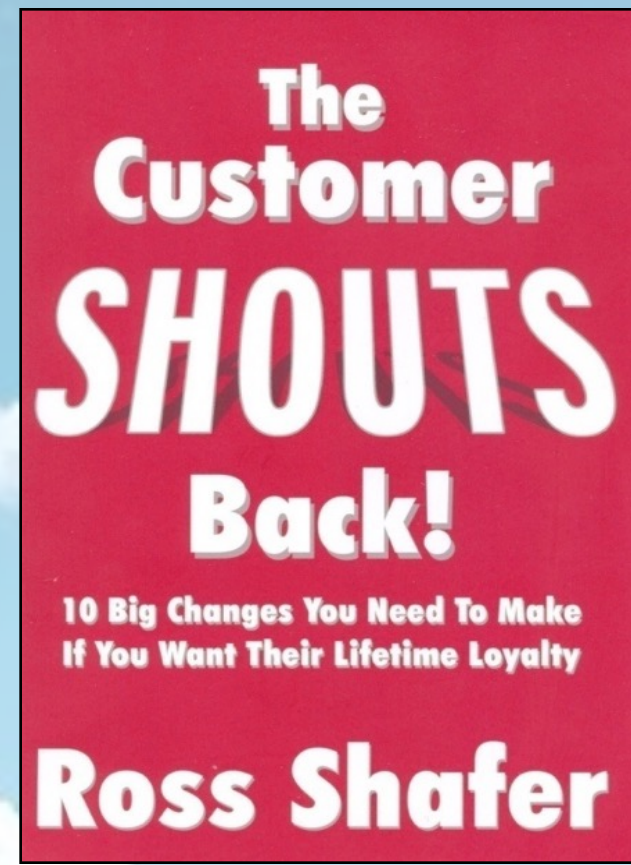
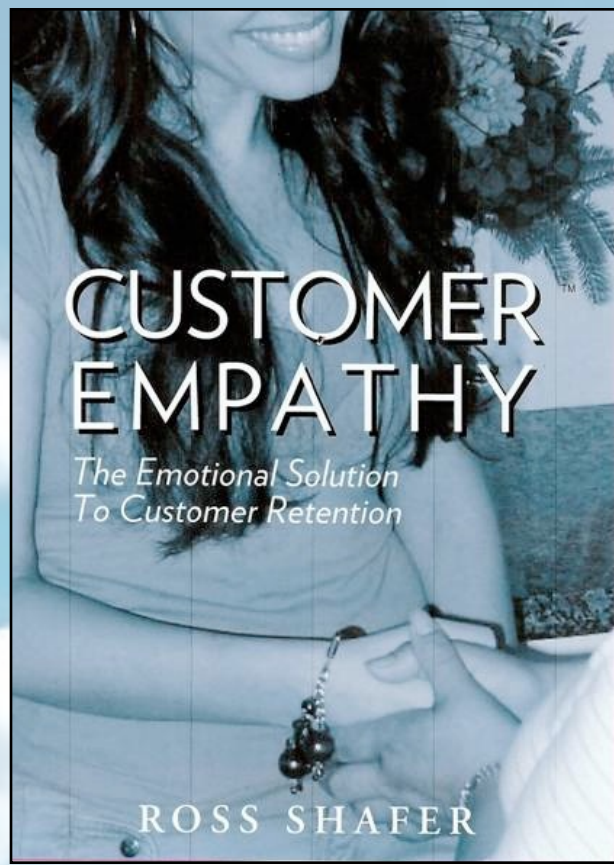
TV & Film Production



THE ICE CREAM SHOP







A scenic landscape featuring a bright blue sky filled with scattered white cumulus clouds. Below the sky, a vast green valley stretches out, with a dense forest of trees in the foreground and middle ground. The terrain appears to be a mix of rolling hills and open fields. The overall atmosphere is bright and clear.

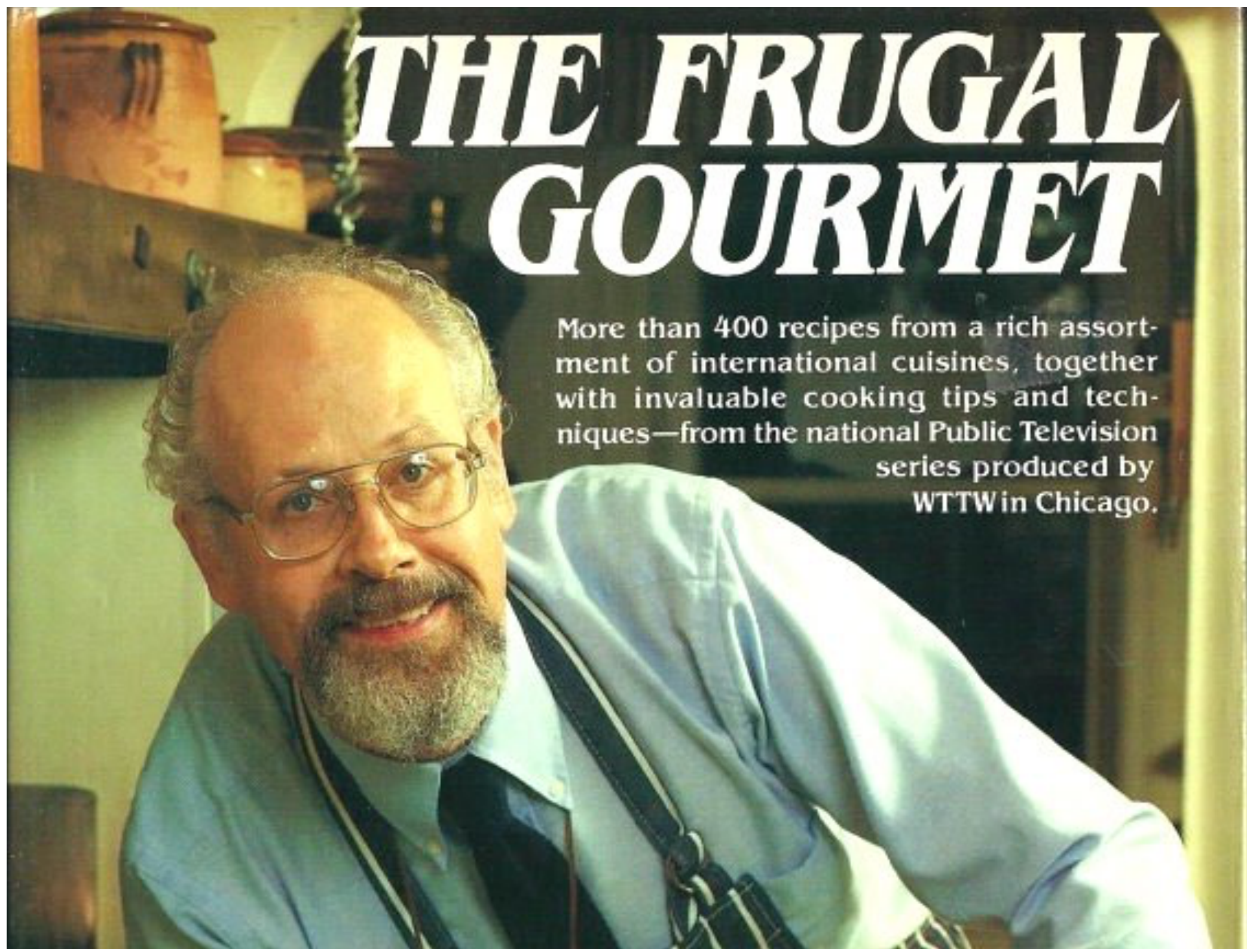
**Ignore Trends
at Your Own Peril**

The Galloping Gourmet

A FOOD CHANNEL?

THE FRUGAL GOURMET

More than 400 recipes from a rich assortment of international cuisines, together with invaluable cooking tips and techniques—from the national Public Television series produced by WTTW in Chicago.



"If you're afraid of butter, use cream."

-Julia Child

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 pace of
innovation won’t
allow us to
embrace the
Status Quo.”**



Howard Shultz - Executive Chairman

“Lifespan” of S & P 500 Companies

In 1968 - Companies lasted an average of 70 years



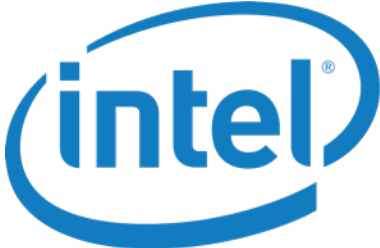






By 1980 - Companies lived only 25 years

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/>

	104 yrs old
 HEWLETT [®] PACKARD	77
	52
	47
 Microsoft	41
	40
	39
	31
	22



**Be Relentless
About Innovation**

Hotel Events

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

Events for April 4, 2017

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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Laramar Apartment Homes - 55,000 units

A scenic landscape featuring a bright blue sky filled with scattered white cumulus clouds. Below the sky, a vast, green forested valley stretches across the horizon, with rolling hills and dense vegetation. The foreground shows a closer view of the trees and foliage.

**No More Friction
Buying Habit**

R O S S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION





amazon go



Complaints led to losing 1,000,000m subscribers in one-quarter.

They spent \$300M to improve ALL processes.

Today, billing, call centers, and installation is rock-solid. Comcast is #1 in customer sign-ups & retention in their industry.

10 yrs ago, customers complained their toys were boring & prices were too high.

They hired designers who LOVED the toys & thought they should be tied to movie franchises (Harry Potter, Batman, etc). In the last two years, Lego has become the largest toy company in the world.

***Last Place* customer care in their industry. I coached them to reduced friction for Linemen, Call Centers, & Engineers.**

We corrected customer complaints and empowered on-the-spot fixes. 90 days later we raised their J.D. Power scores 21 Points...#1 in their industry.

A scenic landscape featuring a bright blue sky filled with scattered white cumulus clouds. Below the sky, a vast green forested valley stretches out, with rolling hills and a winding road visible in the distance. The foreground shows dense green trees and shrubs.

**Other-Centered
Companies Win**





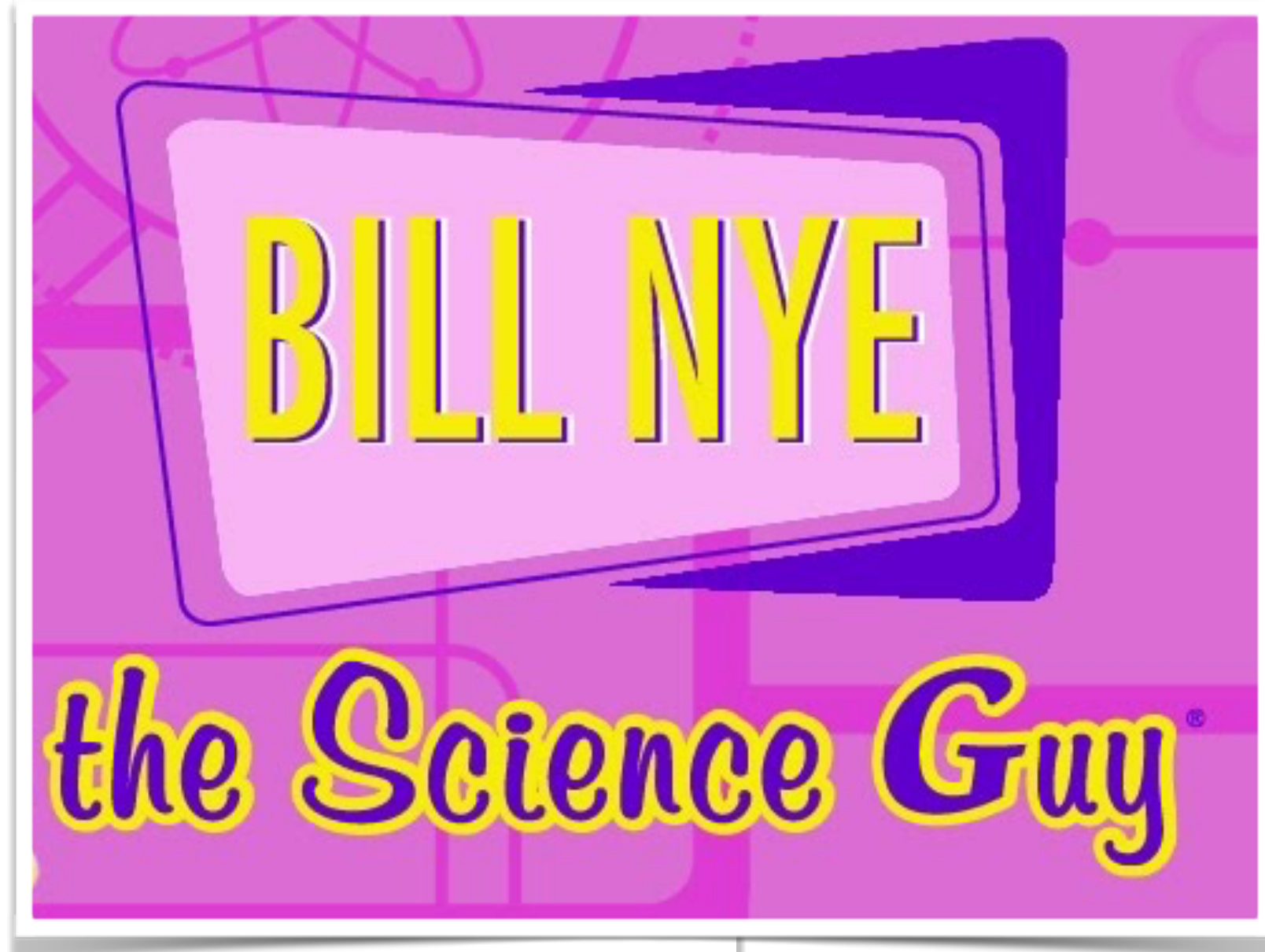
“48% of employers are dissatisfied with the oral communications skills of college students.”



Coach World-Class Behaviors

World's Greatest Shooter





POST MEETING: FREE RESOURCES

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

Ross Shafer | View as: Yourself

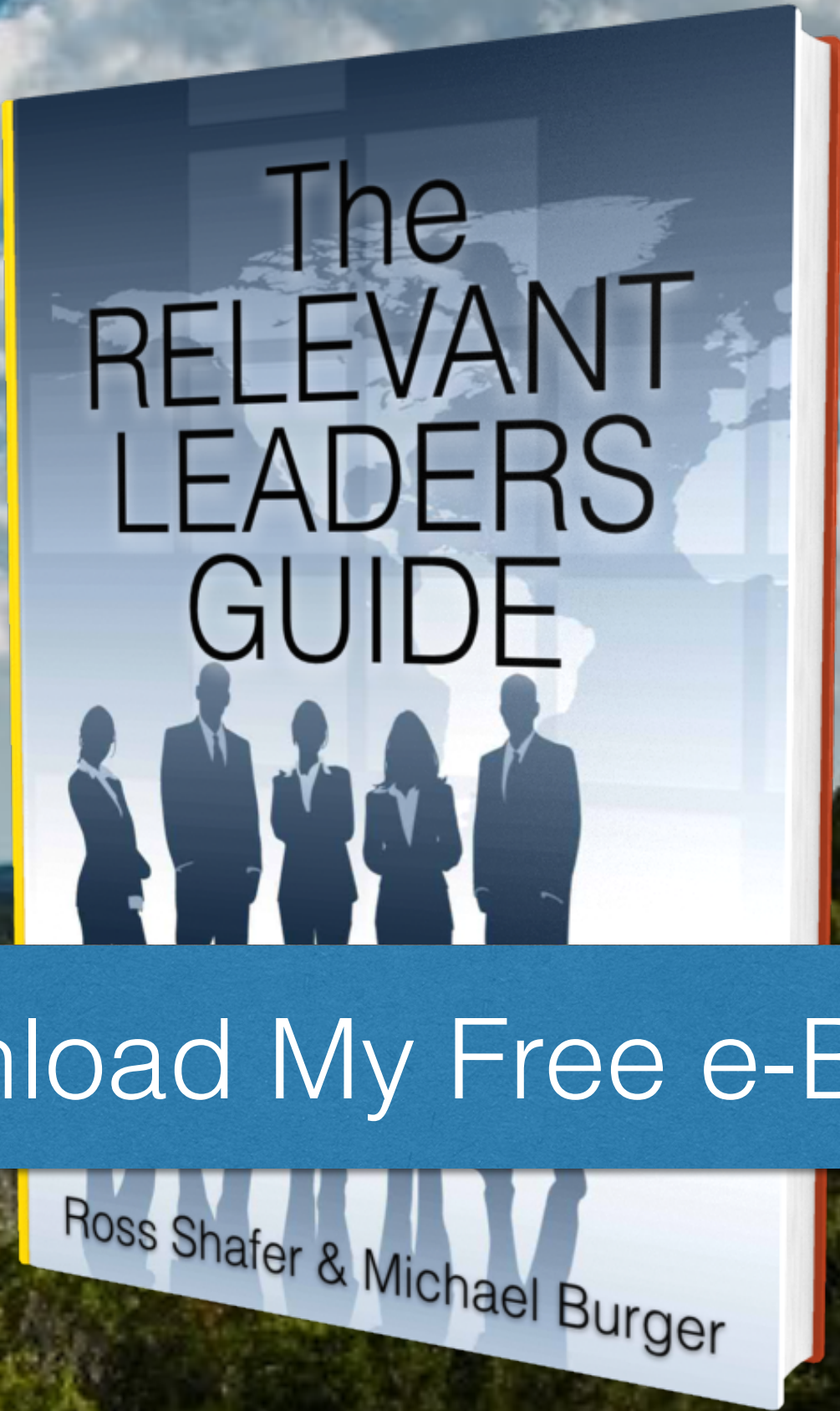
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Relevant Leaders Club | Download All

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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- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer
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Leaders are paid to make good decisions over and over. This video by Ross Shafer will give leaders a repeatab...
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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



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YOUR RESPONSIBILITY: **Ongoing Encouragement**





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