

How to Remain a Relevant Leader

(...so Your Organization is
Future-Proof)

Ross
Shafer



Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



Follow the Tracks of the Herd

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.

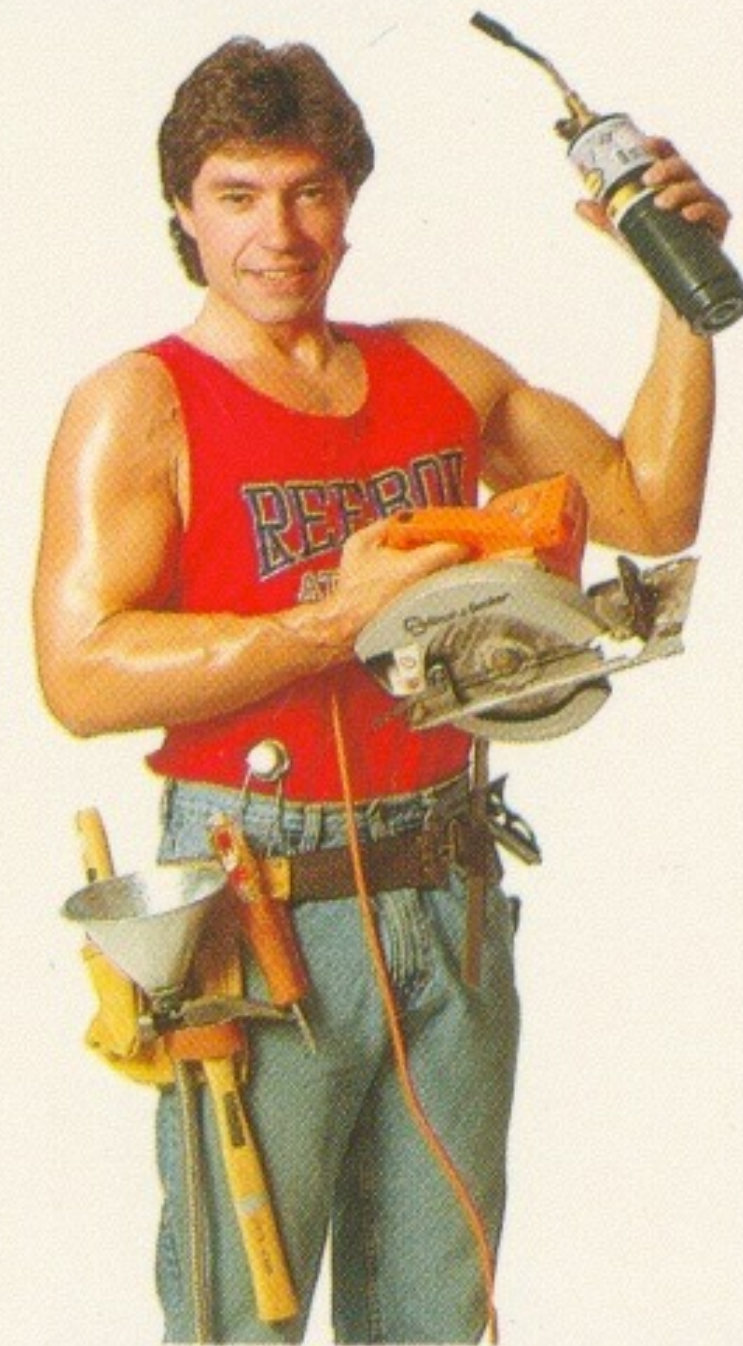
**Notice Trends
Other People
Ignore**

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

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**The Easiest Way
to Stay
‘Future Proof’...**



*GO TO THE
WRONG MEETINGS*

Association of Human Nature Convention







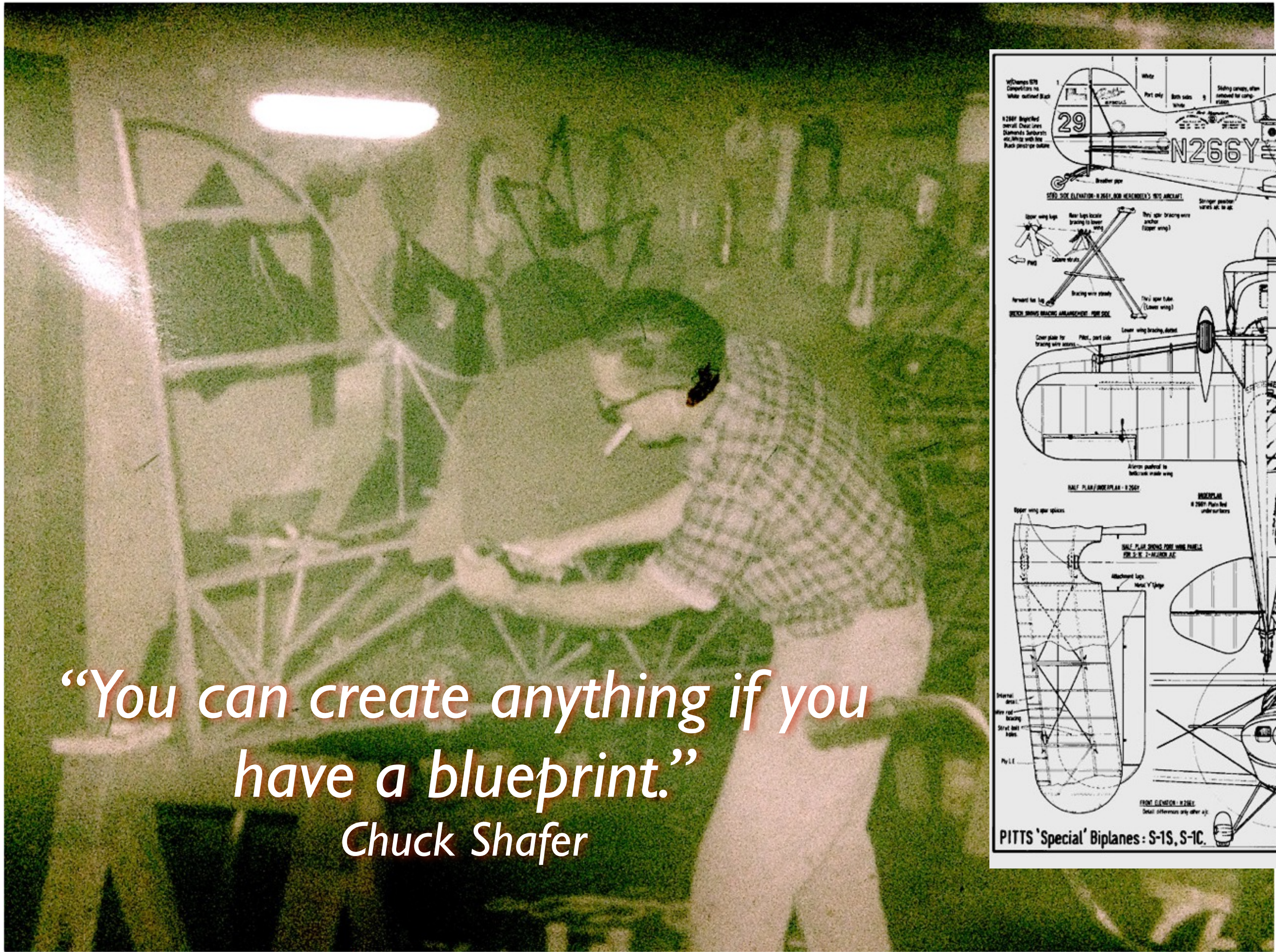
LARAMAR

55,000 UNITS

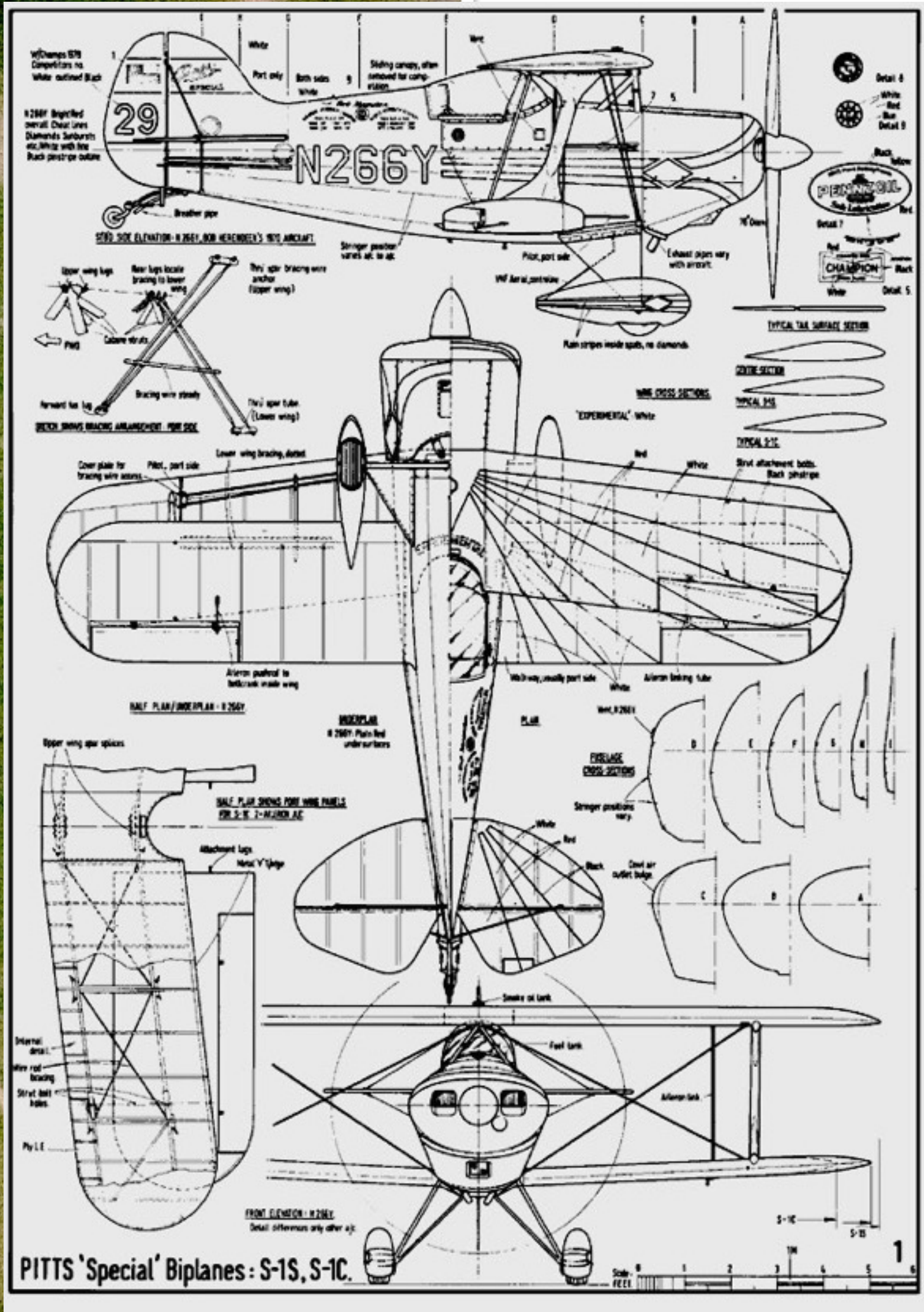


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Curate Everything You've Learned



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



Maiden flight - May 1971



**“Success is not about who you know...
it’s about who knows YOU.”**

CHUCK SHAFER



Age 13



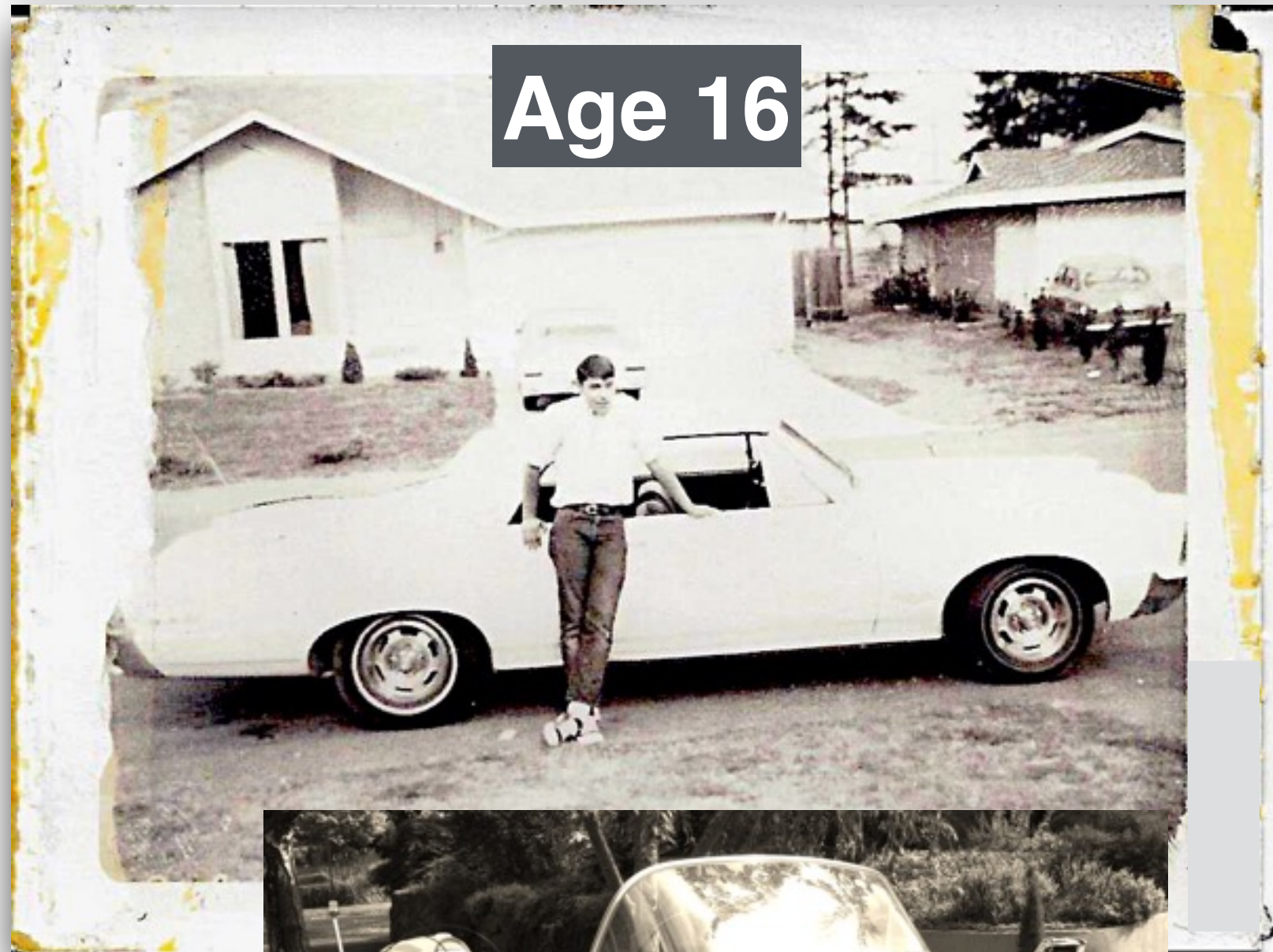
Age 14



Age 18



Age 16



Age 24



Age 19



Age 19





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

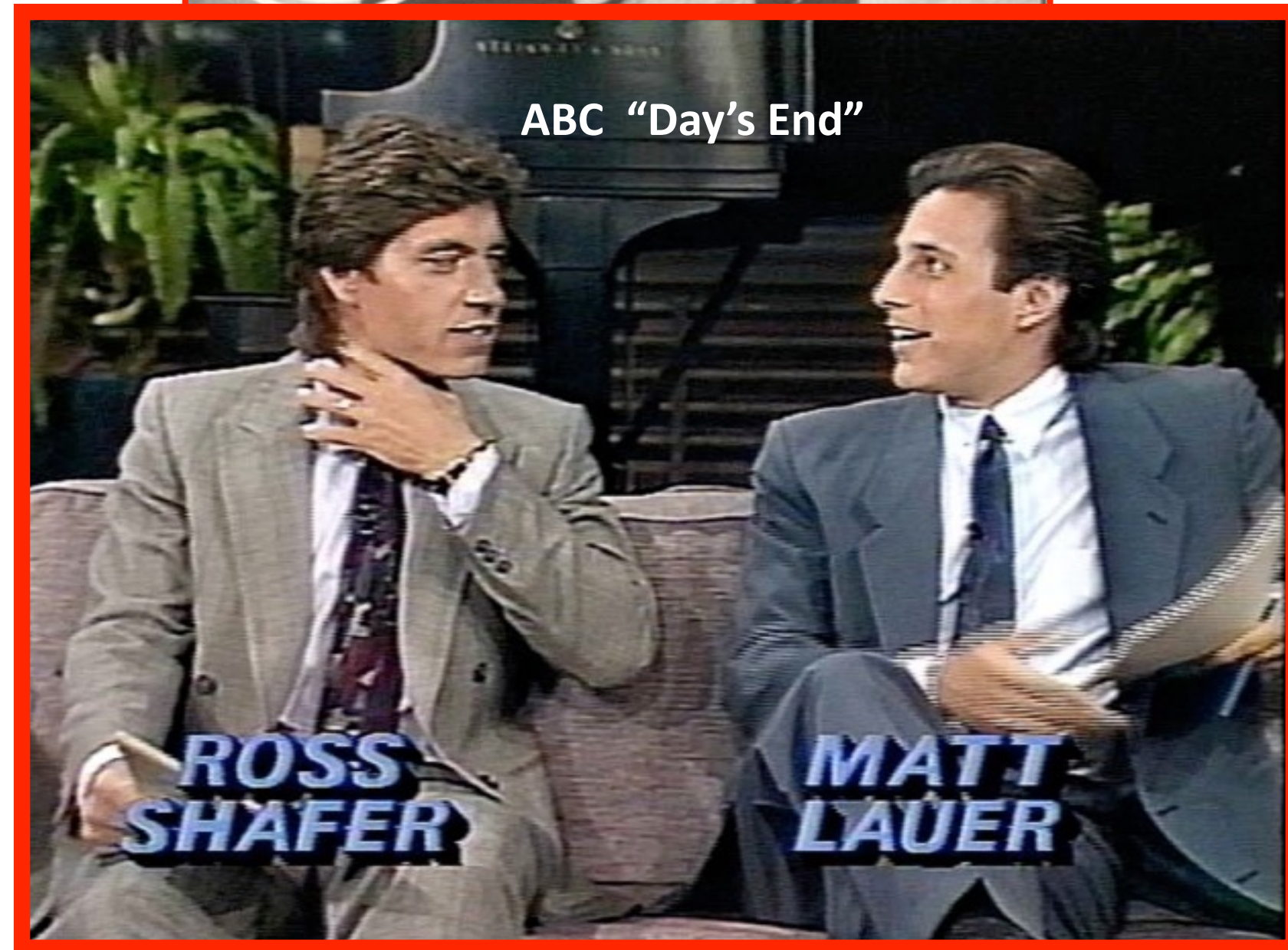
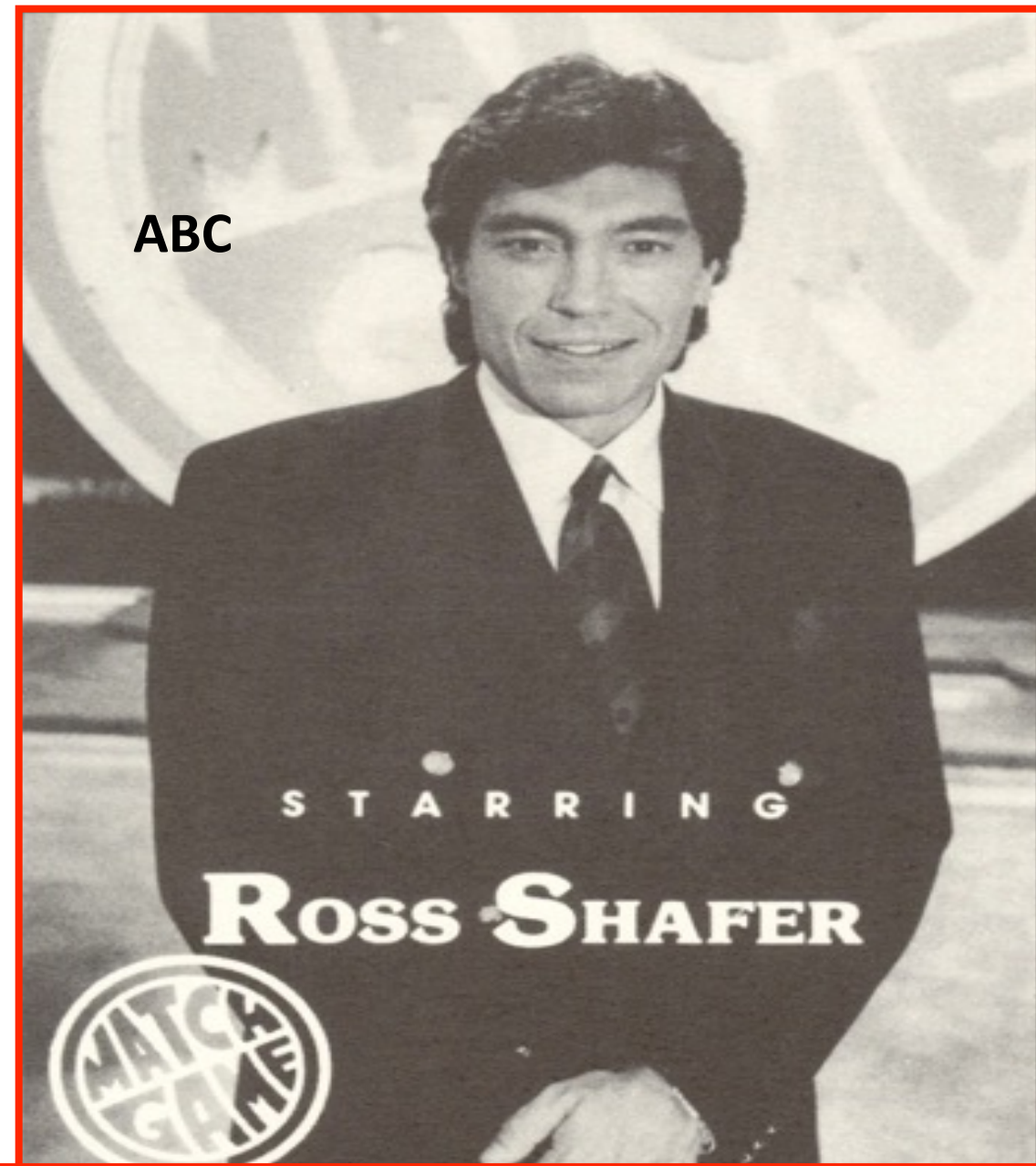
The Beginners Guide Volume 1

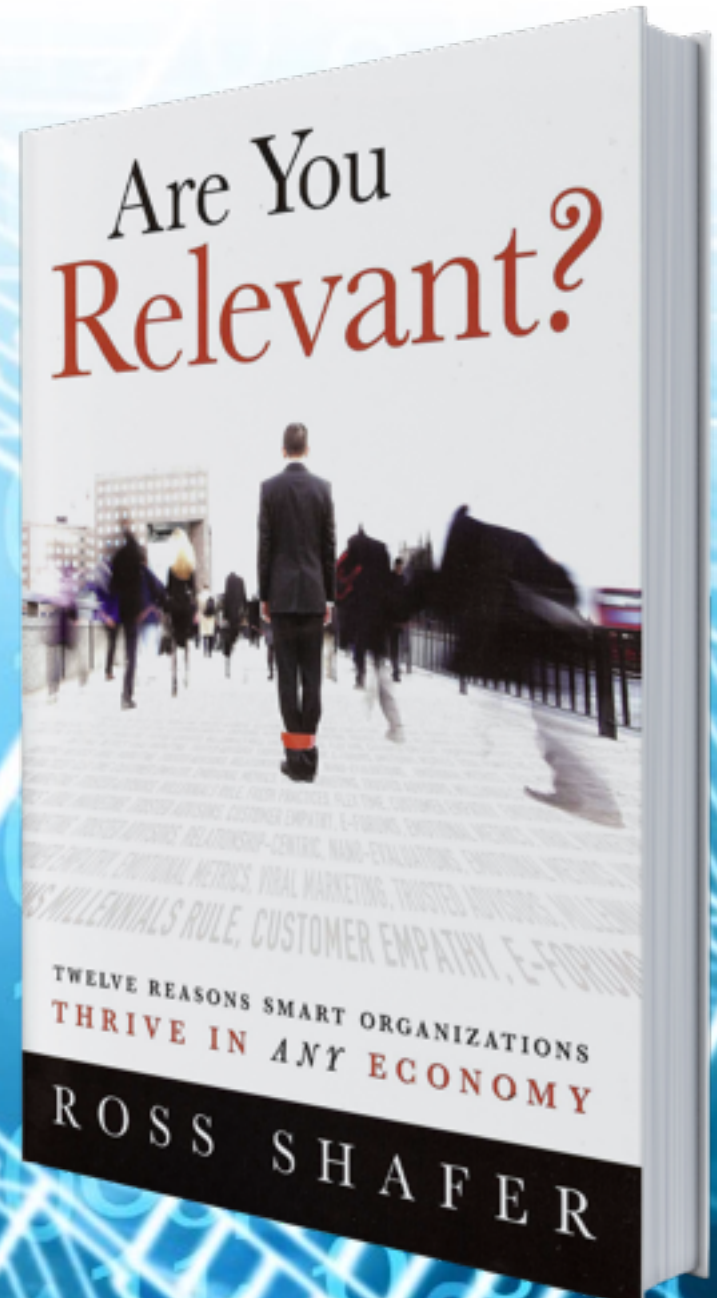
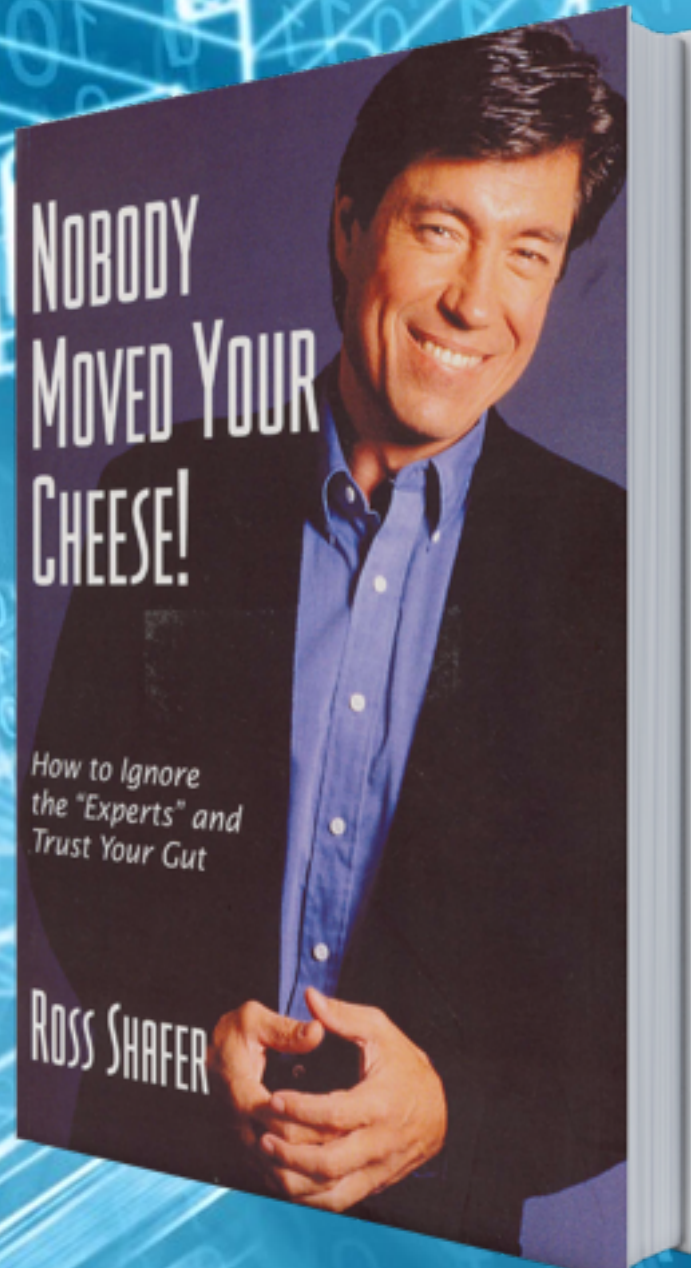
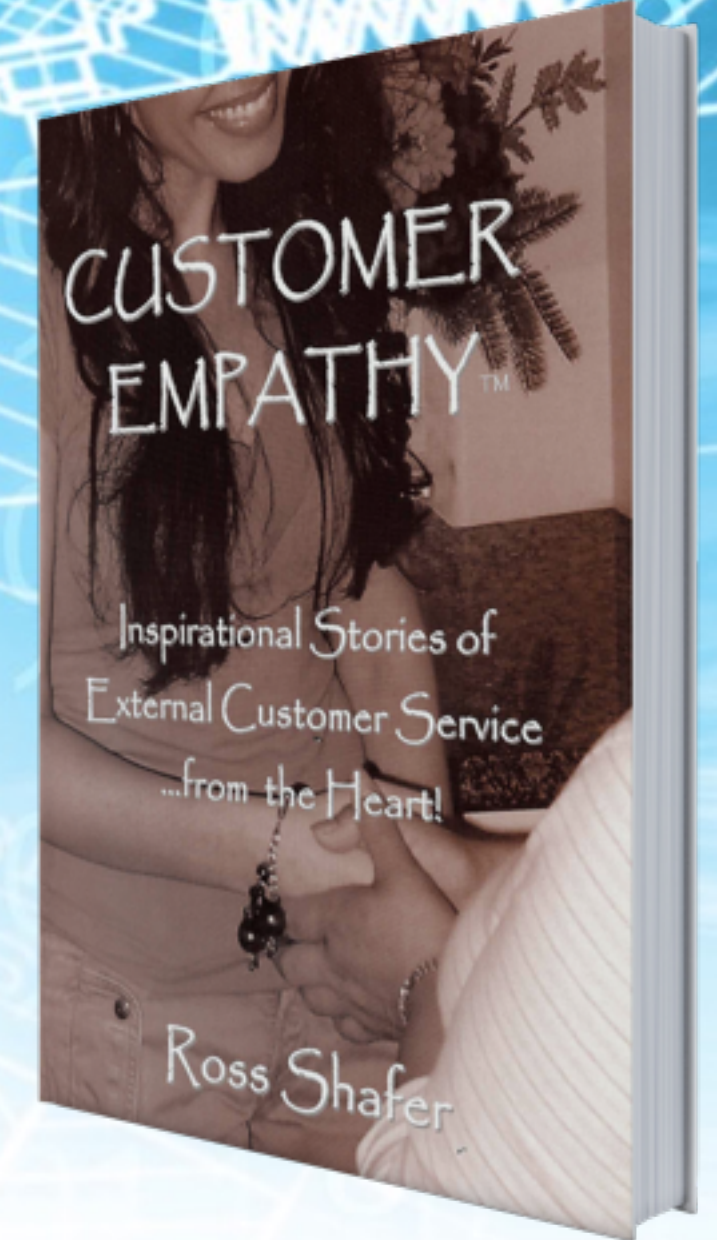
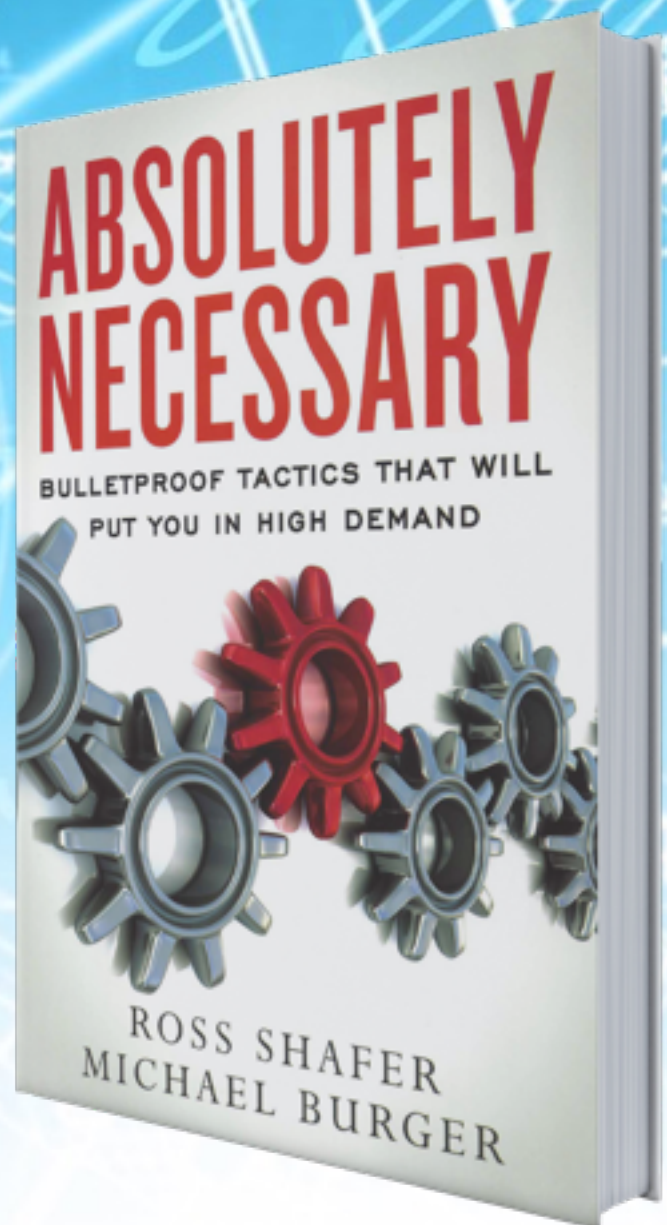
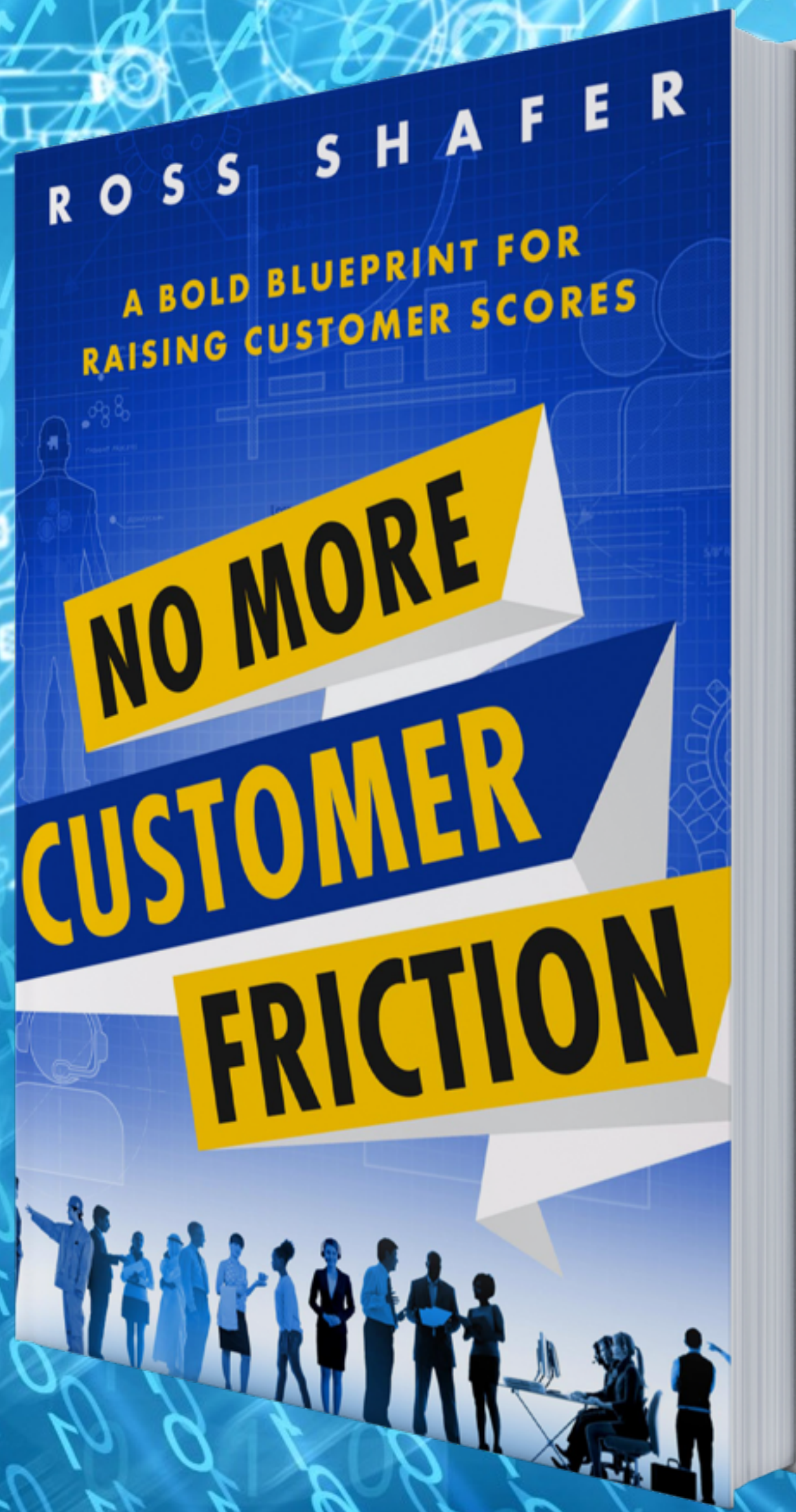
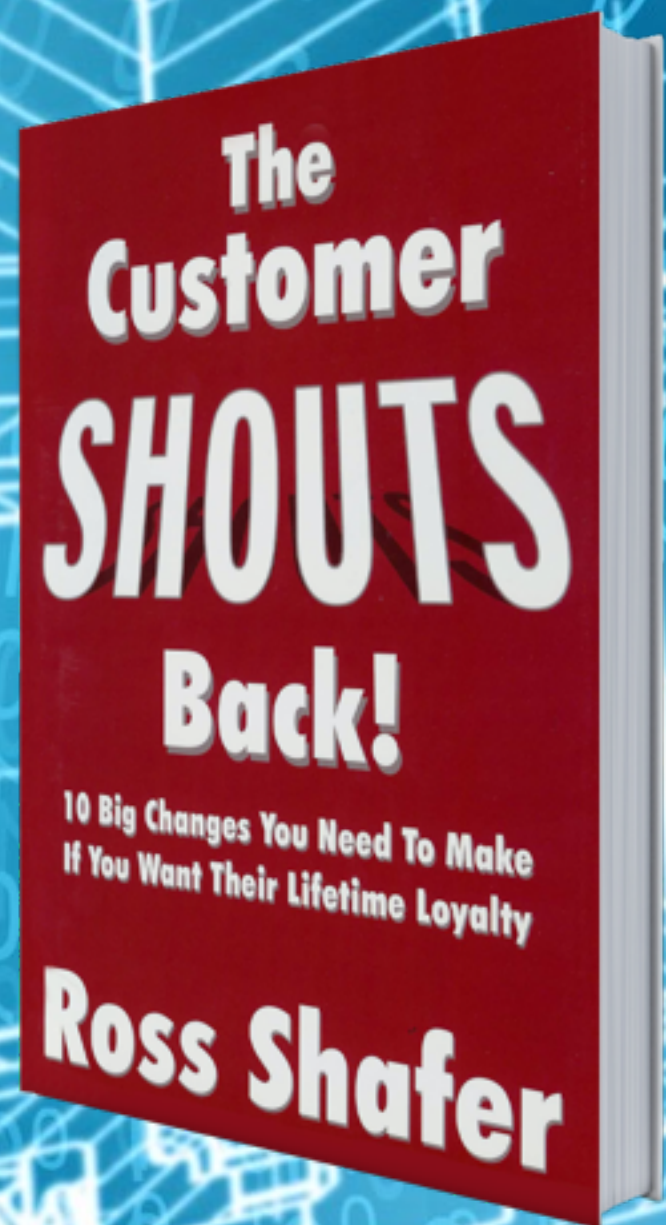


Sam & Enrico

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**“Impossible” is
Overrated**





The Future of CX

(Customer Experience)

is Friction-Free



MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



1,500,000+
patients love
“Virtual” Doctors

PREVENTS
MISCOMMUNICATION

AVAILABLE 24/7

ADDS URGENCY



**VIDEO
CONSULTATION**



amazon go

ROSS SHAFER

A BOLD BLUEPRINT FOR
RAISING CUSTOMER SCORES

**NO MORE
CUSTOMER
FRICTION**



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.

CSAT (Customer SATisfaction)



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

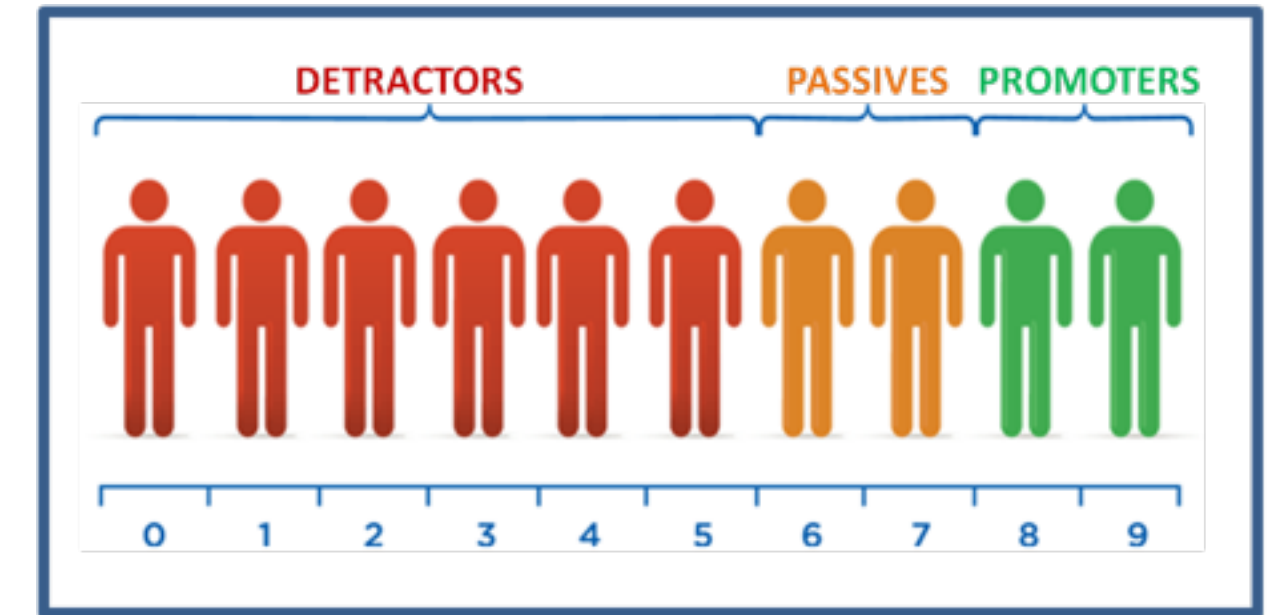
The bigger risk to loyalty is when you fail or disappoint them.”

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)



“While we want 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.**”



**Does This
Blueprint
Work?**



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



They fixed ALL processes. Billing. Call Centers. Installs.

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



erases



sources: The Customer Shouts Back - Ross Shafer Consultants, Inc. 'wow survey' 2016



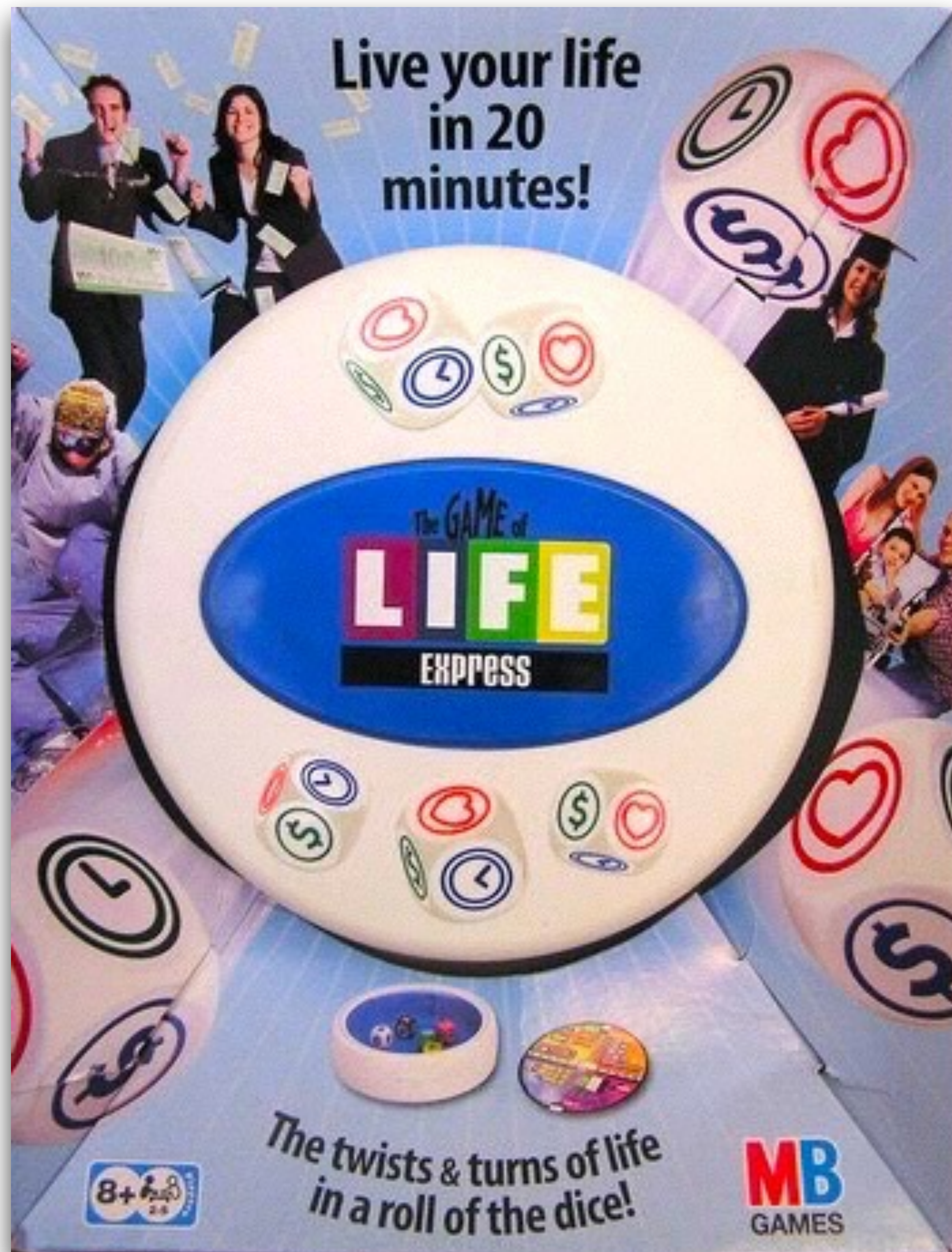
Makes you laugh.
KISSES YOUR FOREHEAD
says he's sorry.
makes an effort.
HOLDS YOUR HAND.
WORKS HARD
attempts to understand you.



**10 yrs ago, on the verge of bankruptcy,
customers complained the toys were
boring & prices were too high.**









TODAY: LEGO IS THE BIGGEST TOY COMPANY ON THE PLANET



**Highest # of complaints meant they were
Last Place in their industry
re: Customer Experience**



By coaching Linemen, Meter Teams, Call Centers, Admin, & Designers. We empowered instant fixes.

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



**Can YOU Compete
in a Digital World?**

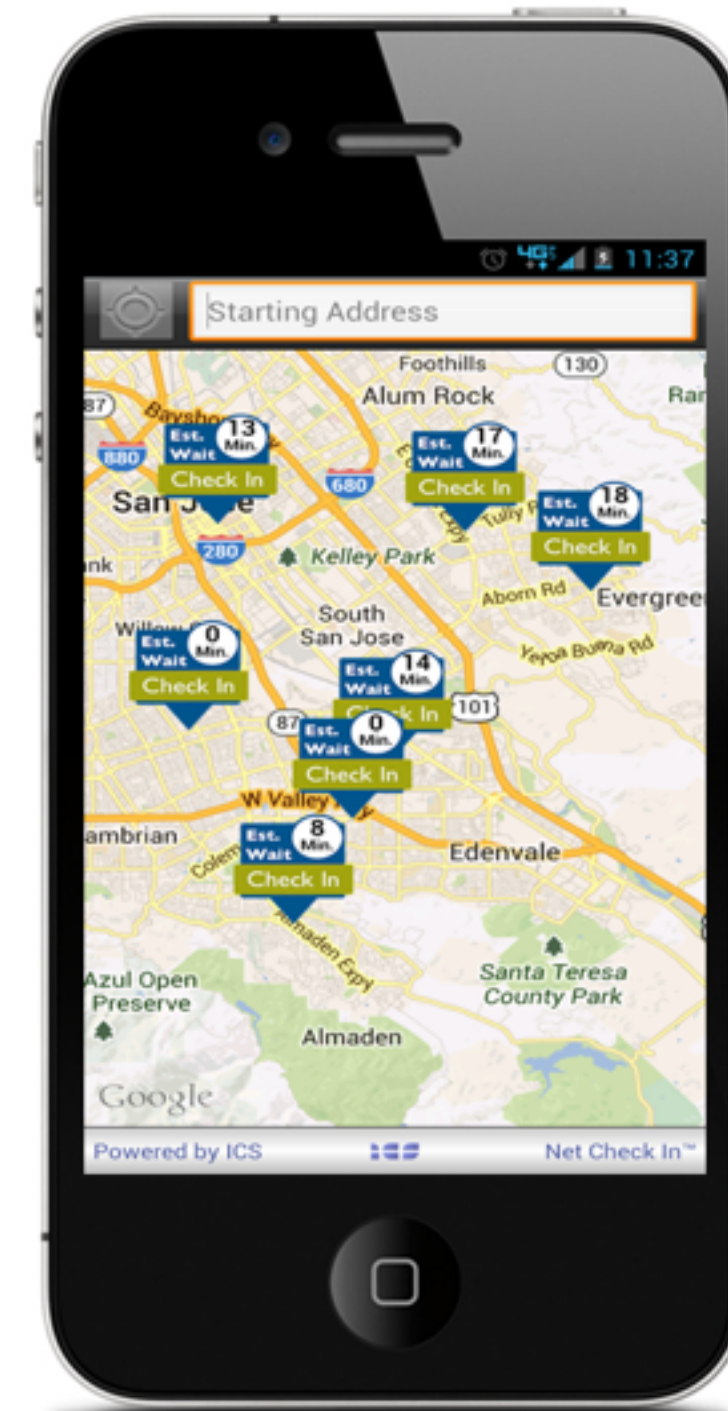
Humalogy



+



Big Data, Marketing & Mapping



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**Curiosity is YOUR
Unfair Advantage**



Curiosity is Your Differentiator



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

Facebook interface showing a search bar at the top with the text "Search for people, places and things". Below the search bar is the profile of Ross Shafer, including a profile picture and the name "Ross Shafer" with a link to "Edit Profile".

The main content area features a yellow highlighted box with the text "What's on your mind?". Below this are navigation options: "Update Status" and "Add Photos/Video".

The left sidebar contains sections for "FAVORITES", "PAGES", and "GROUPS". Under "FAVORITES", there are links for "News Feed", "Messages" (99+), "Photos", and "Browse". Under "PAGES", there are links for "Pages Feed" (20+), "Like Pages" (20+), and "Create Ad". Under "GROUPS", there is a link for "University of Puget Soun...".

The main feed shows a post by Nancy Vogl with the text "Is anyone else having problems posting on FB today?". The post includes interaction options: "Like · Comment · Share · 10 hours ago near Traverse City, MI · [Profile Icon]". Below the post, there are comments: "Monika Laschkolnig and 7 others like this." and "View 21 more comments". Two specific comments are visible: "Aileen Bennett Thank you - I thought i had broken the internet (again) 6 hours ago · Like · [Like Icon] 1" and "Kathleen Hassan yup 5 hours ago · Like · [Like Icon] 1".



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

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How Can You Attract & Retain Young People?

Millennials Will be 40yrs old in 2 years!



#1:

**How do You Motivate
Them?**

“LEVELING UP” Motivates Achievement



300,000 attended GamesCom

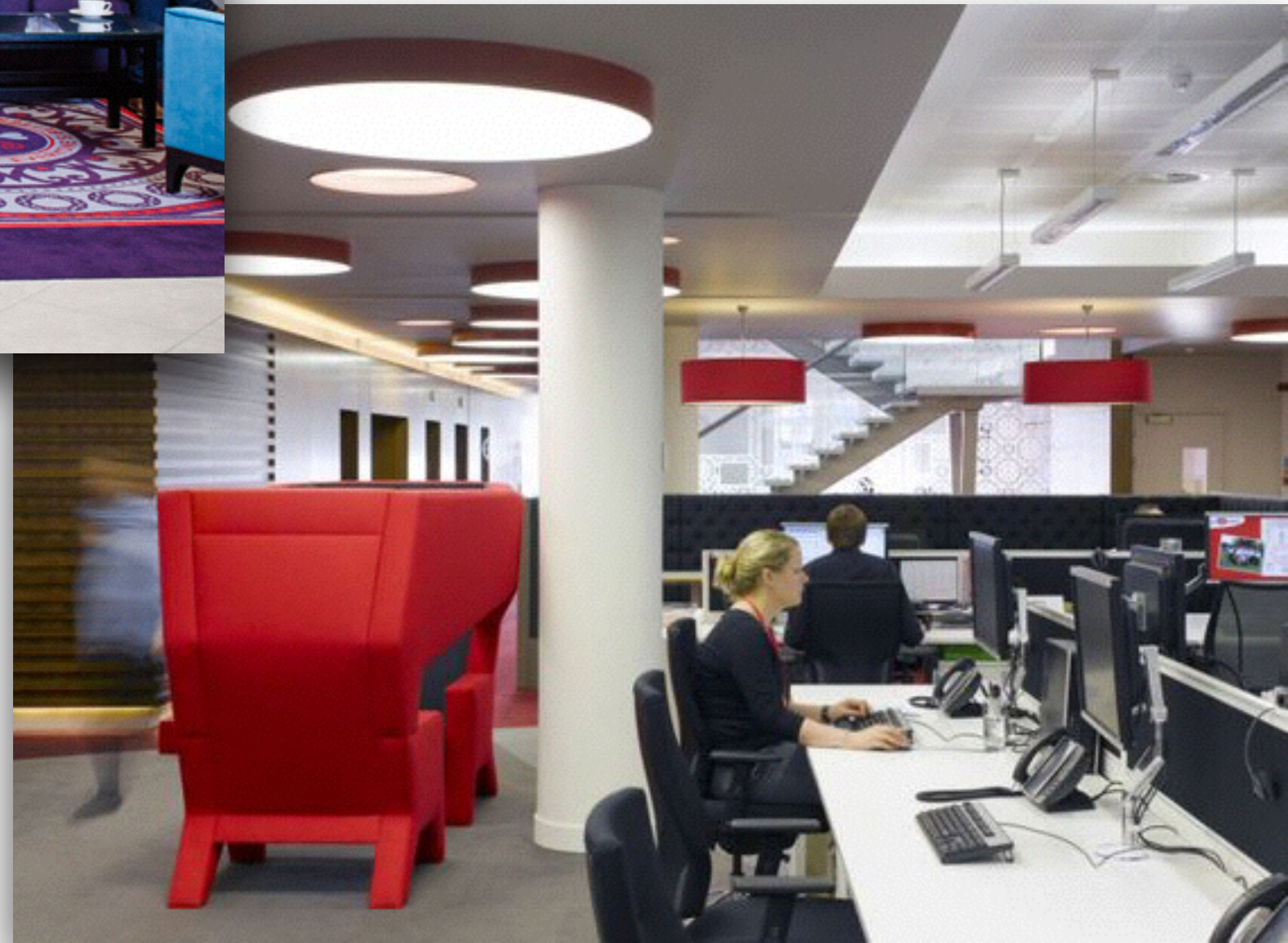


#2:

Kill the Cubicle

Google





#3:

**They Want Something
Unexpected from You**

FUN!

(w/ an

Attitude)

“We don’t sell motorcycles. Instead, we sell...”



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



Super Star[®] with cheese



It's gonna get messy.



**EAT
LIKE
YOU
MEAN
IT[®]**

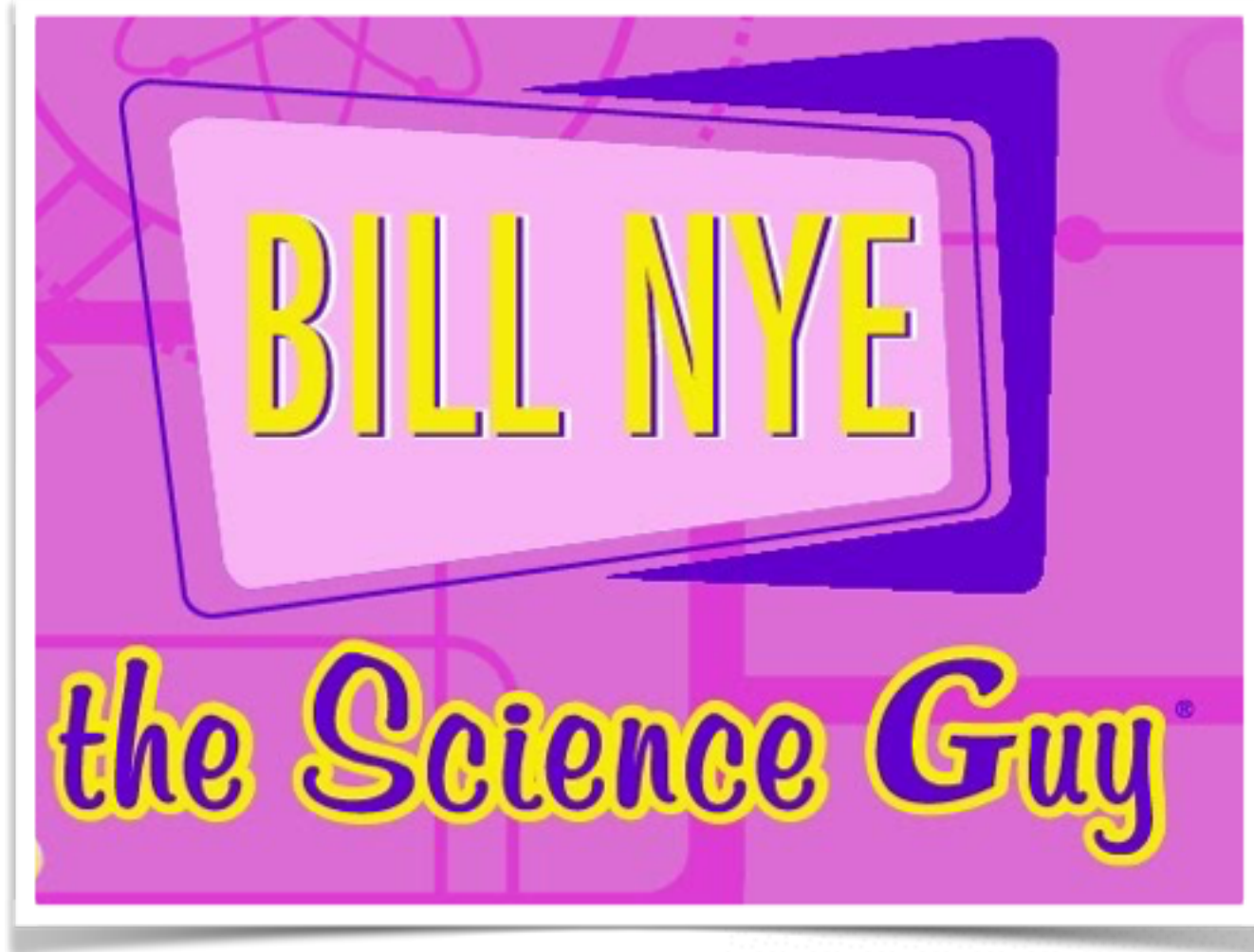


THOSE STUFF. FUN STUFF.
FIND US AT FACEBOOK.COM/CARLSJR

Company founded 2011
Sold in 2016 to Unilever for \$1 Billion



**When You Find
Young
Superstars...
Exploit Them**





JOIN MY FREE CHANNEL ON YouTube



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

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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...

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Why is the Lifespan of a Company only 15 years? | Leadership Speaker | Ross Shafer
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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

Join My Free e-Book

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Organizations with CHARACTER Last Longer

<https://www.inc.com/magazine/201407/jason-fried/the-challenge-in-business-is-staying-in-business.html>



Chuck Shafer 1927-2001



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



Daddy/Daughter date
11th birthday!

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**Dedicate
Yourself to
Ongoing
Encouragement**



Ross
Shafer

Want to Contact Ross?

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Ndemers@SpeakInc.com