

**If you would like  
Ross to create a  
custom program  
for you,  
CONTACT:**

**Helen Broder**

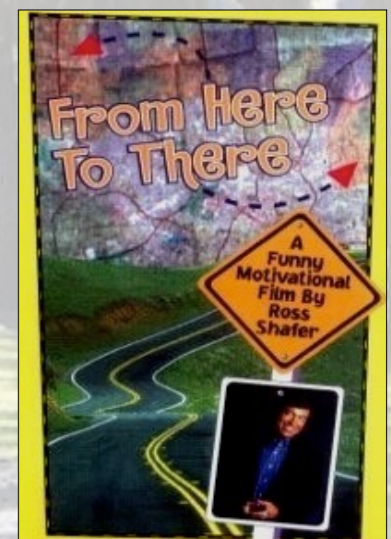
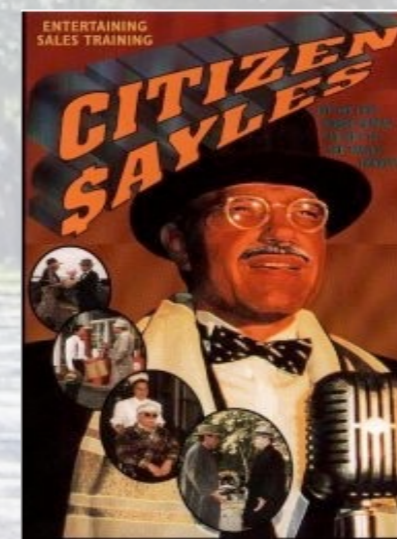
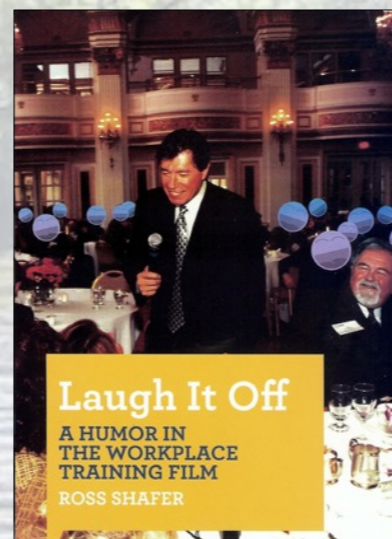
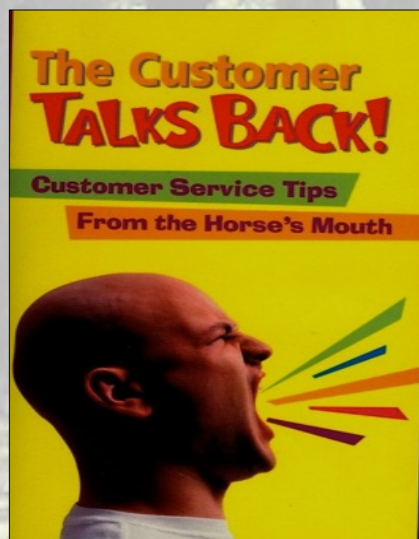
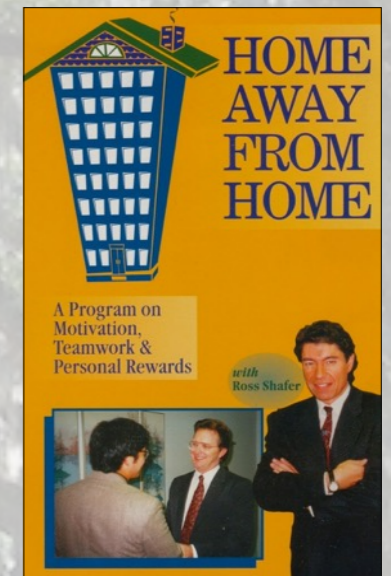
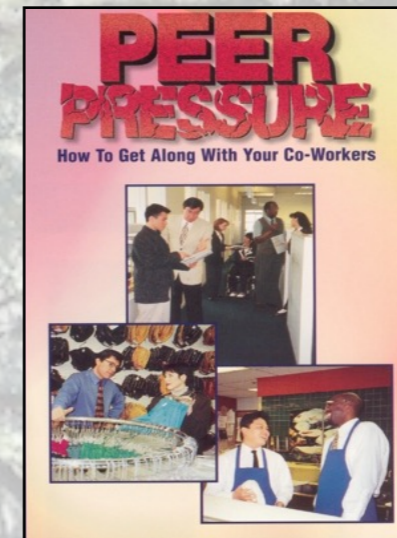
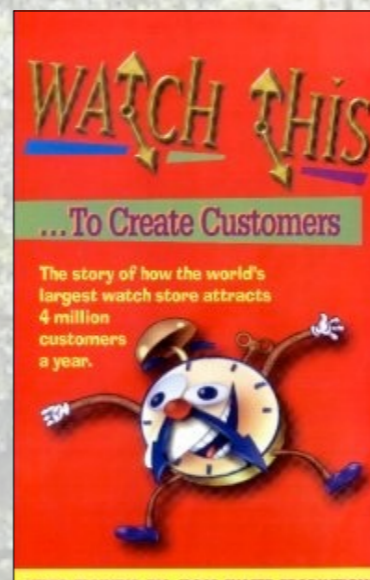
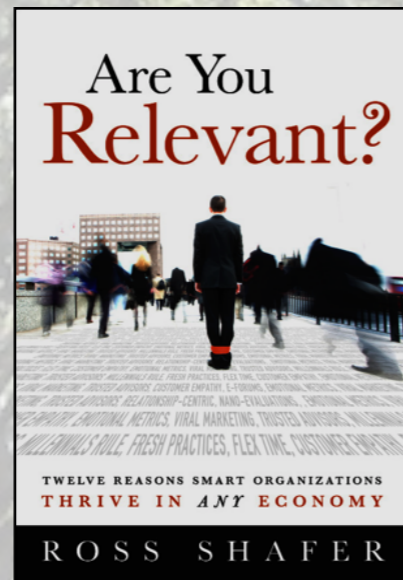
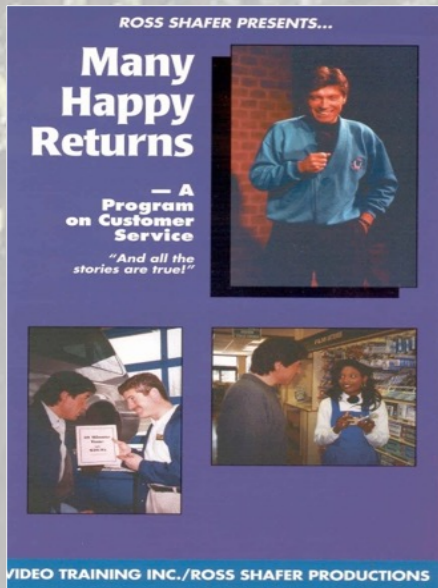
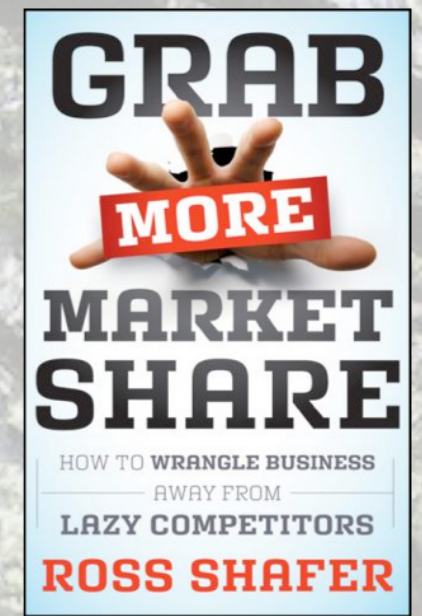
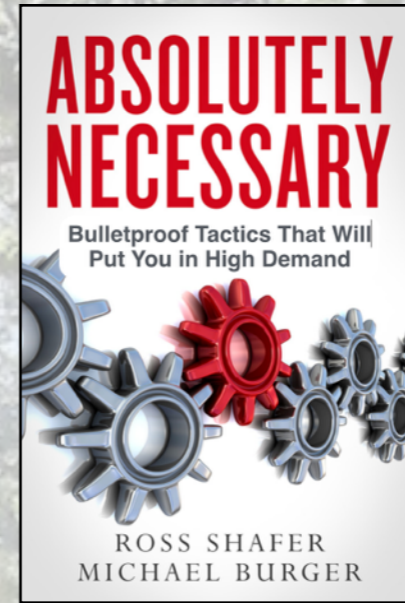
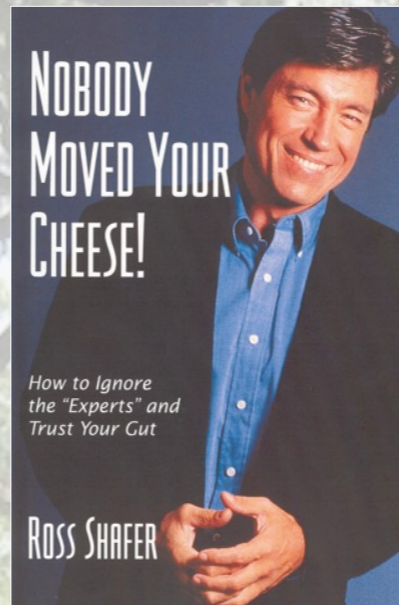
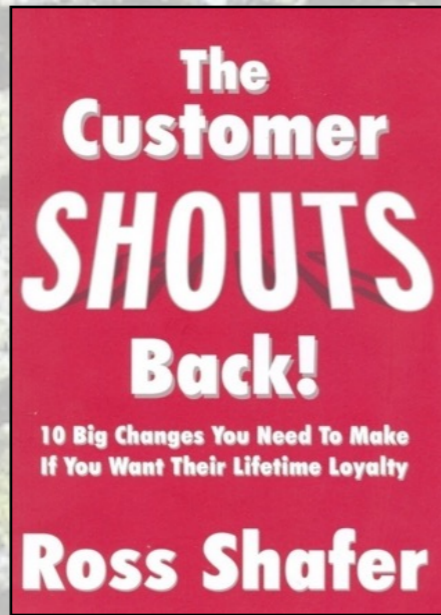
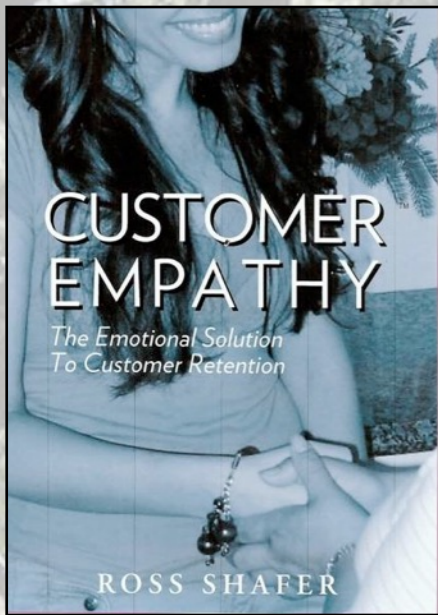
**[helen@SpeakerManagementllc.com](mailto:helen@SpeakerManagementllc.com)**

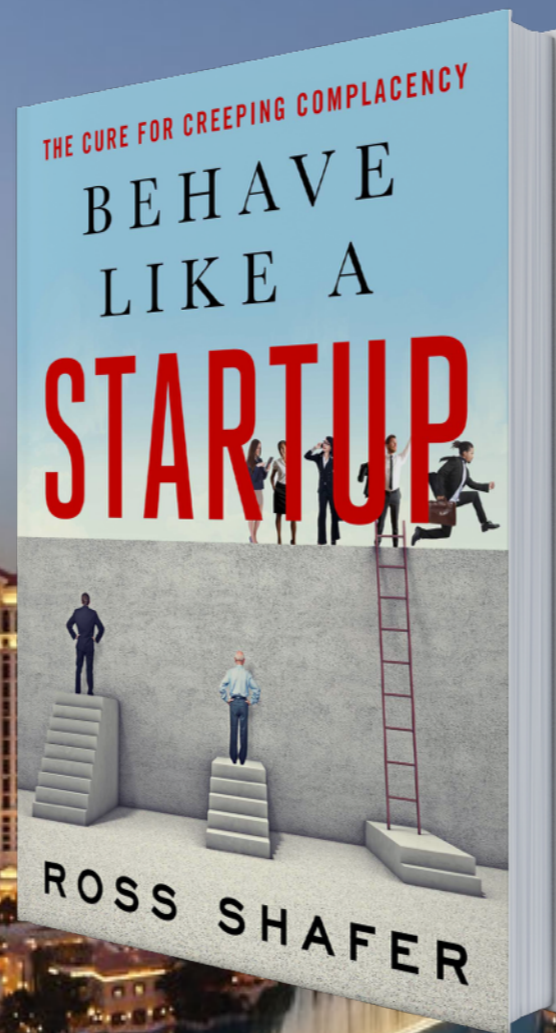
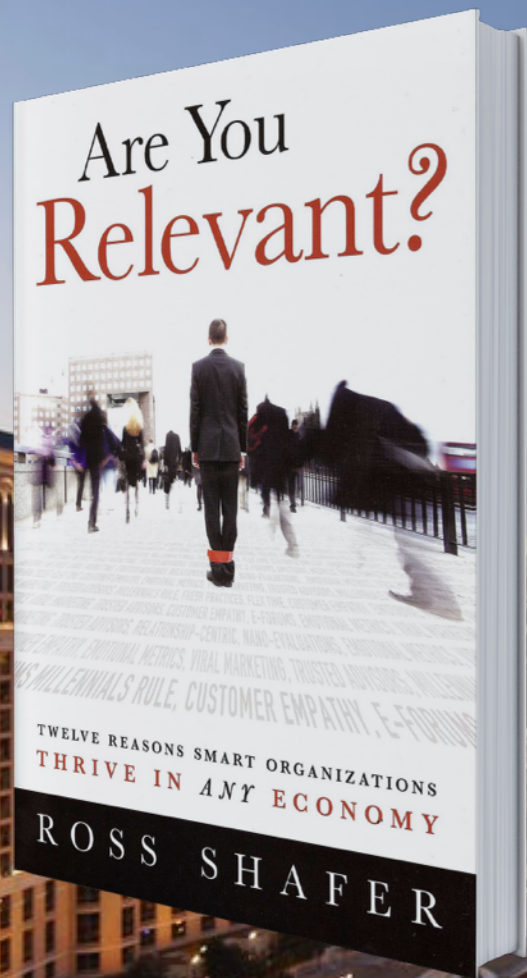
**1-910-256-3495**

**ROSSHAFFER**  
**CONSULTANTS, INC.**

**Are You STILL a  
Relevant Leader?**







# What I'm Not...



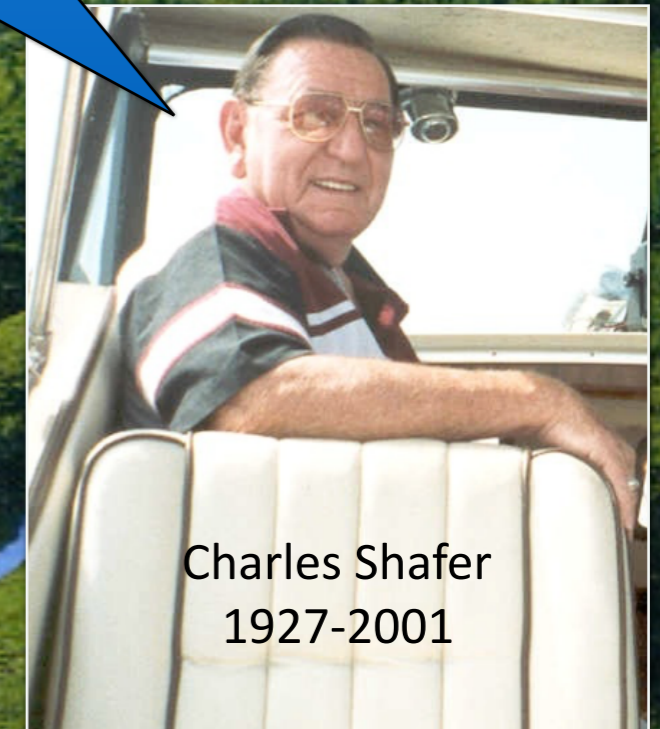
*“Don’t wait for me  
to tell you  
how to be successful  
Push Yourself.”*



## **Blackfoot Nation**

**Chemeketa Reservation land**  
(Salem, Oregon)

**Puyallup Indian Reservation**  
(Puyallup, Washington)



Charles Shafer  
1927-2001

# Ignore Your Self-Imposed Limitations





*“You can build anything with a blueprint”*





Maiden flight - May 1971





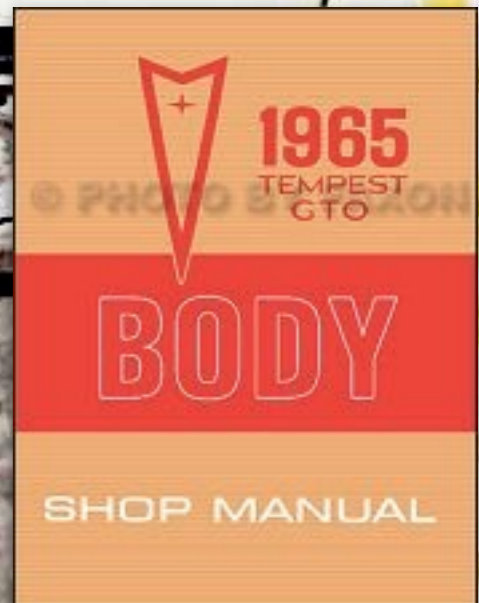
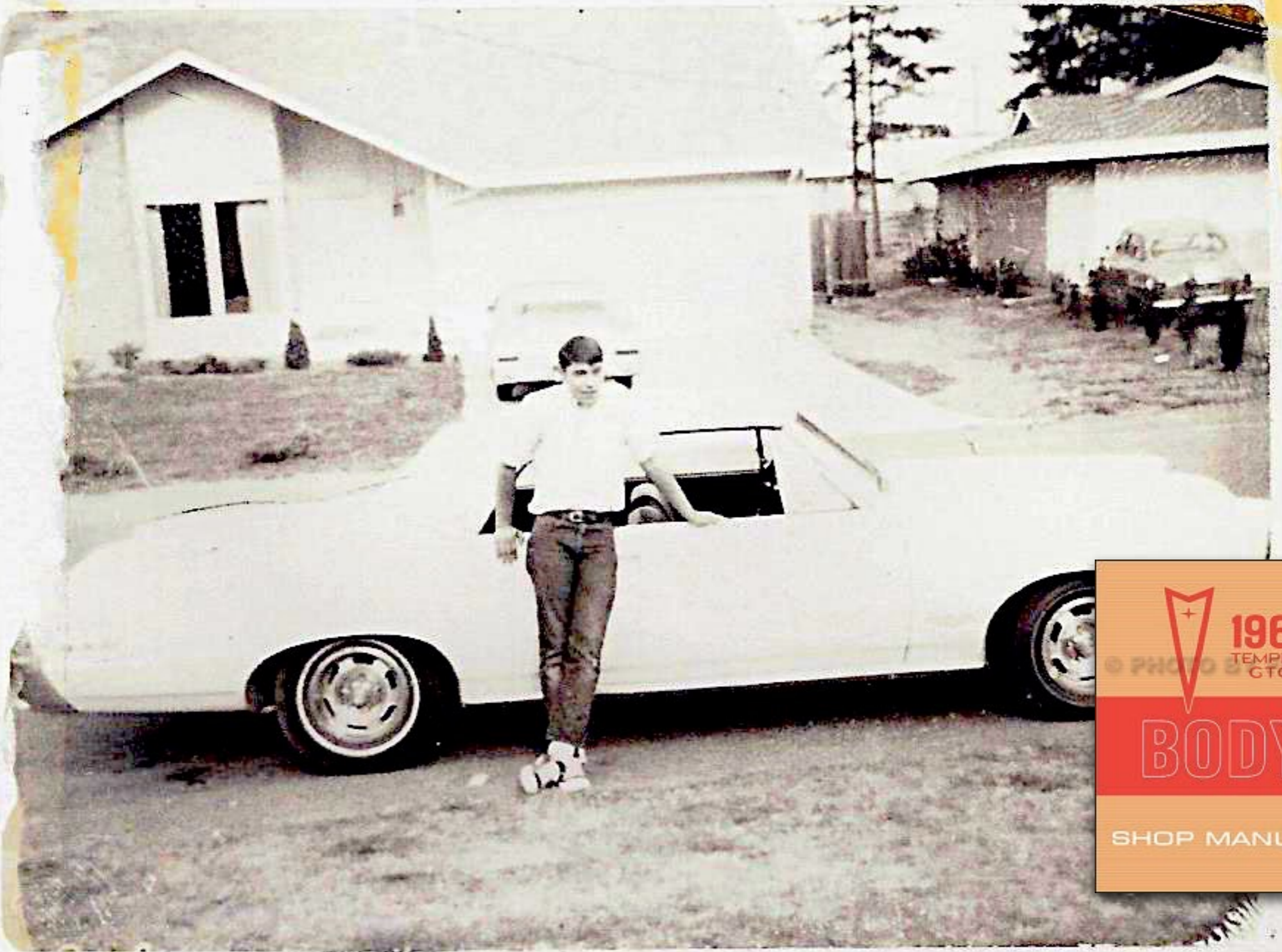
1961 Karmann Ghia

bought \$25.....sold \$450

age 14



# 1965 Pontiac GTO Convertible



**Bought \$530....Sold \$1,900**

# Ferrari 308 GTS bought for \$9,800



**Sold for \$38,500**



age 17





**SOLD \$360,750**



**Bought \$176,000**







# 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**

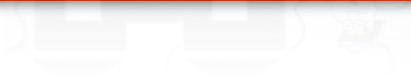
**Advancing Beginners**

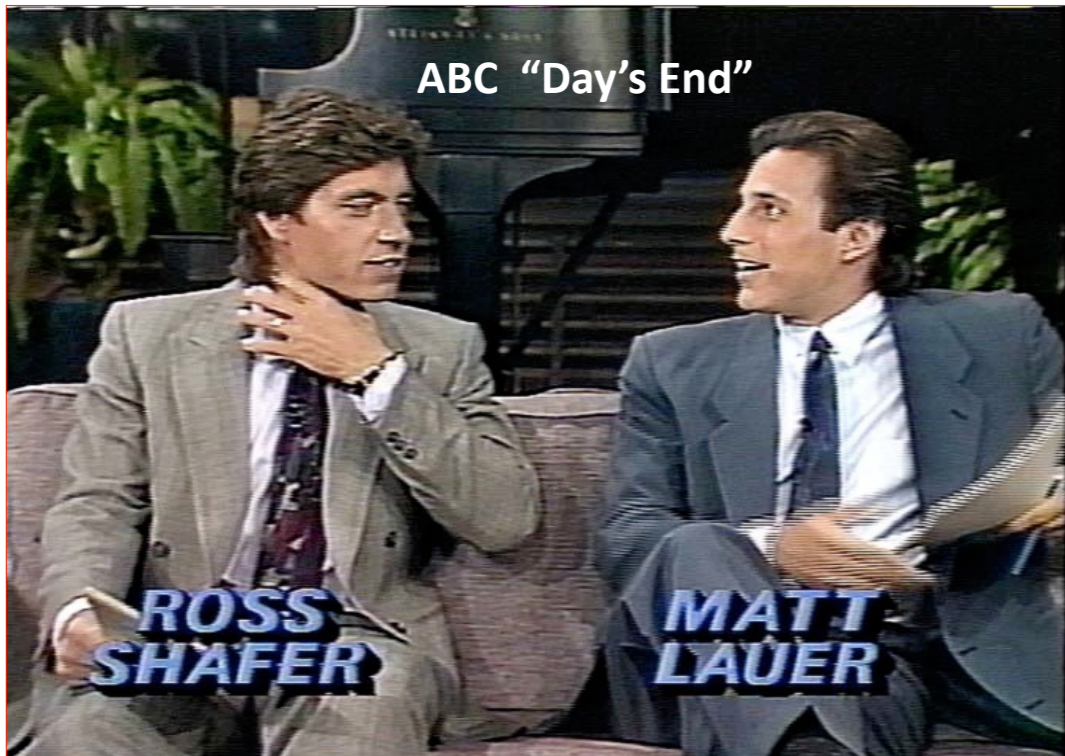
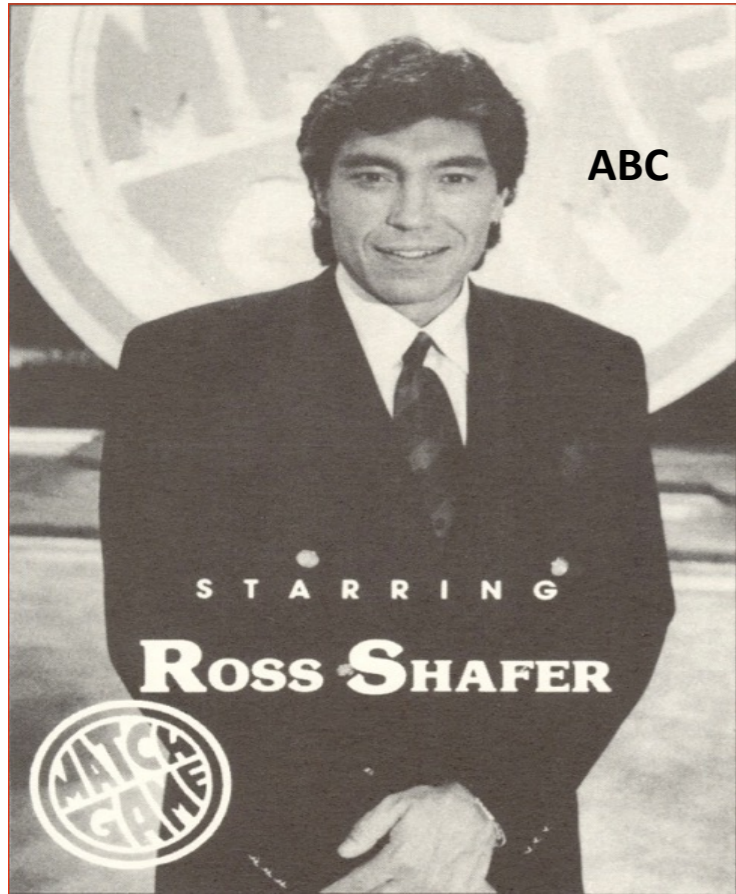
The Beginners Guide Volume 1



Sam + Enrico

age 21







**Follow  
the  
Tracks  
of the  
Herd**

# Startups Rely on Facts & Data










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

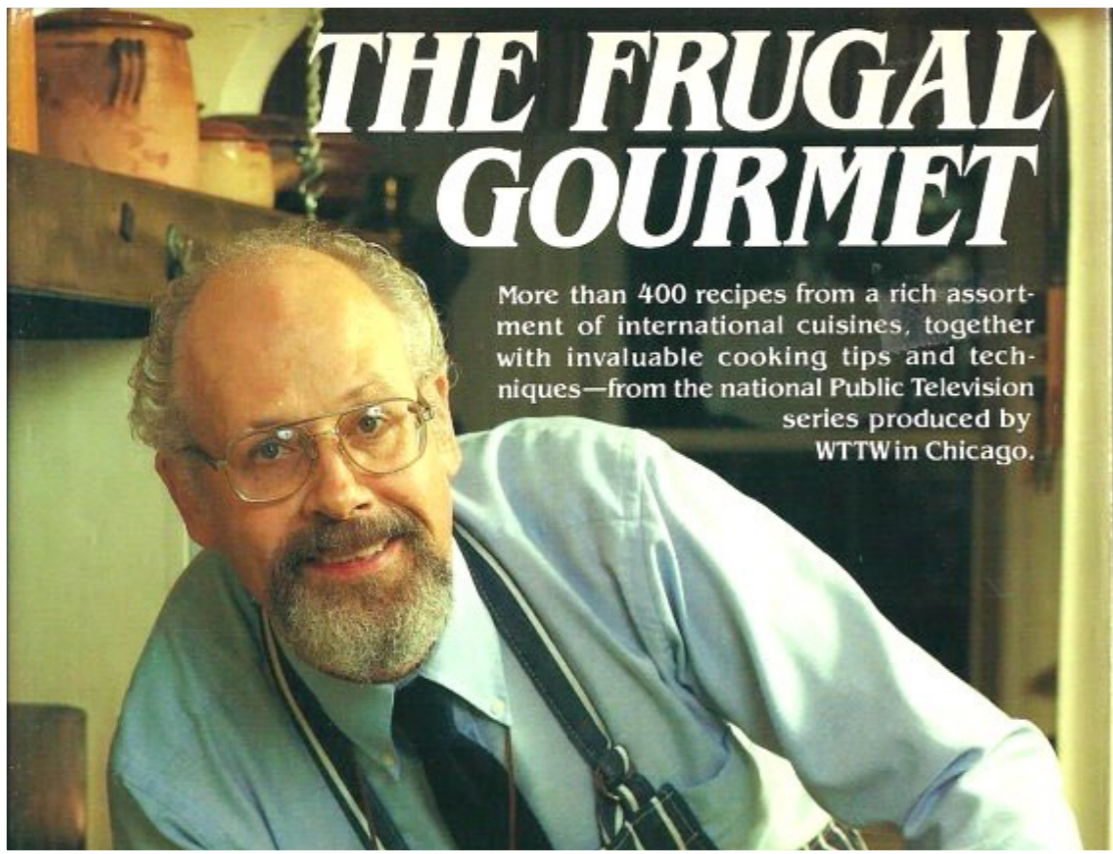


# The Galloping Gourmet

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





Ryan  
Shafer

# Borrow Innovation from Unlikely Industries



# Hotel Events

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

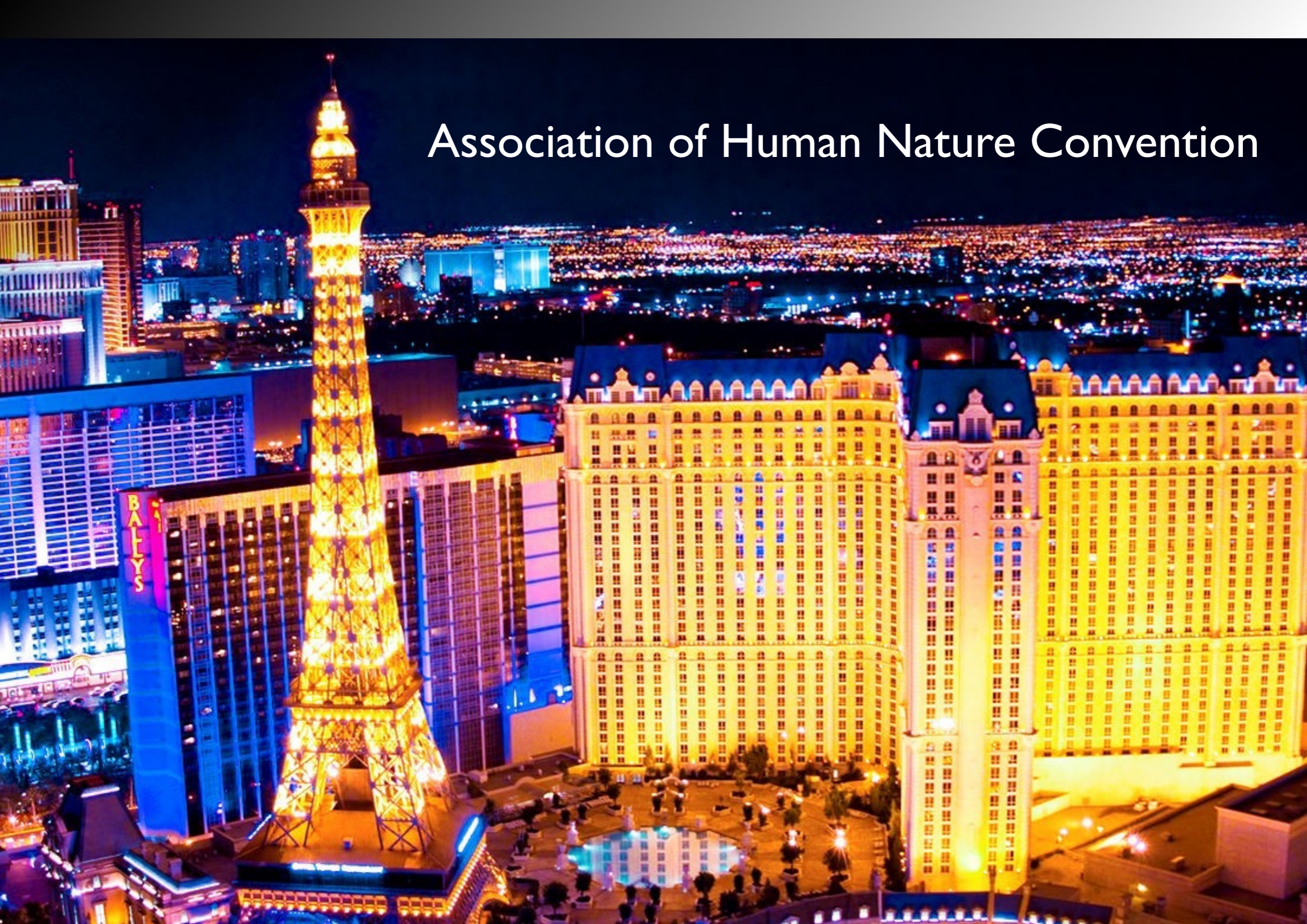
## Events for March 24, 2017



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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[Menus](#)

[Corporate Events / Banquets](#)

[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)









# Laramar Apartment Homes - 55,000 units

# Eliminate “Customer Friction”

(WIFTC)




ROSS SHAFER

THE ESSENTIAL BLUEPRINT FOR  
BOOSTING CUSTOMER SCORES

NO MORE  
CUSTOMER  
FRICTION




# SAVE ME TIME. I NEED CONVENIENCE.



EXPRESS SERVICE  
1-HOUR or LESS

Website    New Vehicles    Parts & Service

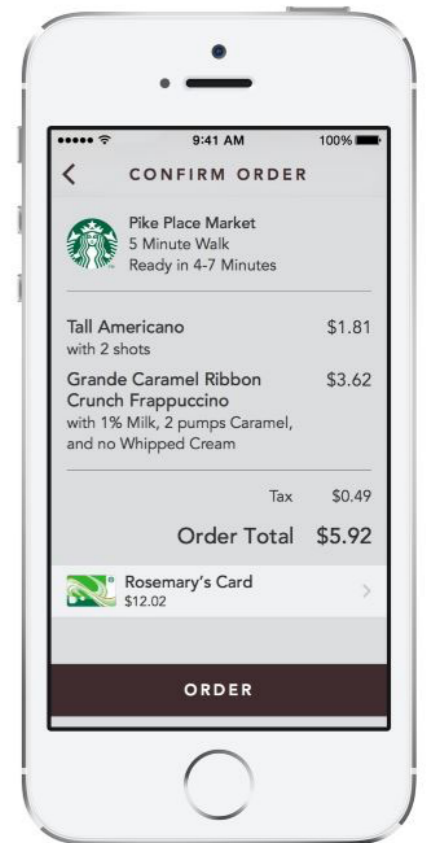
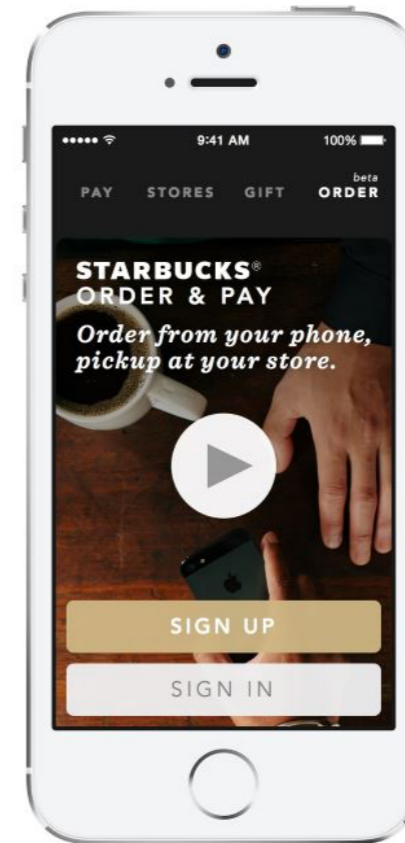


Your time should be just that. Yours.

[Request an Appointment](#)



U B E R



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 curved arrow pointing from the 'z' to the 'a' of "go", and then the word "go" in the same font. The background shows shelves stocked with various products, and a person wearing an orange shirt is visible in the aisle, slightly out of focus.

amazon go

**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...





erases



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

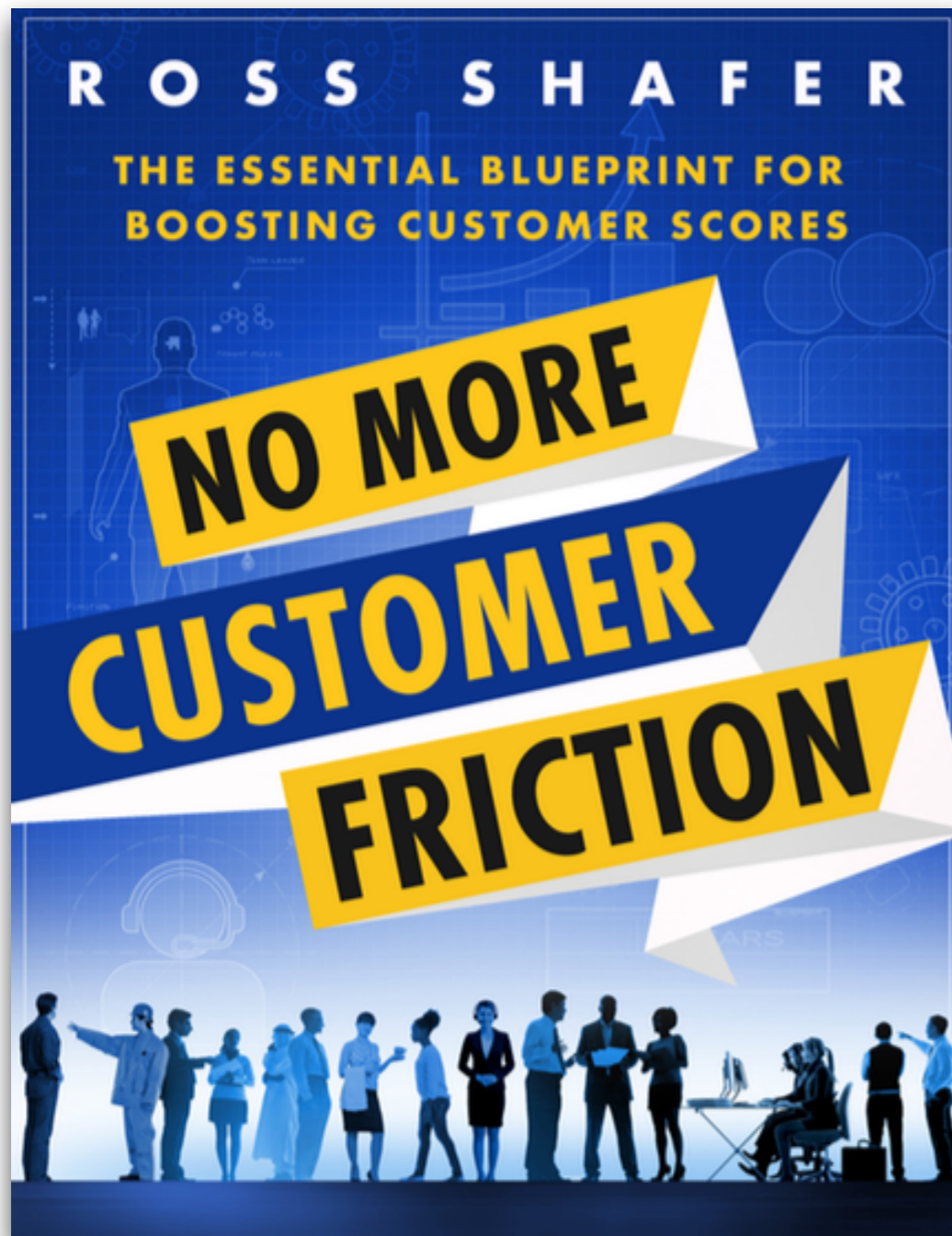




*Makes you laugh.*  
KISSES YOUR FOREHEAD  
says he's sorry.  
makes an effort.  
HOLDS YOUR HAND.  
**WORKS HARD**  
attempts to understand you.

“Excuse me?!”





# Does Eliminating Friction Work?



**Lost 1,000,000 mil subscribers in one-quarter.**

They hired more people & improved ALL processes. Today, billing, call centers, and installation teams are reliably rock-solid. Comcast has the highest sign ups & #1 customer retention stats in their industry.

**10 yrs ago, Lego was on the verge of bankruptcy.** Customers complained the toys were boring; had to sell products below cost. 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.

**This company was *Last Place* in their industry.** I coached the *No More Friction* system to Linemen, Call Centers, & Engineers - during 22 sessions in 10 cities. We attacked customer complaints and empowered on-the-spot fixes. Within 90 days, we raised their J.D. Power scores 21 Points...to become #1 in their industry.

# How Do You Attract Retain & Sell to Millennials?



# This is what Millennials Look Like, Today.



**DON'T  
MENTOR  
THEM**

# PROVIDE “QUICK WINS”



300,000 attended GamesCom



ROSS SHAFER'S  
**RELEVANT LEADERS CLUB**



**ROSS SHAFER** Biz Author/Consultant



**CAM MARSTON** Generational Insights

# How Do You Tell a Better Brand Story?



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



“...the ability for a 43-yr old accountant to dress in black leather, drive through small towns, and have people be afraid of him.”



# WHO CARES ABOUT WHISKEY?





**BUFFALO TRACE**

KENTUCKY  
STRAIGHT BOURBON  
WHISKEY

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

# Relationships Still Need Conversation







# Talk Show Hosts: Masters of Curiosity



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

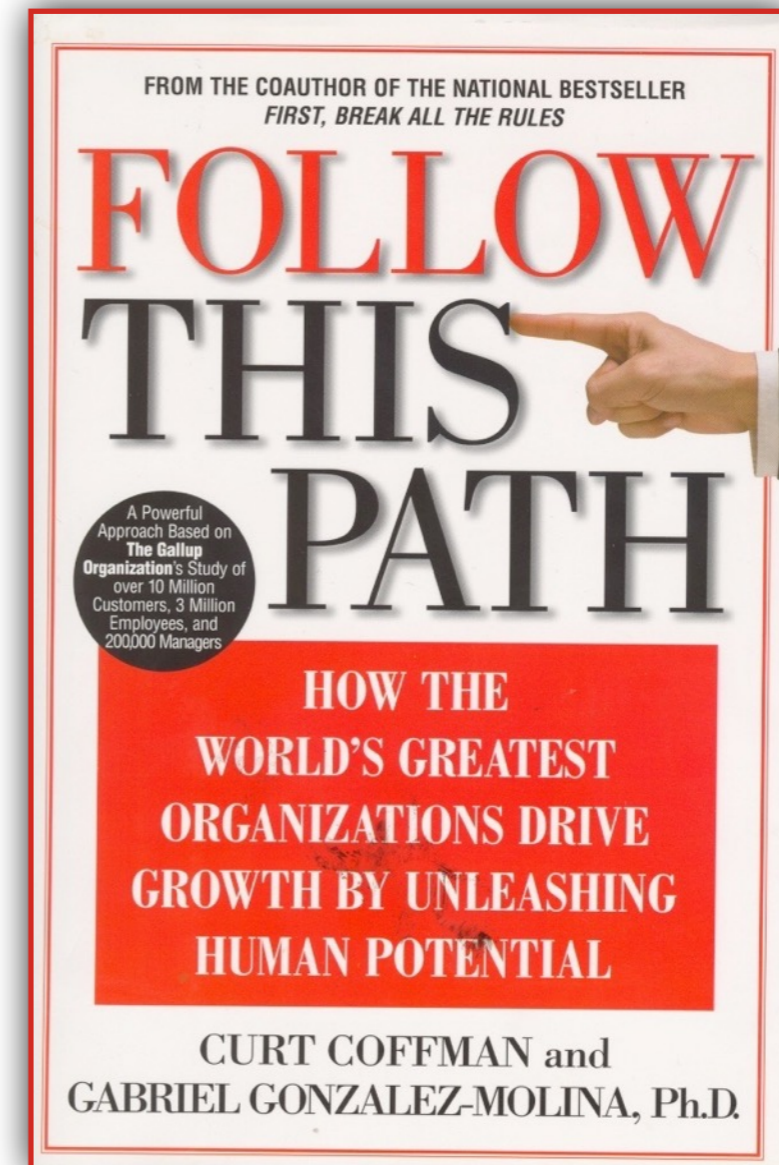
Source: Achieve Academic Standards



**When People Love  
You, They Give  
You More Money**



# 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.



**Strive to be a  
Specialist**



# Todd Touchstone

Aligns with Market Makers

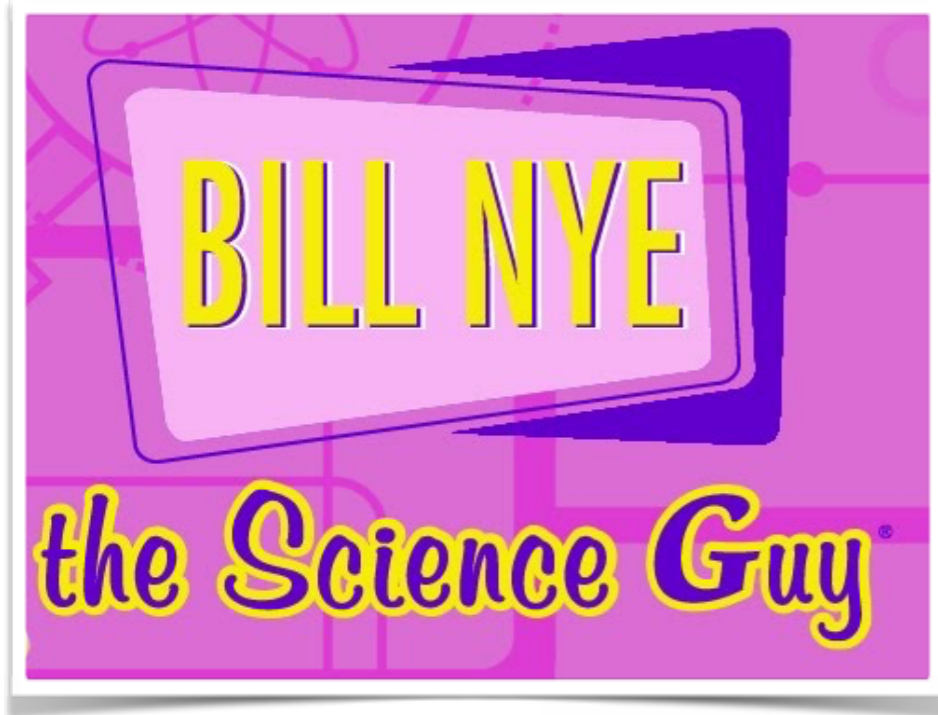
# Jeff Anderson

Relentless re: New Business



# World's Greatest Shooter





# FREE RESOURCES



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

Ross Shafer View as: Yourself

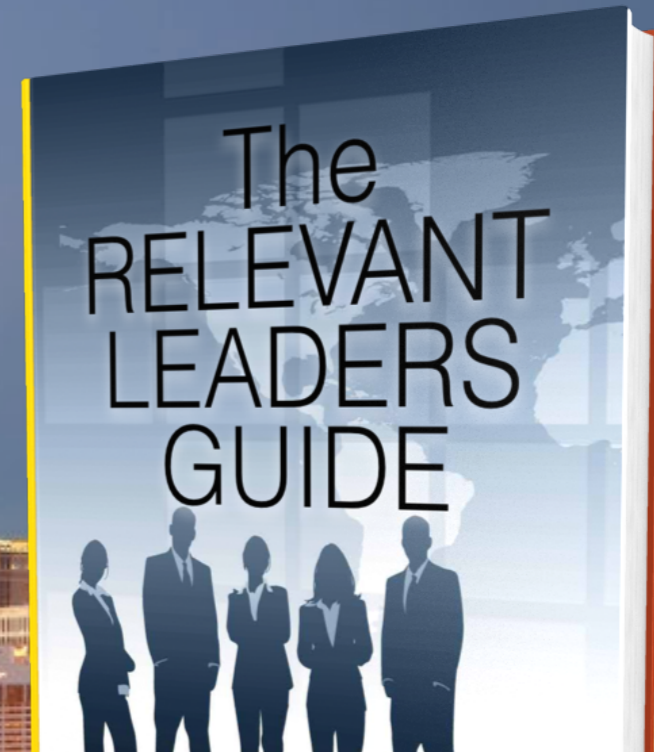
Home Videos Playlists Channels Discussion About

**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  
by Ross Shafer  
1 week ago • 31 views  
In this short clip, leadership speaker and author, Ross Shafer, reveals his surefire Five-Step process for...
- How to Stop Driving Customers Away** | Leadership Speaker | Ross Shafer  
by Ross Shafer  
2 weeks ago • 54 views  
Are you indirectly driving customers away...and you don't have any clue you're doing it? Ross Shafer gives...
- Should You Change Your "Leadership" Persona?** | Leadership speaker | Ross Shafer  
by Ross Shafer  
3 weeks ago • 68 views  
Have you ever wondered if you should change your personality when you get a "big" new job? Then you...
- HOW GREAT LEADERS MAKE BETTER DECISIONS**
- Financial Advisors Beat Speaker | Ross...**

**Leadership Video Blog**



Download My Free e-Book

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

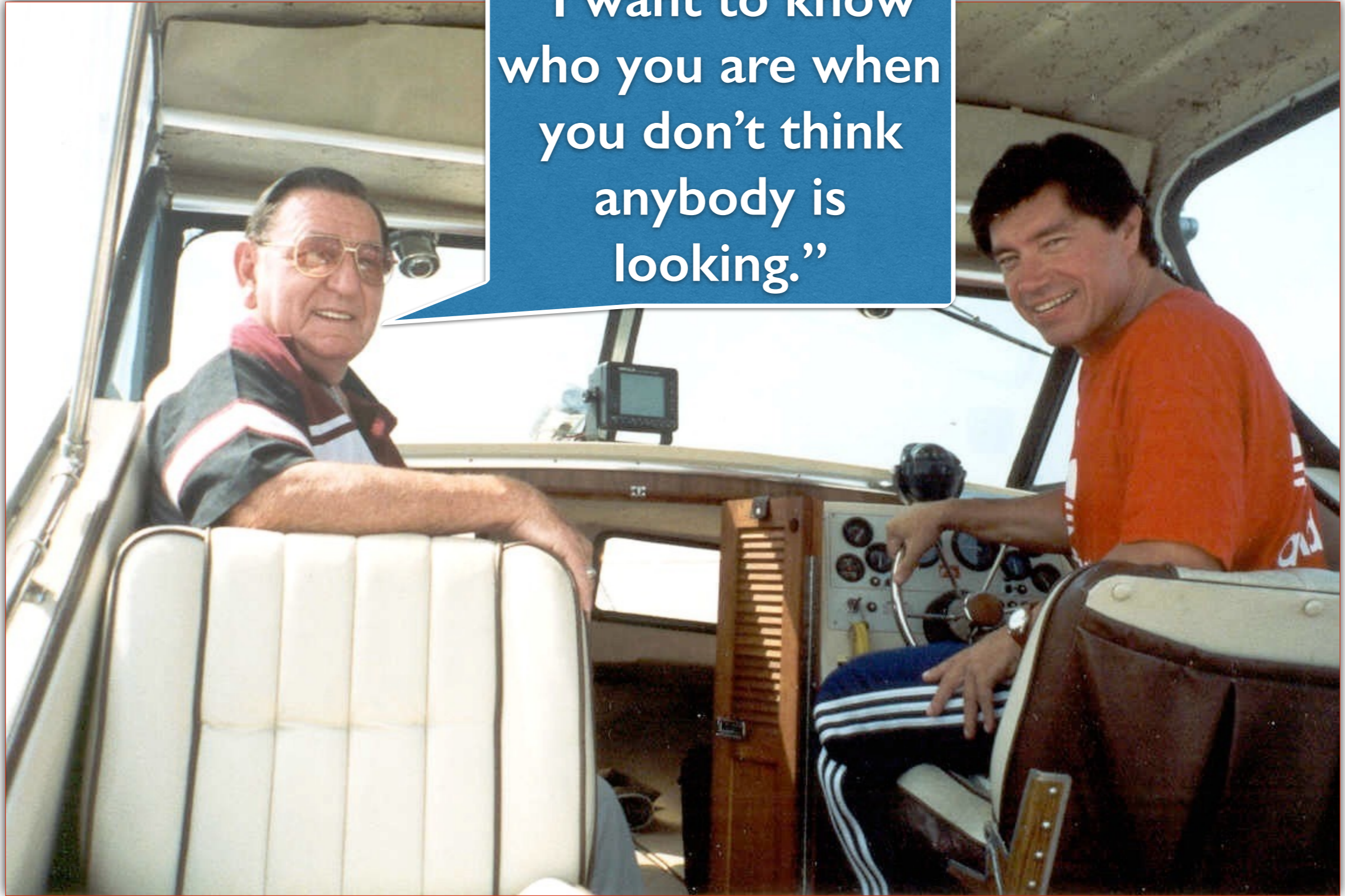
# CHARACTER

**Know Who You Are...  
...and Who You Aren't**

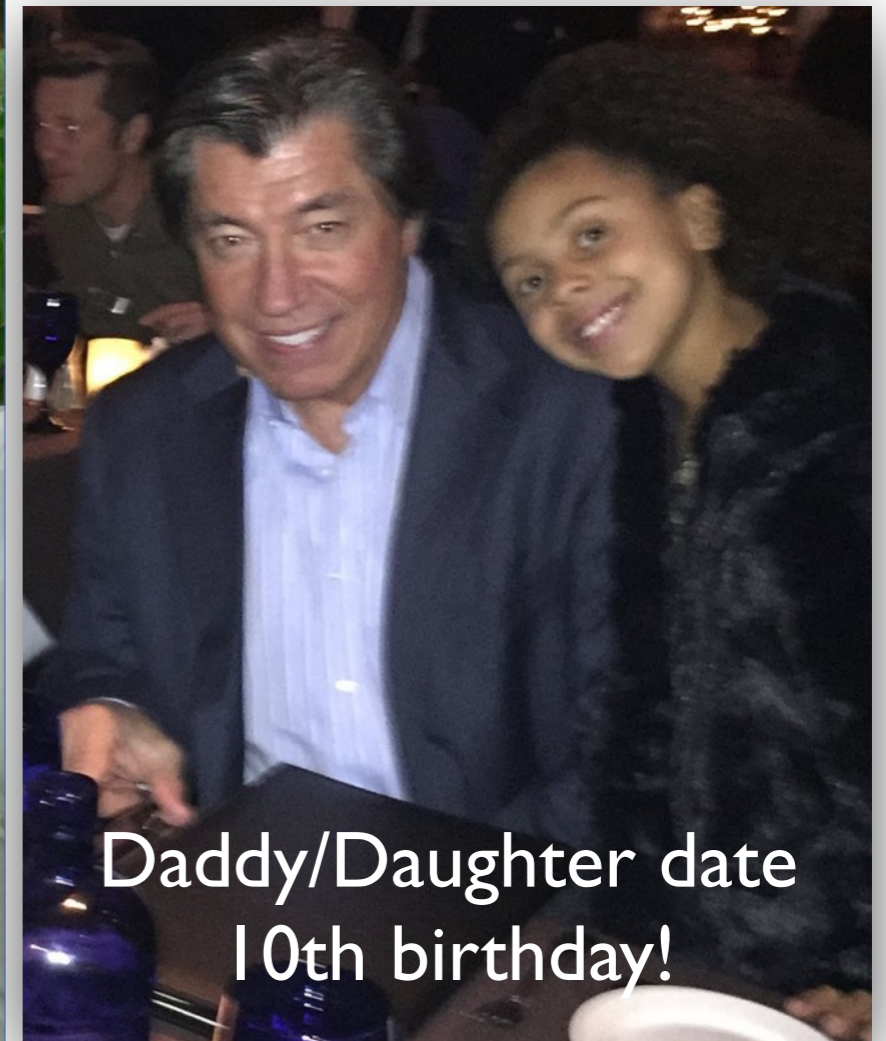




“I want to know  
who you are when  
you don't think  
anybody is  
looking.”



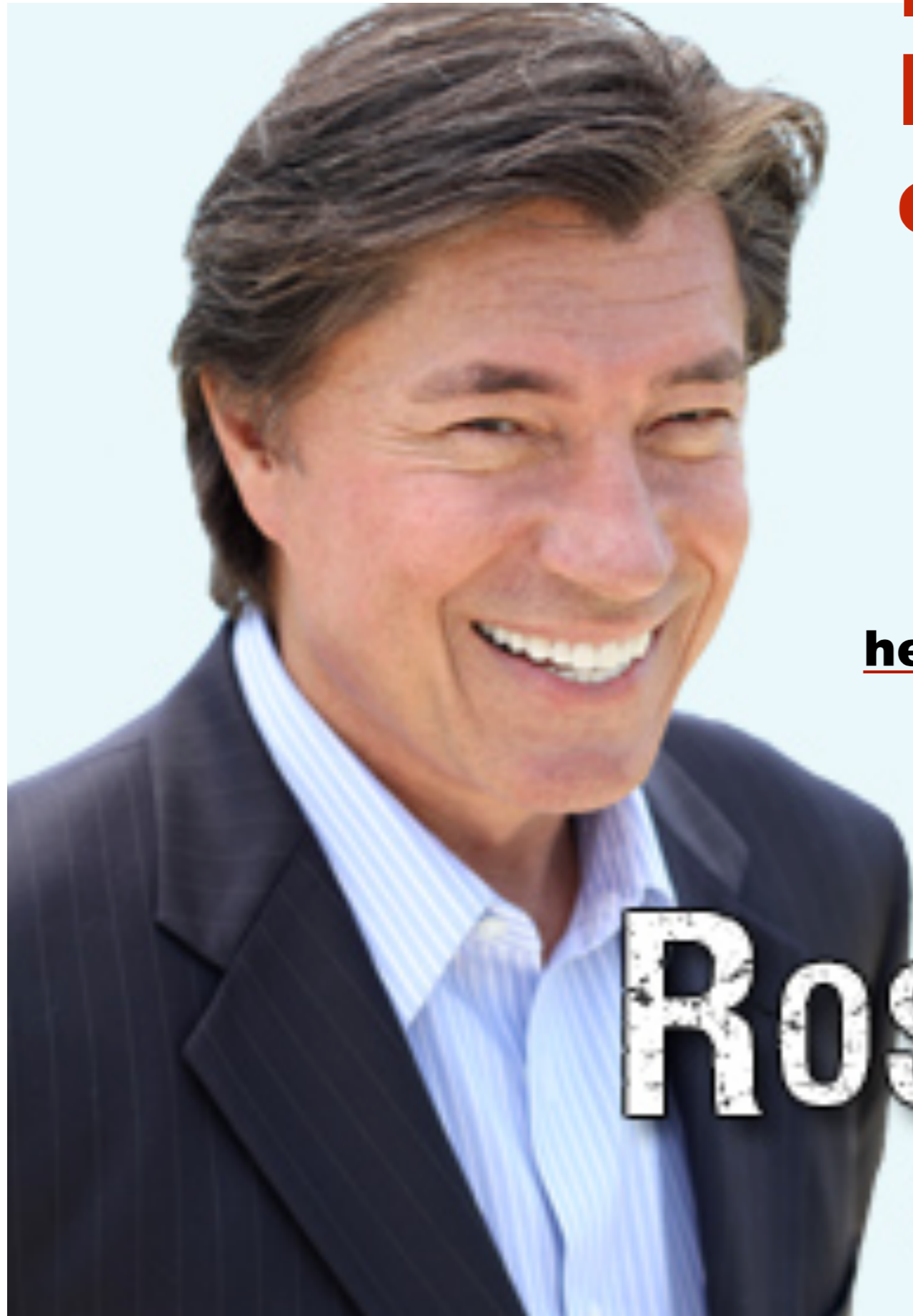
Chuck Shafer 1927-2001



Daddy/Daughter date  
10th birthday!

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

# Ongoing Encouragement



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Ross to create a  
custom program  
for you,  
CONTACT:**

**Helen Broder**

**[helen@SpeakerManagementllc.com](mailto:helen@SpeakerManagementllc.com)**

**1-910-256-3495**

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