



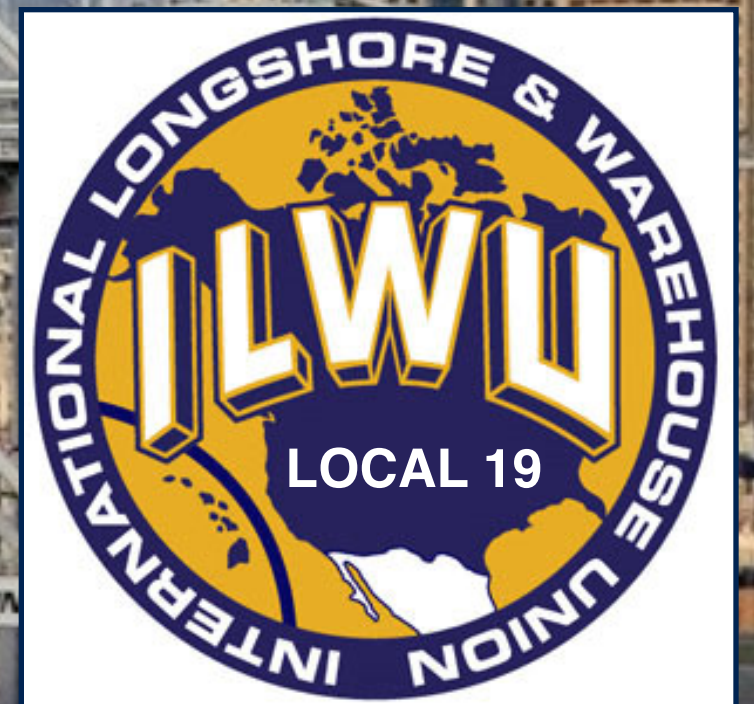
**If you would like
Ross to create a
custom program
for you,
CONTACT:**

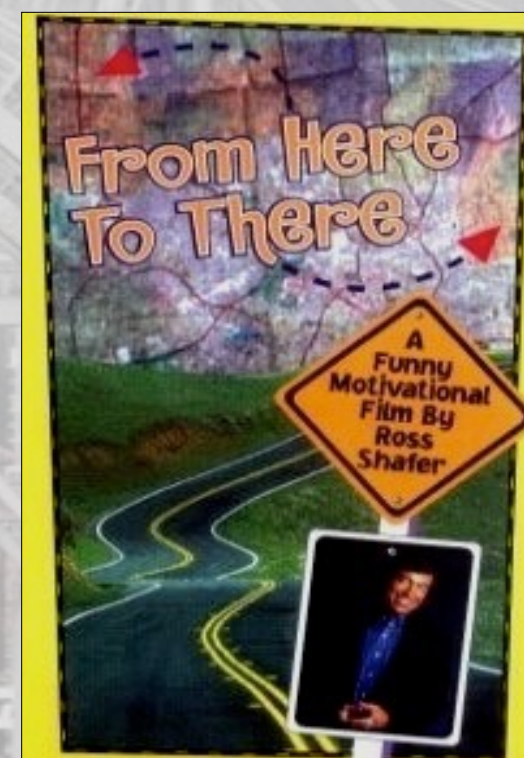
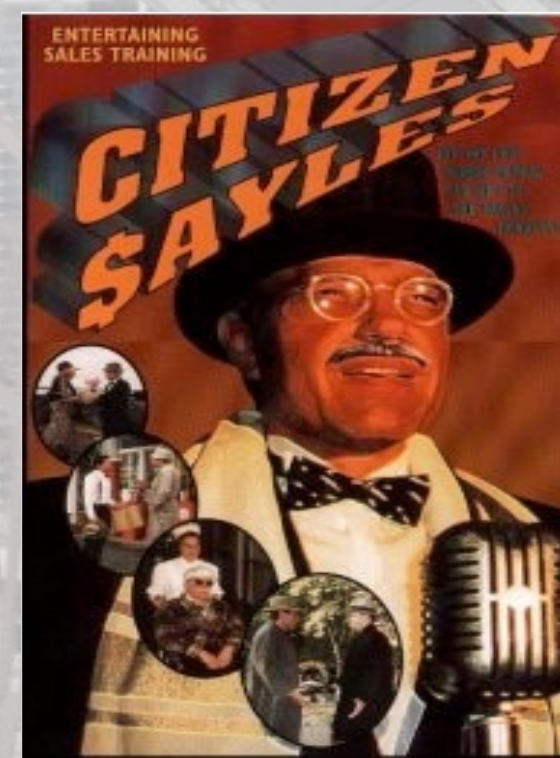
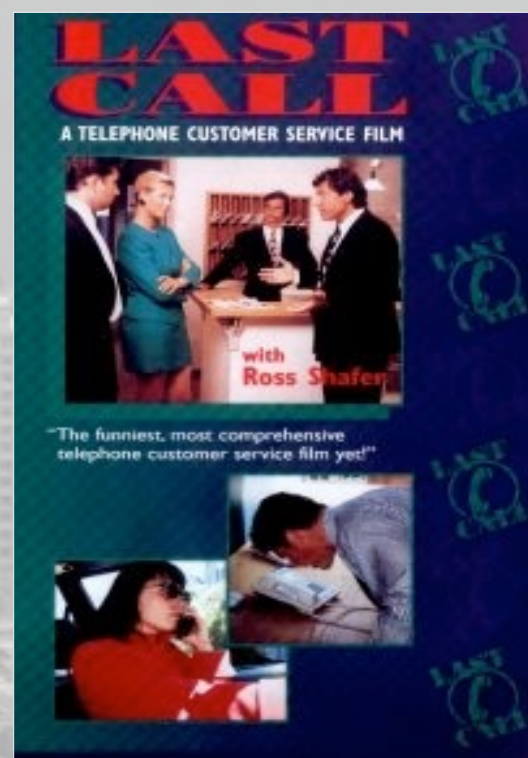
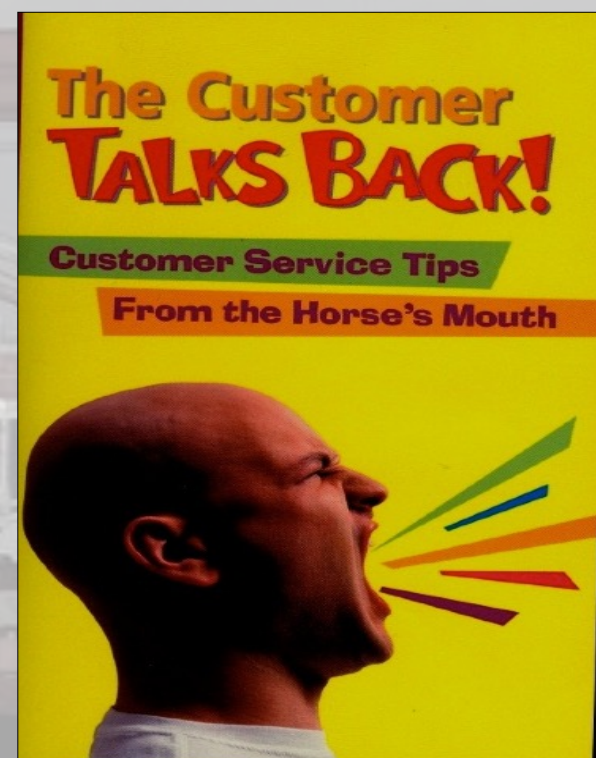
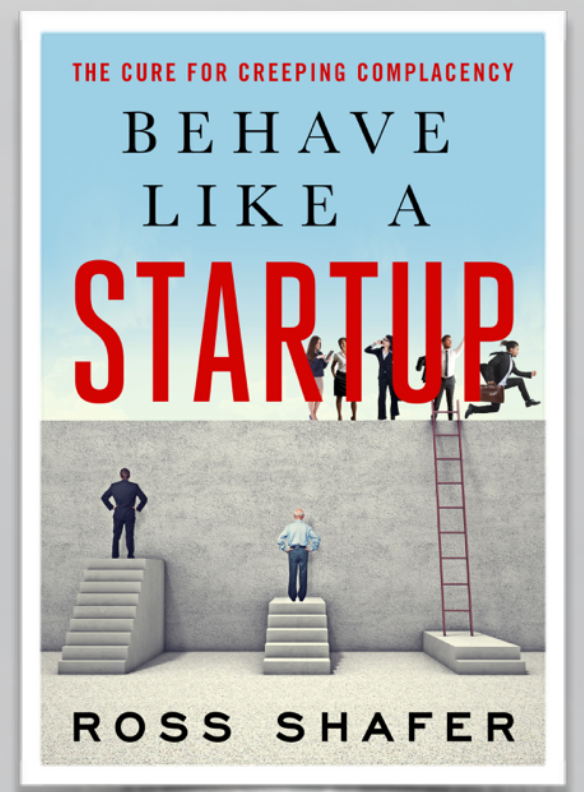
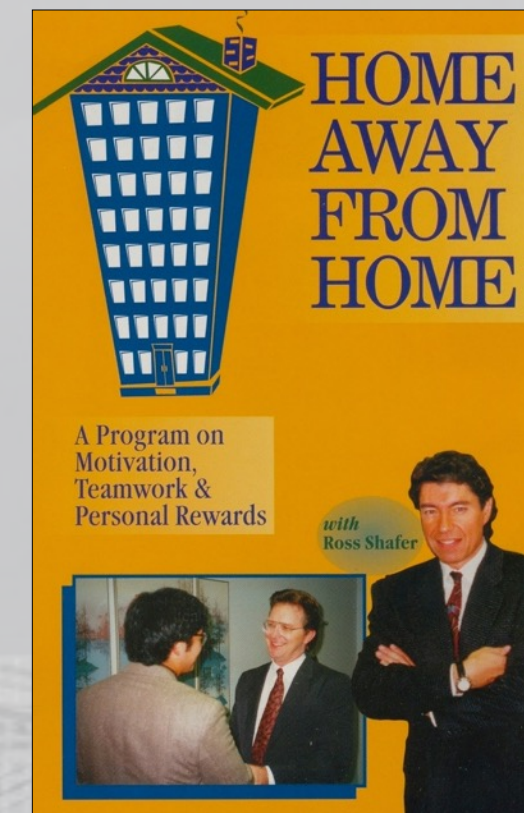
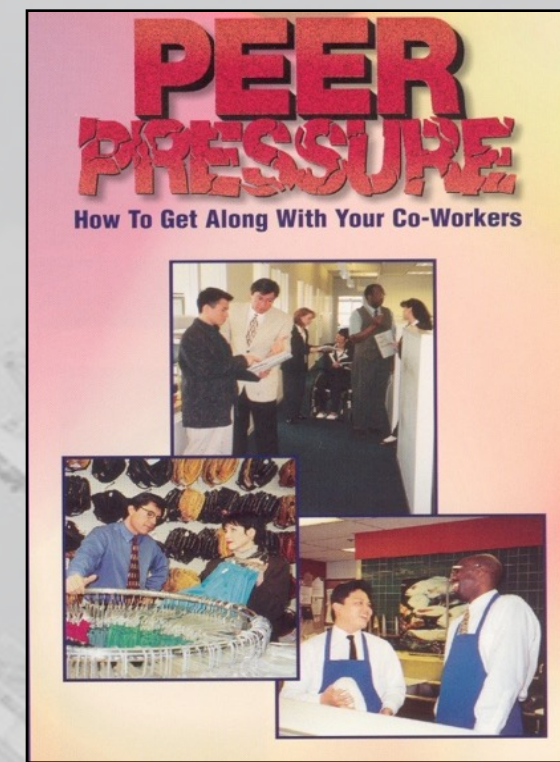
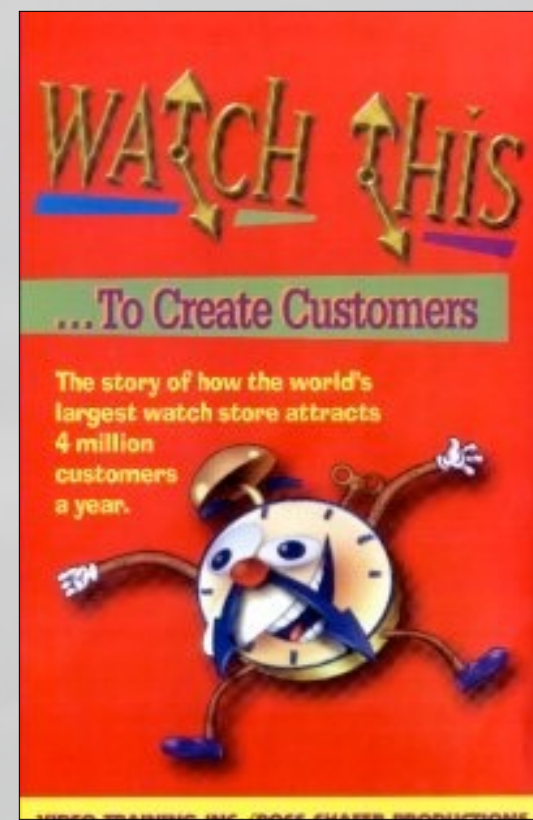
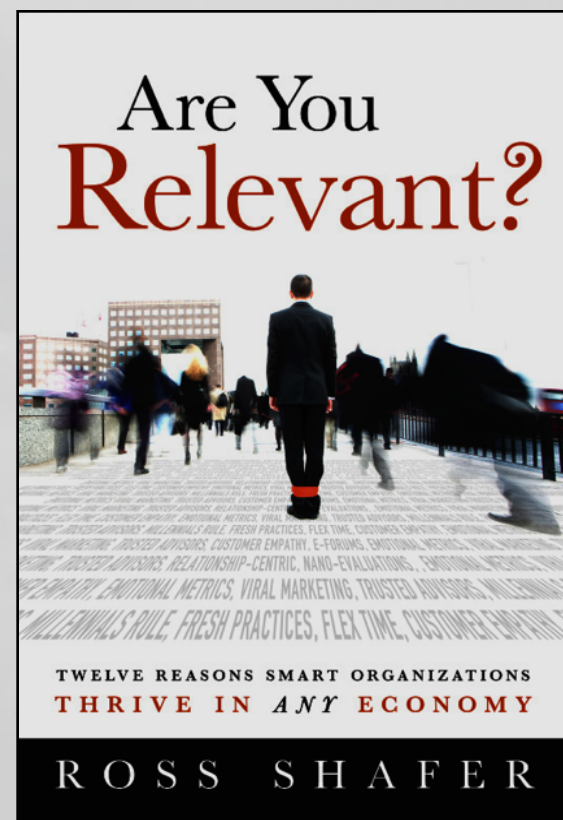
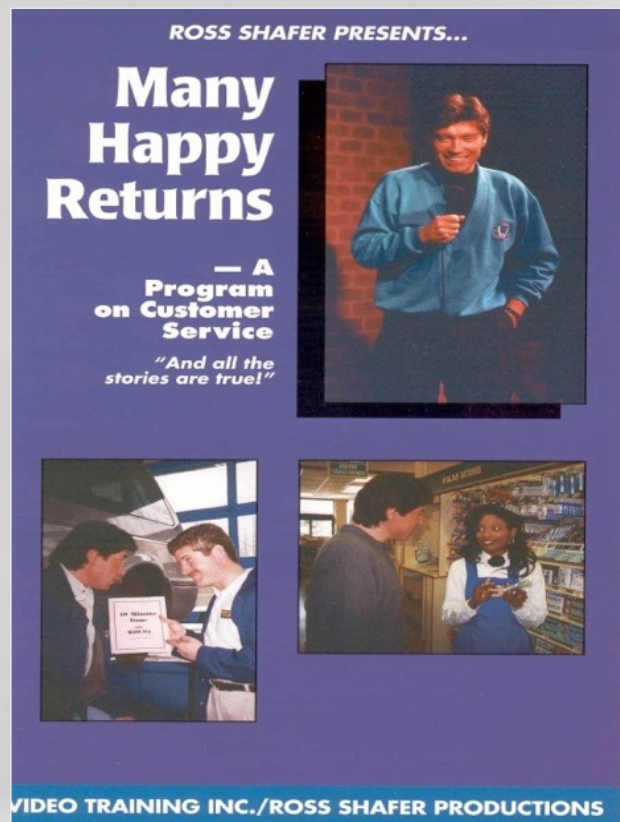
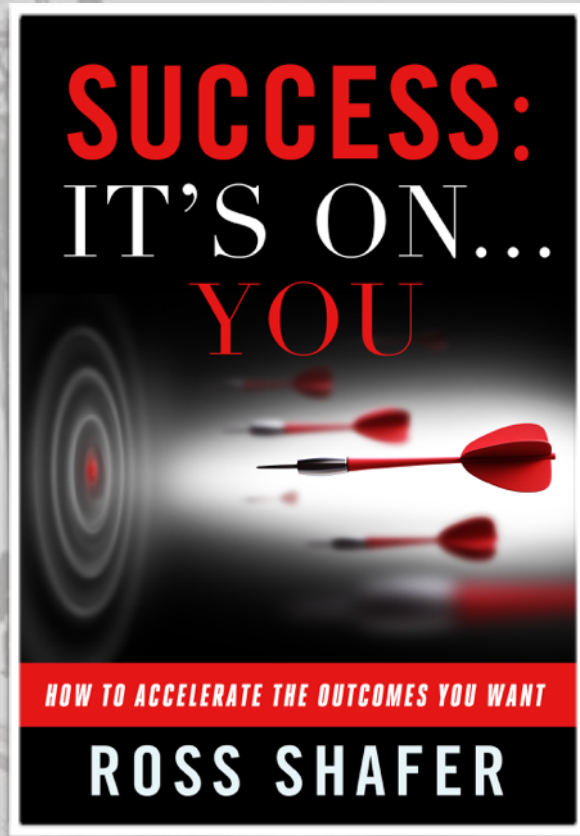
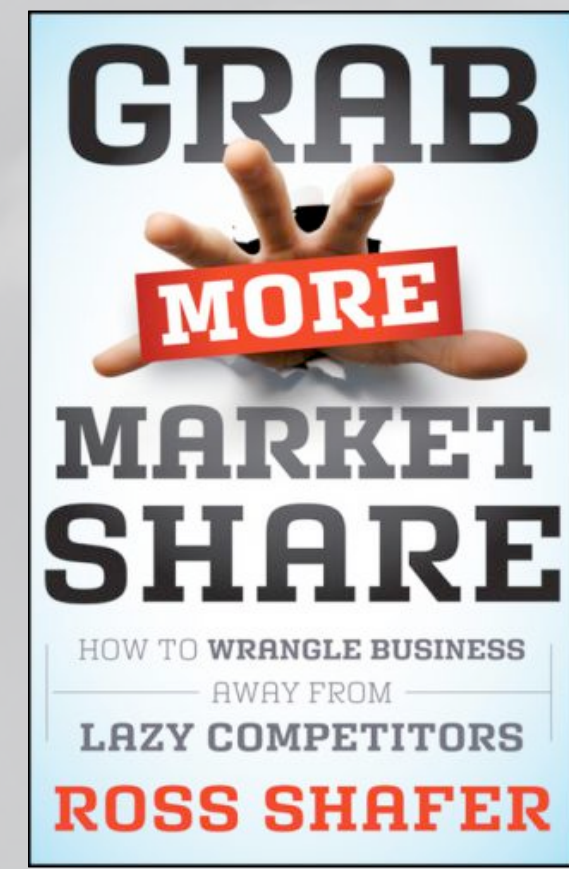
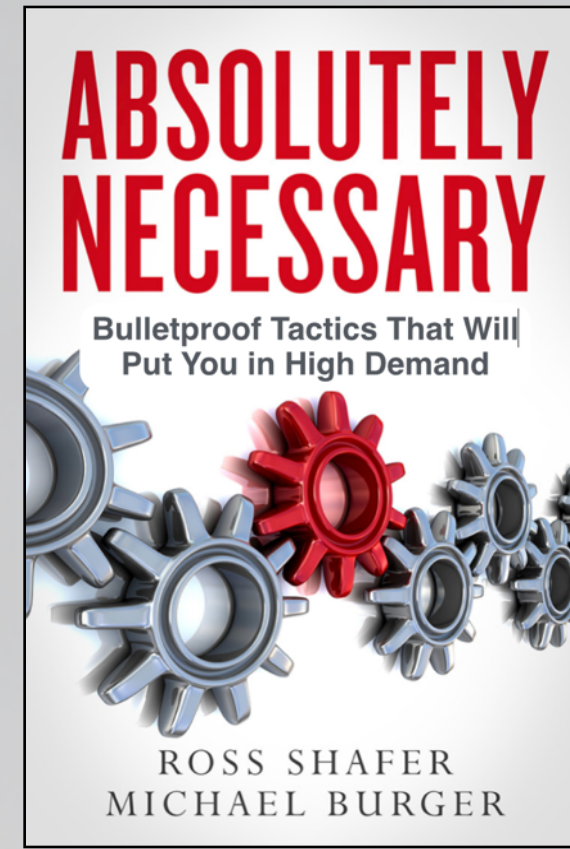
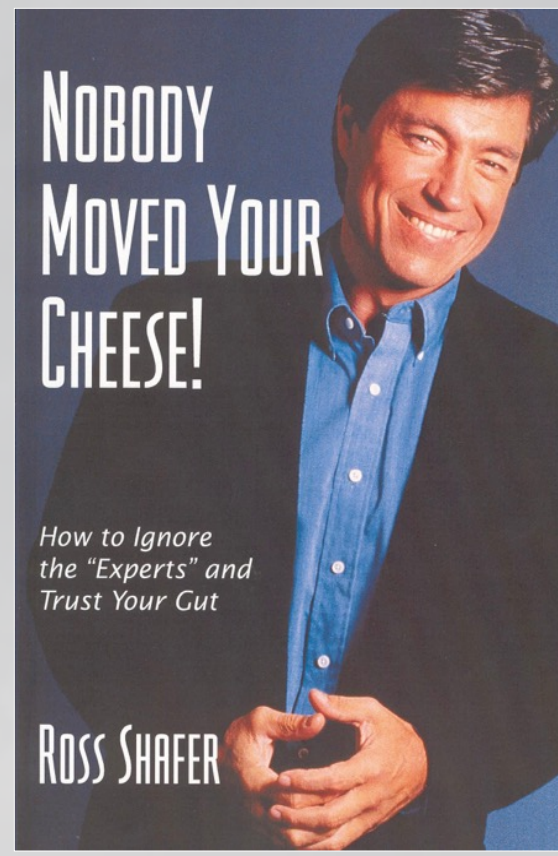
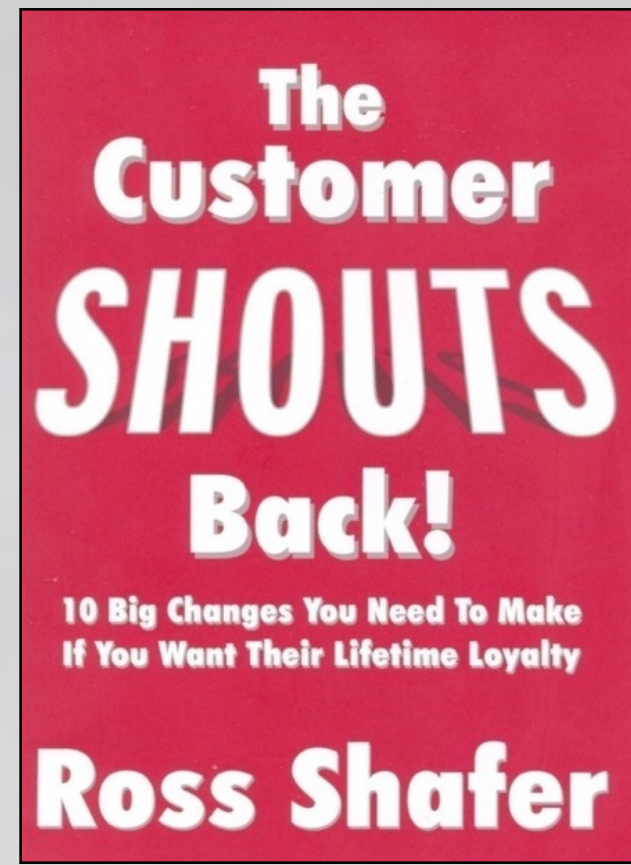
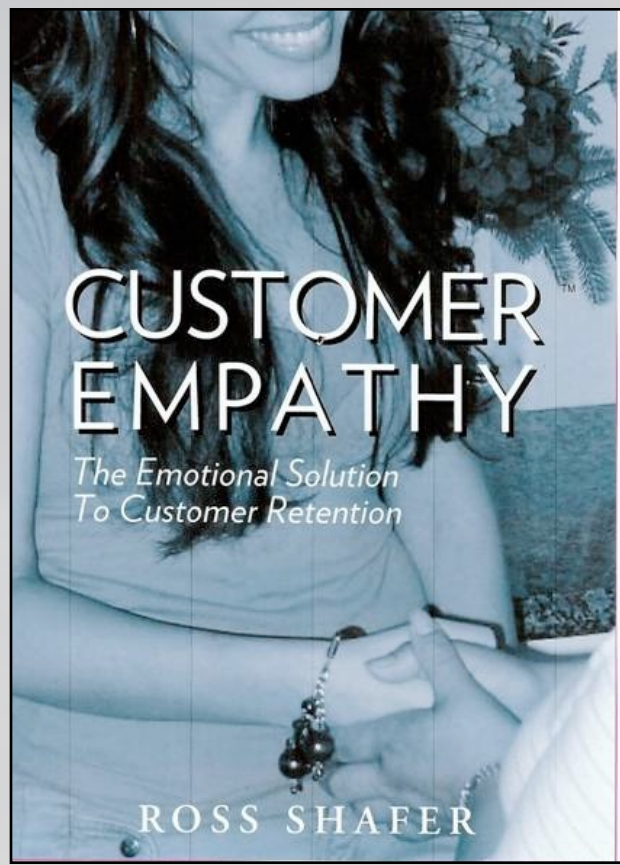
Deia Star Rank

Rank@SpeakerExchangeAgency.com

1-913-905-9435

Relevant Companies 'Behave Like Startups'



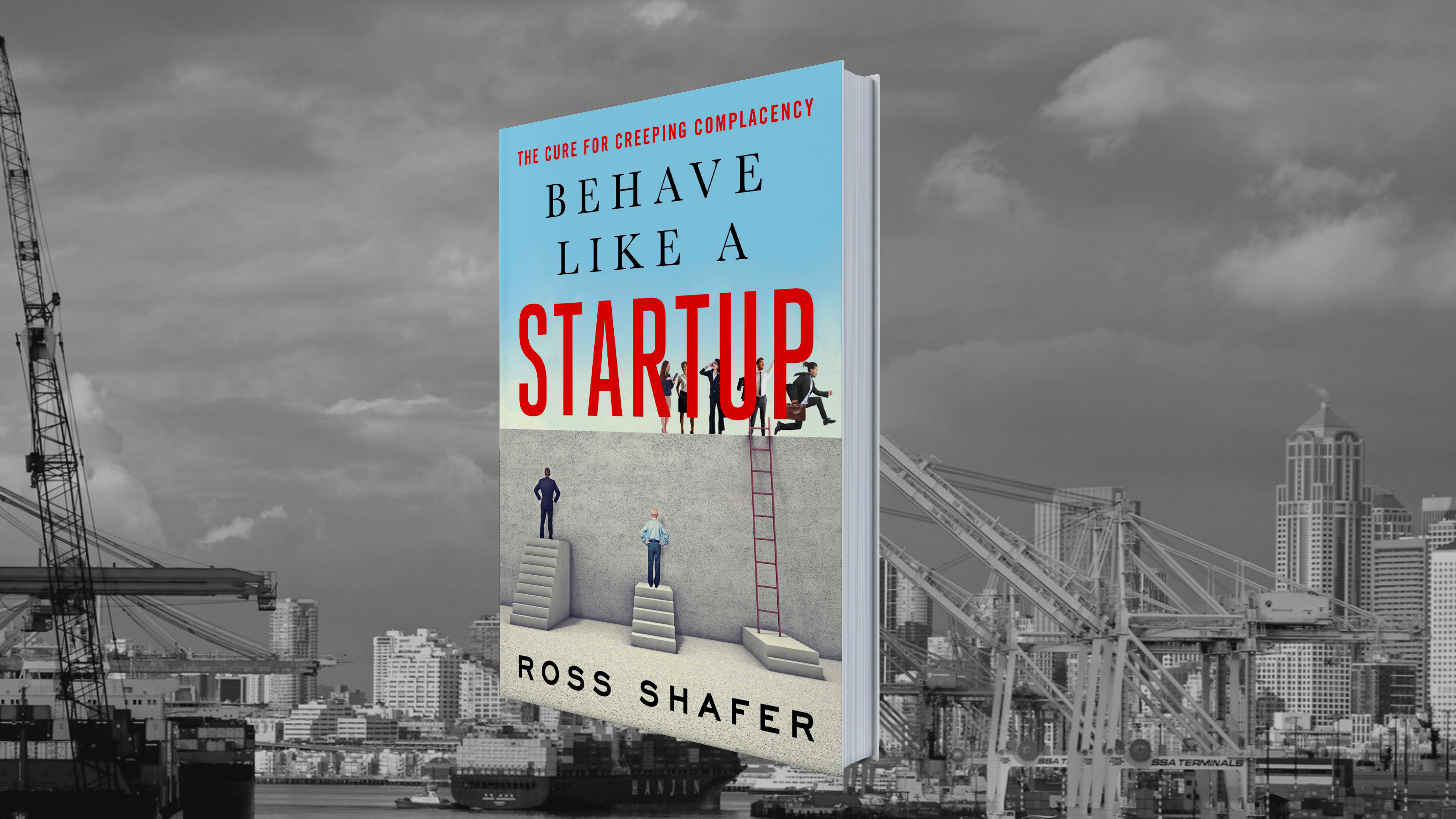


THE CURE FOR CREEPING COMPLACENCY

BEHAVE LIKE A STARTUP



ROSS SHAFER



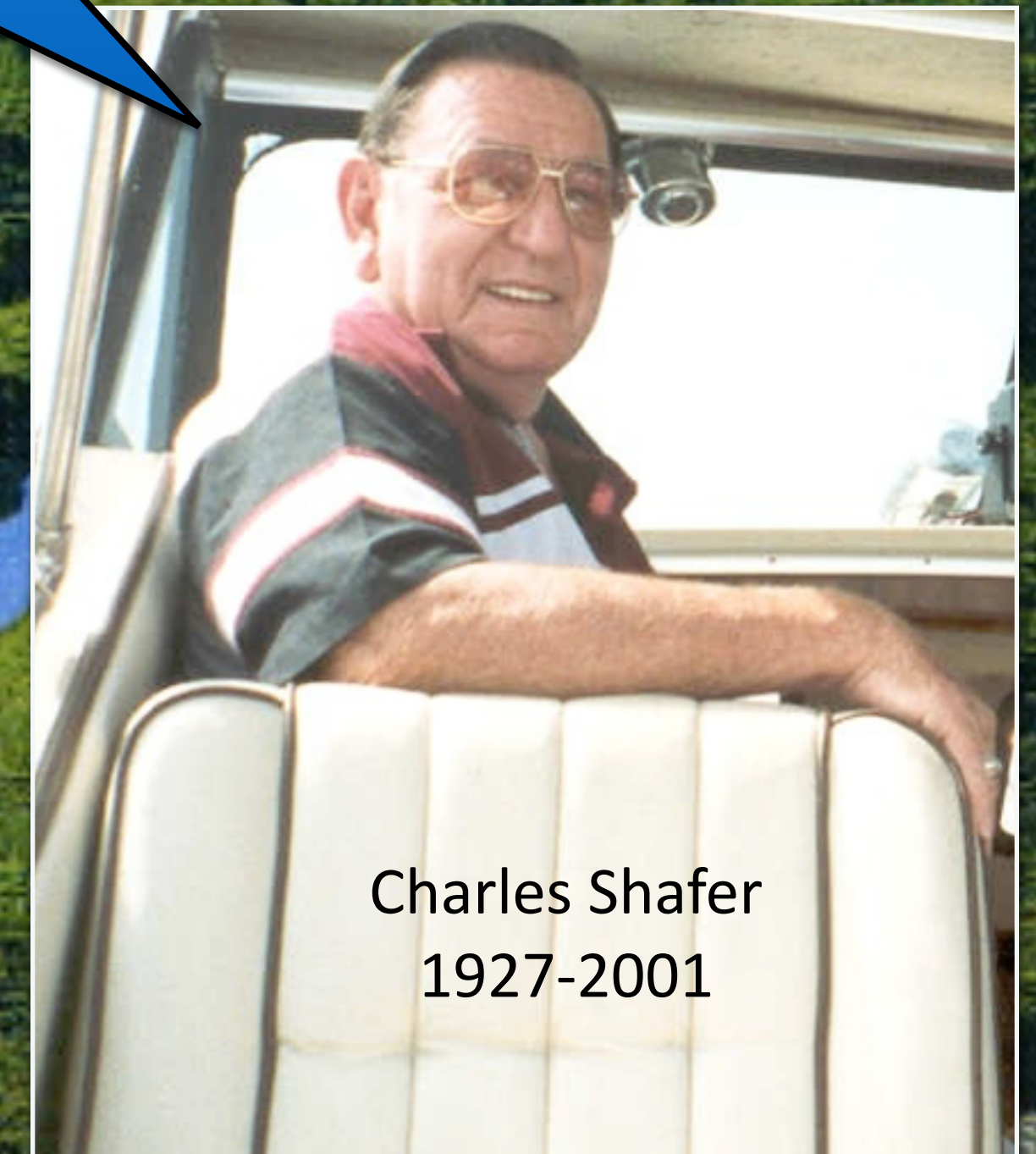
*“Don’t wait for me
to tell you
how to be successful.”*



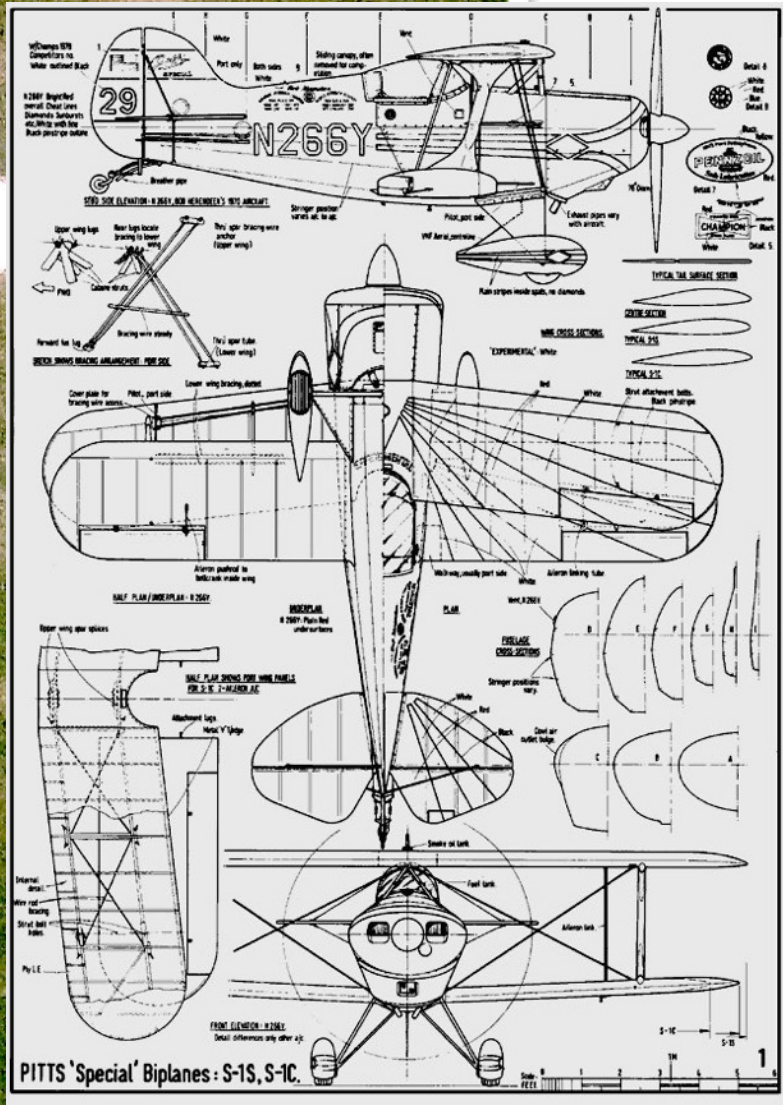
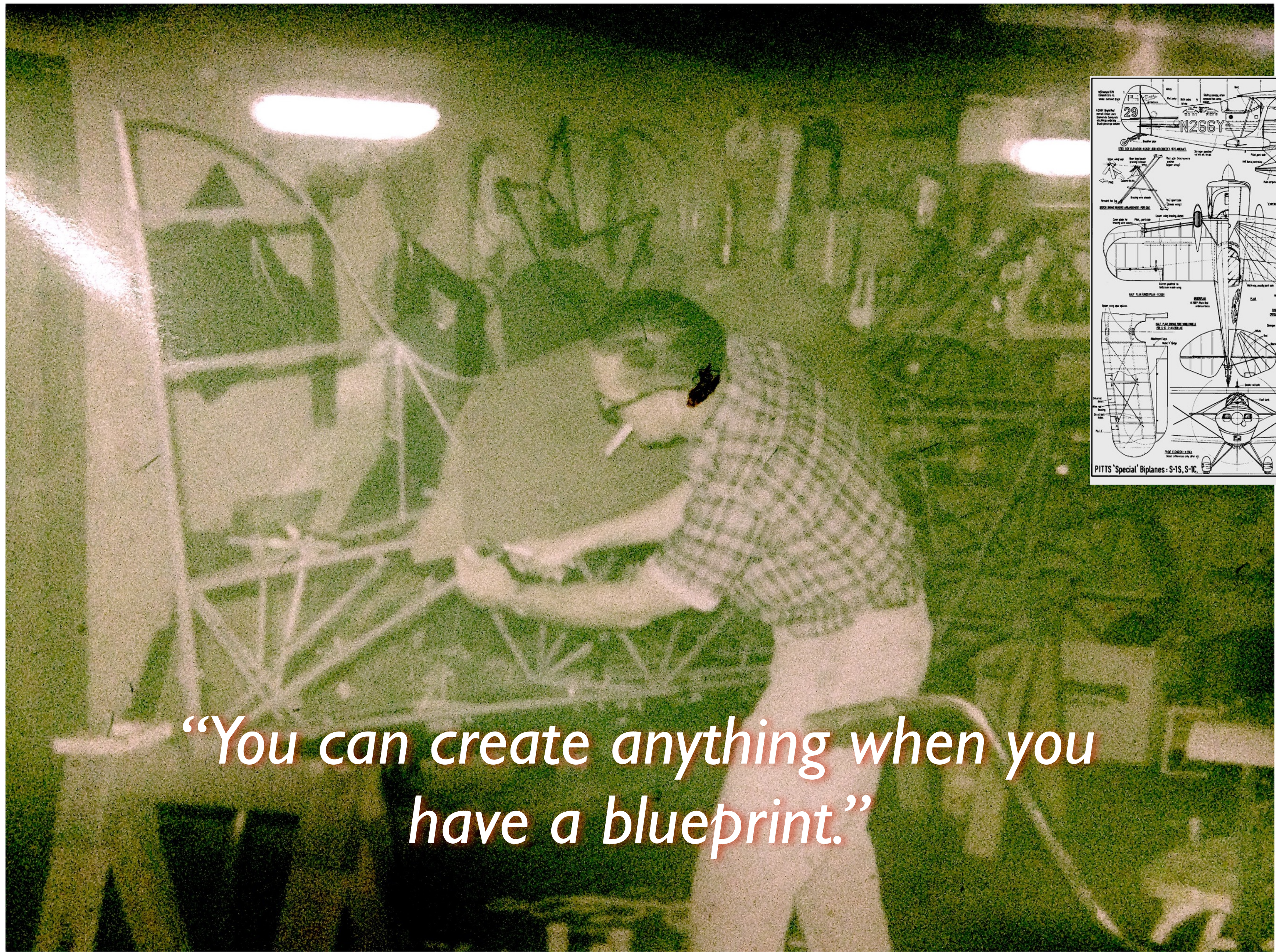
Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)



Charles Shafer
1927-2001



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



Maiden flight - May 1971



“Fear is the enemy of success.”

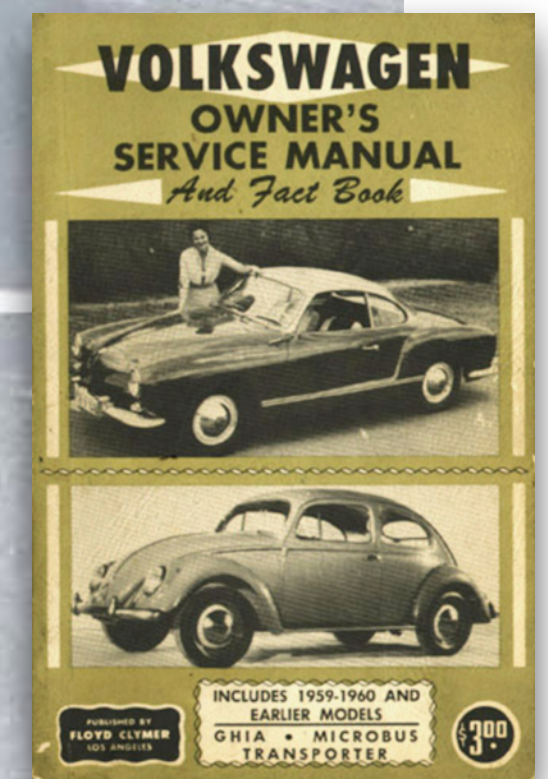
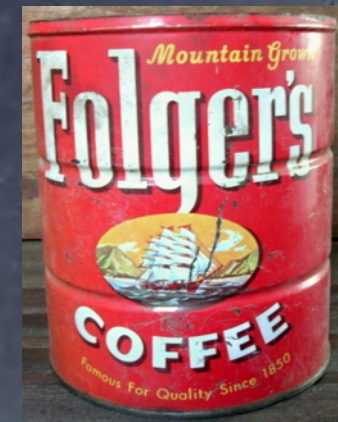
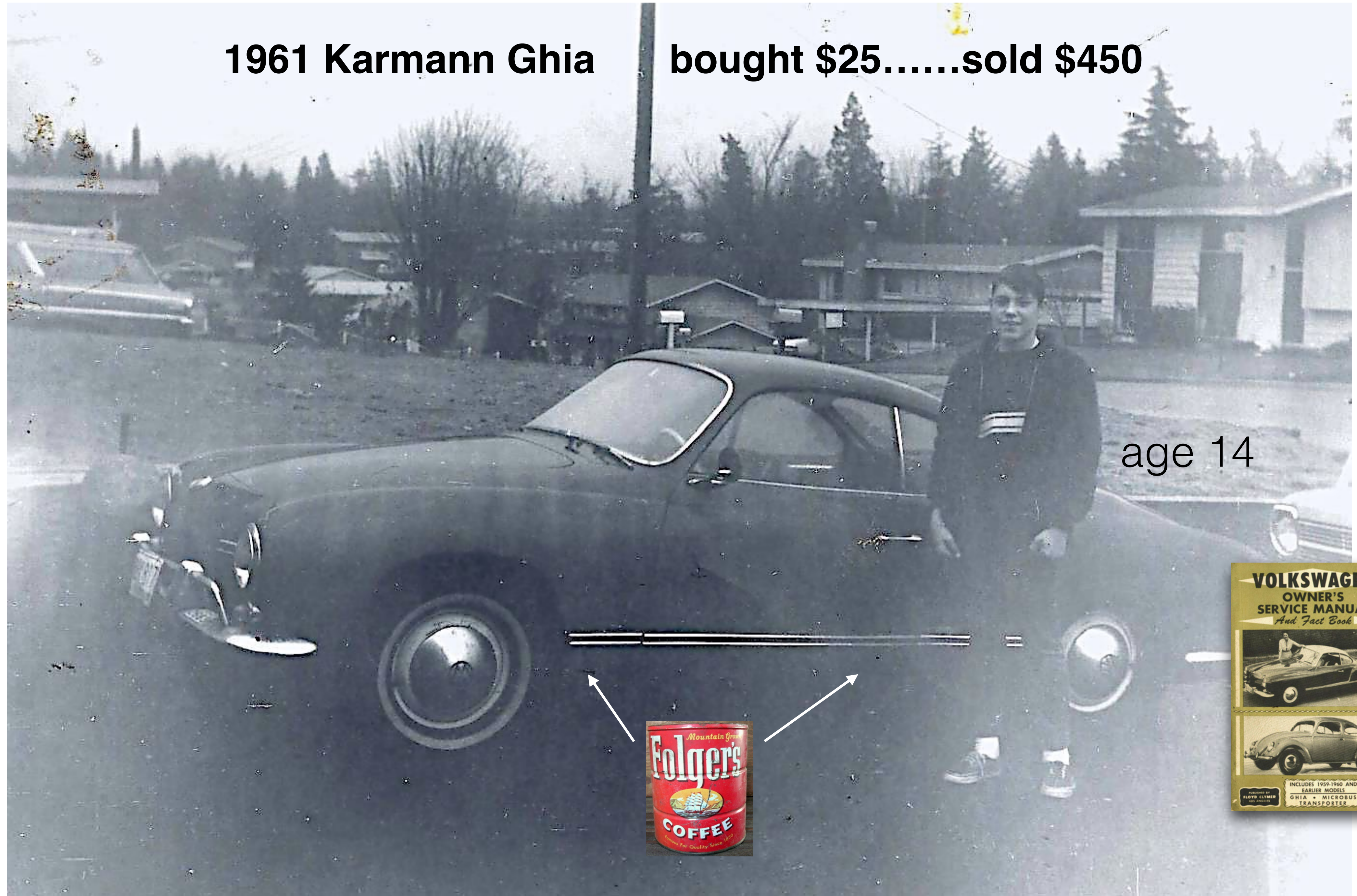
Chuck Shafer



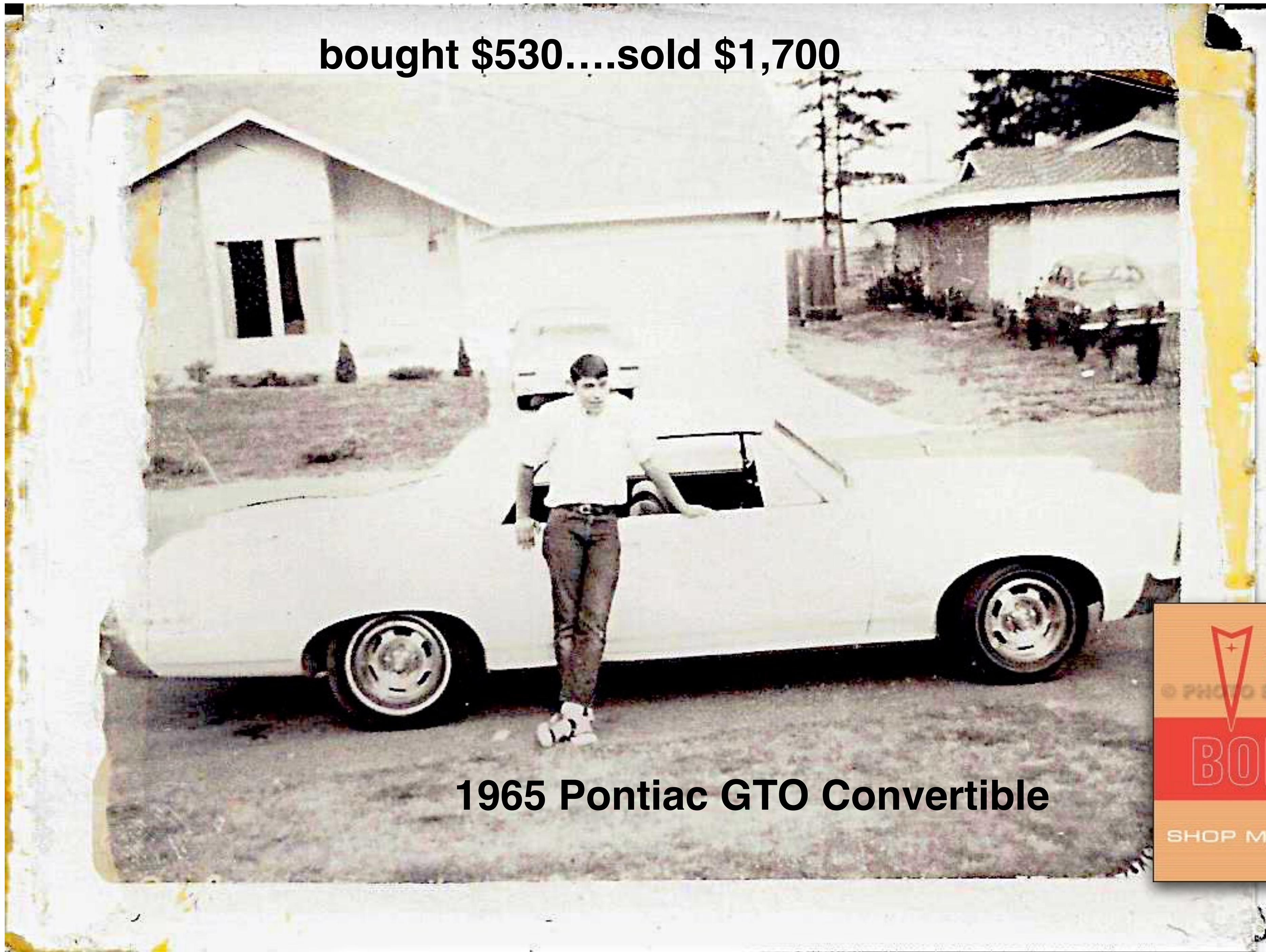
1961 Karmann Ghia

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


age 14



bought \$530....sold \$1,700



1965 Pontiac GTO Convertible



1965
TEMPEST
GTO

© PHOTO BY PHOTON

BODY

SHOP MANUAL

Ferrari 308 GTS - bought for \$9,800



sold for \$38,500



bought for \$4,800

age 17



sold for \$17,500



sold \$360,750



bought \$178,000



University of
Puget Sound
NCAA Division-2





UNITED STATES BANKRUPTCY COURT Western District of Washington

Honorable Brian D. Lynch, Chief Judge | Mark L. Hatcher, Clerk of Court





Age 22

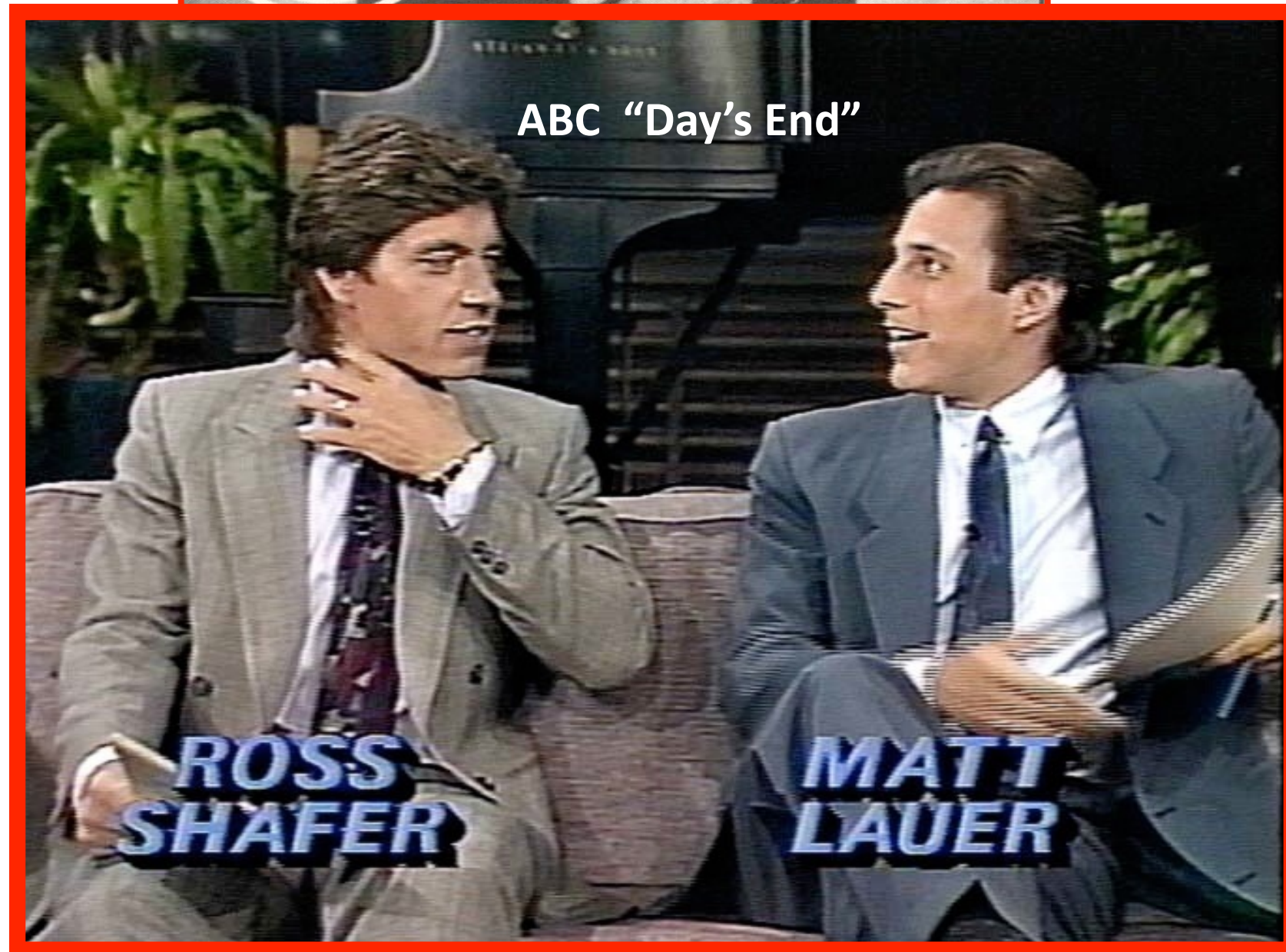
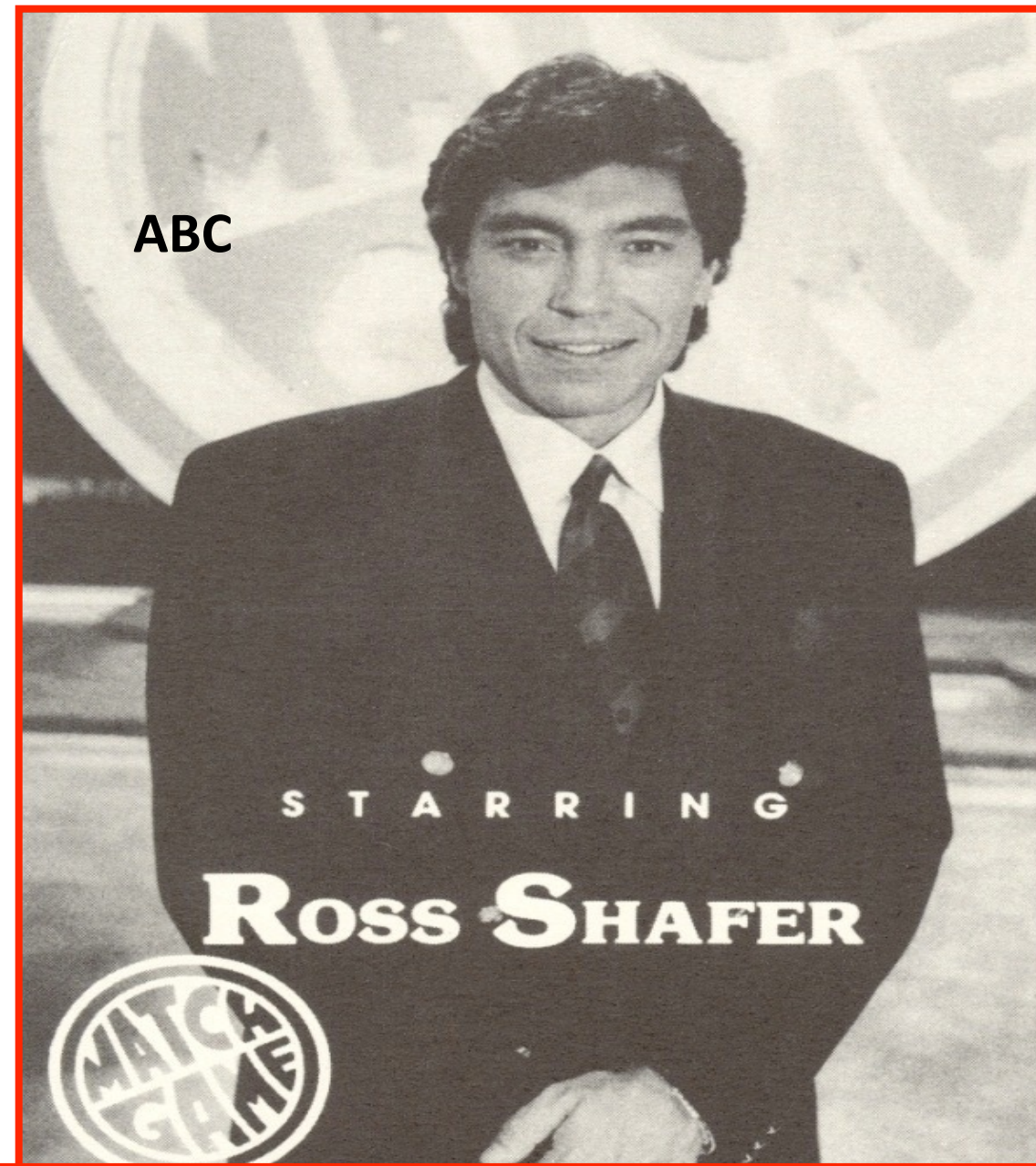
Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1







Follow the Tracks of the Herd

Startups Rely on Change, Facts, & Data



“Lifespan” of S & P 500 Companies

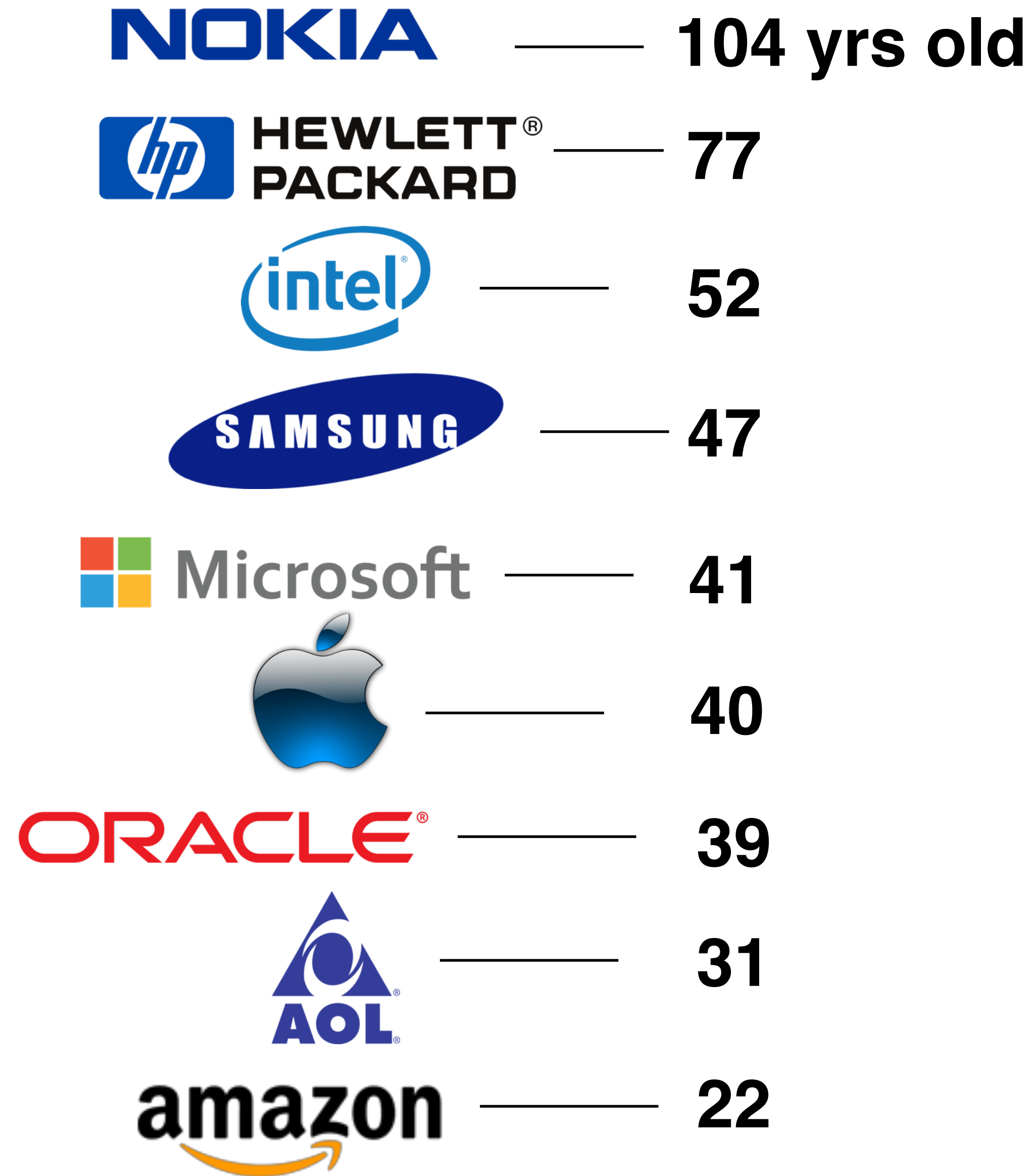
In 1968 - Companies lasted an average of 70 years

In 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/>

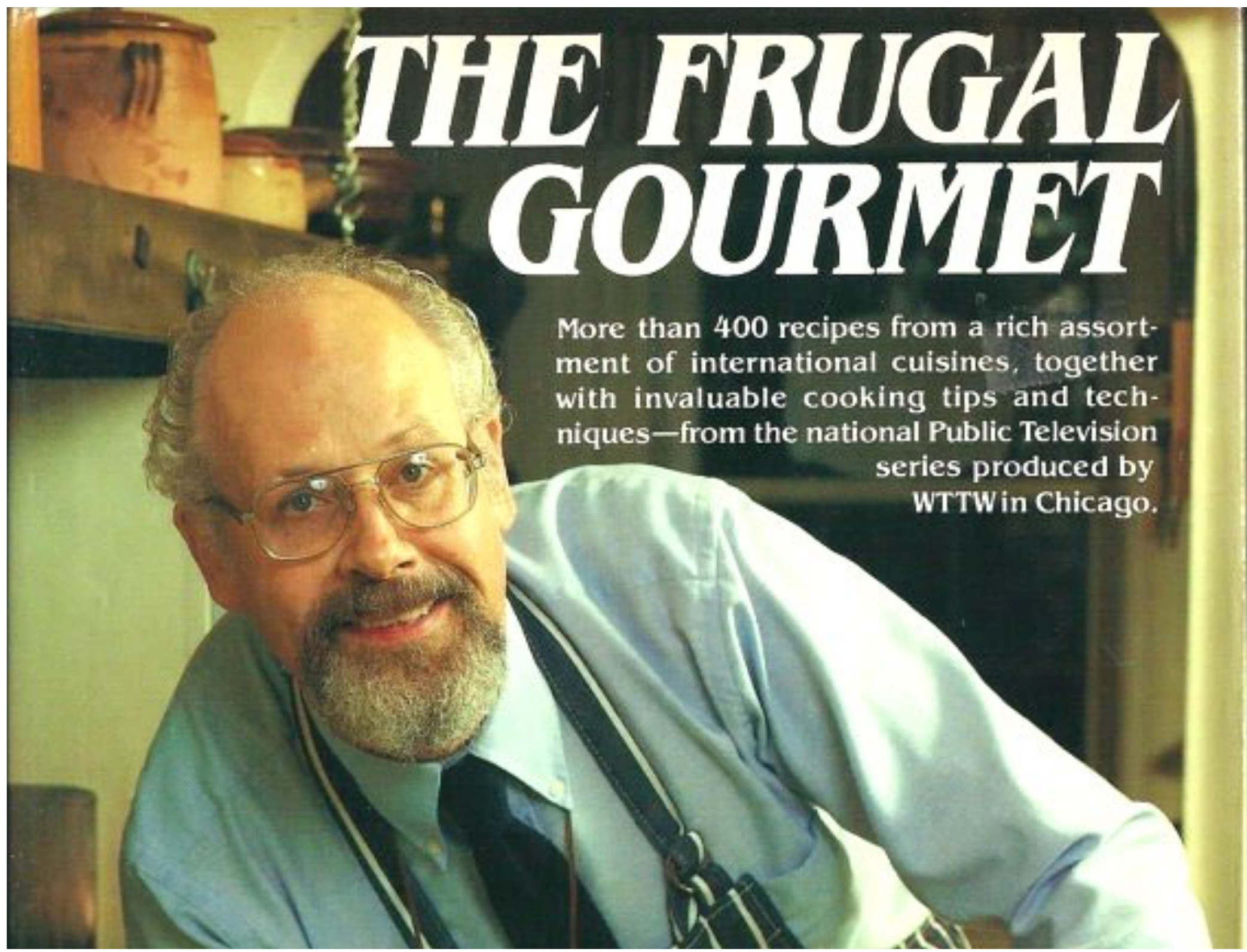


The Galloping Gourmet

Rumors of 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



Startups are Obsessed with Innovation



Hotel Events

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

Events for May 1, 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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[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](#)







Laramar Apartment Homes - 55,000 units

**Startups Know They
Must Eliminate
“Customer Friction”**



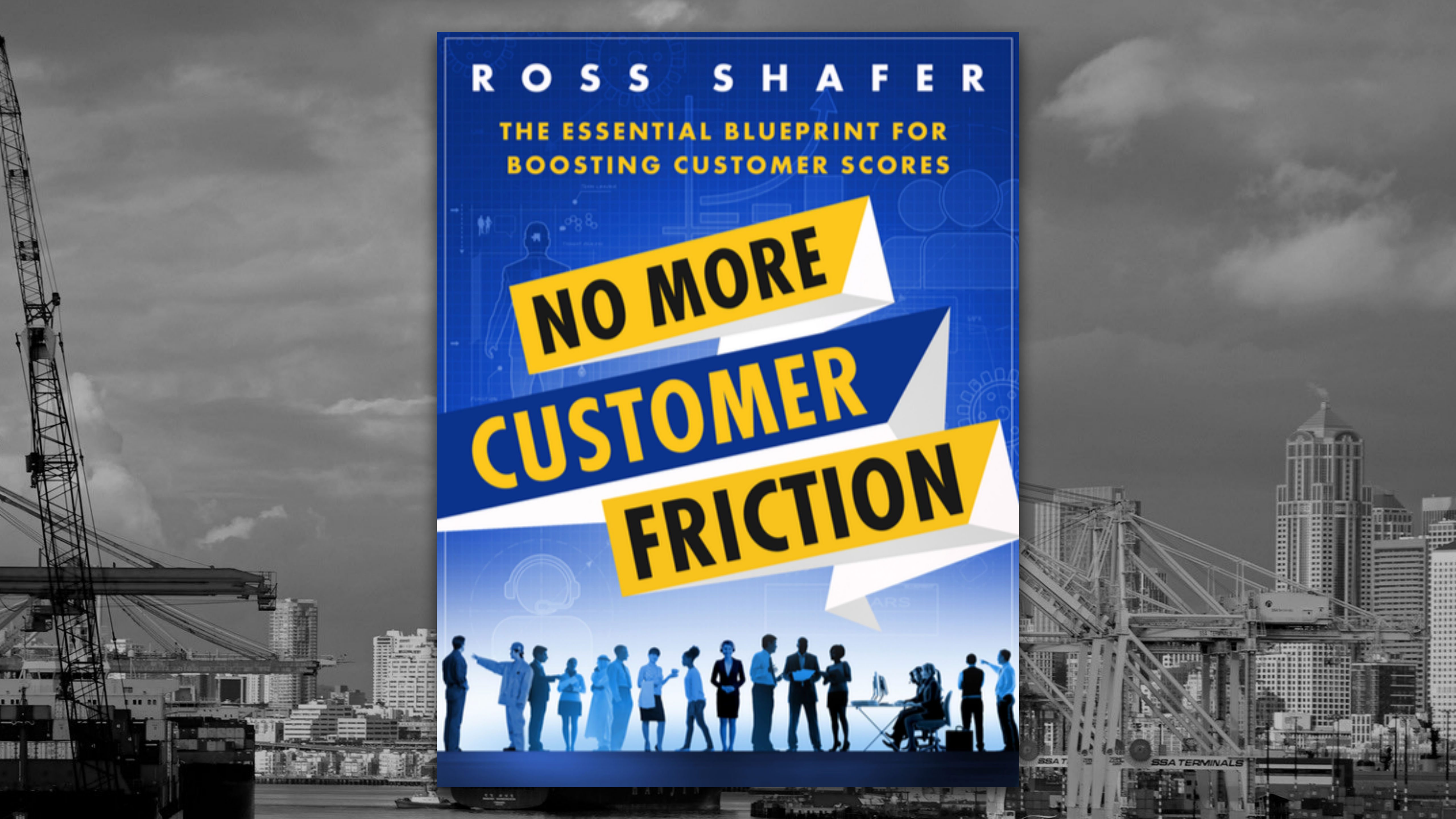
R O S S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING 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...



“There is nothing else I can do.”
“You’re asking me to go against our policy”
“Frankly, we didn’t cause this problem.”

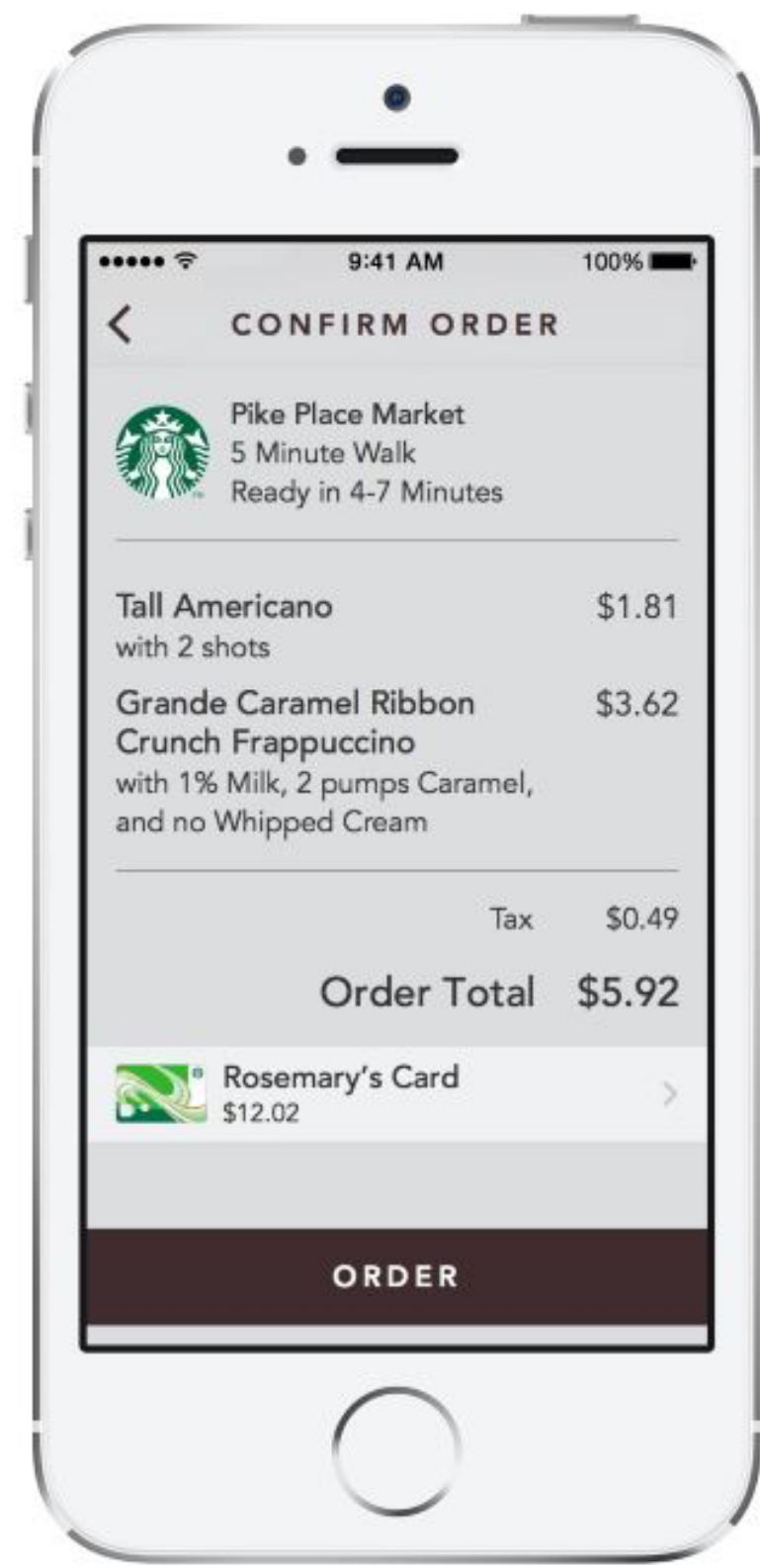
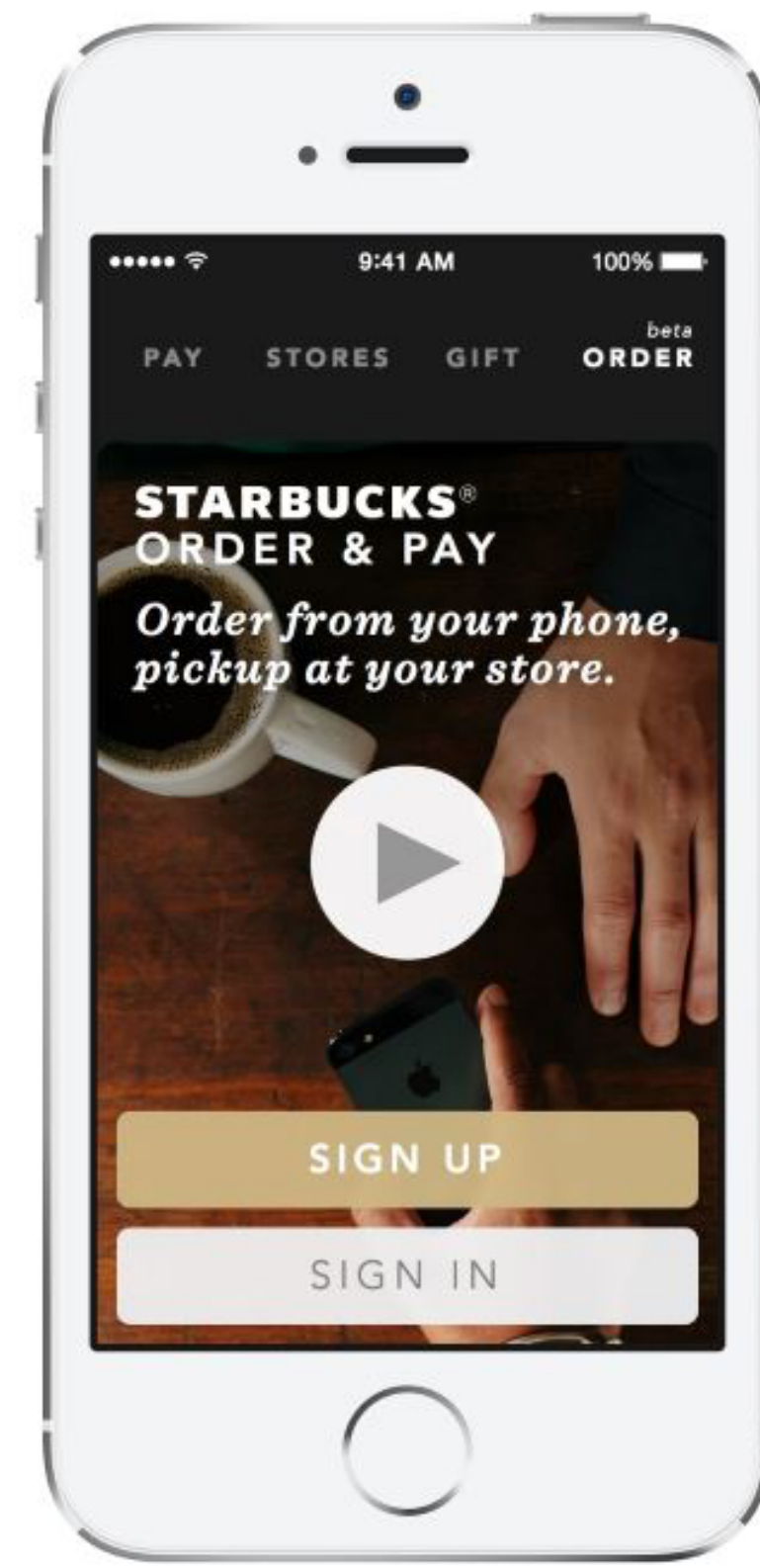
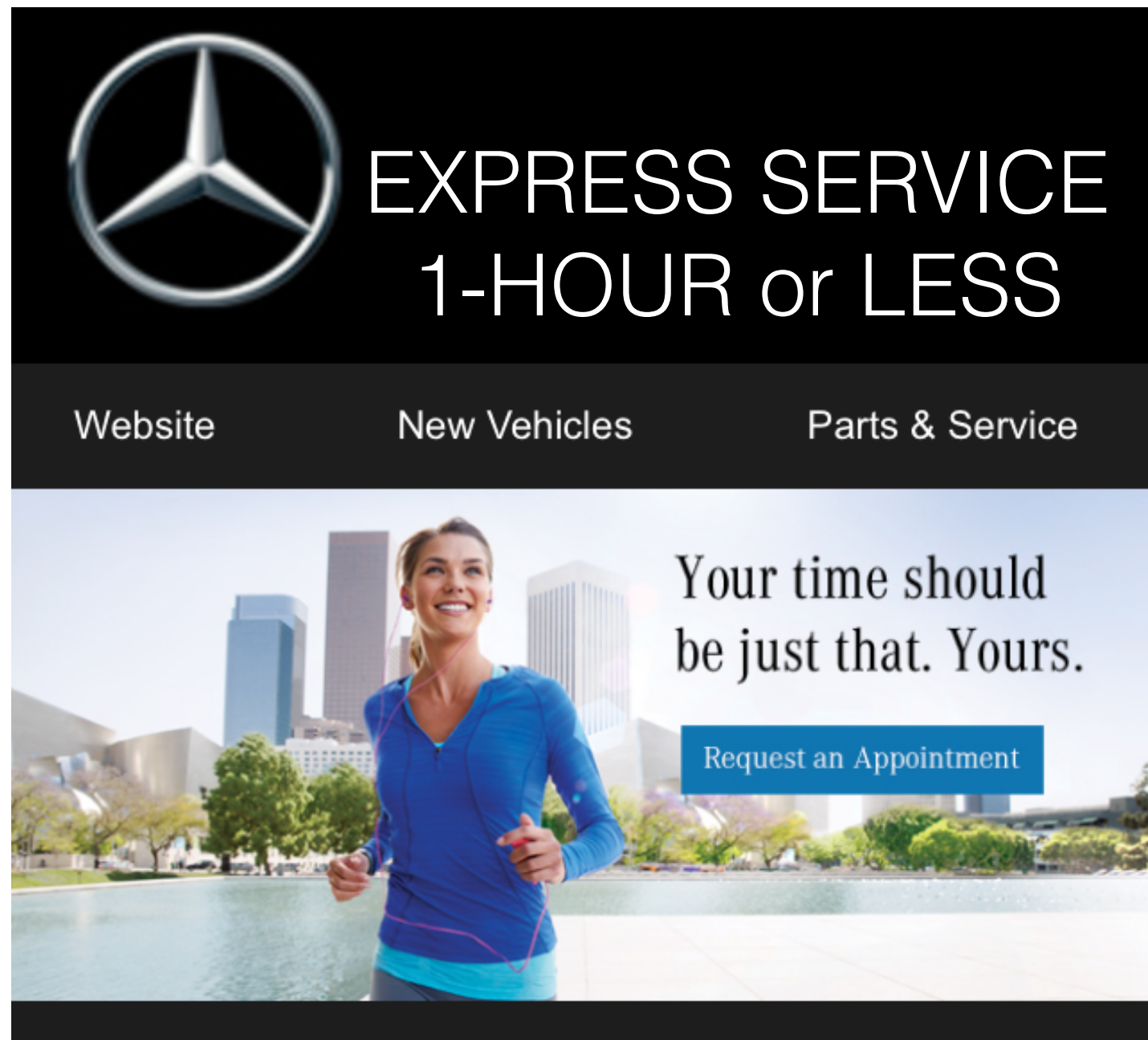


erases



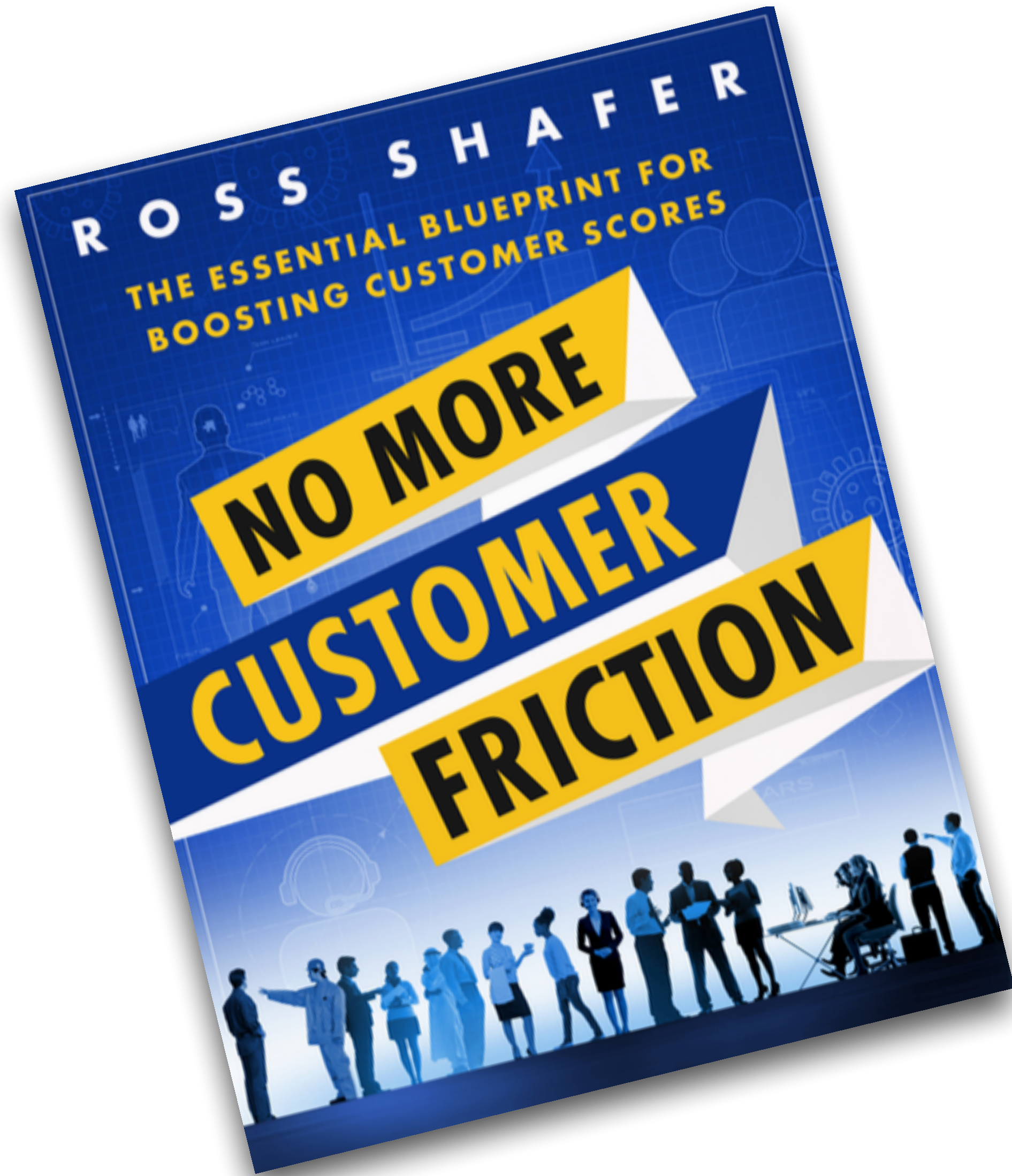
sources: The Customer Shouts Back - Ross Shafer Consultants, Inc. 'wow survey' 2016

I WANT TO SAVE TIME. I WANT MAXIMUM CONVENIENCE.



The image shows a blurred background of a grocery store aisle. In the center, the text "amazon go" is overlaid in white. The word "amazon" is in a lowercase, sans-serif font, and "go" is in a similar font. A white arrow, characteristic of the Amazon logo, curves under the "a" in "amazon" and points towards the "o" in "go". In the background, a person wearing an orange shirt is visible, likely a store employee, standing in the aisle. The shelves are filled with various products, but they are out of focus.

amazon go



**Does This
System
Work?**



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.

Startups Know How to Motivate & Sell to Millennials



This is what Millennials Look Like, Today.



Don't Mentor Them

ROSS SHAFER'S
RELEVANT LEADERS CLUB



ROSS SHAFER Biz Author/Consultant



CAM MARSTON Generational Insights

The Company with the Best Brand Story Wins





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





WHO CARES ABOUT WHISKEY?



BUFFALO TRACE

KENTUCKY
STRAIGHT BOURBON
WHISKEY

**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[®]**



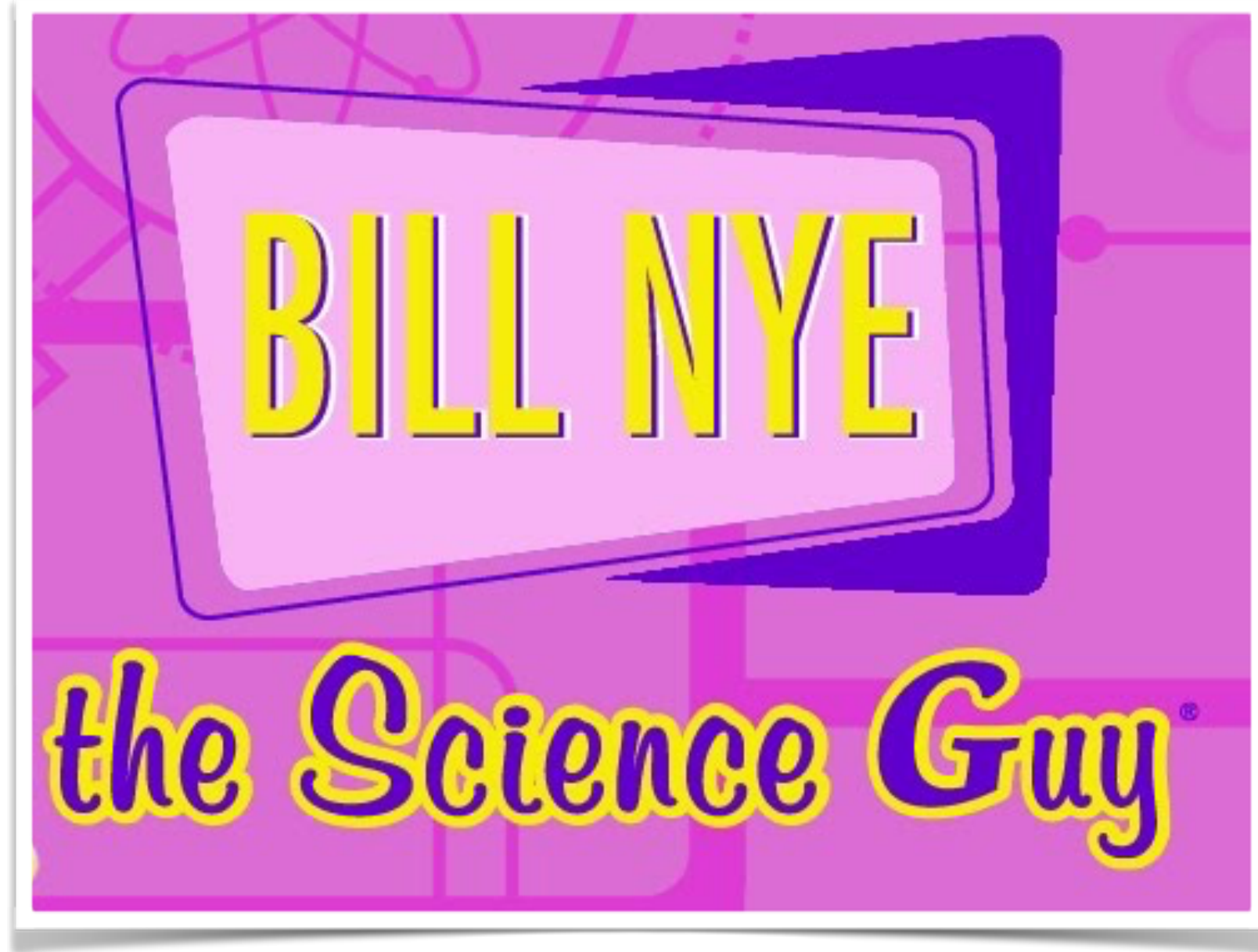
THOSE STUFF. FUN STUFF.
FIND US AT FACEBOOK.COM/CARLSJR

Startups Seek Out “Specialists”



World's Greatest Shooter





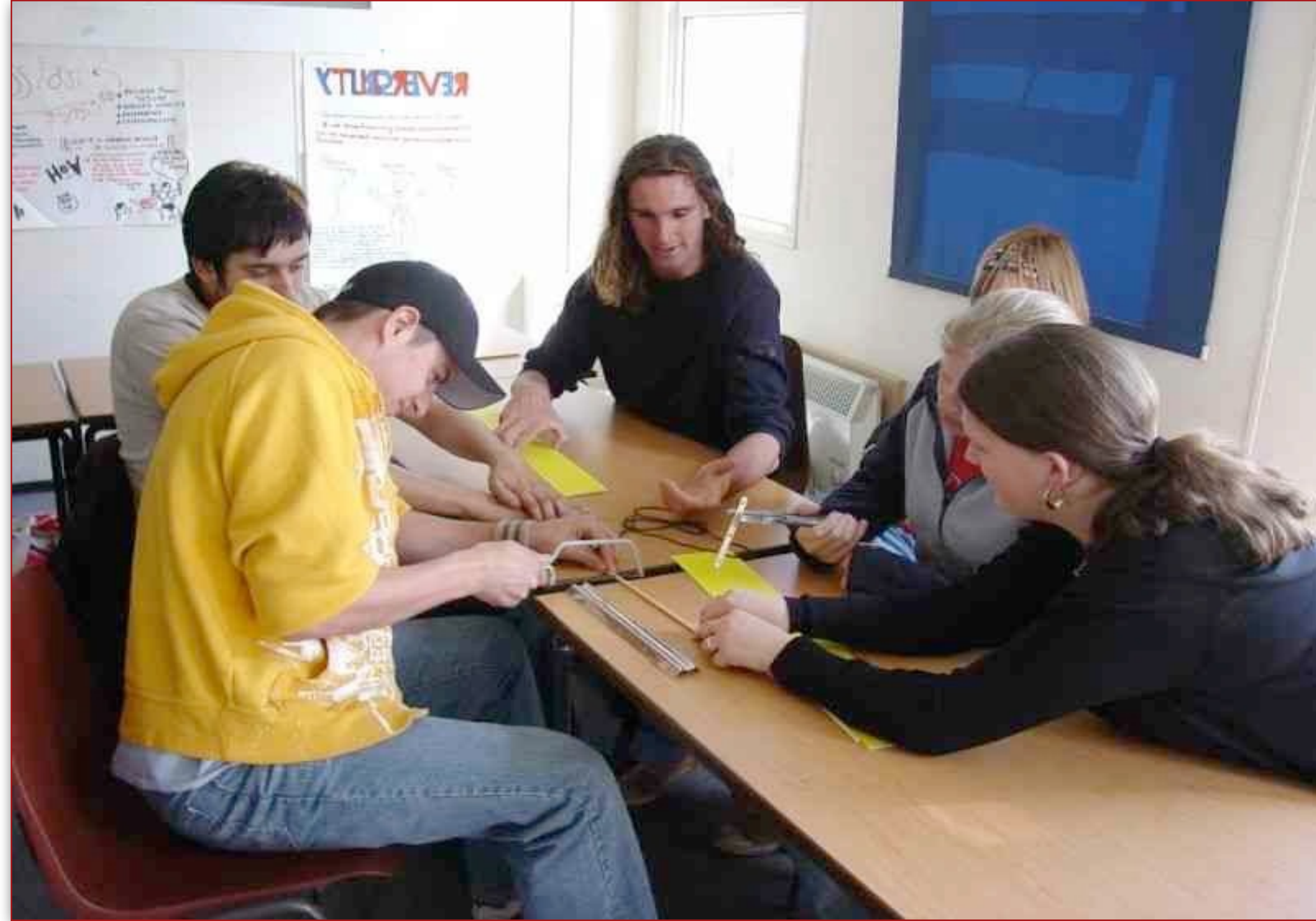
Startups Never Take Relationships for Granted





Talk Show Hosts: Masters of Curiosity





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

MY RESOURCES ARE FREE

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

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

Relevant Leaders Club

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?
4:09
Why is the Lifespan of a Company only 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 Ideas to The Boss
3:18
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...

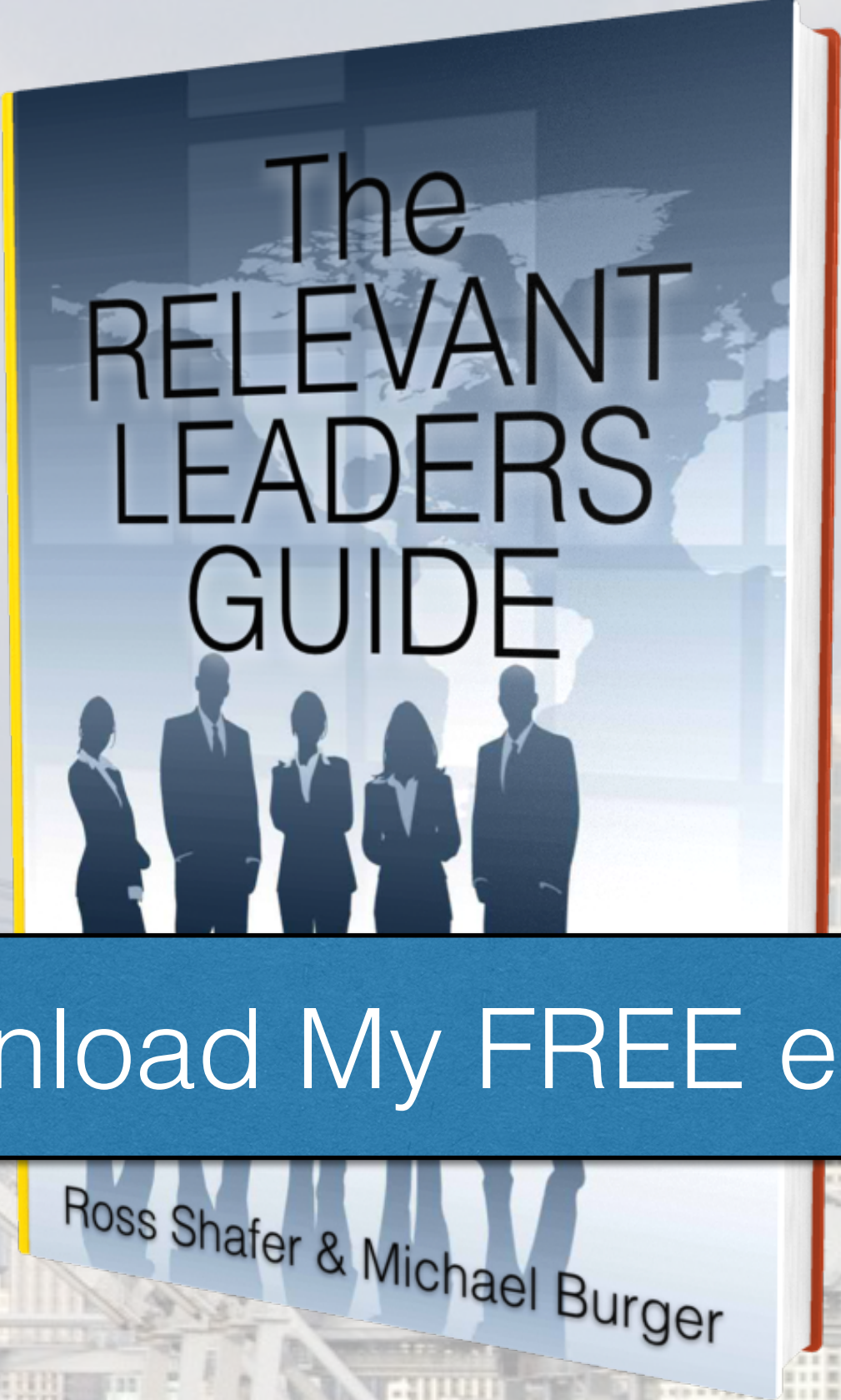
ARE YOU AWARE OF YOUR PERSONALITY?
4:29
Should You Change Your "Leadership" Persona? | Leadership speaker | Ross Shafer
by Ross Shafer
3 weeks ago • 68 views
Have you ever wondered if you should change your personality when you get a "big" new job? Then you...

HOW GREAT LEADERS MAKE BETTER DECISIONS
5:37
How Can Leaders Make Better Decisions? | Leadership Speaker | Ross Shafer
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 repeatab...

WHY SMALL FINANCIAL ADVISORS HAVE AN ADVANTAGE
3:45
How Can Small Office Financial Advisors Beat The Big Guys? | Leadership Speaker | Ross...
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 eBook



www.RossShafer.com

Be 100% Authentic

(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



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



Daddy/Daughter date
10th birthday!

Ongoing Encouragement



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

Deia Star Rank

Rank@SpeakerExchangeAgency.com

1-913-905-9435