The background features a light blue gradient with faint, overlapping technical drawings and architectural plans. Scattered throughout are strings of binary code (0s and 1s) in various shades of blue and white, creating a digital and engineering aesthetic.

How to Crush Your Competitors in 2022

By ROSS SHAFER



15-yr old

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





Ross Shafer
Age 22

America's
ONLY
Stereo
&
Pet
Shop

1

BUYING BROKEN COMPANIES



Restaurants



Retail Pets/Stereo Clothing



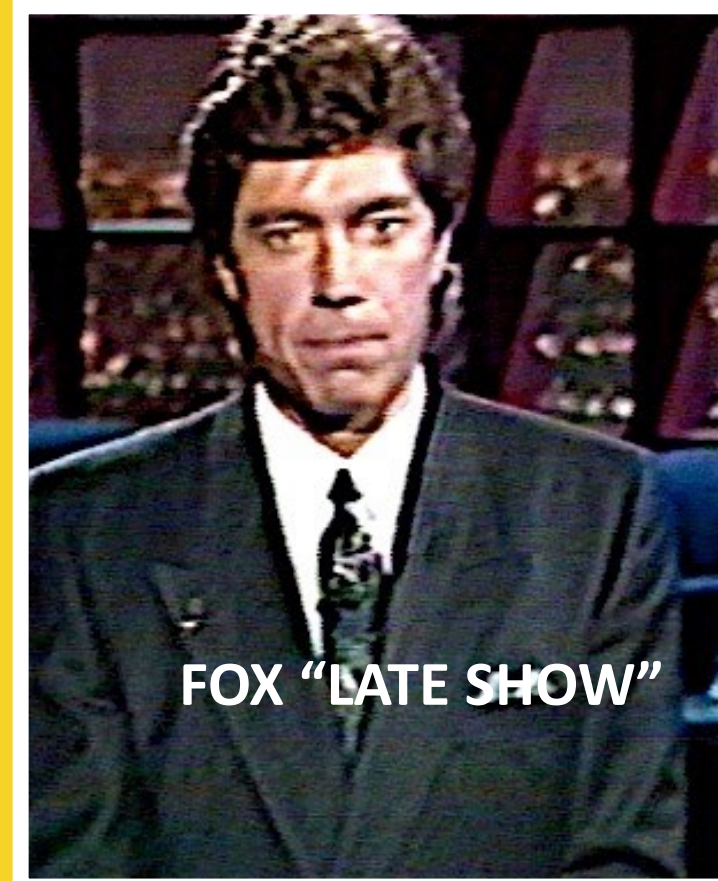
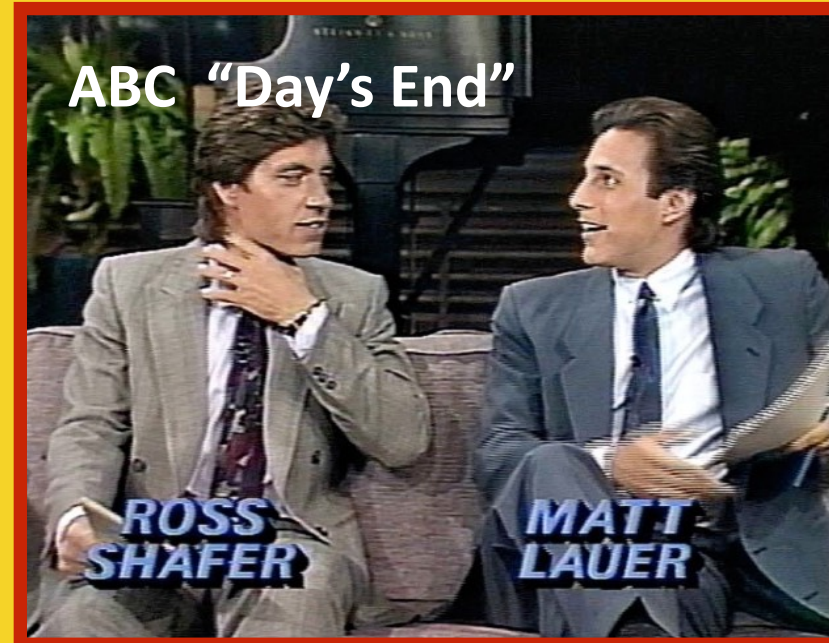
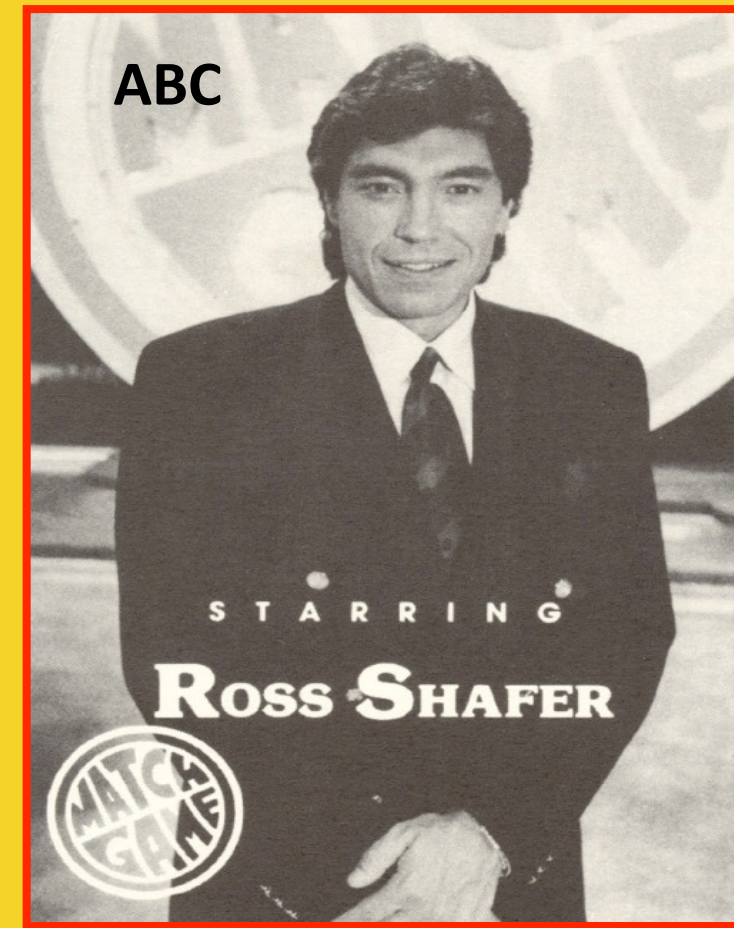
TV & Film Production



Building Industry

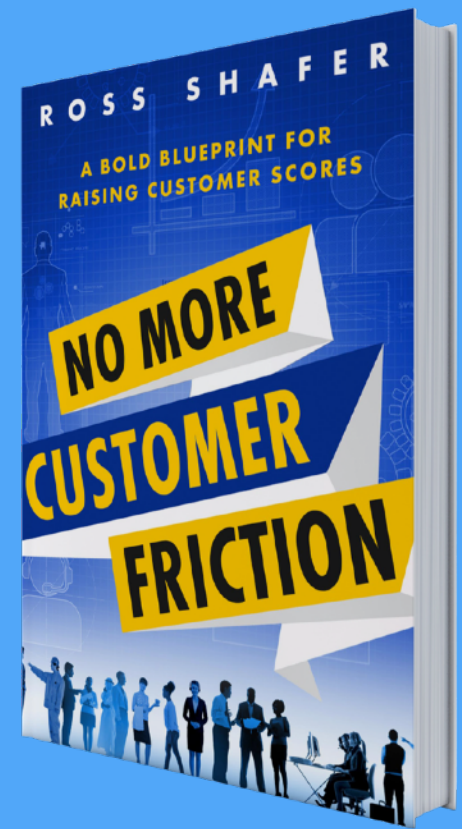
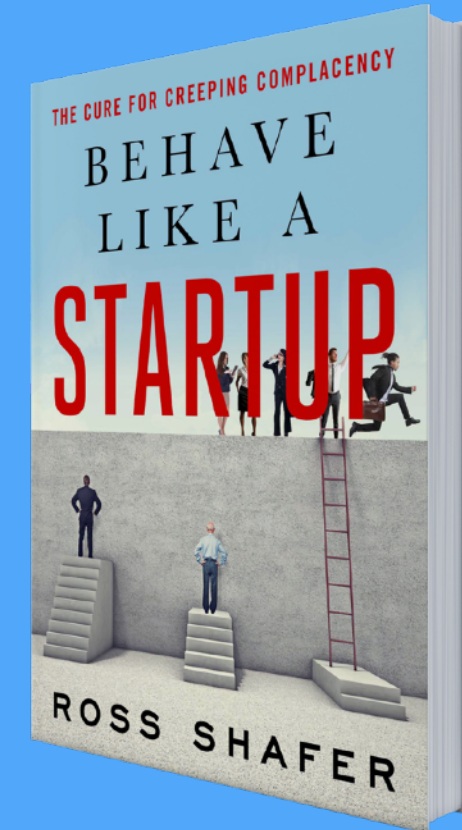
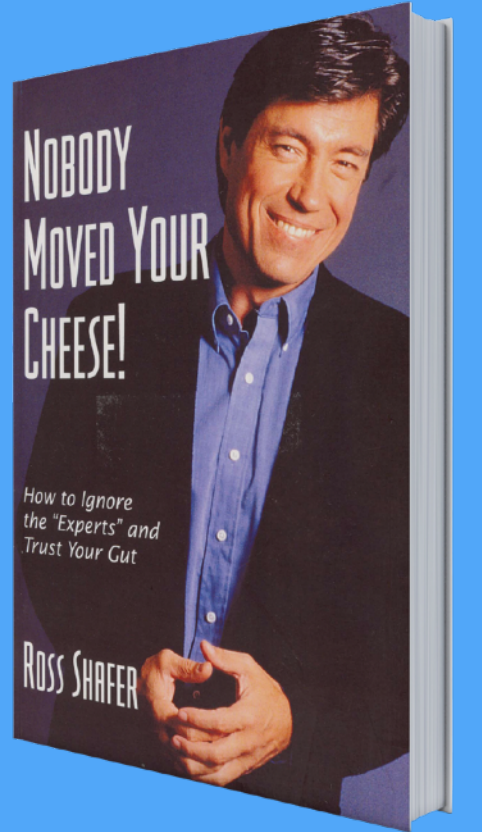
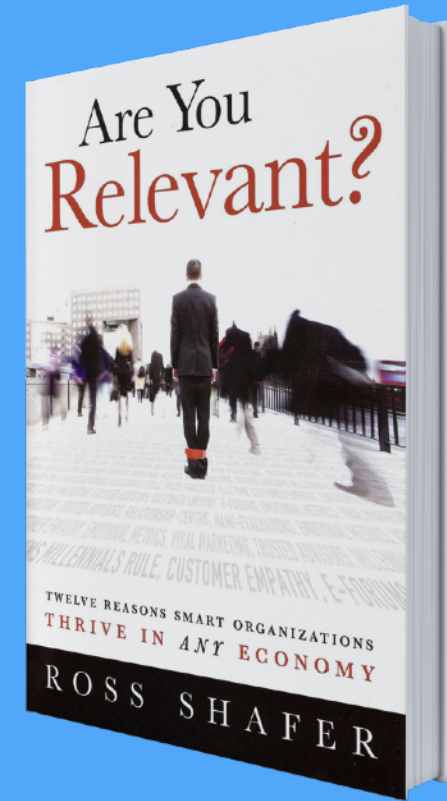
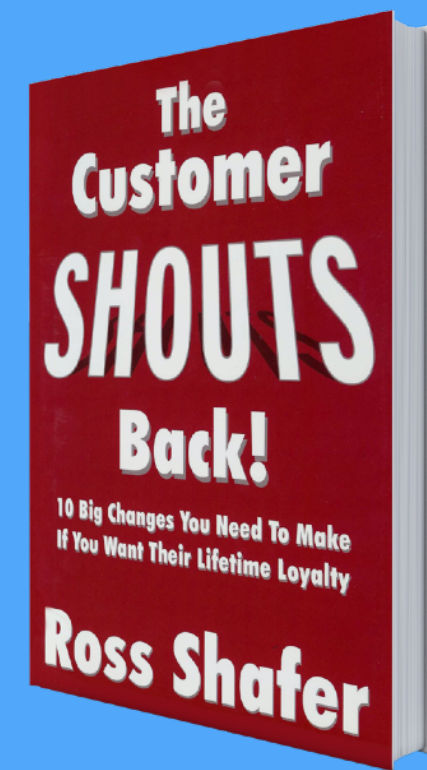
2

COMEDIAN & TV HOST



3

AUTHOR & CONSULTANT



Your Competitors

Only Innovate

What They

Already Know

Hotel Events

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



Group/Event	Room
GENERAL ELECTRIC	
BREAK OUT SESSION	
A	

CRASH THE WRONG MEETINGS

Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM



LARAMAR

55,000 UNITS



“Association of Human Nature Convention”



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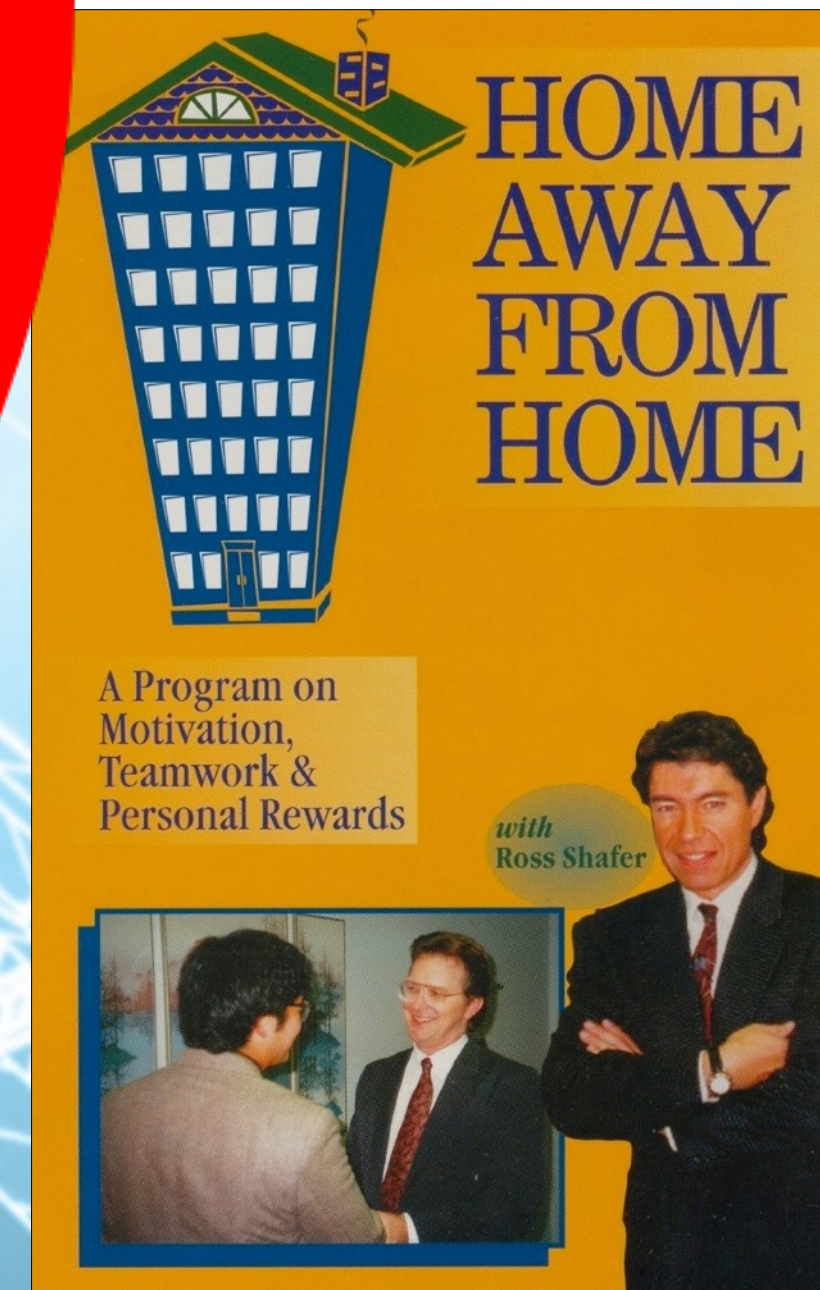
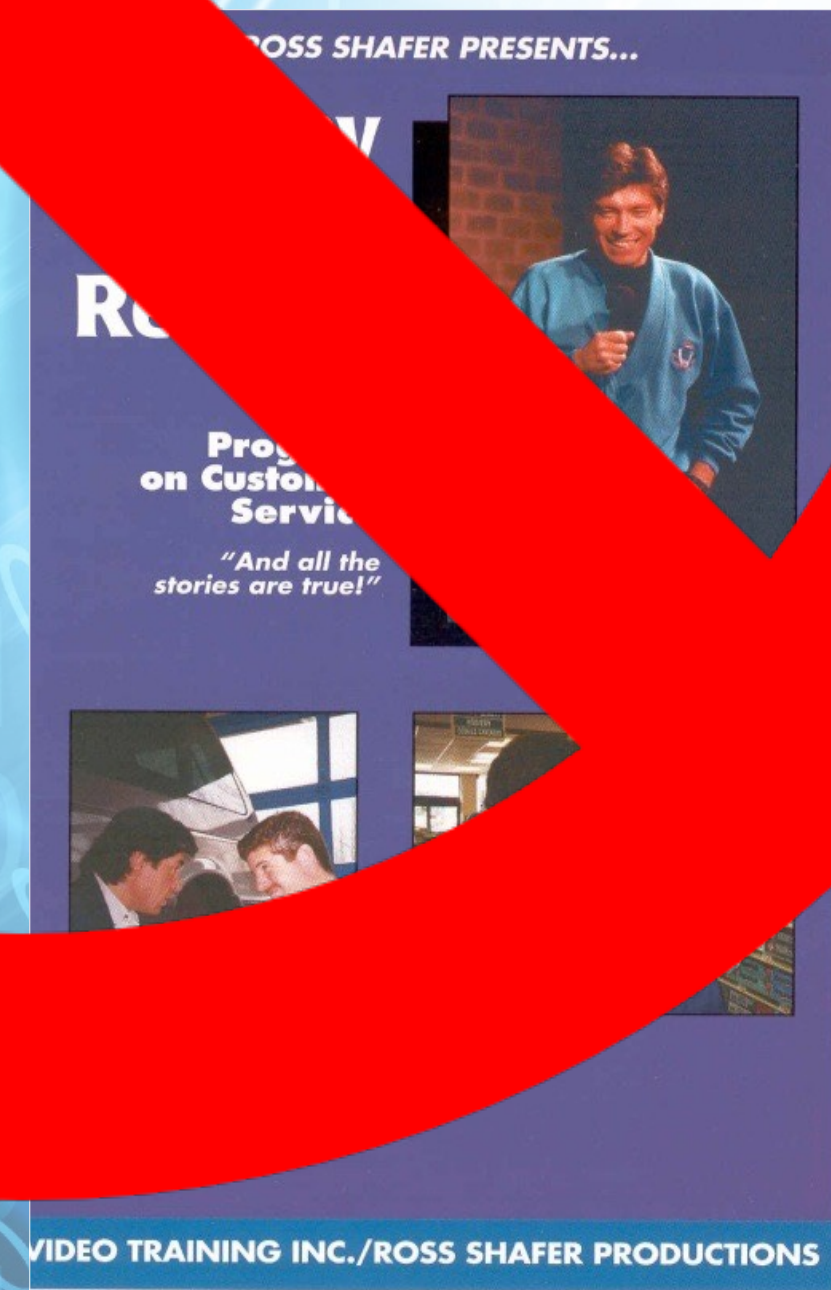
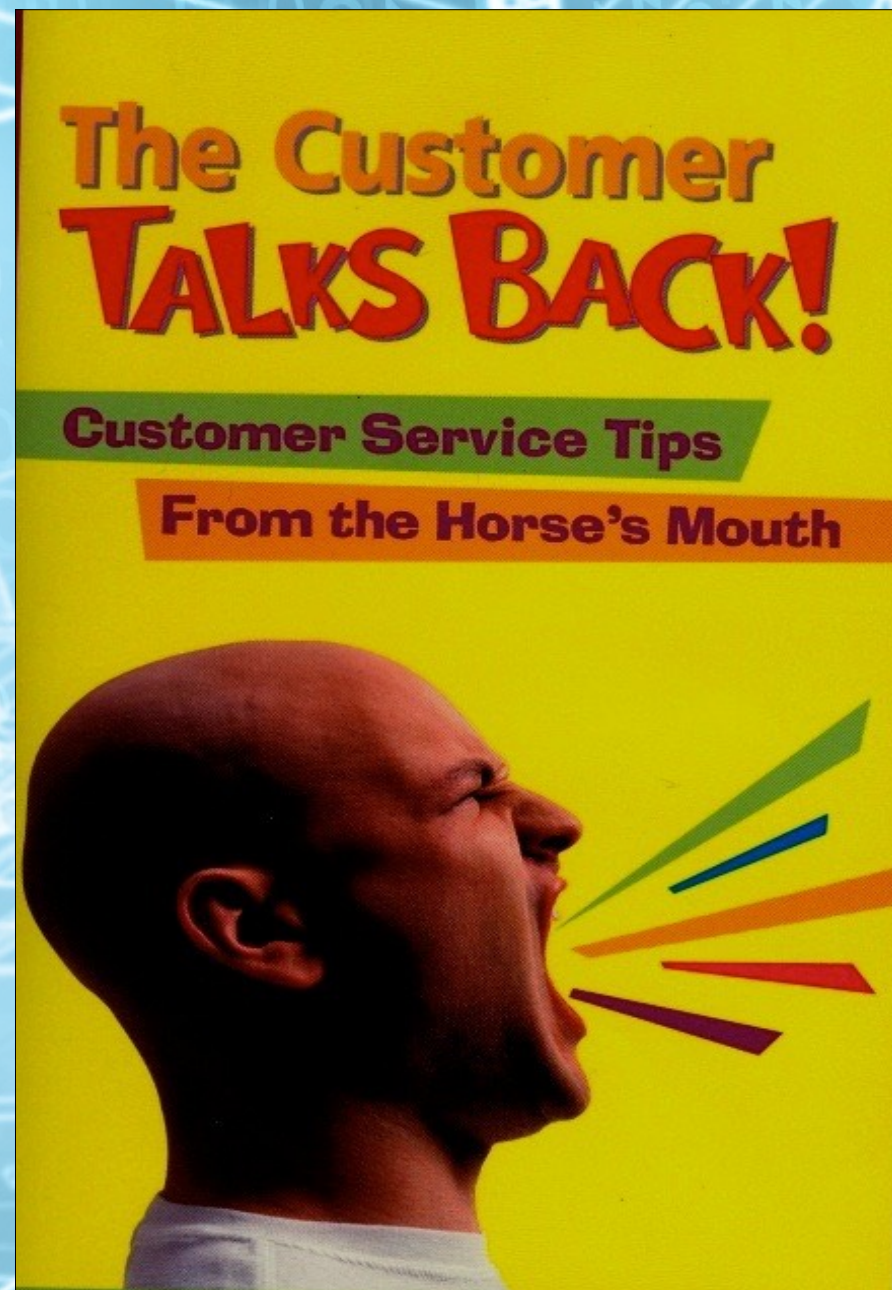
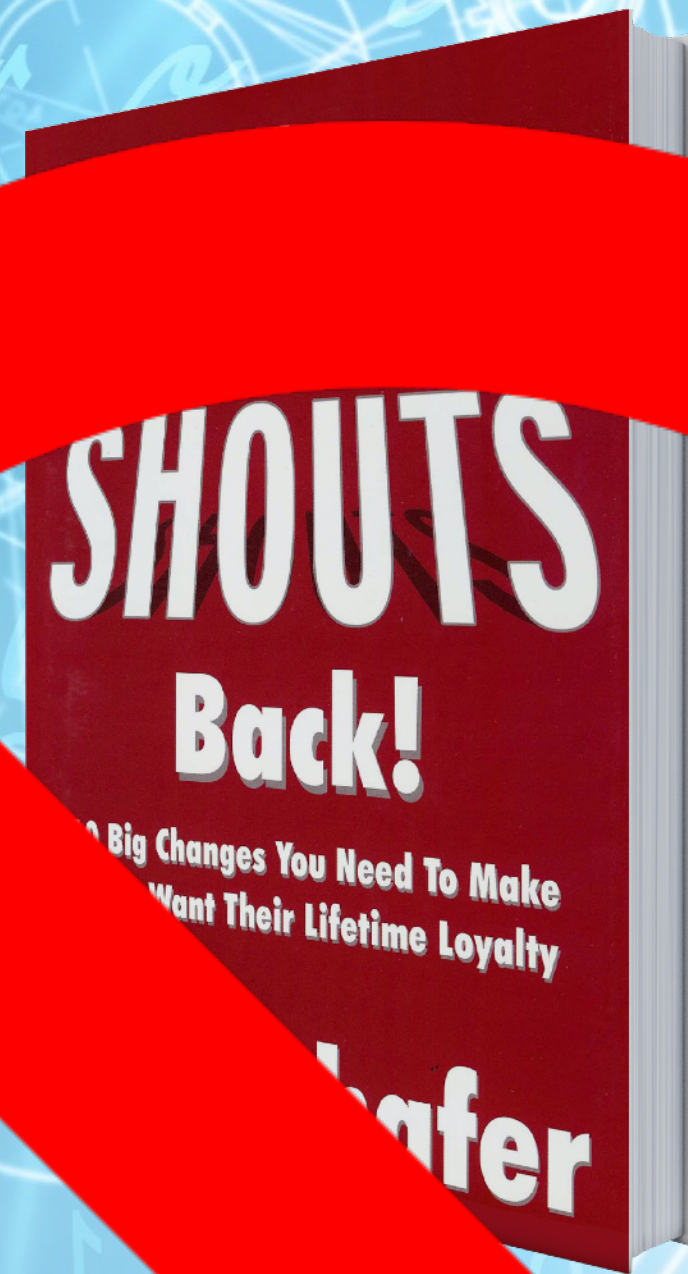
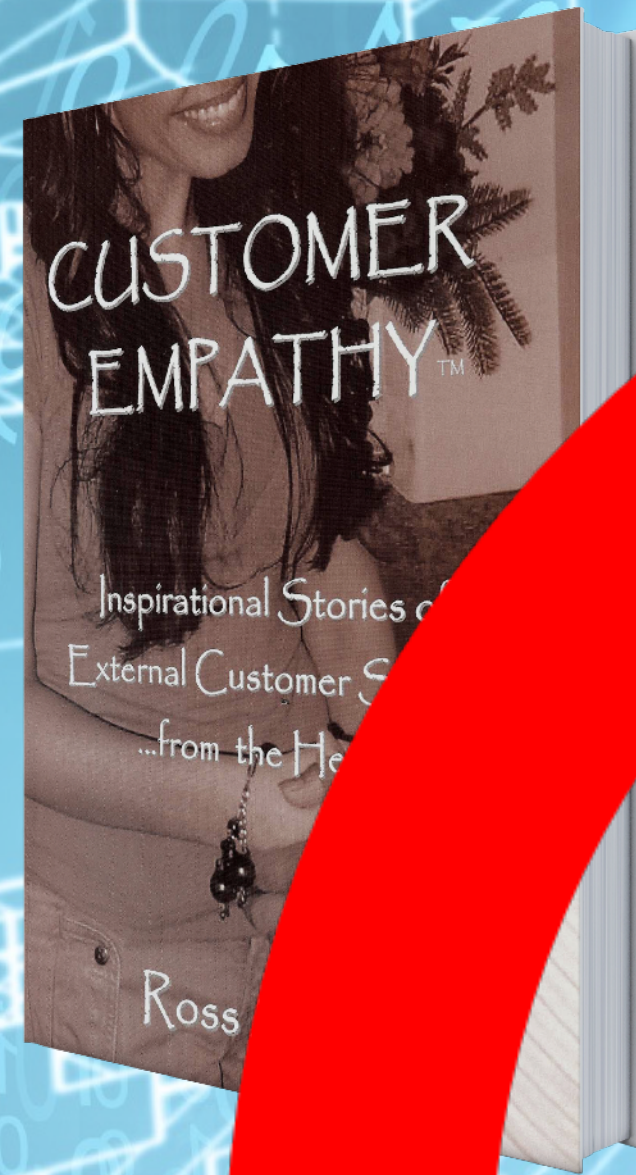


The background features a light blue color with a complex pattern of white architectural blueprints and binary code (0s and 1s) scattered throughout. The text is centered and reads:

The
#1 Blunder
Your Competitors
Make

**They
Focus
On the...**





VIDEO TRAINING INC./ROSS SHAFER PRODUCTIONS

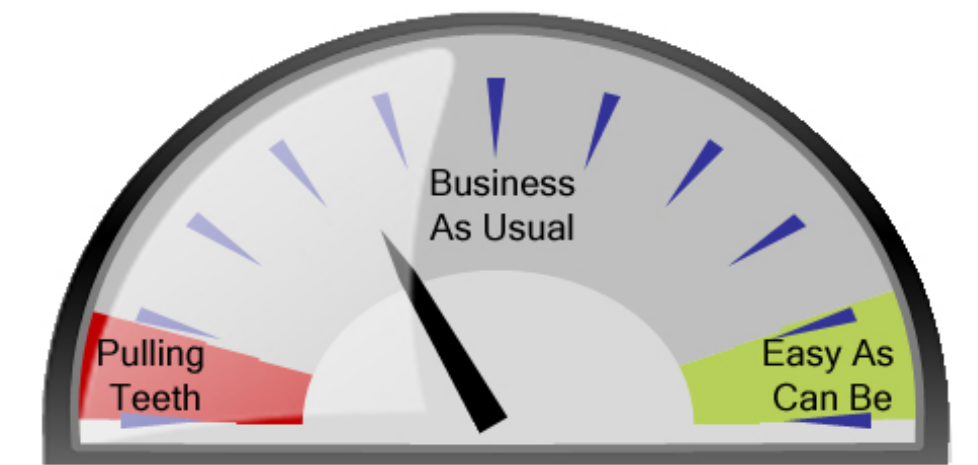
CSAT (Customer SATisfaction)



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

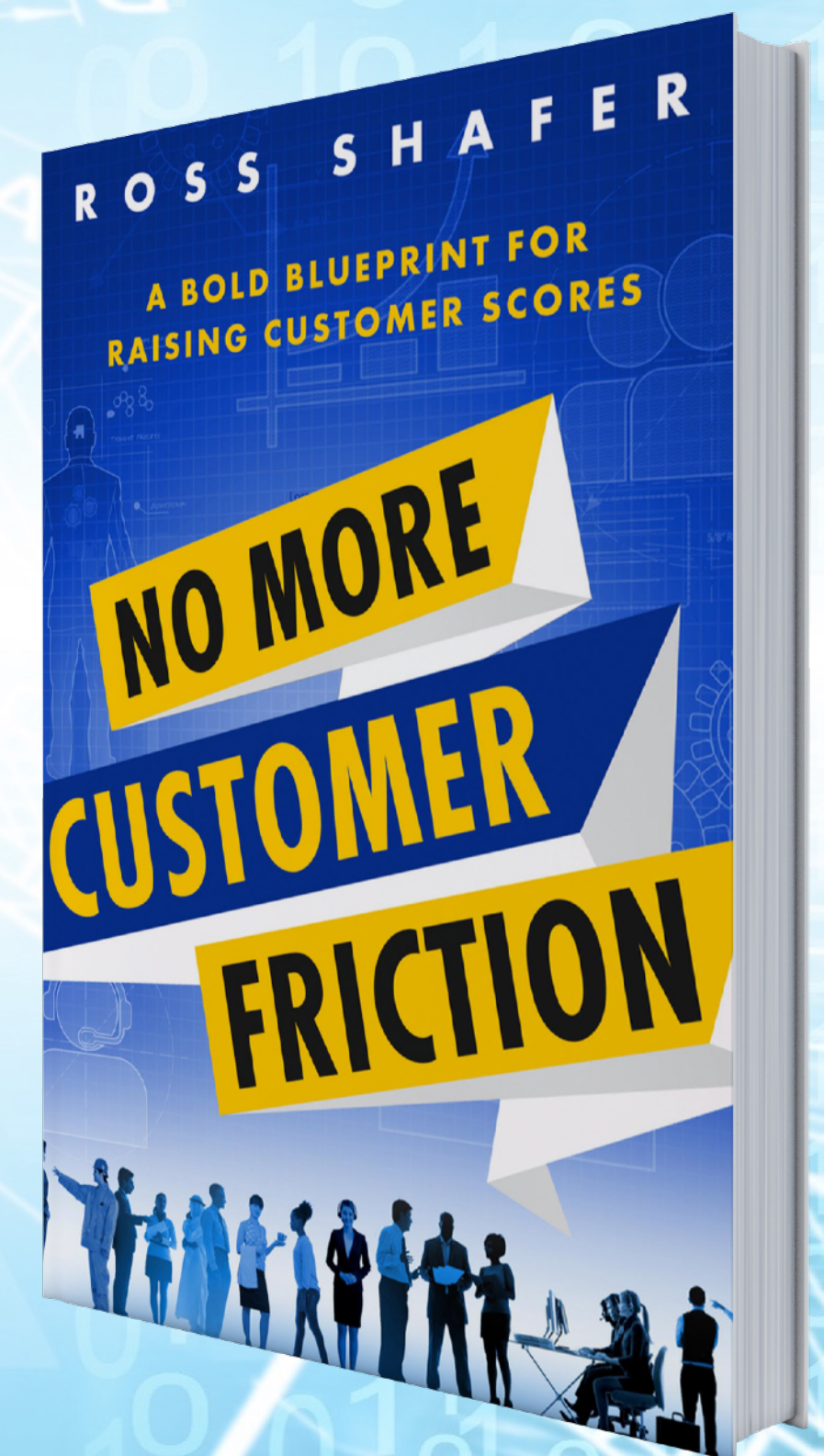
The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”

Eliminate the



Moments



**“Thanks for calling.
My name is Jason.
How can I
provide you with
outstanding
customer care?”**



TOYOTA

FINANCIAL SERVICES

(recorded message)

**“Due to our commitment to quality,
some of our departments may be
temporarily closed.”**



TOYOTA

OF PUYALLUP

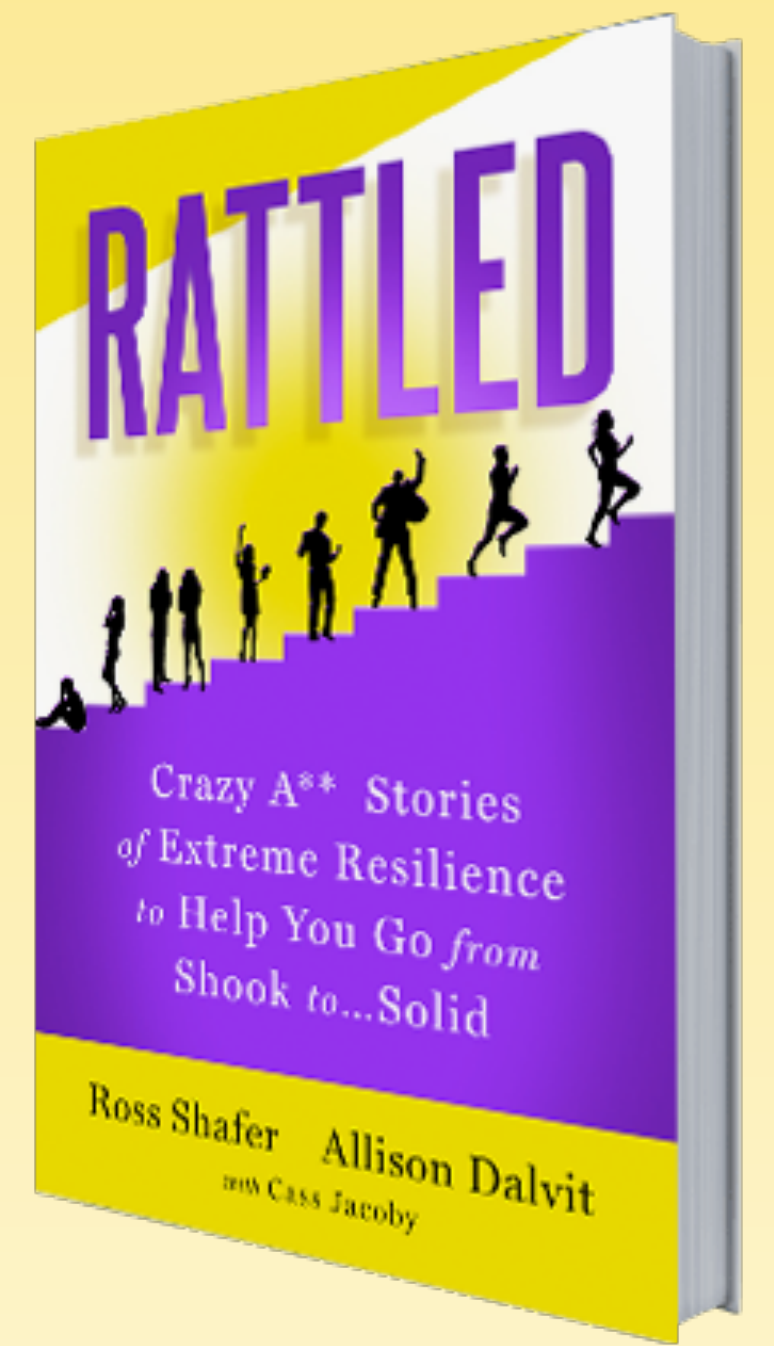


customer first.



Freshly baked Otis-Spunkmeyer cookies.

RATTLED




1. They Don't fix the "Pows"

2. They Don't Crash the Wrong Meetings

3. They Don't Follow the Tracks of the Herd

4. They Don't Notice Current vs. Relevant



The background features a complex, light blue-toned collage. It includes technical drawings, such as cross-sections of mechanical parts and architectural floor plans, overlaid with a digital aesthetic of binary code (0s and 1s) and glowing lines. The overall effect is one of high-tech engineering and data processing.

**Your Competitors
are TOO
SELF-ABSORBED**



Be Personally & Professionally CURIOUS



The background features a complex pattern of light blue technical drawings, including architectural floor plans and mechanical diagrams, overlaid with a grid of binary code (0s and 1s).

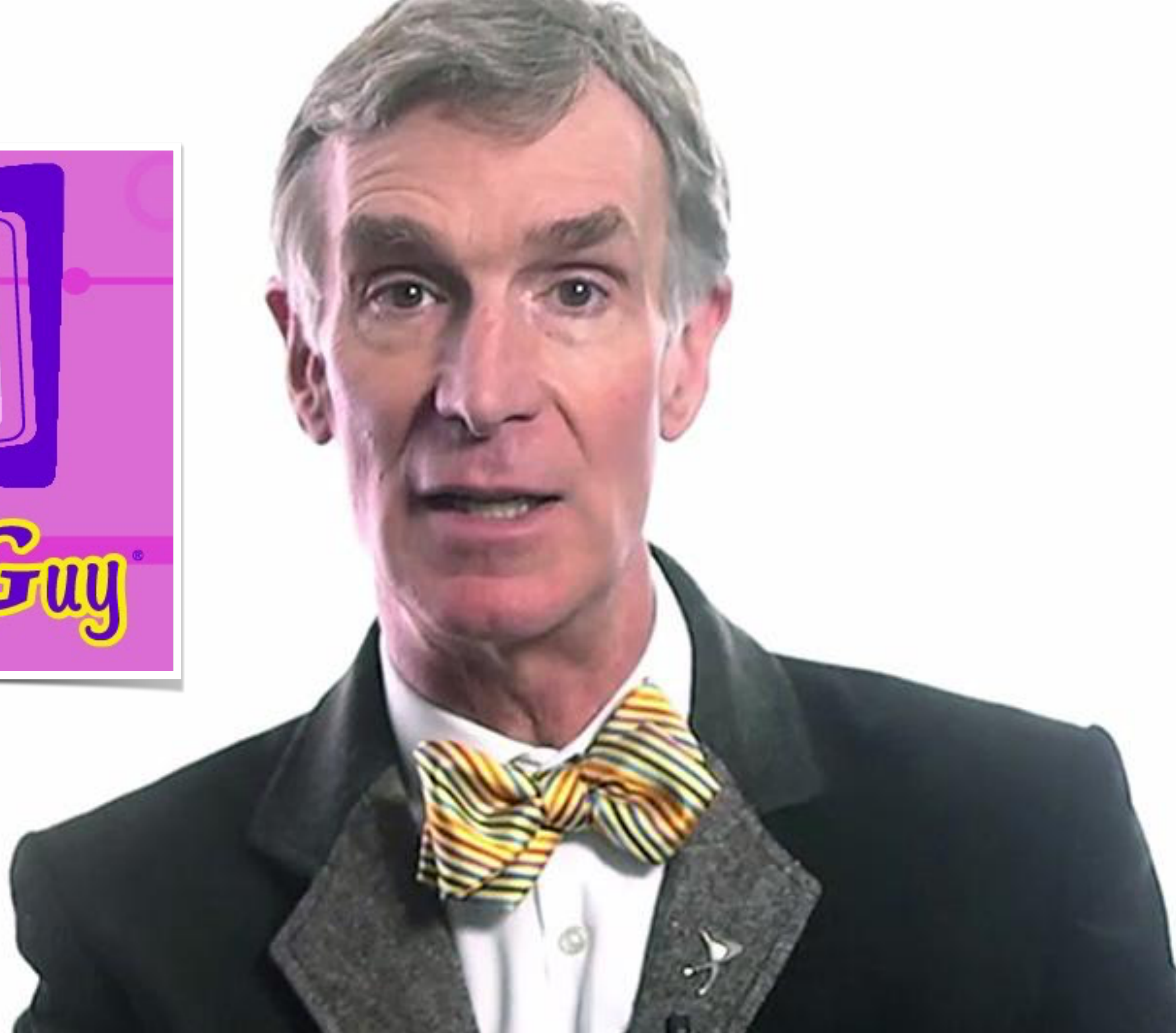
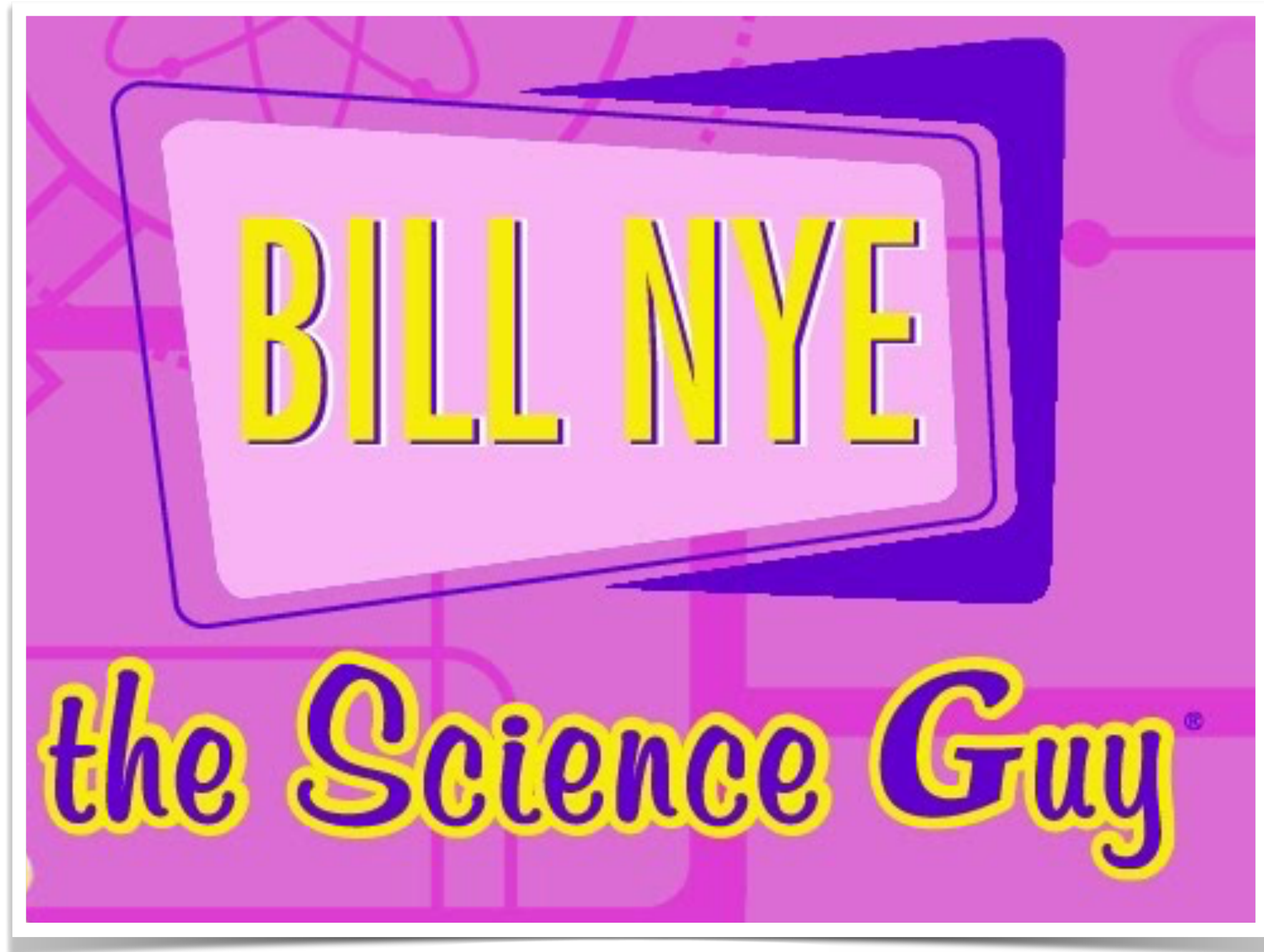
Your
Competitors
Ignore the
FINAL MOMENT



abc **WORLD
NEWS
TONIGHT** | **WITH
DAVID MUIR**

The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural blueprint. Interspersed throughout the drawing are strings 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.

**Your Competition
Won't Promote
SUPERSTARS**



**“73% of
managers
are discouraged
by the
communication
skills of
college-age
students.”**



FOR YOU: MY SLIDES & FREE VIDEOS

You



ROSS SHAFER
Funniest Expert on *CHANGE*

Ross Shafer View as: Yourself

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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...

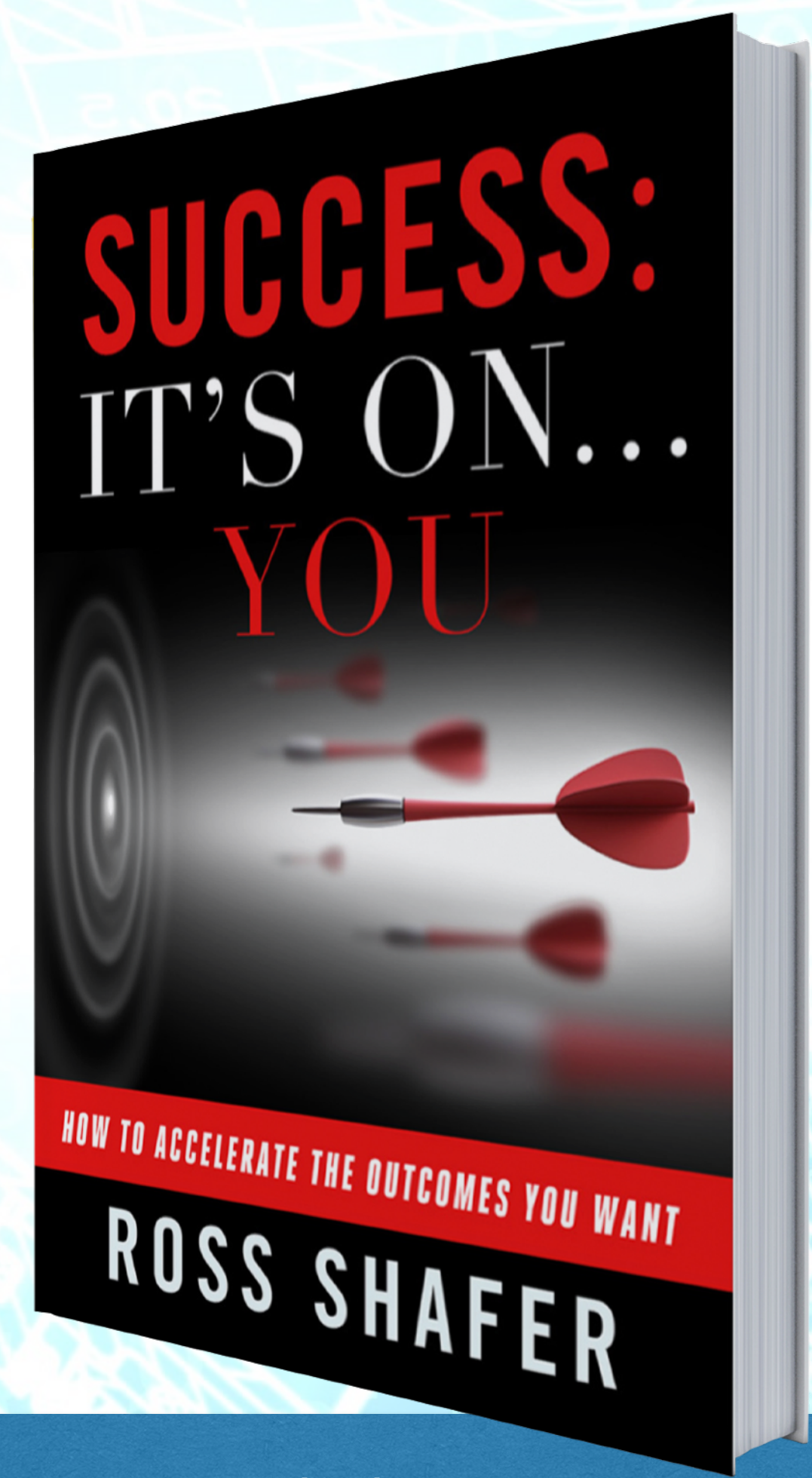
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**Your Competitors
Forget to
Socially Recognize
Young Team
Members**



**Crush 'em
in 2022!**