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from the TASI/CTS event at Church Landing, NH.**

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presentation for your company please contact:**

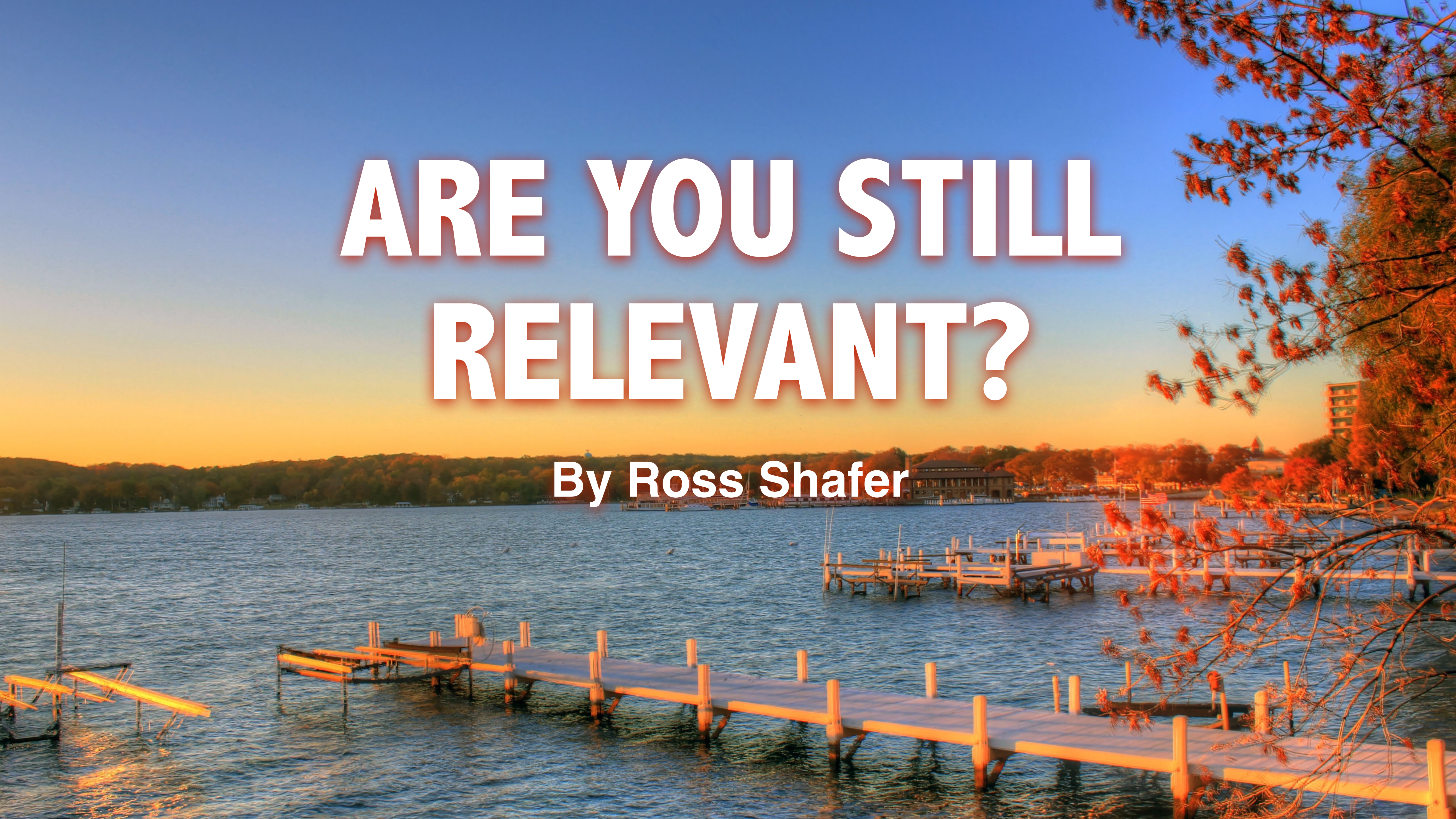
HELEN BRODER

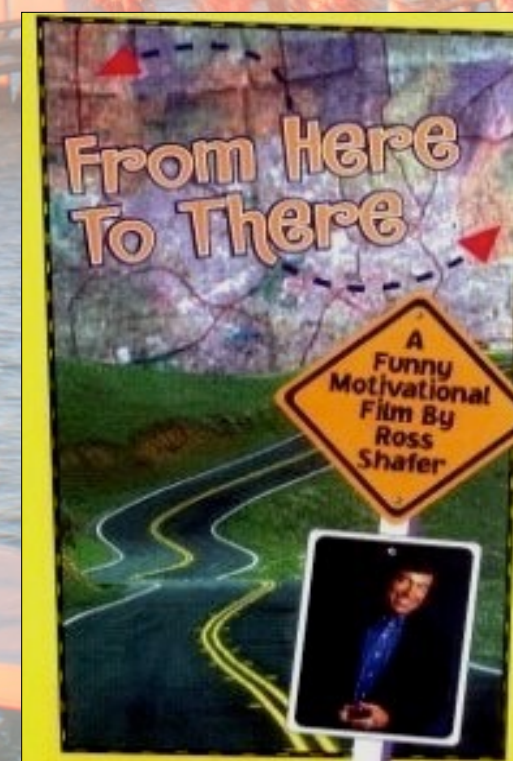
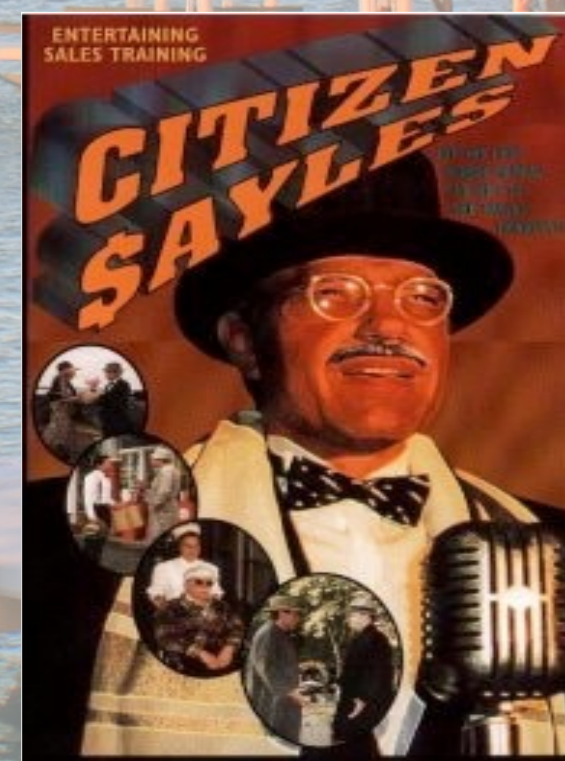
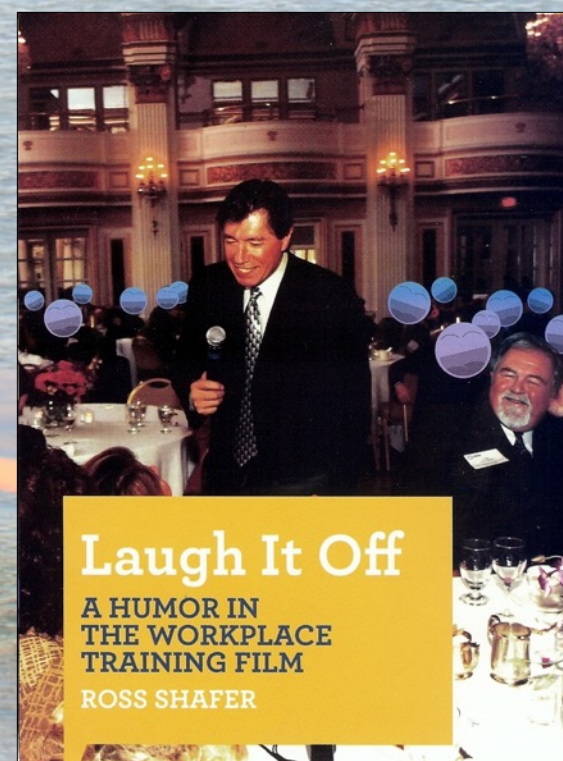
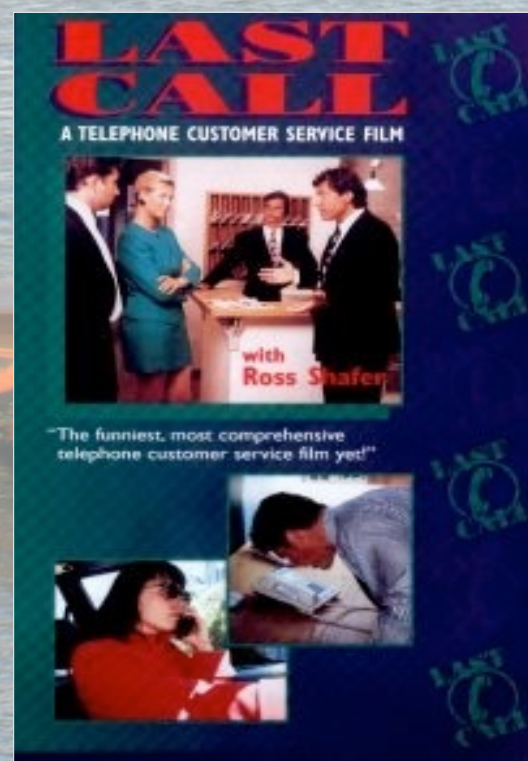
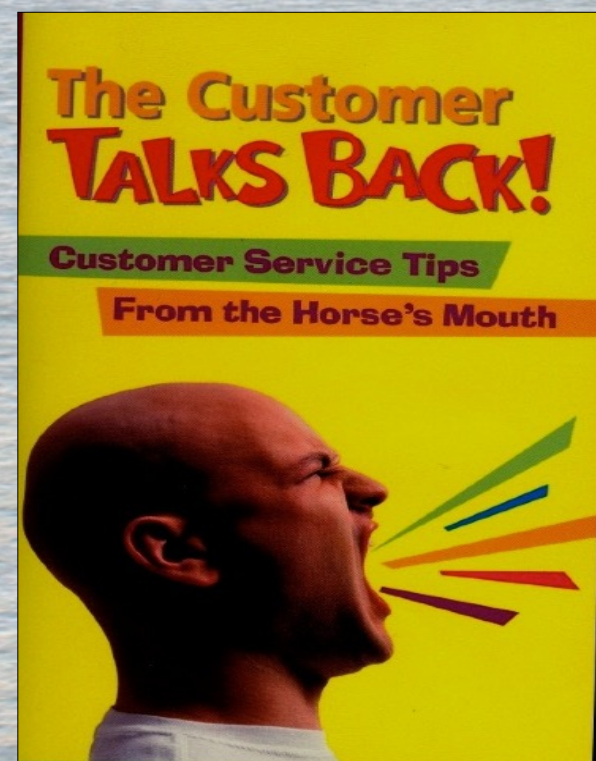
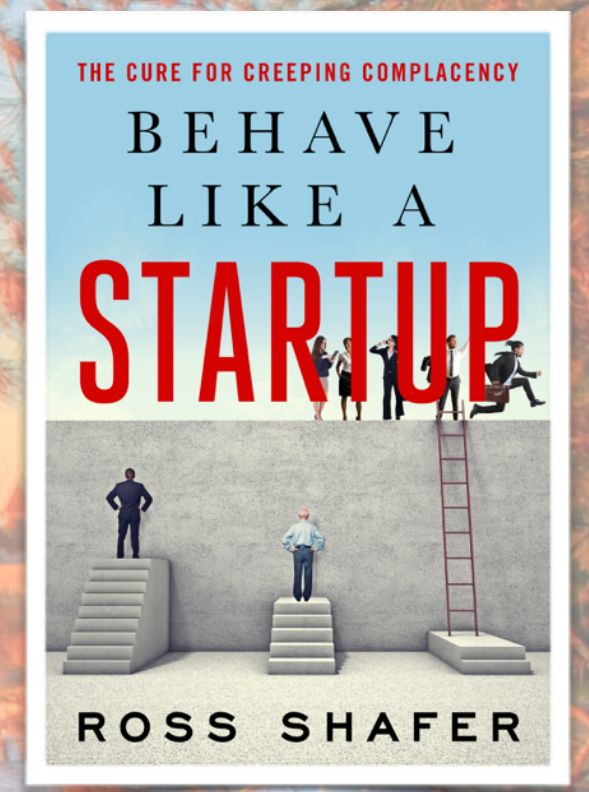
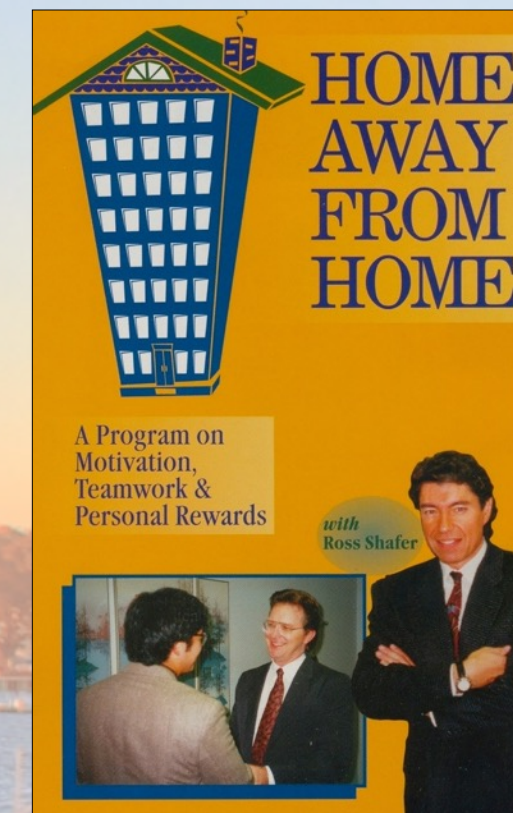
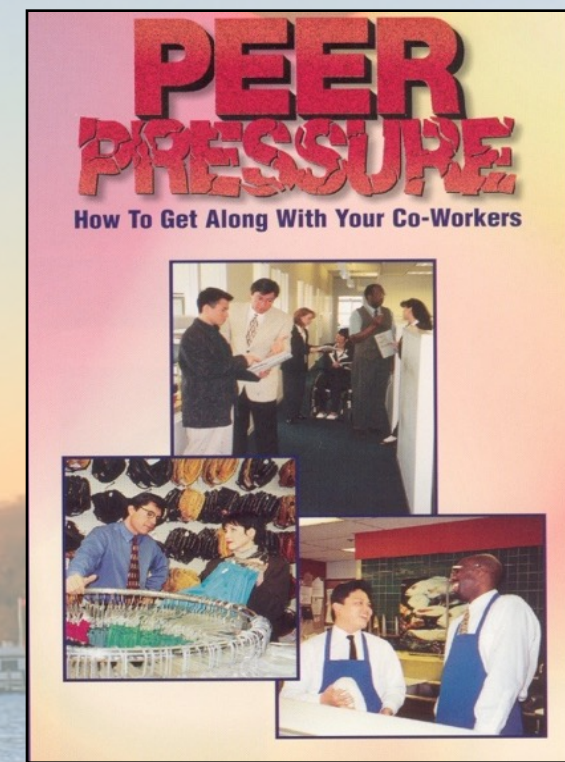
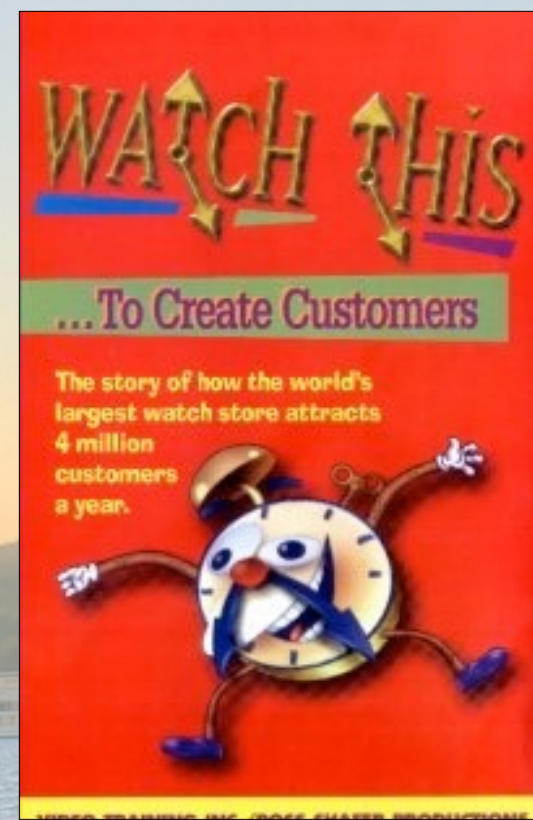
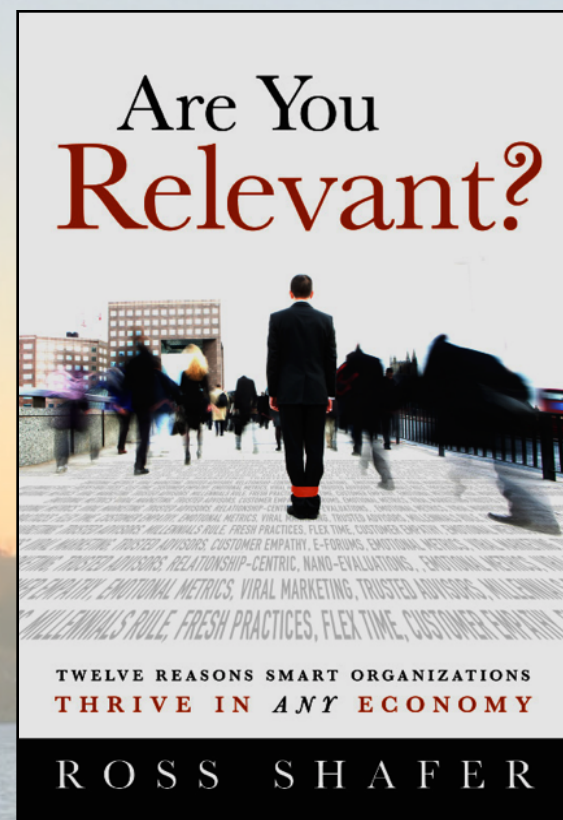
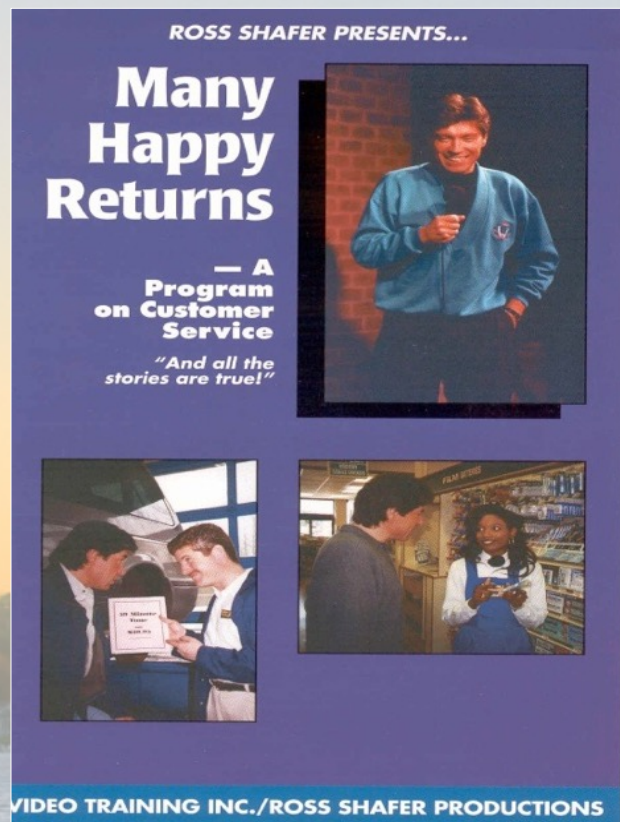
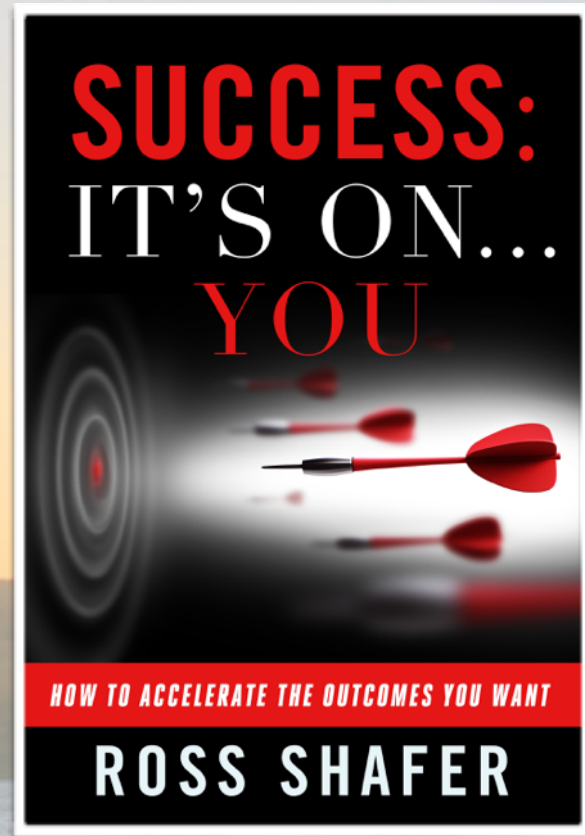
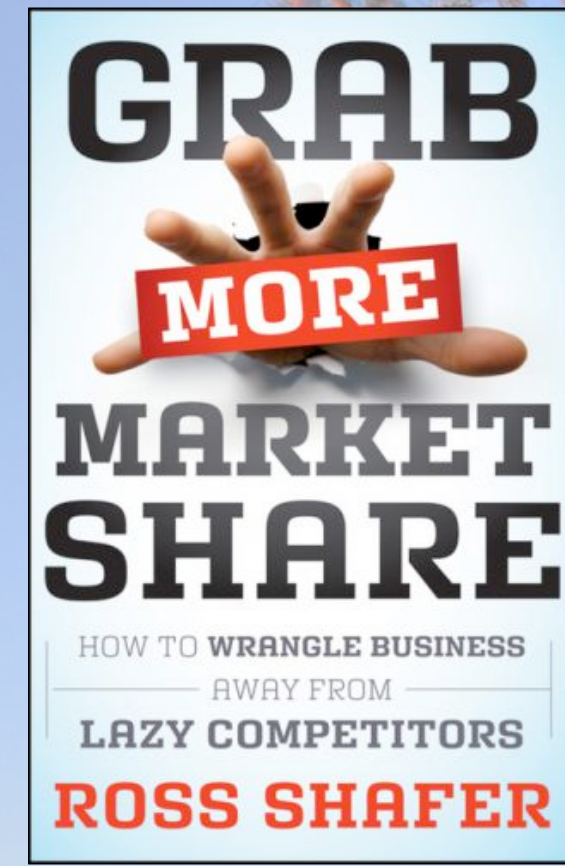
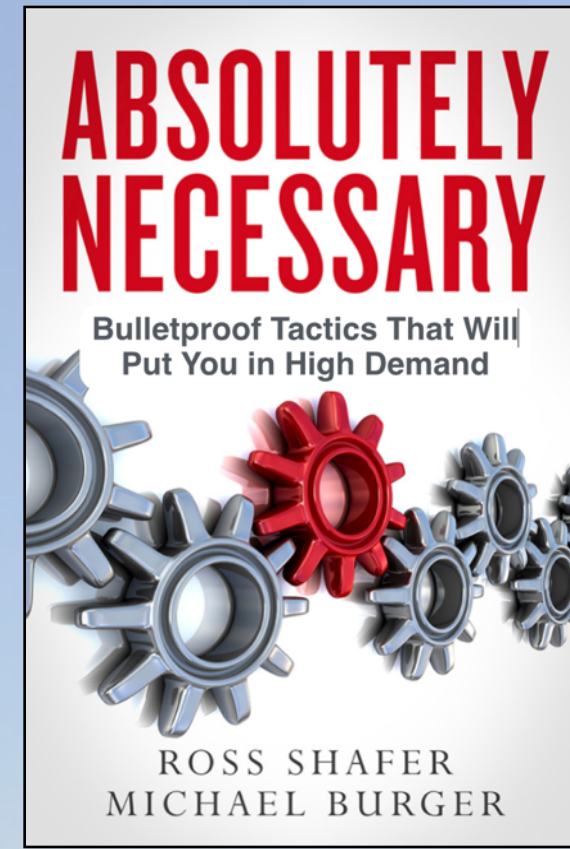
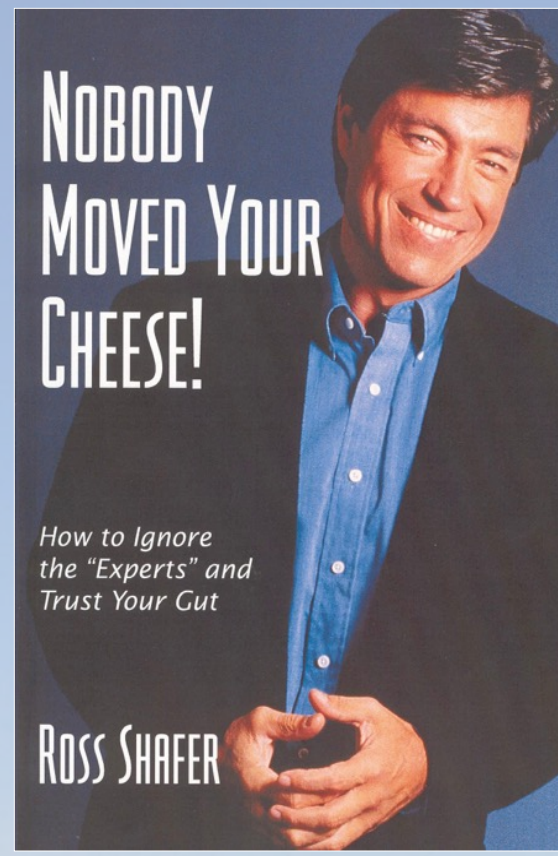
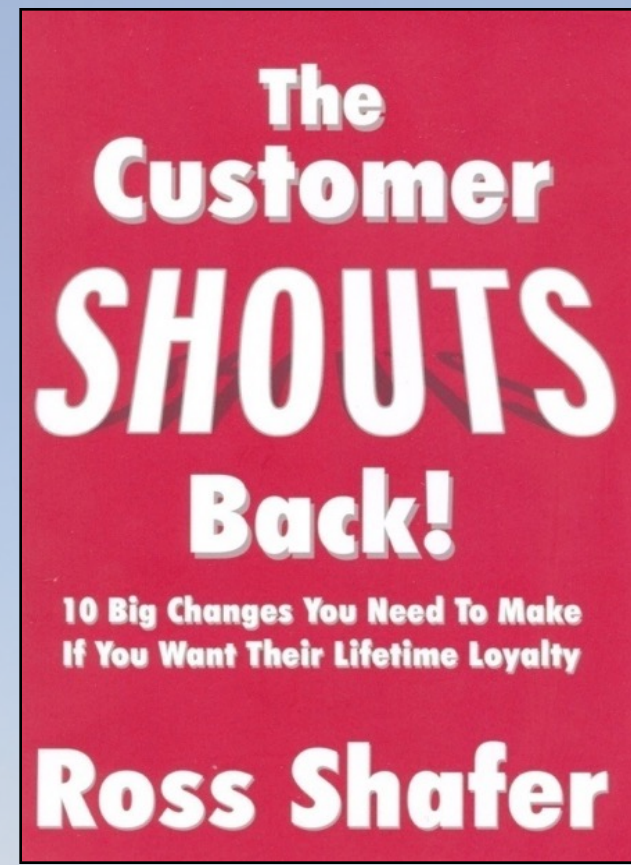
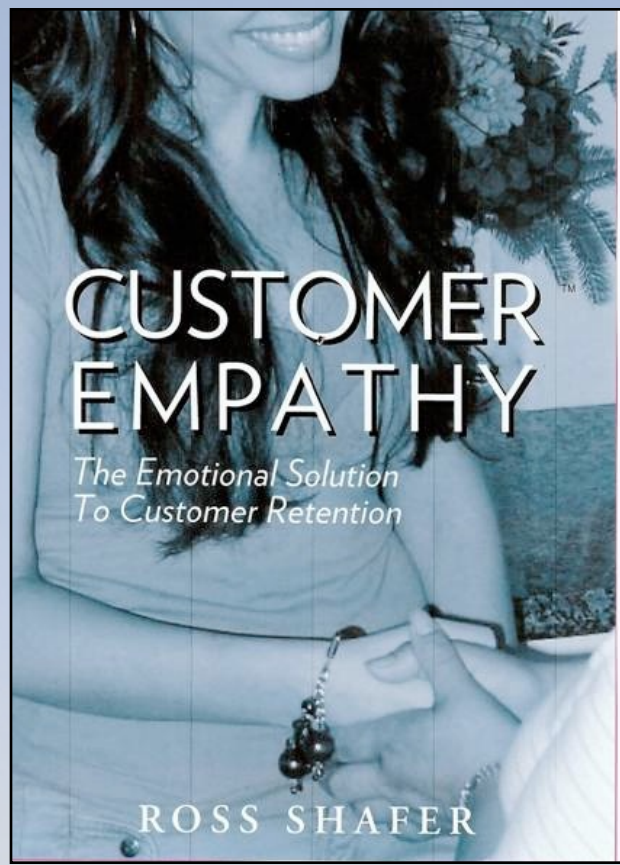
helen@RossShafer.com

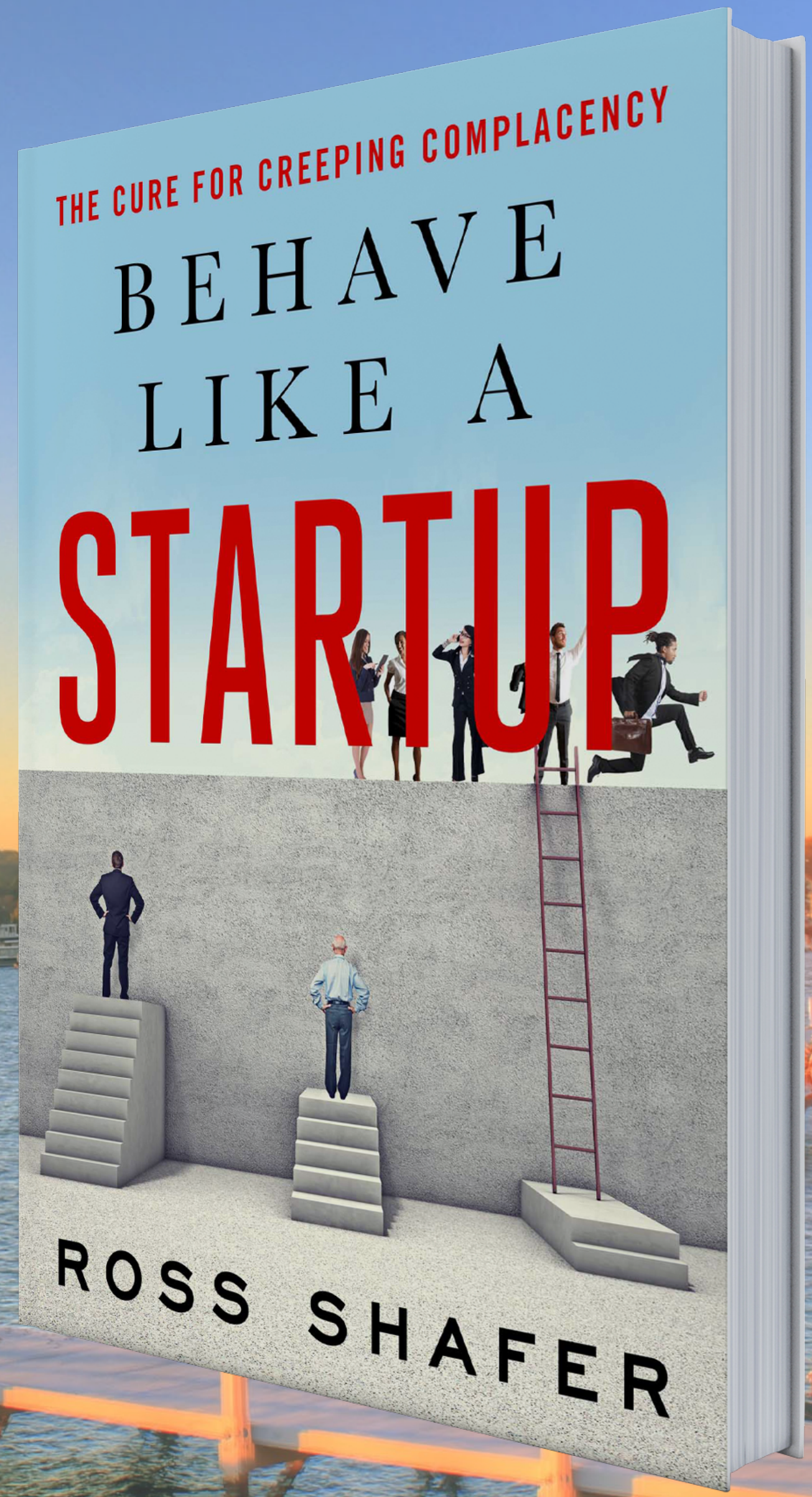
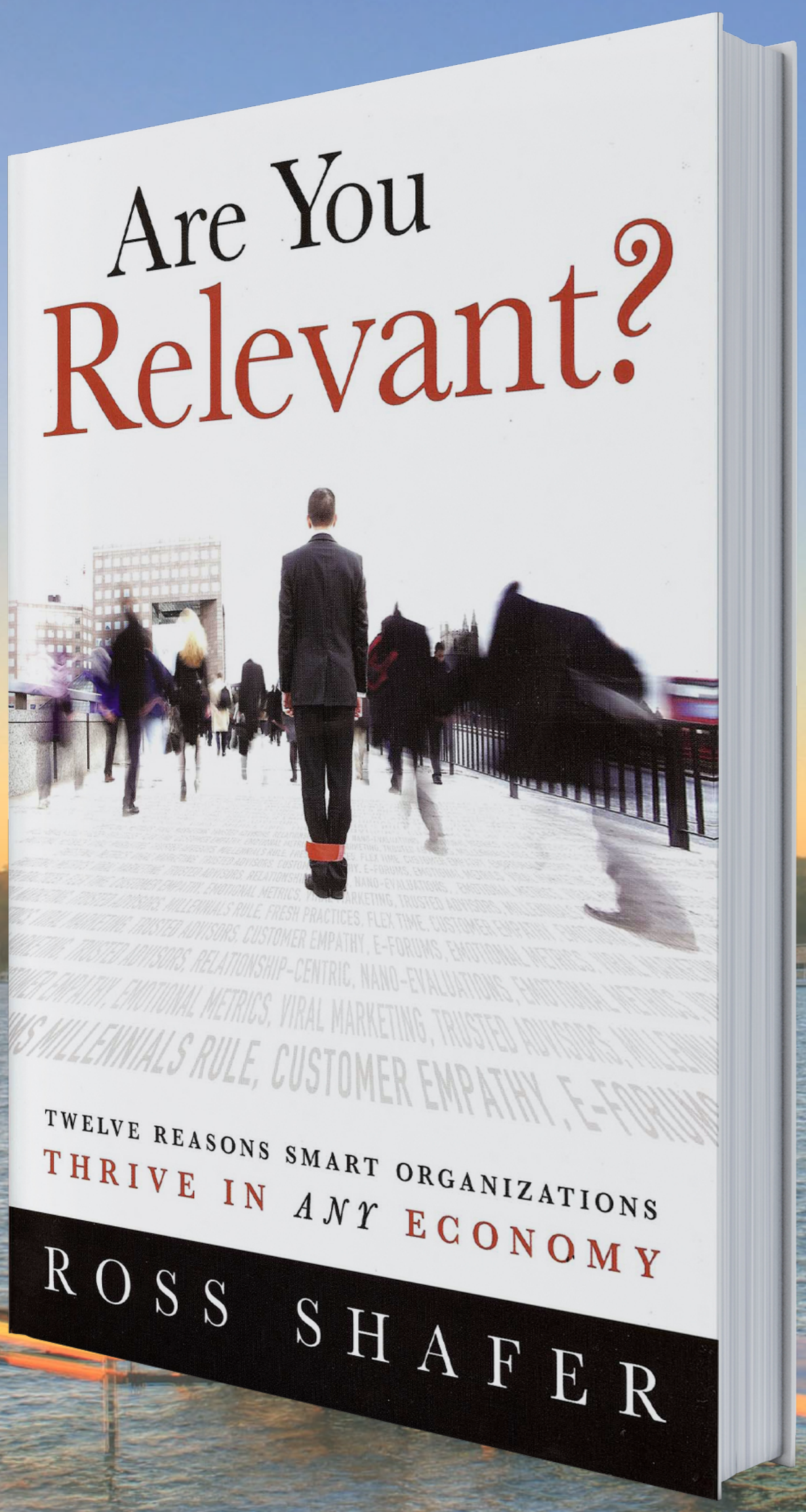
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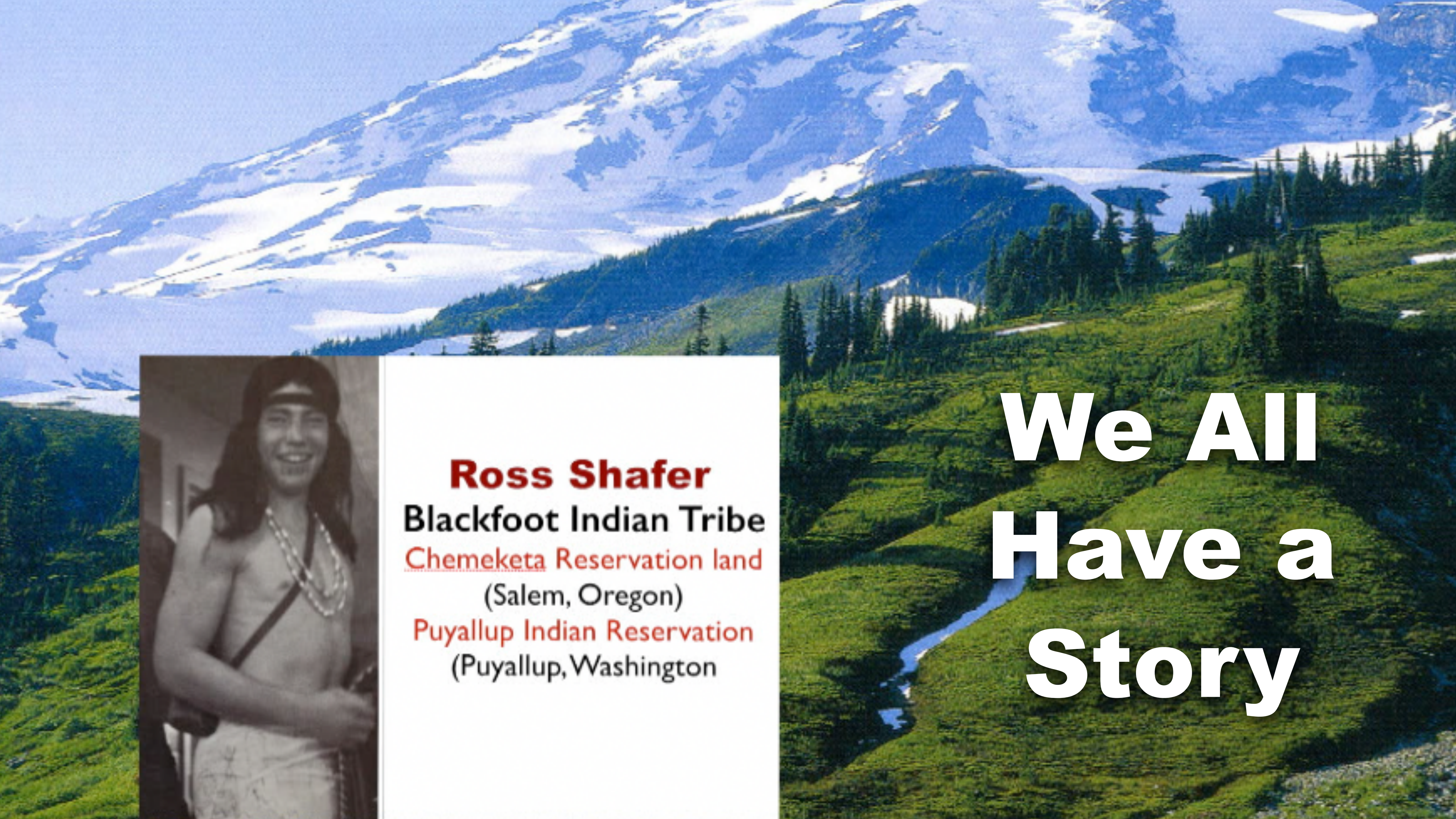
ARE YOU STILL RELEVANT?

By Ross Shafer









Ross Shafer
Blackfoot Indian Tribe
Chemeketa Reservation land
(Salem, Oregon)
Puyallup Indian Reservation
(Puyallup, Washington)

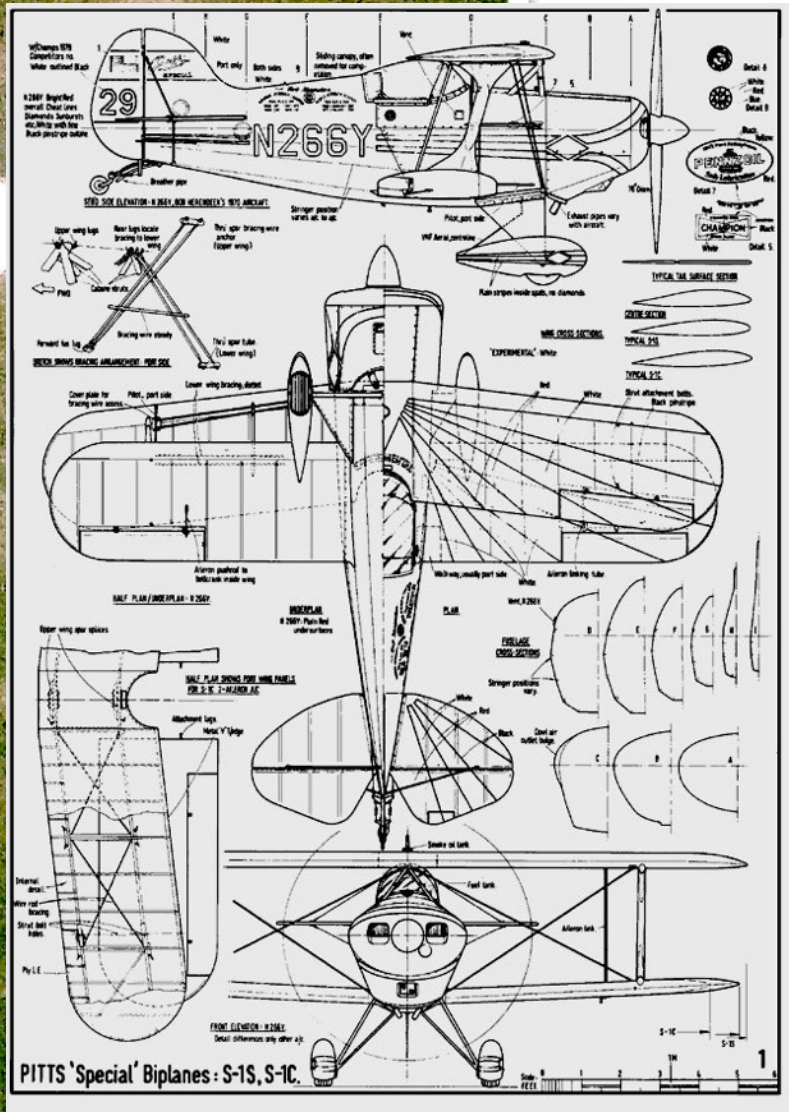
**We All
Have a
Story**

Refusing to Stay in Humble Beginnings





Chuck Shafer 1927-2001



Chuck Shafer - Pitts Special Bi-Plane
*“You can create anything when you
have a blueprint.”*

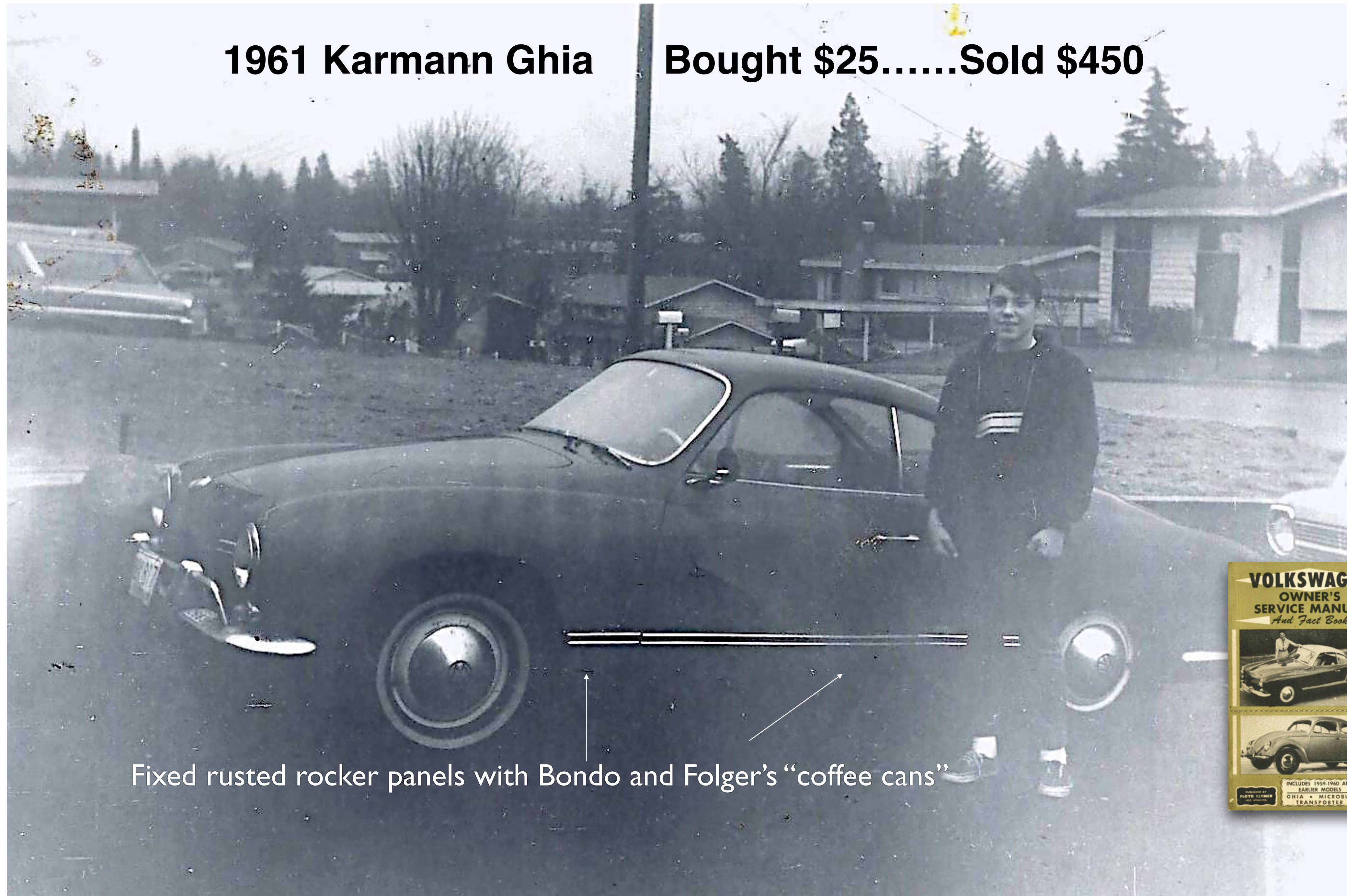


Maiden flight - May 1971

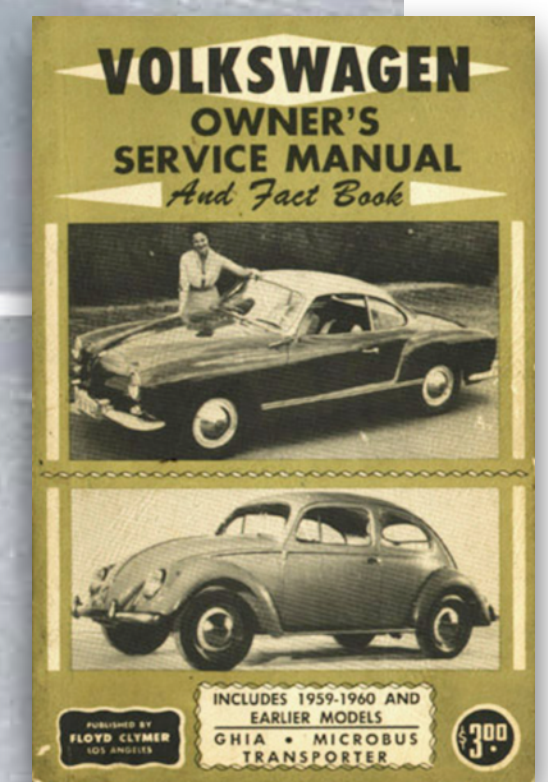


1961 Karmann Ghia

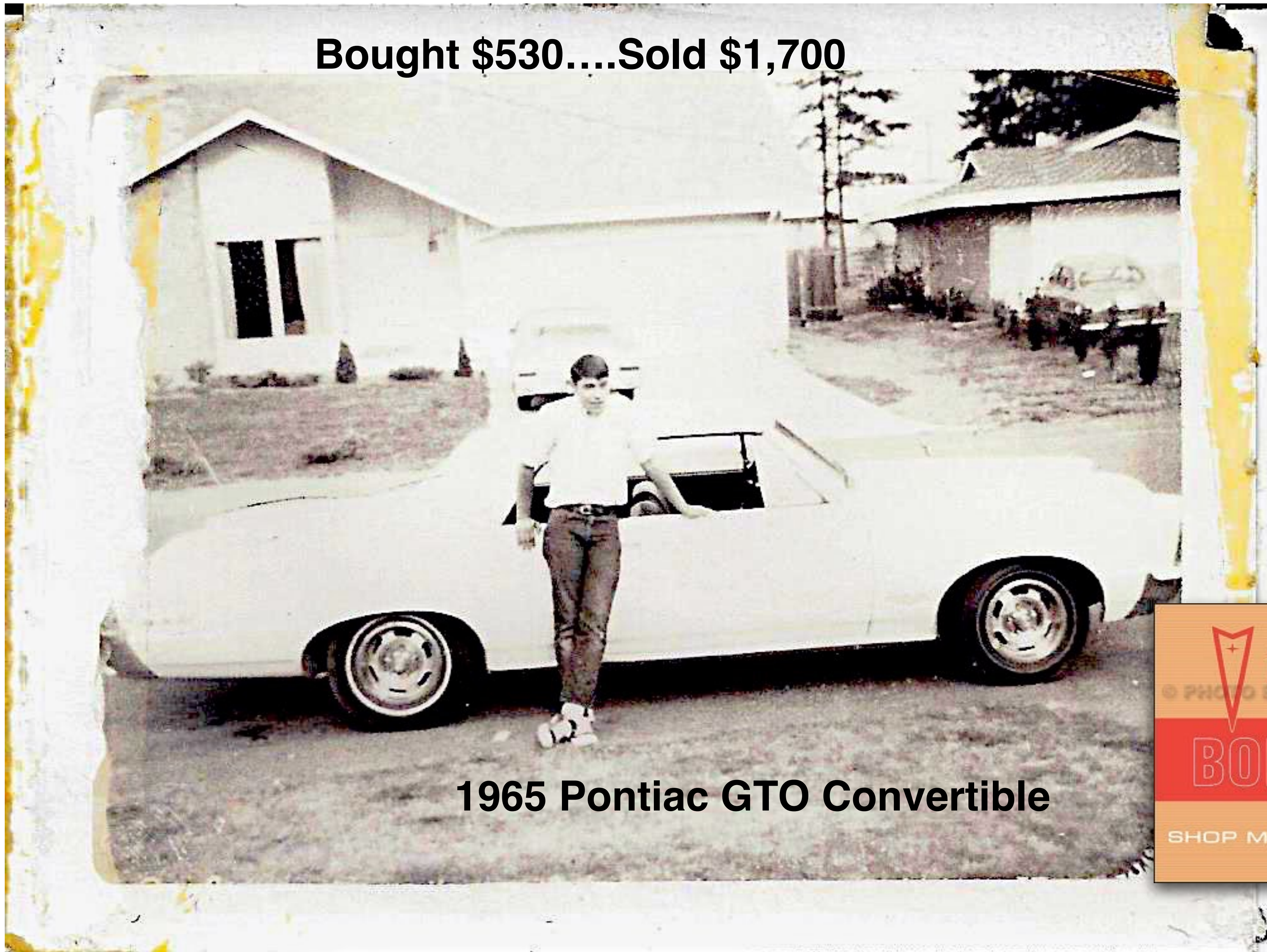
Bought \$25.....Sold \$450



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



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



1965 Pontiac GTO Convertible

1965
TEMPEST
GTO

BODY

SHOP MANUAL



purchased for \$4,800



sold 18 mos. later for \$17,500



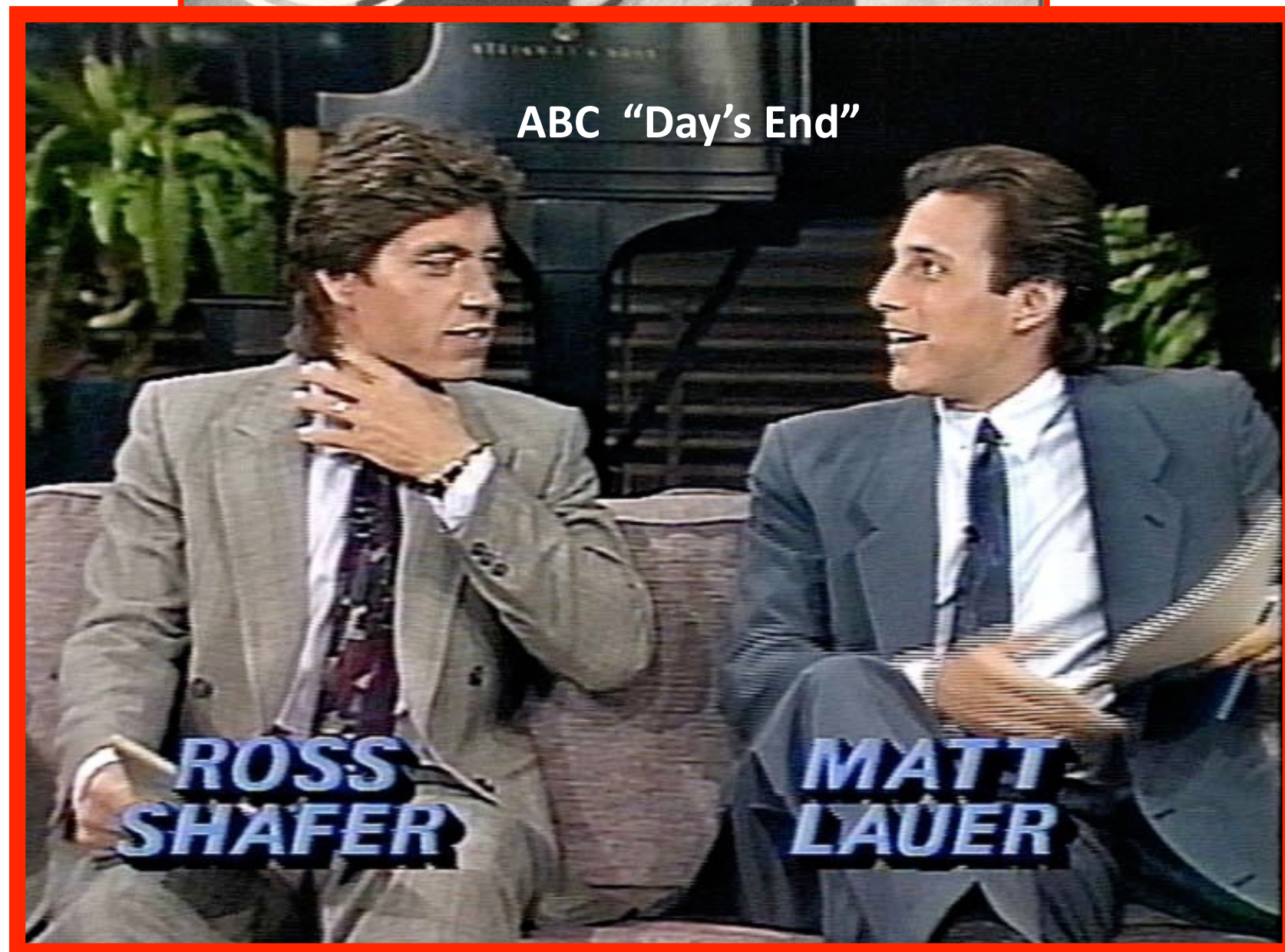
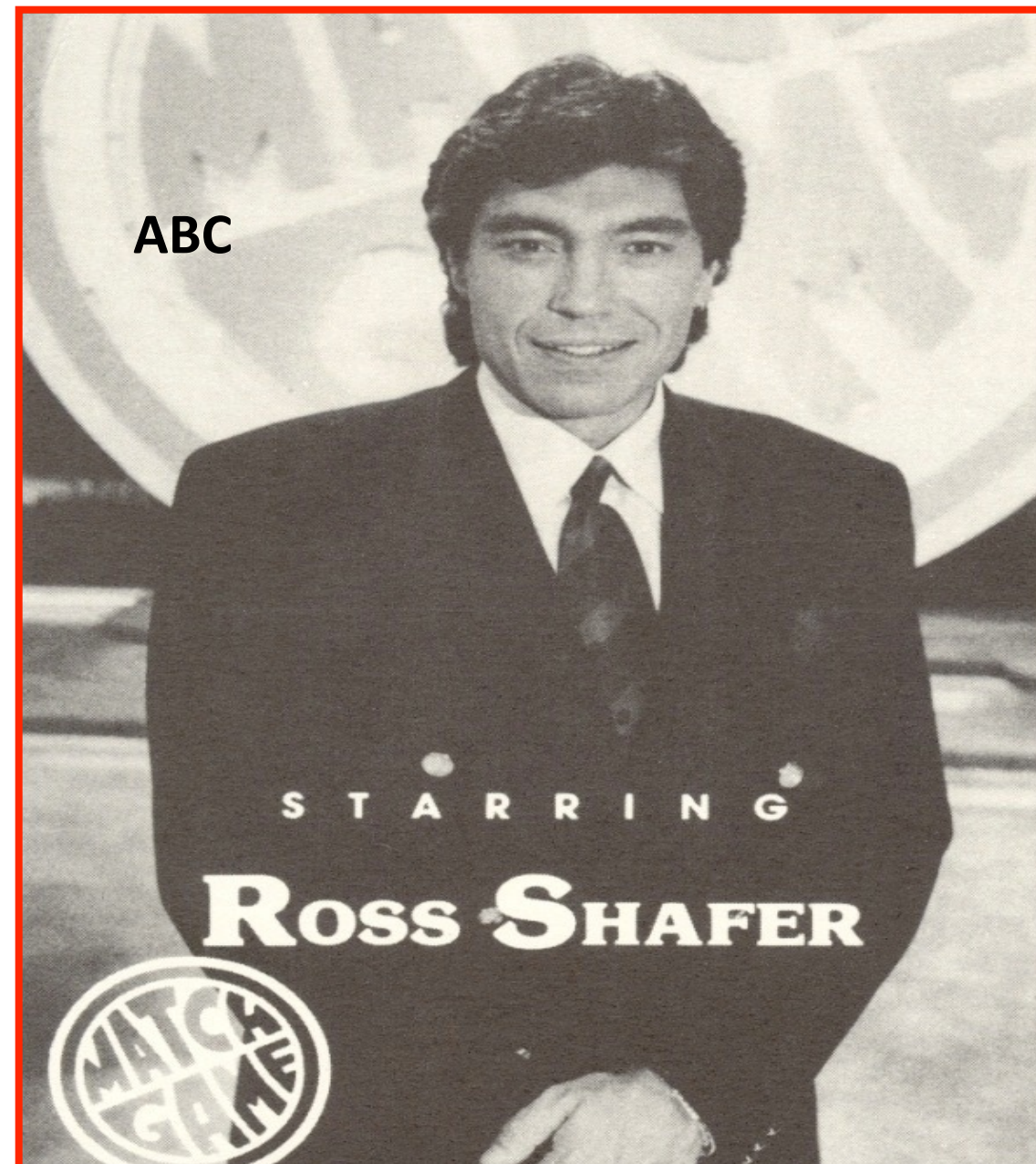
Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1





Success is Easy





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



Be “Paranoid” About Innovation



Peripheral Vision Prevents Injury



Tom
Brady
knows
J.J. Watt
is close

Hotel Events

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

Events for September 28, 2016

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

[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

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[BANQUETS & MEETINGS](#)

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[Hours of Operation](#)

[Menus](#)

[Corporate Events / Banquets](#)

[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)







Laramar Apartment Homes - 55,000 units



amazon.com.

Dogit Silent Dog Whistle by Dogit

\$3.74 Add-on Item

Add it to a qualifying order within **17 hours** to get it by
Tuesday, Oct 15

More Buying Choices

\$3.74 new (6 offers)

\$4.99 used (1 offer)

Which Customers Are the Most Important?



Women Buy Everything!

93% of OTC Pharmaceuticals

92% of Vacation & Business Travel Decisions

91% of New Homes, Remodels, & Building Design

91% of Family Apparel (74% of men's clothing)

90% of Consumer Electronics (TV's, phones, tablets, computers)

89% of Higher Education Decisions

89% of Investment Services, Insurance & Bank Accounts

86% of I.T. Infrastructure Decisions at work

85% of Pet ownership (mean income \$65,000)

80% of Healthcare & Dental decisions

73% of New Cars --- (45% of Light Trucks & SUV's)





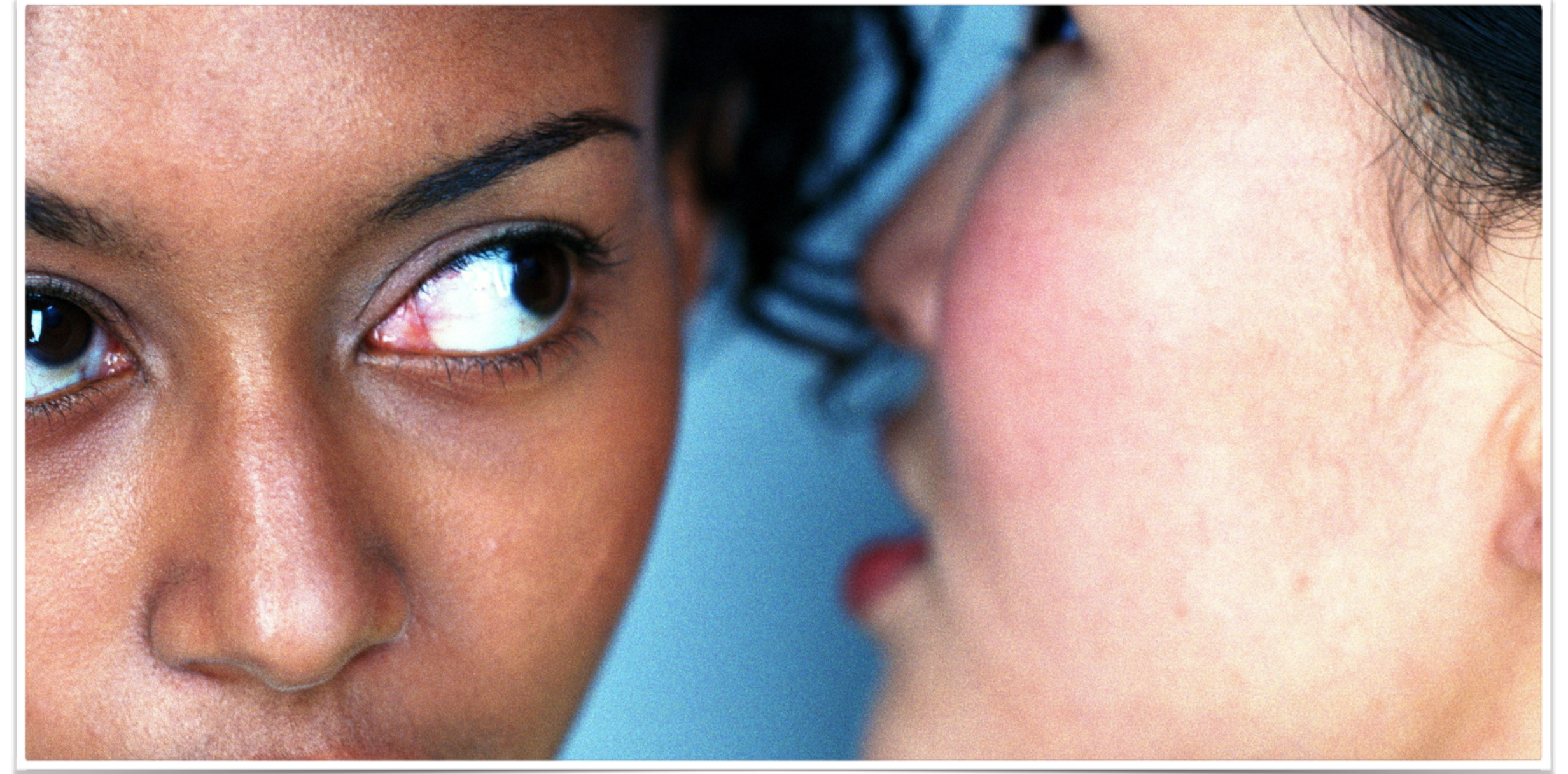
She-Commerce

“Women over 50 currently control \$19 trillion in Net Worth...**3/4** of the entire U.S. Financial Wealth.”

And Female Wealth is Growing...

“By 2020, women will control between \$30-\$40 Trillion in U.S. consumer wealth.”

“92% of women will share information re: quality and value to an average of 21 other people.”



(not counting social media)

“Men only
recommend to
2.6 other
people.”



Time to Re-Think Customer Experience



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 WOW

(Pau- Wau)

A celebration to heal old wounds and honor new alliances



We didn't give them what they wanted.

The customer got so upset they confronted us.

We ignored them.

We assigned blame to the customer



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.

“I have a new
place for
your flowers!!”



ELIMINATE THE



MOMENTS

STUDENT HOUSING “POWS?”

1. **POOR BUILDING SECURITY** (34% parents want security. Only 7% of students)
2. **NO FRIENDS NEARBY** (57% of students want it. Only 28% parents care)
3. **NO PRIVATE BED OR BATH** (62% parents want privacy for children)
4. **EXPENSIVE LUXURY UPGRADES** (42% parents don't want to pay extra)
5. **POOR MAINTENANCE** (83% parents want things fixed within 24 hrs.
28% want fixes within 6 hours)

The Best Story Wins





Dignity[®] MEMORIAL

The largest network of funeral,
cremation & cemetery service providers.

Plan. To Make it Right.[®]

Preplanning your funeral or cemetery arrangements gives
you and your loved ones peace of mind. We offer Free,
engaging, interactive pre-planning seminars.

Call Today: 504-729-1912

Peaceful.
Beautiful.
Everlasting.

Lake Lawn
Metairie

Celebrating Claudine G. Bowers 1922 - 2010



For Claudine's Closest Friends

Sugar.....2 cups
All Purpose Flour.....2 cups
Buttermilk.....1 cup
Water.....1/2 cup
Baking soda.....1 tsp
Crisco.....1 stick
Butter.....1/2 stick
Eggs.....3
Cocoa powder.....4 Tb
Vanilla extract.....1 Tsp
Pecans (chopped).....1/2 cup

FROSTING

Butter.....1 stick
Cinnamon.....1 Tsp
Cocoa powder.....4 Tb
Vanilla extract.....1 Tsp
Powered sugar.....1 box (16oz)
Pecans (chopped fine+sprinkled on top)

Oven 350 for 30 min.
Pan 13" X 9"

“We have a better story...so it follows that we can charge more money.”




Attracting Talented Young People



Millennials Look Like This now...

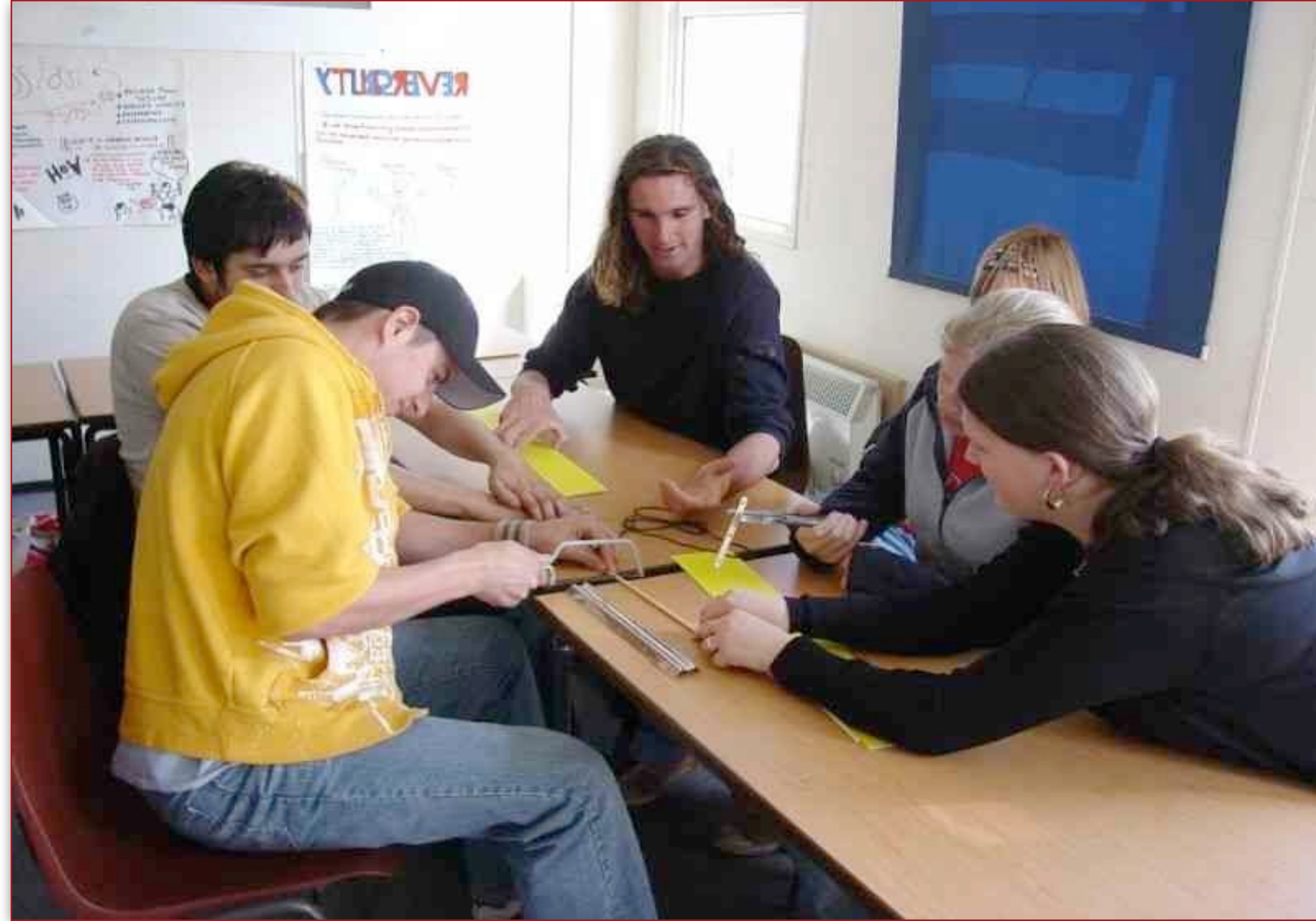


Don't Mentor Them

A wide-angle, high-angle shot of a massive esports arena. The arena is filled with a dense crowd of spectators, mostly young people, seated in tiered rows. The stage is illuminated with vibrant blue and purple lights. Several large video screens are positioned around the stage, displaying various scenes from a game, including character portraits and action sequences. In the foreground, there are several gaming stations with monitors and keyboards, where players are seated. The overall atmosphere is energetic and high-tech.

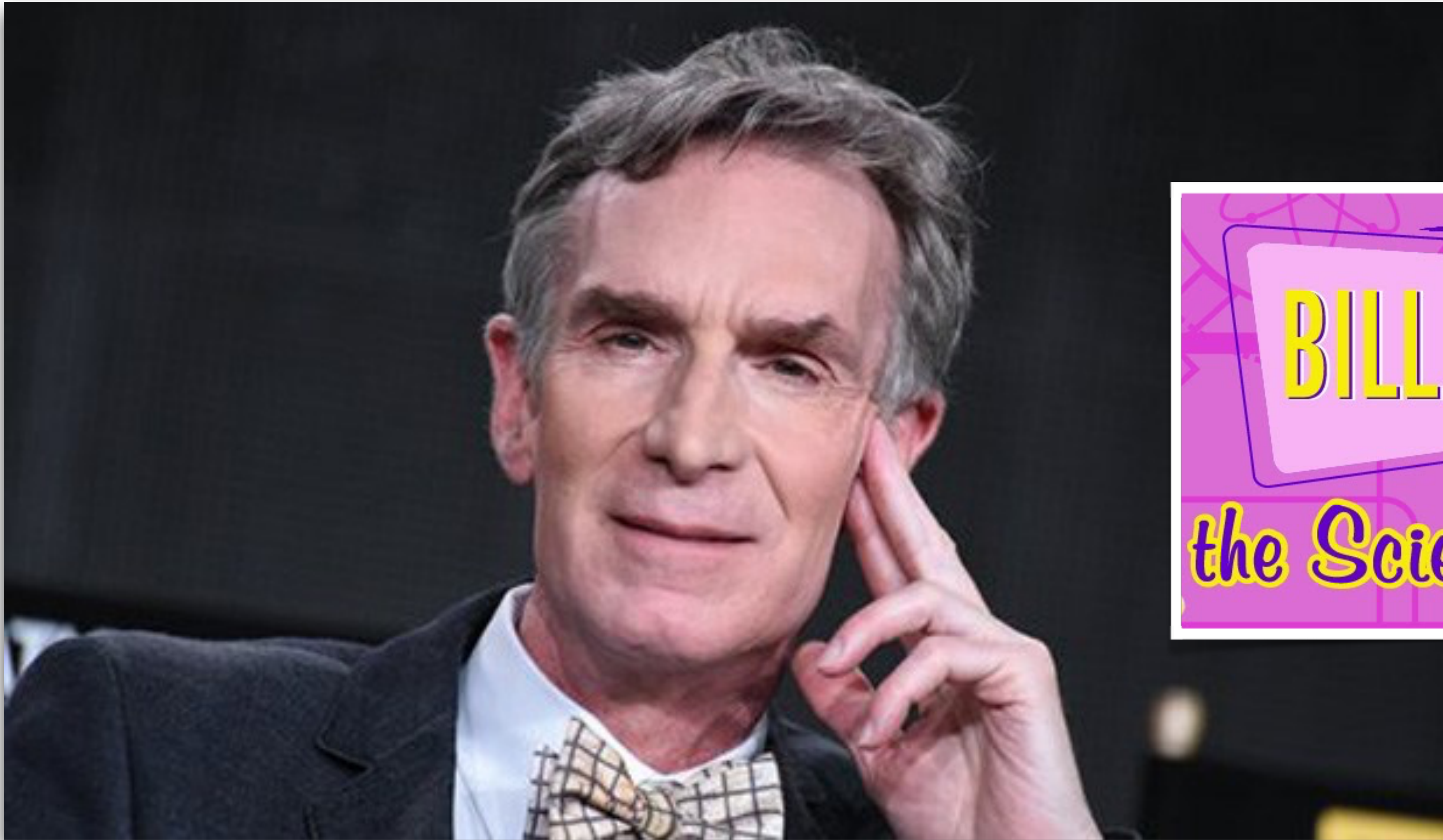
PROVIDE “QUICK WINS”

300,000 attended GamesCom

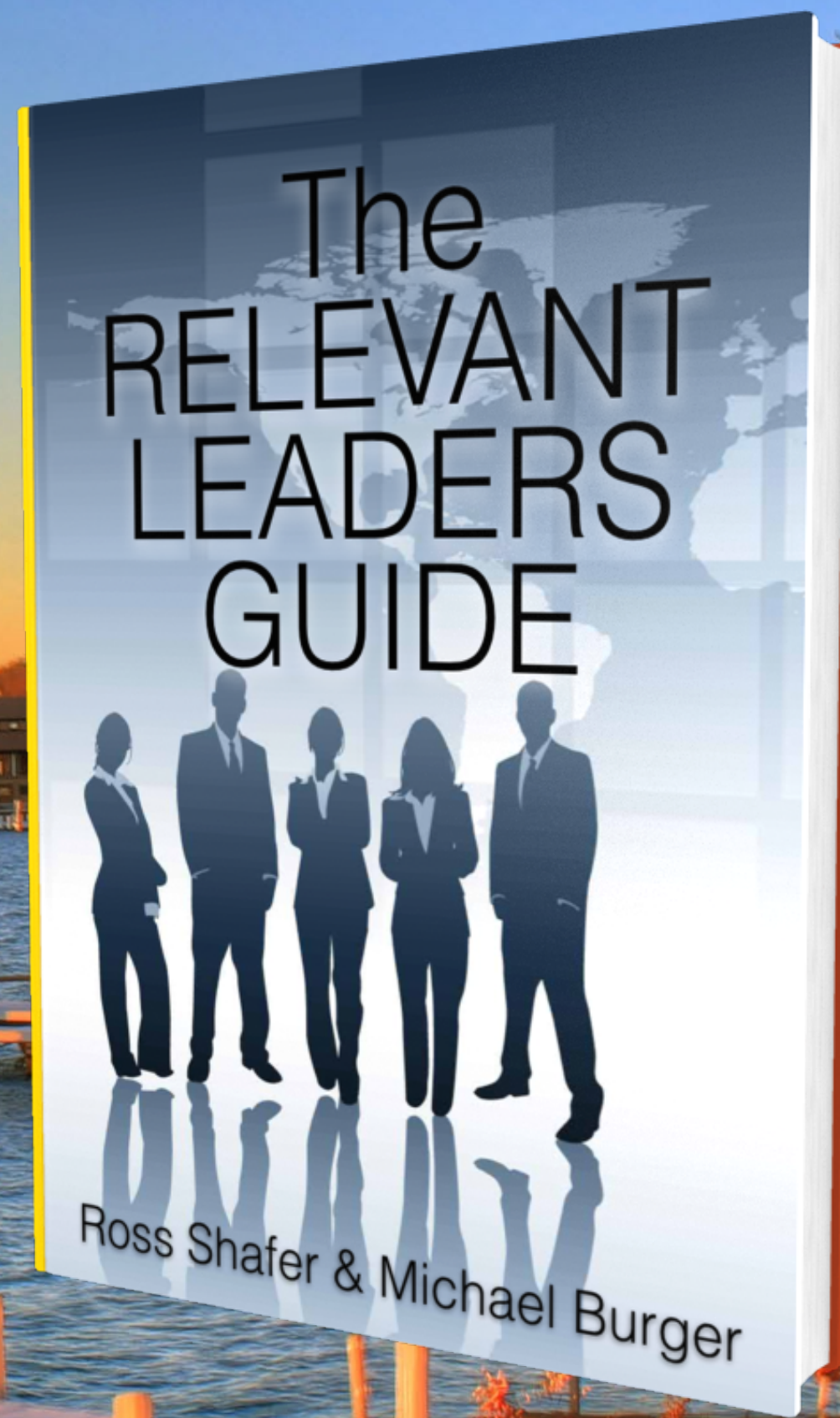


“48% of employers are dissatisfied with the oral communications skills of college students.”

Ongoing Encouragement



Download My FREE E-Book



www.RossShafer.com

Relevant Leaders Club

The Relevant Leaders Club (by Ross Shafer) uses innovative case examples to help both experienced leaders find relevant business solutions for motivating your workforce, creating leadership..

Download All



Why is the Resignation 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...



Pitch Your Big Ideas to the Boss | Leadership Speaker | Ross Shafer
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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 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 repeatable...



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...

My Weekly Leadership Video Blog

Resilience is Your Best Friend





Chuck Shafer 1927-2001

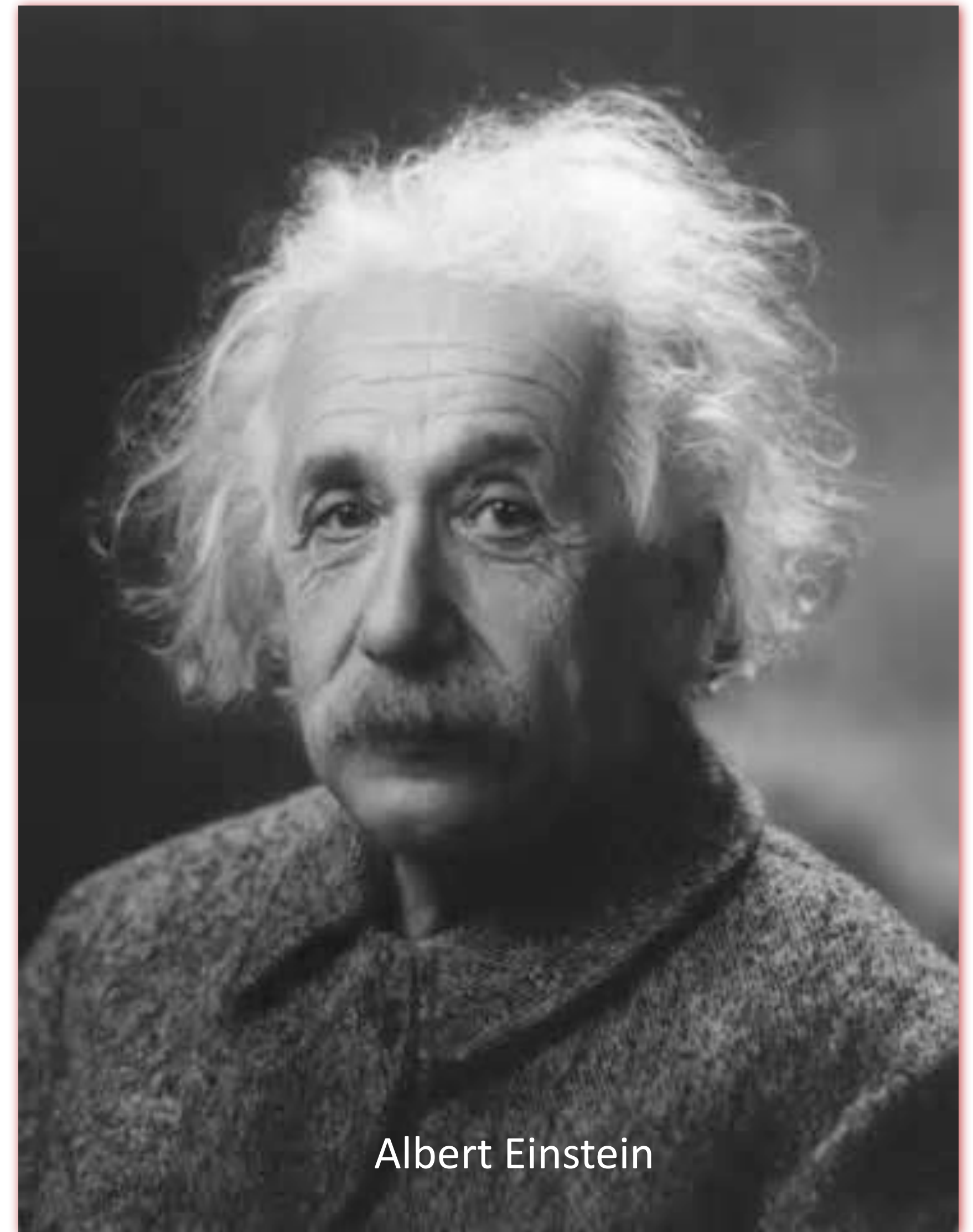


Leah, Ross, Lauren (Lolo), Ryan & Adam Shafer



Daddy/Daughter date
10th birthday!

**“The world’s
greatest
achievements
were
accomplished
by tired,
discouraged
people who just
kept on working.”**



Albert Einstein

**Thank you requesting Ross Shafer's slide notes
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